

Lidl UK GmbH

**PROPOSED DISCOUNT FOODSTORE,
NON-FOOD RETAIL AND DRIVE-THRU RESTAURANT,
UTTOXETER**

Framework Foodstore Travel Plan

VN70855

September 2018

REPORT CONTROL

Document: Framework Travel Plan – Foodstore, non-food store and drive-thru

Project: Proposed Discount Foodstore, Non-Food Retail and Café Drive-Thru Road, Uttoxeter

Client: Lidl UK GmbH

Job Number: VN70855

File Origin: N:\Vectos Job Data\2017\VN70855 Lidl Uttoxeter\Docs\Reports\Travel Plan\Lidl, Uttoxeter - Framework Travel Plan - v2.docx

Document Checking:

| | | | |
|-----------------------|-----------------|--------------------|----|
| Primary Author | Elliot Read | Initialled: | AS |
| Contributor | Peter Jones | Initialled: | PJ |
| Review By | Richard Whiting | Initialled: | RW |

| Issue | Date | Status | Checked for Issue |
|--------------|-------------|----------------------------|--------------------------|
| 1 | 26/10/17 | First Draft | RW |
| 2 | 09/01/18 | FINAL | RW |
| 3 | 23/08/18 | Incorporating SCC Comments | RW |
| 4 | | | |

CONTENTS

| | | |
|----------|--|-----------|
| 1 | INTRODUCTION..... | 1 |
| 1.1 | Introduction | 1 |
| 1.2 | Site Location | 1 |
| 1.3 | Development Proposals | 1 |
| 1.4 | The Travel Plan | 2 |
| 1.5 | Travel Plan Aims | 3 |
| 1.6 | Plan Administration | 4 |
| 1.7 | Key Responsibilities | 5 |
| 2 | ACCESSIBILITY BY SUSTAINABLE MODES OF TRAVEL..... | 6 |
| 2.1 | Introduction | 6 |
| 2.2 | Accessibility on Foot | 6 |
| 2.3 | Accessibility by Bicycle | 8 |
| 2.4 | Accessibility by Bus | 11 |
| 2.5 | Accessibility by Rail..... | 12 |
| 3 | MANAGEMENT MEASURES..... | 14 |
| 3.1 | Introduction | 14 |
| 3.2 | Travel Awareness..... | 14 |
| 3.3 | Staff ‘Welcome Pack’ | 14 |
| 3.4 | Cycle Measures..... | 15 |
| 3.5 | Walking Measures | 15 |
| 3.6 | Public Transport Measures..... | 16 |
| 3.7 | Staff Lockers | 16 |
| 3.8 | Car Sharing | 16 |
| 3.9 | Motorcycles and other Powered Two Wheelers..... | 17 |
| 3.10 | Sustainable Travel Promotions | 17 |
| 4 | TRAVEL PLAN MONITORING | 18 |
| 4.1 | Introduction | 18 |
| 4.2 | Targets | 18 |
| 4.3 | Staff Travel Surveys | 19 |
| 4.4 | Annual Monitoring and Review | 20 |
| 4.5 | Travel Plan Actions | 21 |

PLANS

Plan TP1 Proposed Site Layout Plan

1 INTRODUCTION

1.1 Introduction

1.1.1 Vectos have been commissioned by Lidl UK GmbH to provide transport and highways advice to support a hybrid planning application for the development of an area of land located to the north of Brookside Road in Uttoxeter. The site lies within the jurisdiction of East Staffordshire Borough Council (ESBC), with Staffordshire County Council (SCC) acting as highways authority.

1.2 Site Location

1.2.1 The site is located on the eastern side of Uttoxeter town centre, and is bound by the Dovefields Retail Park to the north, buildings used for light industry to the east, Brookside Road to the south and the A518 Town Meadows Way to the west. The site location is shown in **Figure 1.1** below.

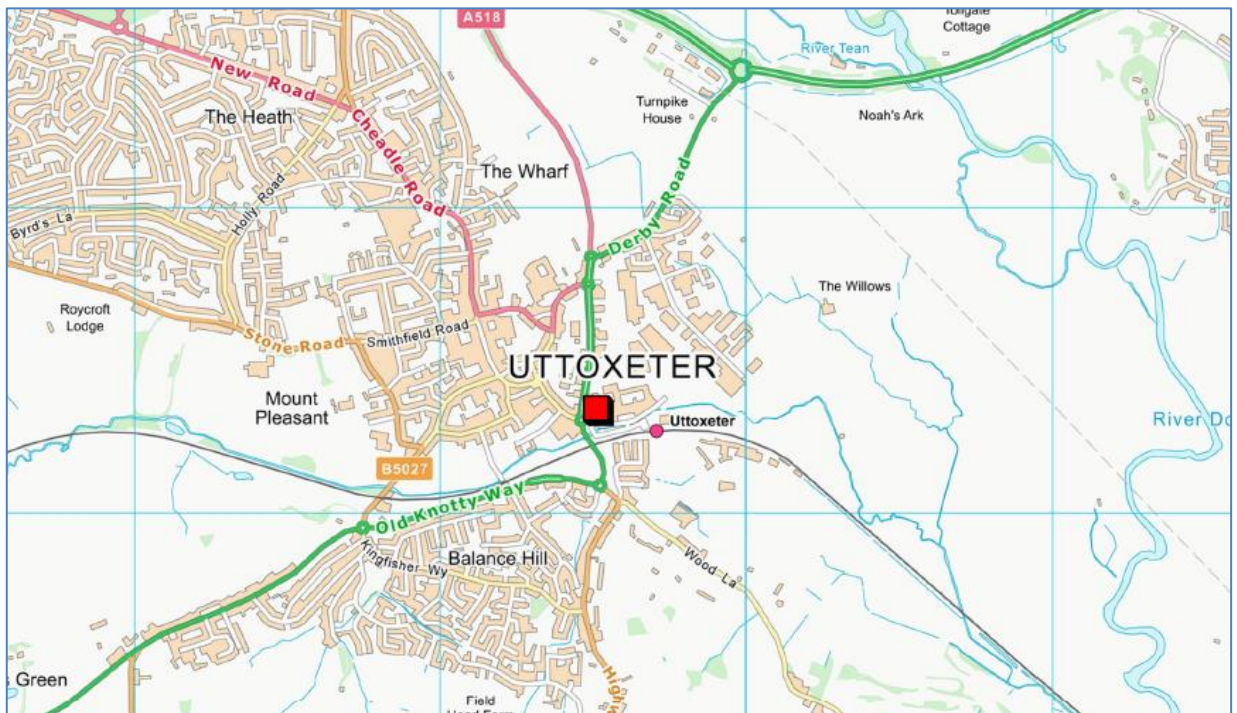


Figure 1.1: Site Location

1.3 Development Proposals

1.3.1 It is proposed that the planning application be submitted in hybrid form. As such, detailed planning consent will be applied for:

- A Lidl foodstore with a gross internal floor area (GIA) of 2,125 sqm (22,873 sqft);
- Two non-food retail units, each with a GIA of 700 sqm (7,535 sqft);
- 182 car parking spaces; and
- Customer and service vehicle access from Brookside Close.

