**LIDL GREAT BRITAIN LIMITED**
**LIDL FOODSTORE**
**PURBROOK WAY, HAVANT**

# TRAVEL PLAN

**SEPTEMBER 2024**

the journey is the reward

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|---|---|
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**Lidl Great Britain Limited**

**Lidl Foodstore**

**Purbrook Way, Havant**

**Travel Plan**

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# 1 Introduction

1.1 Mayer Brown Ltd has been appointed by Lidl to prepare this Travel Plan in support of a proposed foodstore on Purbrook Way in Havant, Hampshire (PO9 3QJ).

1.2 Planning permission is being sought for construction of a 2,185sqm Gross Internal Area (GIA) Lidl foodstore. The store would be served by a 110-space car park, whilst vehicular access to the site would be provided via a priority junction arrangement along the western boundary of the site, with a separate shared pedestrian / cycle access route providing access to the store entrance from the roundabout with Purbrook Way to the west.

1.3 This Travel Plan has been developed as a long-term strategy with the aim of promoting and facilitating trips to / from the site using the most sustainable modes of travel available, thereby minimising the impact that proposals will have upon the local highway network through a reduction in single occupancy private car travel.

1.4 The primary objective of the Travel Plan is to reduce unnecessary vehicular trips undertaken by staff and customers through the promotion and facilitation of suitable alternative modes of travel when accessing the site.

1.5 A review of the site in terms of location, development proposals and accessibility has been undertaken to highlight any potential barriers to usage of sustainable travel modes in the local area.

1.6 A range of physical and managerial measures have been outlined within the Travel Plan which aim to work towards this objective and meet outlined targets.

1.7 The Travel Plan and its obligations will become effective upon occupation of the store for a period of up to five years, although it is envisaged that the legacy of the Travel Plan to reduce unnecessary vehicular trips and promote / facilitate more sustainable modes of travel where possible will continue past this period.

### Monitoring & Evaluation Fees

1.8 The Travel Plan together with associated costs, including appropriate approval, monitoring and evaluation fees and a cash deposit bond, will be secured through a Section 106 Agreement with the local authorities (Hampshire County Council as Highway Authority and Havant Borough Council as Local Planning Authority).

# 2 Objectives & Motivations

2.1 Governmental guidance has highlighted the requirement for a reduction in car usage (particularly single occupancy journeys) and an increase in use of public transport, walking, cycling and car sharing.

2.2 Preparation of the Travel Plan has considered, although is not limited to, the following guidance documents:

- The New National Planning Policy Framework (2021);
- Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements' (2014)
- Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011);
- Hampshire County Council's 'A Guide to Development Related Travel Plans' (2009)
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009); and
- The Essential Guide to Travel Planning (2008).

2.3 Additionally, as part of the overall development of the proposals, consideration was given to relevant national, regional and local policies, including:

- Department for Transport's 'Manual for Streets' (2007);
- Hampshire's Local Transport Plan 3: 2011-2031 (2013) and Draft Local Transport Plan 4 (2022);
- Havant Borough Council's 'Parking' Supplementary Planning Document (SPD) (July 2016, partially updated September 2019); and
- Havant Borough Council's Local Plan (Core Strategy) (March 2011).

### Objectives

2.4 The objective of the Travel Plan is to implement a long-term change in travel patterns. Although the Travel Plan is aimed at both customers and staff, it is considered that staff travel provides more scope for change, due to:

- Staff undertaking a higher frequency of trips to the site compared to customers;
- The level of control / influence that employers have over the behaviour of staff; and
- A car journey being generally preferred by customers undertaking bulk shopping trips, the predominant trip type at discount stores.

2.5 The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, mainly single occupancy private car travel, where suitable alternative modes of travel are available.

2.6 It is envisaged that this objective will be achieved through:

i) Raising awareness of the potential benefits / advantages of travel by sustainable modes; and

ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

### Motivations

2.7 The proposed development of a new foodstore provides an opportune time in which to develop a Travel Plan, in particular due to new staff accessing the site with no existing favoured travel choice. Measures / initiatives implemented as part of the Plan not only benefit store customers and staff directly, but also the local community and employers.

2.8 Promotion of sustainable modes of travel provides benefits for staff, including possible health, fitness and monetary benefits, in addition to improved accessibility assisting staff recruitment, flexibility and retention.

2.9 In addition, utilisation of sustainable modes also benefits the customers, employers and the local community through freeing up spare capacity within the car park, improving environmental credentials for the store resulting in a healthier / more productive workforce, and reducing traffic levels and the associated impact this may have both within the site and upon the local highway network.

### Statement of Intent

2.10 This Travel Plan signifies Lidl's continued efforts to ensure that their stores operate in a sustainable manner, including a commitment to promote sustainable development.

2.11 General Lidl policies which specifically aim to promote and support sustainable travel modes include, but are not limited to, the following:

- Support for initiatives such as company promoted sports clubs and sporting events, promoting the health and wellbeing of staff and in turn promoting the benefits of active lifestyles, including utilisation of active travel modes (walking and cycling); and
- Staff recruitment generally targeted at the local area, increasing potential for sustainable travel modes to be a viable alternative for staff accessing the store.

# 3 Site Description

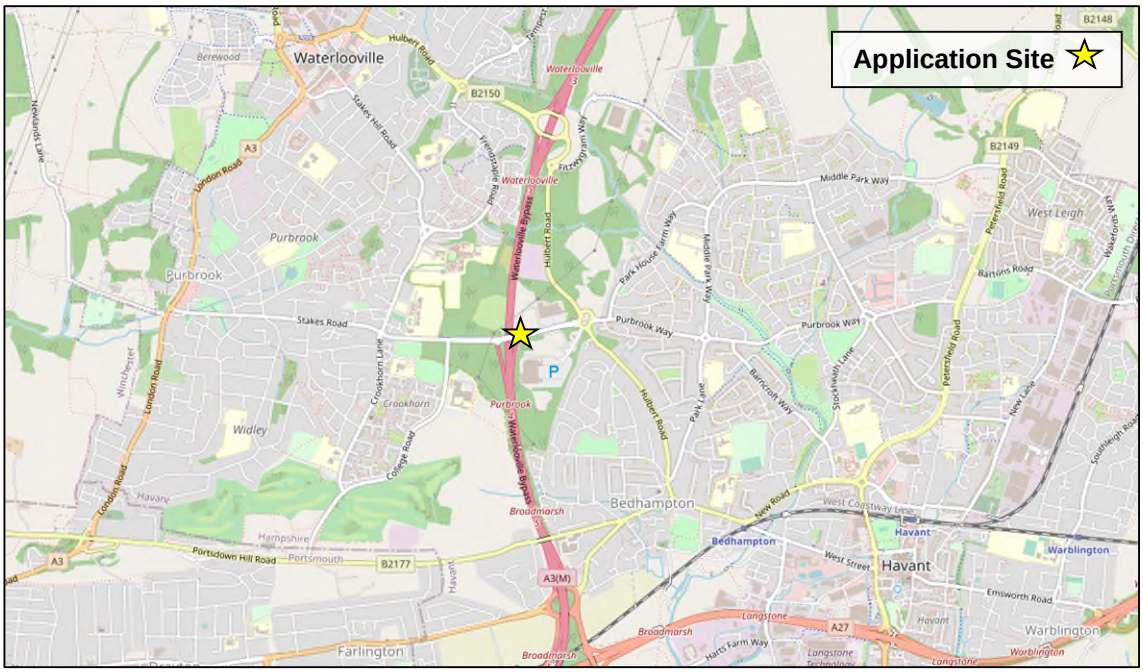
3.1 The proposed foodstore site is located on the western edge of Havant in Bedhampton, within Havant Borough Council's area of control and with Hampshire County Council acting as the local highway authority.

3.2 The site is bounded by Purbrook Way to the south, whilst the access road and car park for the adjacent B&Q Havant store bound the site to the northwest and east respectively. The private access road joins Purbrook Way at a roundabout junction, with a fourth exit-only arm providing access to the A3(M) Junction 4 southbound carriageway.