1.3.2 In addition, outline planning permission will be applied for:

- A Drive Thru A3/ A5 Restaurant with a GIA of 169 sqm (1,819 sqft).

1.3.3 The proposed site layout is shown in **Plan TP1**.

1.3.4 The proposals include the provision of a vehicular and pedestrian link which will connect the proposed development site with the Dovefields Retail Park to the north. A pedestrian connection will also be provided from the site to Town Meadows Way to connect with an existing TOUCAN crossing, while a 2 metre footway will be provided on the northern side of Brookside Close.

1.3.5 The construction of a new Lidl foodstore on the application site will result in the closure of the existing Lidl store at the Dovefields Retail Park a short distance to the north. Lidl will then dispose of the Dovefields Retail Park site, with the intention that this be reoccupied for non-food retail purposes.

1.4 The Travel Plan

1.4.1 This report provides a Framework Travel Plan for the proposed Lidl foodstore element of the development. The document provides a template for a Full Travel Plan which will be submitted to the Council for approval within six months of the proposed development becoming operational.

1.4.2 At the time of writing, Lidl is leading the development of the wider site and this Framework Travel Plan will apply to the whole site. Individual Travel Plans for the non-food retail and drive thru elements of the proposals will be prepared once the occupiers of these units are identified. These occupiers will be responsible for the preparation of their own Travel Plan in accordance with this Framework document as appropriate.

1.4.3 The preparation and adoption of a Travel Plan is an important element in managing the demand for travel to all modern developments. The Department for Transport issued a guide on the preparation of such Travel Plans in April 2009 in a document entitled “Good Practice Guidelines – Delivering Travel Plans through the Planning Process”.

1.4.4 The National Planning Policy Framework (NPPF) document (initially published in March 2012 and re-published in July 2018) also highlights the role that Travel Plans can play in facilitating sustainable travel. NPPF stating that:

“All developments which generate significant amounts of movements should be required to provide a Travel Plan”.

1.4.5 A Travel Plan is a long-term management strategy for a site that seeks to encourage more sustainable travel and to reduce single occupancy car use. Whilst consideration will be given to promoting sustainable modes to customers, this document primarily sets out a framework for the staff who will be employed at the foodstore.

1.4.6 The Travel Plan is a dynamic and ‘living’ document that will be updated regularly to reflect changes in its environs. It should be noted that a Travel Plan starts with writing the paper document and will evolve over time. The report will be improved, monitored, reviewed and adjusted to reflect changing circumstances.

1.5 Travel Plan Aims

1.5.1 In their ‘Guidelines for Transport Assessments and Travel Plans’ SCC outline the aims and objectives of a Travel Plan to be *“a strategy to minimise the number of single car occupancy motor vehicles visiting a development, thereby reducing congestion and mitigating the impact of travel on the environment. A main objective is therefore to achieve a modal change from the car to more sustainable forms of transport”*

1.5.2 To this end SCC state that a Travel Plan should deliver sustainable transport objectives which seek to:

- *Manage the demand for travel to a site;*
- *Improve the availability and choice of travel mode to a site;*
- *Reduce the need to travel (to and from the site);*
- *Reduce the number of vehicles attending the site, particularly single occupancy vehicles;*
- *Reduce the costs associated with on-site parking provision and congestion;*
- *Provide the absolute minimum possible car parking spaces on site;*
- *Improve the safety and security of people who travel to the site;*
- *Promote the increased use of cycling, walking and public transport and therefore healthier living;*

- *Promote integration between different transport modes;*
- *Promote co-ordination between developments on larger sites;*
- *Make positive changes to attitudes in relation to the use of alternative transport modes;*
- *Provide clear information to employees, customers and visitors on the alternative modes of transport to and from the site;*
- *Improve accessibility for non-car users and the disabled; and*
- *Promote the development of a transport system which enhances the environment and supports a sustainable economy.*

1.5.3 The principle strands of the Plan are set out as follows;

- Appointment of a Travel Plan Co-ordinator.
- Ensuring travel awareness.
- Ensuring the availability of travel information for staff.
- The promotion of car sharing amongst staff.
- The setting of staff travel targets and monitoring of travel behaviour.

1.6 Plan Administration

1.6.1 The Travel Plan Co-ordinator for the Uttoxeter Lidl store will be the Store Manager. The store manager will be appointed at least 3 months prior to the store opening. This will ensure that sufficient time is given to prepare the necessary Travel Plan information prior to the store opening.

1.6.2 The contact details of the Travel Plan Co-ordinator will be provided to SCC as soon as they are known. Likewise SCC will be informed of any changes in Travel Plan Co-ordinator personnel.

1.6.3 The Travel Plan Co-ordinator will be the first point of contact for staff and other outside organisations in all matters regarding travel. They will maintain an up-to-date file containing all correspondence to and from staff relating to the Travel Plan.

1.6.4 All correspondence between the Travel Plan Co-ordinator and SCC will be channelled through the Travel Plan Officer (presently Sonia Atkins) in the first instance.

1.6.5 The Travel Plan Co-ordinator position will last a minimum of 5 years beyond commencement of the operation of the foodstore to ensure that the Travel Plan is adopted as an integral part of the site.

1.7 Key Responsibilities

1.7.1 The key responsibilities of the Travel Plan Co-ordinator include:

- To implement and review the Travel Plan;
- To raise awareness of sustainable transport among staff and customers;
- To promote and organise publicity and awareness events such as Walk to Work Week (May), Bike Week (June) and Liftshare Week (October);
- To provide personal travel planning advice for any staff requiring transport information;
- To liaise with the pertinent authority and employees in order to successfully implement Travel Plan Actions;
- To co-ordinate staff travel surveys;
- To coordinate the monitoring programme for the Travel Plan, including preparing annual monitoring reports; and
- To update any noticeboards located in staff and visitor areas with up-to-date travel information (such as walking and cycling maps and bus timetable information).

2 ACCESSIBILITY BY SUSTAINABLE MODES OF TRAVEL

2.1 Introduction

The accessibility to good transport infrastructure has a potential to reduce the need to travel by single occupancy car and to encourage people to make sustainable transport choices to access jobs, local facilities and services.

2.1.1 This section considers the accessibility of the site by the following modes of transport:

- Accessibility on foot;
- Accessibility by cycle;
- Accessibility by public transport;
- Accessibility by train.

2.2 Accessibility on Foot

2.2.1 The Chartered Institution of Highways and Transportation document entitled 'Providing for Journeys on Foot' offers guidance on what are considered to be acceptable walking distances. Table 3.2 of the document states that the acceptable maximum walking distance for commuting trips is 2 kilometres. A maximum distance for pedestrians to town centre facilities such as a foodstore is considered to be 800 metres.

2.2.2 In accordance with this guidance **Figure 2.1** presents the 800 metre and 2-kilometre pedestrian catchments of the site. This plan demonstrates that a range of retail and civic amenities located within Uttoxeter town centre are within 800 metres walk of the site, together with the entirety of the Dovefields Retail Park. Meanwhile the 2-kilometre catchment area extends to include the whole of the town centre, as well as residential areas to the south and west of the town.

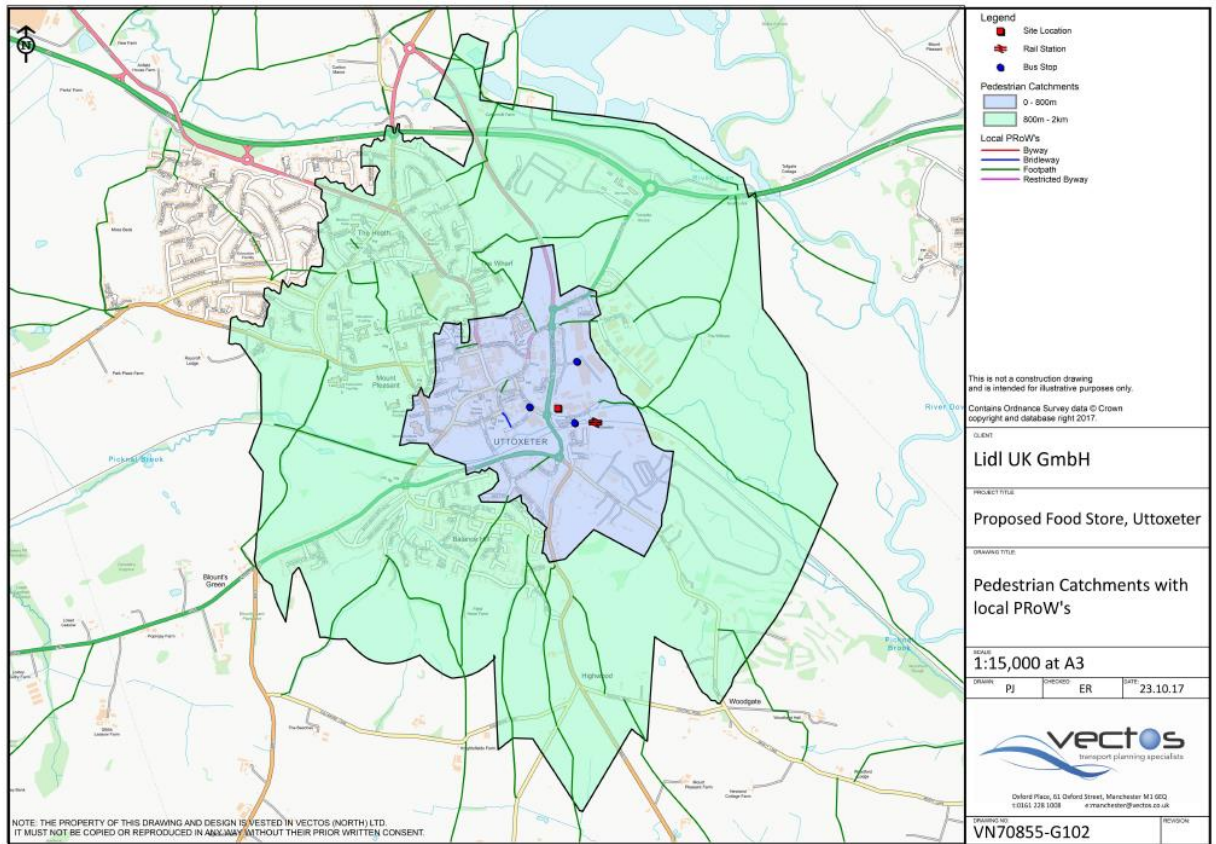


Figure 2.1: Pedestrian Catchment Plan

- 2.2.3 **Figure 2.1** therefore demonstrates that the site is ideally placed to encourage both retail and employment based trips to be undertaken on foot.
- 2.2.4 Pedestrian access to the site from the surrounding highway network will be provided from Brookside Road at the site access junction, with a dedicated ramped pedestrian access also provided from the A518 Town Meadows Way.
- 2.2.5 To support pedestrian trips to the site street lit footways are provided along both sides of Brookside Road between the location of the proposed site access junction and the roundabout junction with the A518.
- 2.2.6 Pedestrian movements across the A518 roundabout are then assisted by dropped kerbs, tactile paving and pedestrian refuges which are provided on all four arms of the roundabout, while a pedestrian underpass also connects Station Road and Trinity Road.

- 2.2.7 Street lit footways are also provided along both sides of the A518 Town Meadows Way. Pedestrian movements across this road are supported by a TOUCAN controlled pedestrian crossing, again including dropped kerbs and tactile paving, which is located approximately 65 metres north of the Brookside road roundabout. This controlled crossing point is close to the ramped pedestrian access to the site from the A518.
- 2.2.8 Using this safe crossing point, pedestrian connections are available between the site and Uttoxeter town centre via Bridge Street which again provides comprehensive pedestrian facilities. These comprehensive facilities will therefore help to encourage linked pedestrian trips between the site and amenities located with the town centre.
- 2.2.9 Pedestrian access to the site from the surrounding highway network is proposed from two locations. Pedestrian infrastructure will be provided at the site access junction with Brookside Road, which will include footway provision, dropped kerbs, tactile paving and a central pedestrian refuge.
- 2.2.10 A second dedicated pedestrian access point will be provided from Town Meadows Way. This access will be ramped to facilitate access for all users, and has been positioned to support the desire line identified by the TOUCAN crossing point on the A518.
- 2.2.11 Within the site pedestrian routes will be clearly identified which will lead from the pedestrian access points to store frontages. These pedestrian routes will be supplemented by tactile paving which will identify traffic lanes for visually impaired pedestrians.
- 2.2.12 Pedestrian connections to the adjacent Dovefields Retail Park are currently available via Town Meadows Way. However, the development scheme includes a proposal to create a direct link in the northwest corner of the site which will provide pedestrians (and others) direct access between the proposed development site and the Retail Park. This connection will help to encourage linked pedestrian trips between the two sites.
- 2.2.13 The site is therefore concluded to be highly accessible on foot.

2.3 Accessibility by Bicycle

- 2.3.1 An alternative mode of travel to the site would be achieved by bicycle.

2.3.2 The National Planning Policy Framework (NPPF) replaced all existing planning policy statements. However, the PPG 13 companion guide ‘A Guide to Better Transport – Reducing the need to travel through land use and transport planning’ has not been replaced by the NPPF and as such is still considered to provide relevant guidance. With respect to cycling this document states that “the bicycle is an effective mode for short trips of up to 3 to 5 miles (5-8km)”.

2.3.3 With this in mind **Figure 2.2** displays a 5-kilometre cycle catchment from the site. This would equate to a journey of around 25 minutes using a leisurely cycle speed of 12 kilometres per hour, and based upon the above guidance this catchment represents the lower threshold of the potential cycle catchment of the site.