3.3 Purbrook Way provides a local vehicular link between Purbrook to the west and Havant to the east. To the east of the site (towards Havant), Purbrook Way forms a large partially signal-controlled roundabout junction with Hulbert Road and to the private access road for the Asda Havant superstore.

3.4 To the west (towards Purbrook), Purbrook Way forms a three-arm roundabout with the northbound off-slip from the A3(M). The A3(M) is a trunk road controlled by Highways England that starts at the M27 to the south, and then continues north as the A3 towards Petersfield, Guildford and London.

3.5 The site location is shown in relation to the local highway network in **Figure 3.1**.




Source: Map data © OpenStreetMap contributors, CC BY-SA; www.openstreetmap.org; www.creativecommons.org

**Figure 3.1: Site Location Plan**

## Development Plans

3.6 Development proposals seek to provide a 2,185sqm GIA Lidl foodstore with access for vehicles provided via a priority junction via the unclassified access road to the west of the site.

3.7 A total of 110 car parking spaces will be provided onsite, including 6 blue badge, 10 parent & child and 2 'Active' Electric Vehicle (EV) charging spaces. Additionally, dedicated parking provision will be provided onsite for 5 motorcycles.

3.8 As part of the development proposals, 12 cycle spaces would be provided along the southern glazed store frontage in a well monitored / sheltered position, in addition to an appropriate non-motorised vehicular access being provided between Purbrook Way and the proposed Lidl foodstore frontage. Appropriate cycle stands / storage space will also be provided within the store warehouse area for staff.

3.9 The proposed site layout is provided in **Appendix A**.

### *Store Operation*

3.10 The store opening hours are envisaged to be as per standard Lidl operational hours, 07:00 – 22:00 Monday to Saturday including bank holidays, and 10:00 – 16:00 on Sundays. Staff are onsite outside of these hours, typically between 05:00 – 23:00 Monday to Saturday and 07:00 – 17:00 Sundays.

3.11 The proposed foodstore will employ around 30 staff members in a combination of both part and full-time positions, with the number of store staff onsite ranging from 3 to 10 at any one-time depending on the day / time of the week.

### *Deliveries & Servicing*

3.12 Lidl stores typically have only 2 – 3 HGV deliveries per day. The HGV delivers frozen, chilled and ambient goods, and transports waste and recycling on the return trip in order to reduce servicing / delivery trip numbers. It is considered that the delivery vehicles will not materially affect sustainable transportation modes within the site due to:

- Vehicle manoeuvres being undertaken at the end of the store furthest from the store entrance, cycle parking and dedicated pedestrian access;
- Very low frequency of delivery vehicles and associated low vehicle speeds, with a speed limit of 10mph for delivery and servicing vehicles within the car park; and
- Suitable lighting provided within the car park to ensure good visibility.

# 4 Site Accessibility

4.1 Whilst it is recognised that a car will often be necessary for bulk food shopping trips, it is important that the store is accessible by non-car modes of transport for those without the use of a car, for customers undertaking smaller shopping trips and for staff regularly travelling to and from work.

4.2 Therefore, an assessment of how the site can be accessed via non-car modes of travel has been undertaken.

### Walking

4.3 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips for journeys.

4.4 The Chartered Institute of Highways and Transportation document 'Planning for Walking', published in March 2015, indicates that people will typically only walk if their destination is less than a mile away, with a typical catchment of around 800m or a 10-minute walk time based on a comfortable walking pace of 80m per minute. In relation to commuting trips, it is considered that staff may be willing to walk further than this (800m) but typically not more than 2km.

4.5 An 800m walk from the site includes some residential areas in Bedhampton accessed from Purbrook Way and Hulbert Road. Extending walking distances to 2km indicates that a majority of northwest Havant is within an appropriate walking distance of the site.

4.6 Shared footway / cycleways along with regularly spaced street lighting are provided along the northern side of Purbrook Way, with a Toucan crossing providing access to a footway / cycleway along part of the southern side.

4.7 Uncontrolled pedestrian crossing points consisting of dropped kerbs and central refuges are provided on the northern arm of the B&Q roundabout with Purbrook Way, providing pedestrian access from Purbrook.

### Cycling

4.8 Cycling is seen as a viable alternative for journeys of up to 5km, equivalent to a 20-minute cycle time based on a speed of 10mph (16kph). A 5km cycle distance suggests that the majority of Havant is likely to be accessible via cycle, as well as Purbrook and southern parts of Waterlooville.

4.9 The site is well provided for with off-road shared footway / cycleways. There is a cycle path along the northern side of Purbrook Way, adjacent to the site, which continues across the Purbrook Way / Hulbert Road gyratory via Toucan crossings. This provides access to the residential single-carriageway sections of Purbrook Way and Hulbert Road where cyclists re-join the carriageway.

4.10 It also continues to the west along the northern side of Purbrook Way, over the A3(M) bridge to College Road. These paths give cyclists the choice of cycling along the dual carriageway section of Purbrook Way or using a quieter off-road path.

4.11 Beyond the cycle paths, there is a network of quieter residential streets that allow cyclists to travel around the local area whilst avoiding the busiest vehicular routes.

### Public Transport

4.12 There are bus stops provided approximately 100m walk from the pedestrian entrance to the site. The footway / cycleway along Purbrook Way provides convenient access between the site and the eastbound bus stop, and the Toucan crossing over Purbrook Way provides a link to the westbound stop. Both stops have shelters with seating and timetable information.

4.13 A summary of non-school services operating to / from stops in the vicinity of the site are outlined in **Table 4.1**, updated February 2024. This indicates that the site benefits from a good level of daytime bus services to / from surrounding areas.

| Service Number | Description / Route | Frequency | | |
|---|---|---|---|---|
| | | Mon – Fri | Sat | Sun & Bank Holidays |
| 20 | Havant – Q.A Hospital – Portsmouth | Every 30 minutes | Every 30 minutes | No service |
| 37 | Havant – Waterlooville – Clanfield - Petersfield | Hourly | Every 90 minutes | No service |
| 39 | Havant – Leigh Park – Waterlooville – Wecock Farm | Every 15 minutes | Every 15 minutes | Every 30 minutes |

**Table 4.1: Bus services stopping in the vicinity of the site**

4.14 The nearest railway station to the site is Bedhampton, located just over 2km from the site, so a journey from here could be combined with onward travel by bicycle. Havant station in the centre of town is around 3km from the site and all three local bus services stop at this station, with route 37 having a journey time of less than 10 minutes.

4.15 Bedhampton station typically receives two trains per hour to Portsmouth & Southsea, one per hour to London Waterloo and one per hour to Littlehampton. Havant receives a higher level of service, with three trains per hour to London stations, one to Brighton, one to Littlehampton, four to Portsmouth stations and one to Southampton Central.

*Public Transport Accessibility Index*

4.16 In line with BREEAM guidance, the existing public transport Accessibility Index (AI) for the site has been calculated based upon public transport nodes located within 650m of the site and the average number of services stopping per hour at each node during the proposed Lidl store operating hours (07:00 – 22:00).

4.17 The BREEAM assessor has advised that based upon the information provided that the site has a calculated AI of 3.35.

### Local Amenities

4.18 Existing local amenities accessible within c. 500m walk of the store entrance, include:

- Food outlets – food van (B&Q car park), McDonalds and KFC; and
- Access to an outdoor open space – Johnstons Coppice.

4.19 These local amenities increase potential for customer linked trips and allow staff to access these amenities via non-car travel modes when making trips out of the workplace during their working day e.g. to get lunch.

### Accessibility Summary

4.20 In summary, it is considered that the site benefits from good links to surrounding residentials areas via active travel modes with footway / cycleways, Toucan crossing facilities and regularly spaced street lighting provided on the local highway. The site also provides convenient access to frequent public transport services serving residential areas in the vicinity of the site and further afield, in addition to connecting bus and rail services in central Havant.

# 5 Travel Plan Management

5.1 A Travel Plan Co-ordinator (TPC) will be appointed by Lidl to oversee the development, implementation and management of the Lidl Travel Plan and will be funded accordingly throughout the 5-year duration of the Travel Plan.