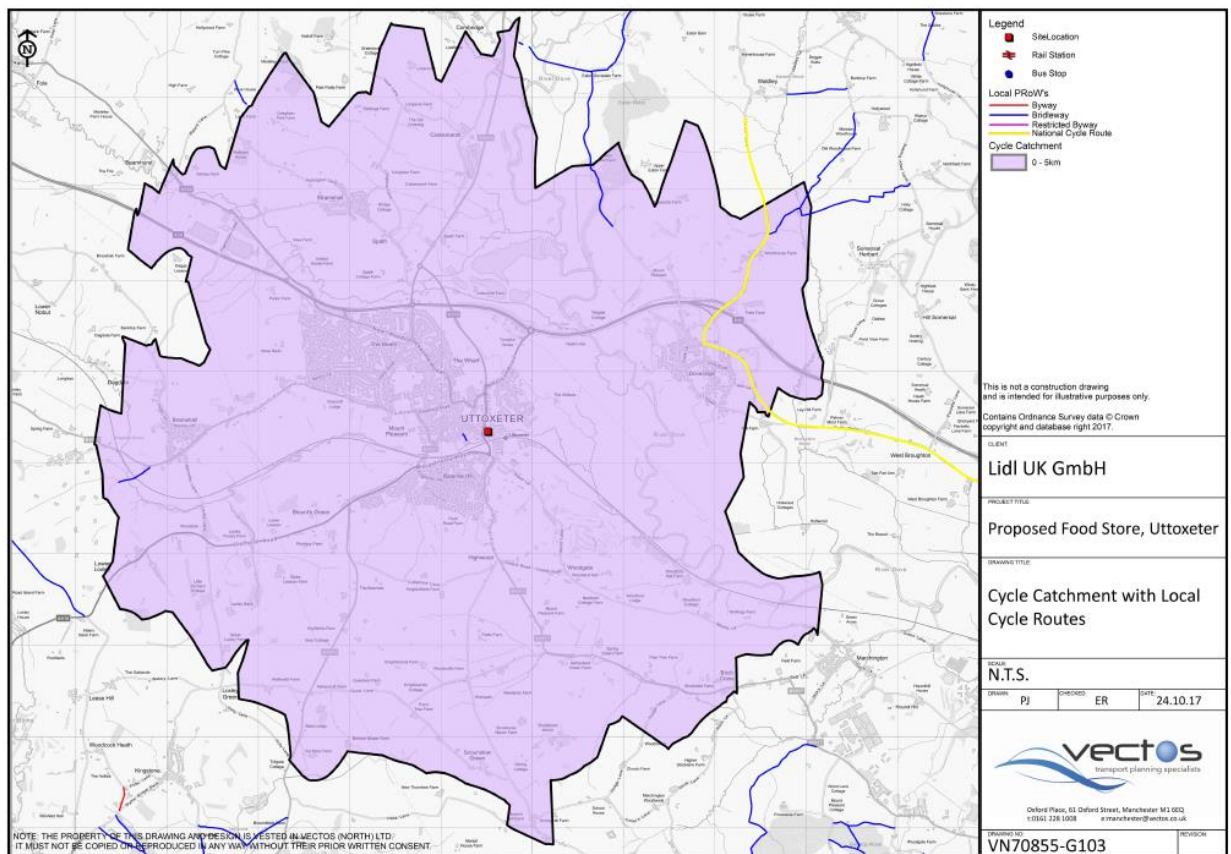


Figure 2.2: Cycle Catchment Plan

2.3.4 This plan illustrates that the 5-kilometre cycling catchment area encompasses the entirety of Uttoxeter, along with surrounding residential areas such as Doveridge, Bramshall and Stamshall.

2.3.5 Reference to the Uttoxeter cycle map indicates that there are extensive cycle facilities in the vicinity of the site which support journeys by bicycle. This includes cycle paths provided on both sides of Town Meadows Way, which are supported by TOUCAN crossing facilities provided in two locations which aid east/west cycle movements. In addition, the majority of roads within the centre of Uttoxeter are identified as advisory cycle routes. An extract of Staffordshire County Council’s Uttoxeter cycle map is provided as **Figure 2.3** below.

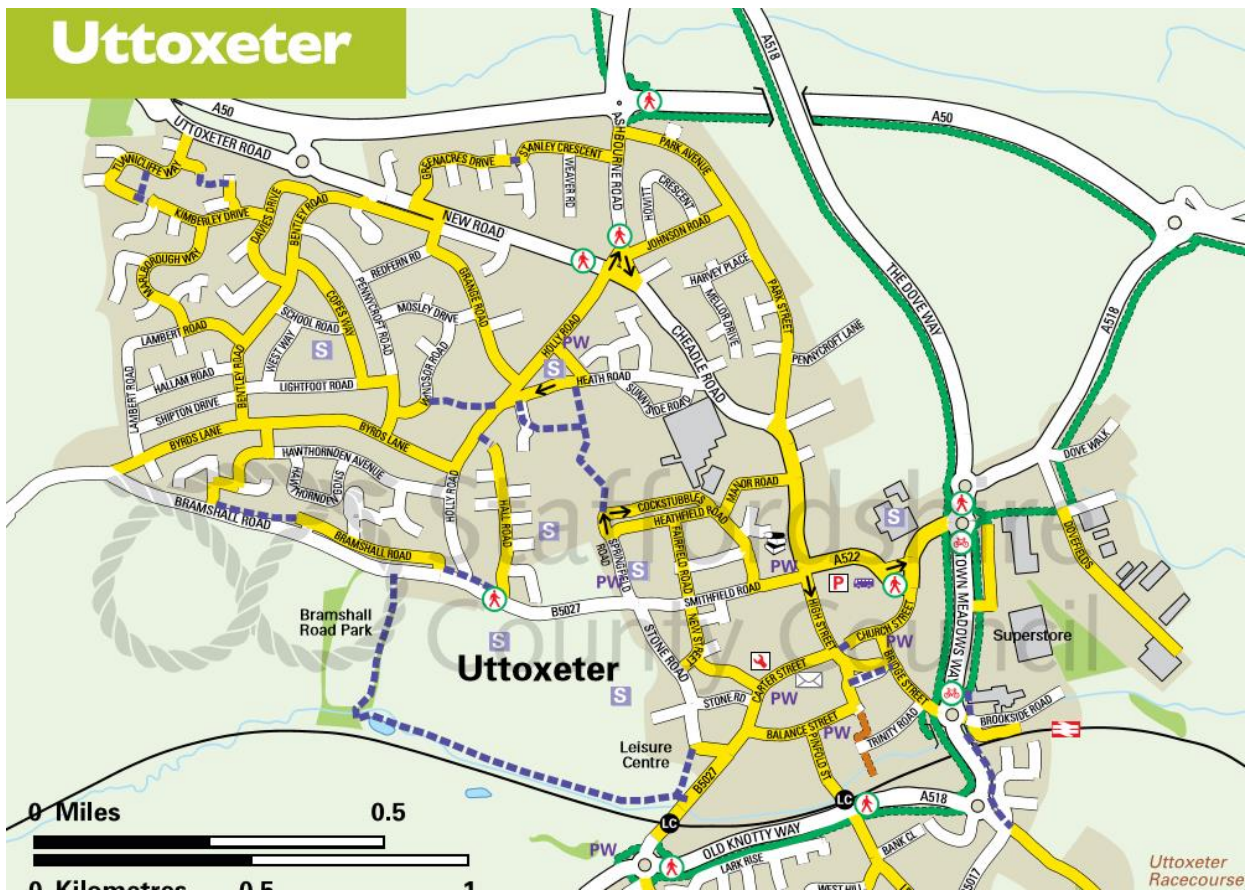


Figure 2.3: Uttoxeter Cycle Map

2.3.6 An off-carriageway cycleway is also provided on the west side of the A518 to the south of the Brookside Road roundabout junction which provides a route to the residential area to the south-west of the proposed development. In addition, cyclist may use the subway which runs under the A518 and links Station Road with Bridge Street.