5.2 The TPC will be appointed prior to occupation of the new foodstore to ensure that any actions / measures required prior to trading have been completed. Interim TPC contact details are detailed below.

| | |
|---|---|
| **Contact Name:** | Richard Broad |
| **Contact Address:** | Mayer Brown Limited<br>Lion House,<br>Oriental Road,<br>Woking,<br>Surrey<br>GU22 8AR |
| **Contact Telephone:** | 01483 750 508 |
| **Contact E-mail:** | rbroad@mayerbrown.co.uk |

5.3 Any change in the appointed TPC during the 5-year lifetime of the Travel Plan will be notified to the local authority.

5.4 The role of the Lidl TPC will include:

- Taking a lead role in the development, implementation and review of the Travel Plan with assistance / support from Lidl management as required;
- Promotion and marketing of the Travel Plan and its associated measures;
- Acting as a point of contact for the Lidl Travel Plan and addressing staff and customer questions / queries regarding travel to and from the store and within the site; and
- Liaising with the Lead TPC and the local authority as appropriate.

5.5 The TPC role will be part-time equating to around 0.5 days per month, with a concentration of tasks during certain key periods such as prior to / around store opening, monitoring surveys / reports and local / national travel awareness events.

### Marketing and Promotion

5.6 All staff will be made aware of the existence of the Travel Plan upon commencing employment, and the role of individuals in achieving its aims / objectives will be explained.

5.7 The Travel Plan and its associated measures will be promoted to staff on an ongoing basis through promotional material such as posters and leaflets.

5.8 Employee feedback on existing or potential future travel initiatives will be included as a discussion point on the agenda at team meetings.

5.9 As appropriate, the TPC or a nominated representative will attend staff team meetings or provide appropriate materials for distribution to promote the Travel Plan and its associated measures. Staff will be requested to highlight any current issues or suggestions in relation to the Travel Plan or travel to / from the site in general.

5.10 Travel will be raised as an agenda item at staff team meetings. Given the nature of the business, this is considered to be most appropriate for the site rather than a separate Steering Group. The group will discuss how best to improve and implement the Travel Plan, as well as other issues relating to travel to and from the store that may occur.

### Resources and Funding

5.11 Suitable resources will be provided by Lidl for the implementation of the Travel Plan and its associated measures and initiatives.

5.12 Certain measures / initiatives, including provision of EV charging, cycle parking and staff welfare facilities will form part of the development construction / fitting out stages and as such, the associated costs are included within these stages.

5.13 Based upon experience of implementing similar Travel Plans at other Lidl stores it is envisaged that the overall cost of the TPC role, covering pre-opening and a 5-year Travel Plan duration, would be between £12,500 – £15,000 with specific time spent weekly / monthly largely dependent on the tasks in hand and the time of year e.g. public transport timetable changes, staff travel surveys, promotional events etc.

5.14 With regards to promotional leaflets / posters and updated timetables / mapping information, costs associated with printing etc are envisaged to be funded through general store / regional administration costs or similar.

# 6 Travel Plan Measures

6.1 A range of physical, managerial and awareness measures have been outlined that will be implemented to promote and facilitate use of sustainable modes of travel when accessing the store. This list is non-exhaustive, with the Lidl TPC free to investigate other potential measures / initiatives.

### Staff Recruitment

6.2 Staff recruitment will be targeted within the local area, where sustainable modes of travel are a more viable alternative for travel to work, providing benefits for both staff and the store. Staff located nearby provide a more flexible workforce to meet operational demands, for example covering sickness, short notice shift changes, overtime etc.

6.3 As part of the staff recruitment process the aims and objectives of the Travel Plan and sustainable travel options available will be highlighted and promoted.