- 2.3.7 Further afield Sustrans identify a traffic free cycle route which runs along the northern perimeter of the Dovefields Retail Park, before connecting with Derby Road and thereafter the A50 and National Cycle Route 549. This national route connects Hurdlow in the Peak District with Etwall via Waterhouses and Uttoxeter.
- 2.3.8 Cycle access to the site will be achievable from the access points with Brookside Road, Town Meadows Way and the Dovefields Retail Park.
- 2.3.9 To encourage cycle trips to the site the development will provide a total of 18 Sheffield cycle hoops for customers, 5 which will be located adjacent to the Lidl store and 13 adjacent to the non-food retail units and drive thru restaurant site. The site as a whole will therefore provide parking for 36 bicycles.
- 2.3.10 To support staff trips by bicycle, Lidl employees are permitted to park their bicycles within the store warehouse.
- 2.3.11 The proposed development is therefore considered to be accessible by bicycle.

2.4 Accessibility by Bus

- 2.4.1 The Chartered Institute of Highways and Transportation's (CIHT) document 'Planning for Public Transport in Developments' states that "new developments should be located so that public transport trips involve a walking distance of less than 400m from the nearest bus stop".
- 2.4.2 The closest bus stops to the site are located on Station Road to the south of the site. These stops provide bus shelters, timetable information and yellow bus box road markings, and are easily accessible from the site via the existing pedestrian infrastructure provided on Station Road. The stop serves the No 32A, 402, 403, SW1 and 402A services.
- 2.4.3 Further bus stops are located within 400 metres of the site on Bridge Street to the west, and adjacent to the Tesco foodstore to the north. The Bridge Street bus stop provides a flagpost, while the stops adjacent to Tesco provide a shelter and timetable information.
- 2.4.4 Again, both stops are accessible from the development site via the existing pedestrian network, with connections to the stops adjacent to Tesco assisted by the link which will be provided between the site and the Dovefields Retail Park.

2.4.5 A summary of the frequency of bus services provided in **Table 2.1**.

| Service No. | Route | Approximate Frequency (services per hour in each direction unless stated) | | | | | |
|-------------|--|--|--------|---------|---------|-----------------------------|-----|
| | | Mon-Fri | | | | Sat | Sun |
| | | AM Peak | Midday | PM Peak | Evening | | |
| 32A | Uttoxeter Town Centre - Hanley | 1 | 1 | 1 | 1 | 1 | 1 |
| 402 | Burton upon Trent - Uttoxeter Town Centre | 0 | 1 | 0 | 0 | 1 | 0 |
| 402A | Burton upon Trent - Uttoxeter Town Centre (Commuter Service) | Commuter Service, 07:15 from Burton upon Trent to Uttoxeter. 15:15, 16:30, 17:50 from Uttoxeter to Burton upon Trent | | | | Services at 15:15 and 16:30 | 0 |
| 403 | Burton upon Trent - Uttoxeter Town Centre | 0 | 0 | 0 | 0 | 0 | 0 |
| SWI | Uttoxeter Town Centre - Derby | 1 | 1 | 1 | 0 | 1 | 1 |

Table 2.1: Bus Services Operating Within the Site Vicinity

2.4.6 **Table 2.1** demonstrates that the services near the site operate with an hourly frequency during the week and at weekends to destinations including Uttoxeter town centre, Hanley and Derby. Additional services are also available to Burton upon Trent.

2.4.7 It is therefore evident that there are a number of services operating within a short walk of the site, providing the opportunity for both customers and employees to utilise this mode of travel. The development site is therefore concluded to be highly accessible by bus.

2.5 Accessibility by Rail

2.5.1 The site is ideally located to take advantage of local rail services, being located approximately 120 metres walk from Uttoxeter Railway Station. Footways are provided along Station Road to assist pedestrian connectivity from the site to the railway station.

2.5.2 Rail services operating from Uttoxeter Station are summarised in **Table 2.2** below.

| Route | Max. Frequency (Peak Periods) Monday to Friday | |
|--|---|------------|
| | Frequency | Duration |
| Tutbury & Hatton, Derby | 1 per hour | 30 minutes |
| Blythe Bridge, Longton, Stoke-on-Trent, Kidsgrove, Crewe | 1 per hour | 57 minutes |

Table 2.2: Rail Services Operating from Uttoxeter Station

- 2.5.3 Uttoxeter Station sits on the Derby to Crewe line, with hourly connections available in both directions to destinations including Tutbury & Hatton, Longton, Stoke-on-Trent, Kidsgrove, Alsager and Crewe.
- 2.5.4 Services from Uttoxeter Station are operated by East Midlands Trains who allow bicycles on their trains free of charge and without reservations. As such, the potential also exists for customers and staff to undertake a linked bicycle/ rail trip.
- 2.5.5 The site is therefore concluded to be highly accessible by rail.

3 MANAGEMENT MEASURES

3.1 Introduction

3.1.1 The following measures will be delivered through the Travel Plan by the Travel Plan Co-ordinator:

- Travel Awareness
- Staff 'Welcome Pack'
- Car Sharing
- Cycle Measures
- Walking Measures
- Public Transport Measures
- Sustainable Travel Promotions

3.2 Travel Awareness

3.2.1 Lidl staff will be made aware of the existence of the Travel Plan and a copy of the plan will be made available to the Council.

3.2.2 'Welcome Packs' will be given to new staff when they start work at the development.

3.2.3 Noticeboards will be located in staff areas to provide up-to-date travel information (such as walking and cycling maps and bus timetable information), and information on useful websites to encourage sustainable travel. The noticeboards will also include contact details for the Travel Plan Co-ordinator and news on any sustainable travel initiatives which the store may be running.

3.2.4 Noticeboards will also be provided in public areas for customers, providing information on suggested walking and cycling routes, the locations of local bus stops, including bus timetables, and the locations of on-site infrastructure such as cycle parking facilities.

3.3 Staff 'Welcome Pack'

3.3.1 Prior to commencement of operation of the development a 'Welcome Pack' will be provided to staff starting work at the site. The 'Welcome Pack' will subsequently be provided to all new staff prior to them commencing work at the store.