### Travel Information / Promotional Material

6.4 Travel information and promotional materials will be made available in the staff welfare area (or similar appropriate / prominent location) within the building and will be regularly updated with information about travel options and events, including:

- A summary of the Travel Plan objectives and targets;
- Health, financial and environmental benefits of the utilisation of sustainable travel;
- National and regional sustainable travel campaigns / events such as Walk to Work week, National Bike Week, and National Car Free Day;
- Local walking / cycling route maps and public transport timetable information;
- Details of the benefits of car sharing and appropriate websites;
- Promotion of free health / healthy living apps such as, Couch to 5K, Strava etc;
- Useful travel / journey planning websites such as My Journey Hampshire; and
- A list of local taxi companies' contact details, which provides an alternative means of transport for trips when other modes of transport may not be available / preferable.

6.5 Contact details for the TPC will be provided so that they can contact them with any issues / concerns or suggestions on additional content regarding travel to / from the store.

*Staff Travel Pack*

6.6 All employees will be provided with a Travel Pack, either on implementation of the Travel Plan or on starting employment at the store, highlighting the existence of the Travel Plan in addition to providing all the information an individual will need to make an informed choice on the mode of travel to be used for any local journeys.

6.7 The Travel Pack will include:

- A summary of the Travel Plan objectives and targets;
- Details of walking and cycling facilities and routes in the local area;
- Local public transport information, including route maps and timetable information;
- Details of the benefits of car sharing and appropriate websites;
- Useful travel / journey planning websites; and
- Details for the nominated store TPC.

6.8 Travel Pack information will be periodically checked and updated by the TPC. Spare copies of the Travel Pack will be made available and provided to staff if necessary.

### Working Practices

6.9 Varying shift patterns are necessary for operational flexibility, but store management will endeavour to accommodate colleague requests for minor amendments to their shifts to facilitate use of sustainable modes of transport wherever possible.

### Walking & Wheeling

6.10 In addition to providing local walking and cycling route information as part of travel information / promotional material, the following measures will be implemented to encourage travel to and from the store by foot / cycle.

*Staff Welfare Facilities*

6.11 Staff welfare facilities include facilities to allow staff to change out of and store wet weather gear and cycling clothing / equipment.

*Cycle Parking*

6.12 A total of 12 cycle parking spaces, in the form of 6 ‘Sheffield’ style stands, will be provided at the front of the store for use primarily by customers and benefiting from good natural surveillance, shelter from the elements and providing a safe location for cyclists to mount / dismount.

6.13 3 formal staff cycle spaces are available within the store warehouse area in addition to further informal space for further cycles if required, enabling staff to store cycles in a covered, secure and safe location.

*Bicycle Maintenance*

6.14 A basic cycle maintenance repair kit and pump will be provided for communal staff use. This will be conveniently located to enable staff access but avoid misuse or loss, with staff made aware of its provision / location.

6.15 Based upon all staff having ready access to this facility, assistance could be provided if customers have a cycle maintenance issue and alert a member of staff accordingly.

*Cycle Training*

6.16 Details of local cycle training courses aimed at adults who have either never cycled before or who would prefer a bit more confidence before cycling to work, will be made available in the staff welfare area and where additional details can be obtained.

6.17 Hampshire County Council do not currently advertise any adult cycle training offers; however, adults wishing to receive training can get in touch with a local Bikeability instructor to discuss their requirements, with instructor details provided on the Bikeability website (www.bikeability.org.uk) and the Cyclist Touring Club website (www.ctc-maps.org.uk).

6.18 Courses are tailored to individual needs and are suitable for everyone, being delivered either as one-to-one or in small groups, depending upon the course required.

*Cycle to Work Scheme*

6.19 Eligible staff will be able to sign up to the Lidl Cycle to Work Scheme which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. Availability and details of this scheme will be highlighted to staff by the TPC.

*Bicycle Users Group*

6.20 Bicycle Users Groups support staff who cycle to and from work. The TPC will investigate support for such a group through staff meetings, as these groups are most successful when championed by keen cyclists and set up a group if there is sufficient support. This may be in conjunction with other local businesses, to ensure a critical mass of cyclists to make the group effective.

*Discounted Cycle Equipment*

6.21 Initial contact has been made with local bicycle shops, indicating that the shops would consider a small discount to employees sent via the Travel Plan. It is worth noting that bicycle shops approached offer the Cycle to Work scheme, so further discussions with these stores and other shops within the local area would be beneficial.

*Bike Register*

6.22 Staff will be encouraged to register their cycles with Bike Register (www.BikeRegister.com), the UK's leading online bicycle identification and registration initiative, aiming to reduce cycle theft, identify stolen bikes and assist in owner recovery. There is no charge to register a bike unless purchasing additional security features.

*Local Authority Liaisons*

6.23 The TPC will liaise with the local authority as appropriate to pass on comments / concerns received from staff and customers in relation to local walking / cycling routes.

**Public Transport**

6.24 In addition to providing local public transport route / timetable information as part of travel information / promotional material, the following measures will be implemented to encourage travel to / from the store by public transport.

*Journey Planning*

6.25 Details of useful public transport journey planning websites and mobile applications will be provided to allow staff to easily plan their journeys to and from the site. Websites and mobile applications to be promoted include:

- myjourneyhampshire.com – advertised as a *'one stop destination for travel information and advice in and around the Hampshire area'* providing information on walking, cycling, public transport, car sharing and additional journey planning resources.
- UK Bus Checker App (www.buschecker.com) – Free app providing live bus times, smart journey planning journeys and detailed route maps.
- Traveline GB – Free app providing live bus times, smart journey planning journeys and detailed route maps.
- Nextbuses – providing live bus information, where available, and scheduled times on mobile phones.

*Discounted Ticketing*

6.26 Information and details of local ticketing offers, such as weekly, monthly and annual ticket options which offer cheaper travel for longer term tickets will be put on display.

*Public Transport Operator Liaisons*

6.27 The TPC will liaise with local public transport providers as appropriate to pass on comments / observations / concerns received from staff and customers in relation to local public transport routes.

**Sustainable Car Travel**

6.28 Whilst it is recognised that it may not always be possible / feasible to adopt alternative travel modes to the car, and that some people are reluctant to change due to a range of differing reasons, there is still the potential to raise awareness of the benefits of using the car in a more sustainable manner in these circumstances.

*Taxis*

6.29 Taxis provide an alternative means of transport for trips when other modes of transport may not be available / preferable e.g. early morning or late at night.

6.30 Staff will be provided with details of the key differences between taxi types (Hackney Carriage vs Private Hire), contact details for local operators and safety tips when booking / using a taxi.

*Car Sharing*

6.31 Car sharing represents a good option for staff living in areas with limited access to public transport, or essential car users who want to save money.

6.32 The TPC will provide promotional material to employees to raise awareness of the cost benefits of car sharing in addition to where to find further information and frequently asked questions.

6.33 Staff will be encouraged to sign up to a local car share scheme allowing them to simply and securely find car share partners for regular trips to / from the site, in addition to occasional leisure journeys outside work.

6.34 Staff will be provided with details for an appropriate lift share scheme, such as www.liftshare.com which provides information in relation to car sharing, a savings calculator and help with finding a car share partner.

*Electric Vehicles*

6.35 As part of the proposals, an 'Active' 60kW rapid EV charging point is being installed onsite providing capacity to charge 2 vehicles at the same time. Additionally, appropriate ducting / cabling will be provided at the initial construction stage to serve a further 21 'Passive' EV spaces.

6.36 Lidl in conjunction with their EV partner POD Point monitor utilisation of 'Active' EV charge points, with 'Passive' EV provision made 'Active' if demand dictates, through the installation of 7kW twin fast rate charge points to provide additional EV charging provision without adversely impacting parking capacity.

6.37 Staff will be provided with details of different Electric Vehicle types, the benefits / incentives for going Electric, details of local charge point locations and grants available for the purchase of new plug-in vehicles.

### Customers

6.38 Various 'soft' measures will be implemented to improve customer awareness of available travel options. Through increased awareness and knowledge, it is hoped that customers will seek to improve their sustainable transport usage and better understand the environmental benefits.