- 3.3.2 The 'Welcome Pack' will include a Travel Information Brochure. This provides a background on the aims of the Travel Plan and includes information for staff on sustainable travel options including walking, cycling and public transport.
- 3.3.3 The packs will also include current information on safe walking and cycling routes in the area, and will promote the health benefits of these forms of travel. The pack will also include details on facilities provided on site to promote these forms of travel, including the locations of cycle parking.
- 3.3.4 The 'Welcome Pack' will also provide up-to-date information on bus services, including suggested walking routes to local bus stops, up-to-date timetable information, and website addresses to allow them to access real-time travel information.

3.4 Cycle Measures

- 3.4.1 Eighteen cycle parking spaces will be provided as part of the development. Five of these will be located adjacent to the Lidl store and 13 adjacent to the non-food retail units and drive thru restaurant site. The site as a whole will therefore provide parking for 36 bicycles.
- 3.4.2 In addition, to support staff trips by bicycle, Lidl employees are permitted to park their bicycles within the store warehouse.
- 3.4.3 The Travel Information Brochure provided to staff will include information on cycling to the site, including the location of designated cycle routes and where these can be accessed. Similar information will also be provided on staff noticeboards.
- 3.4.4 Lidl, at corporate level, currently participates in the Cycle to Work scheme which provides a financial incentive for staff to acquire cycles for using for their journey to work. This scheme will also be offered at the proposed store, and will be promoted to staff through the Travel Plan.

3.5 Walking Measures

- 3.5.1 The Travel Information Brochure will include information promoting the benefits of walking, in particular the health benefits. Staff will also be provided with information on suggested walking routes in Uttoxeter, local amenities which are within walking distance of the site, and the location of suggested safe crossing points.

3.5.2 Staff will also be made aware of websites which support and assist walking, such as the www.walkit.com website. This is a travel planning website which can help staff put together a personalised plan for walking. It provides a route between any two points and calculates the journey time, calories burned, step count and carbon saving. The website can be accessed on personal computers or download to a mobile phone, and could provide a 'fun' and competitive element to the daily walking commute, encouraging additional staff to walk to work.

3.6 Public Transport Measures

3.6.1 Public transport timetable information will also be provided on noticeboards provided in staff areas, while staff will also be provided with plans showing suggested walking routes to local bus stops.

3.6.2 Visitors to the store will also be made aware of the public transport opportunities available for travel to the site. This will be done at the time their meetings are arranged.

3.6.3 The benefits of travelling to the site by bus, as well as the location of local bus stops, will be provided in the Travel Information Brochure. Public transport timetable information will also be provided in the 'Welcome Packs' and on noticeboards provided in staff areas.

3.7 Staff Lockers

3.7.1 Lockers will be provided for staff, allowing those who walk or cycle to the site (amongst others) to securely store any necessary belongings.

3.8 Car Sharing

3.8.1 The benefits of car sharing will be promoted to staff. The Travel Information Brochure will outline the environmental and cost saving benefits of travelling with other people, and will include information on with details of websites such as www.liftshare.com or www.blablacar.com which provides a database of people wishing to car share on certain journeys.

3.8.2 As well as the potential to use websites to find car share companions, the Travel Information Brochure will highlight the opportunity to find car sharing companions amongst work colleagues. Information of staff looking to car share will be provided on staff notice boards, and the Travel Plan Co-ordinator will, if necessary, act a point of contact to unite potential car sharers (although given the small number of staff the development will employ it would be expected that staff will all be familiar to each other).

3.9 Motorcycles and other Powered Two Wheelers

3.9.1 Travelling by a motorcycle is cheaper than by car and is more environmentally friendly option. Motorcycle takes up less road space and therefore reduces congestion.

3.9.2 The environmental benefits of riding a motorcycle (rather than travelling by car) will be promoted to Lidl staff within Travel Information Brochure.

3.9.3 Lidl staff who chose to ride to the site will be able to park their motorcycles in the spaces provided within the service yard.

3.10 Sustainable Travel Promotions

3.10.1 A number of sustainable travel promotions are held nationally throughout the course of the year. These include:

- Bike Week.
- Walk to Work Week.
- Liftshare Week.

3.10.2 The Travel Plan Co-ordinator will publicise these events on the staff noticeboard and will encourage staff to participate wherever possible.

4 TRAVEL PLAN MONITORING

4.1 Introduction

4.1.1 It is anticipated that a maximum of up to 40 members of staff will be employed at the Lidl store, of which 4 are expected to be employed on a full time basis, with the remainder employed on a part-time basis. Typically, around 6 staff are present on site at any one time during trading hours.

4.1.2 The approach to monitoring the Travel Plan will vary between the occupiers on site. This is because the approach to monitoring for the Lidl foodstore may not be appropriate for the operational characteristics of the non-food or fast food units.

4.1.3 Therefore, as part of the process of developing their own Travel Plans, the occupiers of the non-food and fast food units will engage with SCC to discuss their respective staff travel surveys and mode share target requirements.

4.1.4 For this reason, this section relates to the Lidl foodstore.

4.2 Targets

4.2.1 Indicative targets have been included in the FTP to help to monitor and measure the success of the full TP in meeting the objectives. These targets are 'SMART' in nature, which is described as follows:

- **S**pecific, to say precisely what is being achieved;
- **M**easurable over the duration of the target;
- **A**ppropriate and linked the overall objectives of the local authority accessibility strategy;
- **R**ealistic in terms of the potential for being achieved; and
- **T**ime bound - the target

4.2.2 The individual members of staff at the proposed development are not currently known. As such, a baseline staff travel survey will be completed by Lidl within three months of opening to understand the travel to work mode share and attitudes towards different travel modes. The survey will be undertaken through the most appropriate means, such as paper or online surveys.

4.2.3 Baseline travel mode information cannot be established until the development is occupied, and therefore the indicative targets outlined in this Framework document are presented as percentage changes based on mode share data obtained from the 2011 Census for the East Staffordshire area incorporating Uttoxeter (MSOA dataset WU03EW). These indicative targets will be refined upon occupation of the development and the undertaking of the baseline travel survey.

4.2.4 The calculated existing mode share and the indicative target mode share for staff travel to work at the Lidl foodstore is shown in **Table 4.1** below.

| Mode of Travel | Indicative Mode Share | Indicative TP Mode Share Target (To be achieved by five years post opening) |
|---------------------------|-----------------------|---|
| Driving a car or van | 71% | -10% |
| Passenger in a car or van | 5% | +2% |
| Bus, minibus or coach | 1% | +1% |
| Train | 1% | +1% |
| On foot | 18% | +4% |
| Bicycle | 2% | +2% |

Table 4.1: Indicative Staff Travel to Work Mode Share Targets Based on Census 2011 Data for the Uttoxeter Area

4.3 Staff Travel Surveys

4.3.1 The Travel Plan Co-ordinator will ensure that staff receive a baseline travel survey within three months of store opening. The baseline surveys will identify:

- The current mode of travel for journeys to work;
- The reasons for use of current mode;
- The potential willingness of site users to travel by sustainable modes;
- The potential opportunities to encourage the use of sustainable modes; and
- Other transport-related issues.

4.3.2 These surveys will be used to confirm/ refine the above mode share targets, and will provide a baseline against which future monitoring surveys can be compared. The final mode share targets will be detailed in the full Travel Plan.

4.4 Annual Monitoring and Review

- 4.4.1 Following the baseline travel survey, annual staff travel monitoring surveys will be undertaken by the Travel Plan Co-ordinator to demonstrate progress in promoting sustainable travel. The first monitoring survey will be undertaken on or close to the first anniversary of the baseline travel survey. This ensures consistency between the survey results.
- 4.4.2 The results of the annual monitoring surveys will be reviewed and input into annual monitoring reports to track the progress of the Travel Plan and identify any areas where measures could be updated. A copy of the monitoring reports will be provided to SCC if requested.
- 4.4.3 If targets are not being achieved, the appointed Travel Plan Co-ordinator will consider additional actions to help achieve these targets. It is suggested that any actions be targeted at those modes where the travel targets are farthest from being achieved.
- 4.4.4 Travel surveys will be undertaken for a five year period. Travel targets may be reviewed on an annual basis if the travel surveys suggest this is appropriate. Any amendment to travel targets will only be adopted with the agreement of SCC.
- 4.4.5 If after the five year monitoring period the staff mode share targets have not been met, a strategy to address this will be discussed and agreed with SCC. In such circumstances it is again suggested that any mitigation measures implemented be focussed upon encouraging modes of travel where the targets have not been achieved.
- 4.4.6 In addition to staff travel surveys, the Travel Plan is a dynamic document and as such the information provided to staff needs to be monitored to ensure that it is up-to-date and remains relevant. If any feedback has been received from staff regarding the effectiveness of the Plan, including ways this could be improved, the Travel Plan Co-ordinator will consider ways to update documents or information to reflect this.
- 4.4.7 In addition to staff travel surveys the Travel Plan Co-ordinator will carry out an annual review of the following:
- Check Welcome Packs and Travel Information Brochures have been effectively issued to staff;

- Check information provided in the Travel Information Brochure and on staff noticeboards regarding pedestrian, cycle and public transport is up-to-date. In particular check that any timetable information provided is current;
- Check that bicycle parking is well maintained;
- Check that details of the sustainable travel events promoted are current and determine next event dates;
- Undertake a staff travel survey to establish the usual mode of travel of staff to the site;
- Action any feedback received from staff over preceding year.

4.4.8 Notification of any changes to the Travel Plan or Travel Information Brochure will be placed on the staff noticeboard to ensure staff are aware of the changes.

4.5 Travel Plan Actions

4.5.1 The schedule for Travel Plan actions is shown in **Table 4.2**.

| Travel Plan Actions | Start Date | Responsibility |
|--|---|----------------|
| Appoint a Travel Plan Co-ordinator | At least 3 months prior to Occupation | Lidl |
| Provide Travel Plan Co-ordinator’s details to SCC | Prior to Occupation | Lidl |
| Provision of on-site sustainable travel infrastructure | Prior to Occupation | Lidl |
| Prepare walking and cycling maps | Prior to Occupation | TPC |
| Collate Travel Information Brochure and other information to be provided in ‘Welcome Pack’ | Prior to Occupation | TPC |
| Distribution of staff ‘Welcome Pack’ | When required to all new starters | TPC |
| Undertake a baseline staff travel surveys | Within 3 months of opening | TPC |
| Submission of Final Travel Plan to ESBC and SCC | Within 6 months of opening | TPC |
| Undertake annual staff travel surveys | Anniversary of first staff travel survey (for a five year period) | TPC |

| | | |
|---|--|------------|
| <p>Monitoring of Welcome Packs and Travel Information Brochures distribution; Check information provided in the Travel Information Brochure and on staff noticeboards regarding pedestrian, cycle and public transport is up-to-date. In particular check that any timetable information provided is current; Check that bicycle parking is well maintained; Action any feedback received from staff over preceding year.</p> | <p>Ongoing</p> | <p>TPC</p> |
| <p>Preparation of annual monitoring report to record results of staff travel surveys and other pertinent travel related matters</p> | <p>Within one month annual travel surveys (for a five year period)</p> | <p>TPC</p> |
| <p>Review, update and reissue of Travel Plan and Travel Information Brochure (including public transport service information) as required</p> | <p>Annually for a 5 year period</p> | <p>TPC</p> |
| <p>A revised Travel Plan will be submitted to SCC if required.</p> | <p>Requirement to be reviewed annually for a five year period</p> | <p>TPC</p> |
| <p>Review travel survey results and compare and mode share targets. Discussions mitigation measures with SCC as appropriate</p> | <p>Five years following opening of development</p> | <p>TPC</p> |

Table 4.2 – Travel Plan Framework Timescales

4.5.2 The Review of the Travel Plan will be undertaken for a 5-year period. Thereafter the strategy for its continuation will be discussed between Lidl and SCC.

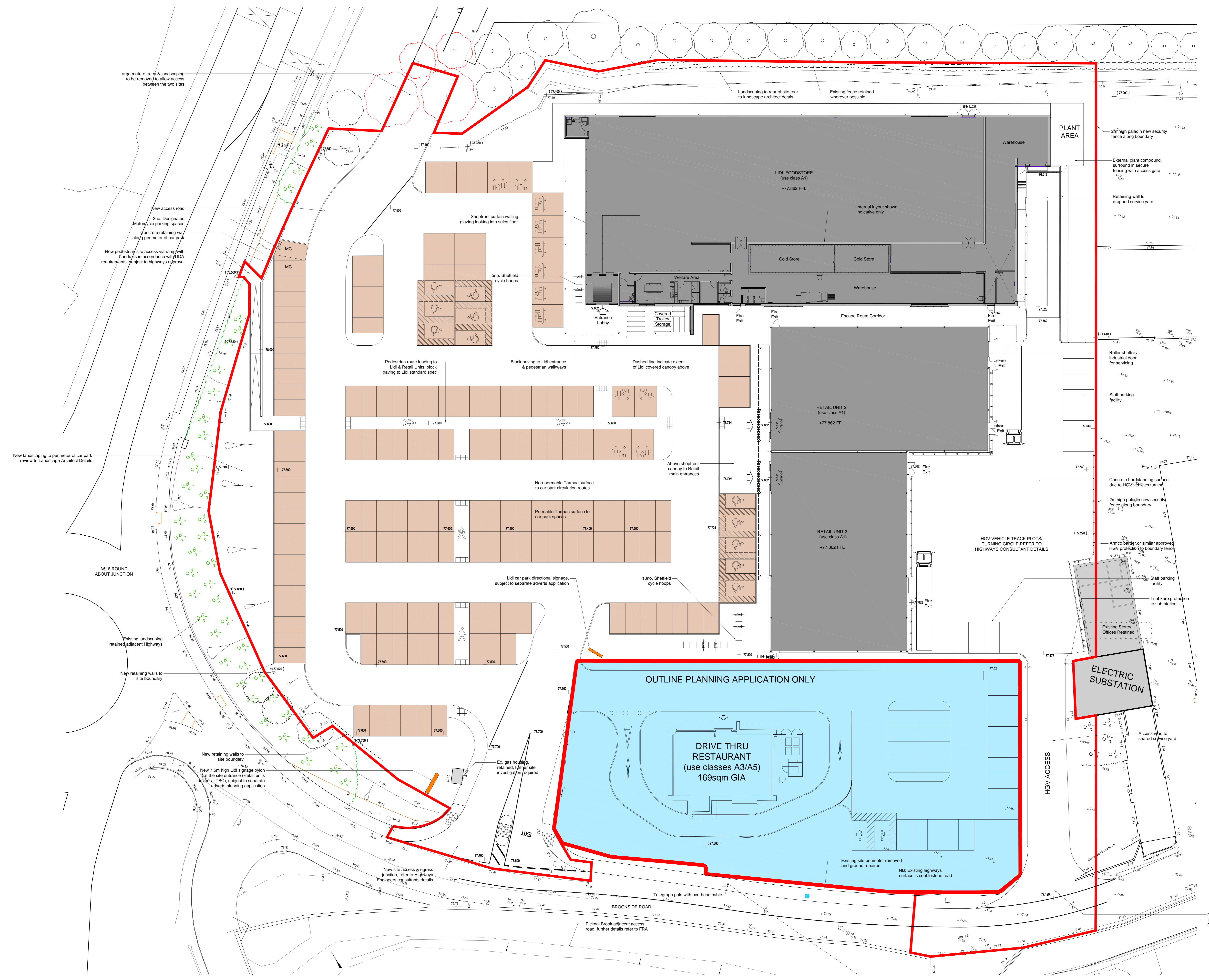
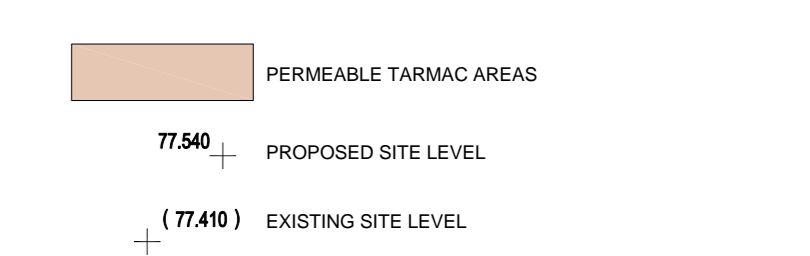
PLANS

THIS DRAWING IS STRICTLY NOT TO BE USED FOR CONSTRUCTION PURPOSES.
 PROPOSED LEVELS SUBJECT TO DESIGN DEVELOPMENT.
 DRAINAGE STRATEGY & RAIN WATER PIPES SUBJECT TO DESIGN DEVELOPMENT.
 THIS DRAWING CONSISTS OF THE FOLLOWING THREE PART INFORMATION & DRAWINGS:
 Ordnance Survey, 1:1 Crown Copyright 2015. All rights reserved. Licence number 10006287
 Topographical Survey by Green Heath, drawing 155414_D01, received via email on 07/07/2017
 Highway Consultants Vectors, 197055101 - Brookside Road Improvement, Proposed Access at Site entrance, dated 2016, HCD received via email on 09/03/2016.
 TO BE READ IN CONJUNCTION WITH HCD DRAWINGS:
 A-PL-001 - SITE LOCATION PLAN
 A-PL-002 - EXISTING SITE PLAN
 A-PL-003 - PROPOSED STOREY PLAN
 A-PL-004 - PROPOSED RETAIL UNIT BUILDING PLAN
 A-PL-005 - PROPOSED STOREY ROOF PLAN
 A-PL-006 - PROPOSED RETAIL UNIT ROOF PLAN
 A-PL-007 - PROPOSED RETAIL UNIT ELEVATIONS
 A-PL-008 - PROPOSED RETAIL UNIT ELEVATIONS
 A-PL-009 - PROPOSED SITE SECTION



| Foodstore Areas | | | |
|----------------------------|---------------------|------------------------|-----|
| Sales Area | 1325 m ² | 14,262 ft ² | |
| Gross Internal Area | 2125 m ² | 22,873 ft ² | |
| Gross External Area | 2206 m ² | 23,745 ft ² | |
| Retail Area Unit 2 | | | |
| Gross Internal Area | 700 m ² | 7,535 ft ² | |
| Gross External Area | 730 m ² | 7,856 ft ² | |
| Retail Area Unit 3 | | | |
| Gross Internal Area | 700 m ² | 7,535 ft ² | |
| Gross External Area | 730 m ² | 7,856 ft ² | |
| Car Parking Numbers | | | |
| Customer Parking | 149 | | |
| Disabled Parking | 11 | | |
| Parent & Child | 12 | | |
| Staff | 10 | | |
| Grand Total: | | | 182 |
| Shared Cycle Hoops on site | 18 | | |
| Motorcycle Parking | 2 | | |

| Outline Planning Application Boundary Only | | | |
|--|------------------------------|-------------|--|
| GIA | GEA | Max. Height | |
| Drive Thru 169m ² / 1819sqft | 200m ² / 2153sqft | 5 - 6m | |



| NO. | REV. | DATE | DESCRIPTION |
|-----|------|------------|--|
| 001 | 01 | 06/08/2018 | FFL raised to +77.862 following Local Authority comments on flood levels. |
| 002 | 01 | 14/05/2018 | Existing two storey offices retained adjacent shared service yard. |
| 003 | 01 | 09/04/2018 | Scale of drawing amended to 1:200. Site levels added as per FRA. Highways consultant firm note read on. |
| 004 | 01 | 20/02/2018 | Revised for Planning. Permeable tarmac to car park spaces added and to be read in conjunction with Flood Risk Assessment. Non-permeable tarmac surface to circulation routes in car park. |
| 005 | 01 | 03/01/2018 | Revised for Planning. Red Line Boundaries Updated to include site access junction, service road access across junction, top of pedestrian ramp and Tesco shared site access. Site Boundary area updated. |
| 006 | 01 | 22/11/2017 | Issued for Planning. Application boundary updated. Cycle parking moved closer to Lidl main store entrance. |
| 007 | 01 | 15/11/2017 | Issued for Planning. |

PLANNING

LIDL UK GmbH
 BROOKSIDE ROAD
 UTTOXETER

PROPOSED SITE PLAN

Scale: 1:200 @ A0
 Date: OCTOBER 2017

Hadfield Cawkwell Davidson
 Brookgrove Lodge, 13 Brookgrove Rd, Sheffield, S10 2JZ. T 0114 266 8881 www.hcd.co.uk

Architecture | Engineering | Interior Design | Masterplanning | Urban Design

2017-119 | A-PL-003 | F