6.39 Sustainable travel modes will be promoted to customers through promotional material within the store and include:

- Health, financial and environmental benefits of the utilisation of sustainable travel;
- Appropriate information / leaflets showing local walking/cycling routes and public transport timetable information;
- Useful travel / journey planning websites; and
- Cycle parking facilities available at the store.

6.40 Relevant promotional material provided to staff, such as car share schemes and local / national awareness events will also be made available to customers as appropriate.

### Fleet Management

6.41 Lidl will keep under review their company fleet management policies and procedures to ensure that, consistent with operational requirements, they target low $CO_2$ emissions e.g. through avoiding unnecessary delivery movements and ensuring route optimisation.

# 7 Travel Plan Targets

7.1 The primary objective of the Travel Plan is to encourage the utilisation of sustainable travel modes when accessing the site and in turn to reduce unnecessary vehicular trips (primarily single occupancy car journeys) where suitable alternatives are available.

7.2 In order to assess success in achieving this objective, Travel Plan targets have been set.

### Aim Targets

7.3 Staff behaviour is, to a certain extent, within the control of Lidl but it is more difficult to manage customer travel, particularly if customers have a large amount of shopping to carry. However, Lidl aims to provide sufficient information to enable customers to make an informed choice about their travel to / from the store.

7.4 As a result, Aim targets primarily focus on staff travel as this provides the greatest scope for a reduction in single occupancy private car travel, whilst Action targets include items to promote sustainable travel to both customers and staff.

7.5 The Travel Plan aims to reduce the dependence upon single occupancy private car travel when accessing the site and hence the Travel Plan targets aspire to:

- Decrease percentage of staff accessing store via single occupancy private car; and
- Increase percentage of staff utilising active modes (walking / cycling), public transport and car sharing to access the store.

7.6 To identify a modal split for staff travel, an initial (Baseline) travel survey will be undertaken within 6 months of the occupation of the store, with a sample survey included in **Appendix B** of this report.

7.7 **Table 7.1** outlines interim short, medium and long-term staff modal shift targets, utilising 2021 Census Travel to Work data for the Havant 018 middle layer super output area population, to take into account local site-specific characteristics with regard to travel mode choice.

| Travel Mode | Baseline | Short Term (Year 1) | Medium Term (Year 3) | Long Term (Year 5) |
|---|---|---|---|---|
| Car Driver (single occupant) | 68% | 66% (-2%) | 63% (-5%) | 58% (-10%) |
| Car Share (driver or passenger) | 13% | 14% (+1%) | 15% (+2%) | 16% (+3%) |
| Walking | 8% | 17% (+1%) | 19% (+3%) | 23% (+7%) |
| Cycling | 3% | | | |
| Public Transport | 5% | | | |
| Other, including Motorcycle and Taxi | 3% | 3% | 3% | 3% |

**Table 7.1: Travel Plan 'Aim' Targets**

7.8 Targets set out within **Table 7.1** are considered 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) and are in line with the objectives of this Travel Plan: to achieve a reduction in single occupancy car travel over the period covered by the Travel Plan through an increase in car sharing, active modes (walking and cycling) and public transport usage.

7.9 Targets detailed in **Table 7.1** will be reviewed and updated accordingly following the undertaking of the initial (Baseline) staff travel survey.

### Action Plan

7.10 An Action Plan is provided in **Appendix C** of this Travel Plan which sets out the various measures and actions discussed within this Travel Plan alongside target dates for implementation, responsibility for implementation and funding.

7.11 The Action Plan will be periodically updated to reflect changes in target dates in addition to adding or removing associated measures to be implemented as appropriate.

### Corrective / Remedial Measures

7.12 If the Travel Plan is not on track to meet its targets, future year reviews will outline any planned additional / corrective measures to guide the Travel Plan back on track, This will include but not be limited to offering personalised travel planning advice to staff, undertaking additional sustainable travel promotional events and potentially limiting staff parking onsite to those who cannot realistically access the store via sustainable modes of travel due to individual circumstances e.g. childcare / dependants' responsibilities, disabilities / medical conditions etc.

# 8 Monitoring & Review

8.1 Monitoring and review of the Lidl Travel Plan will be undertaken by the Lidl TPC.

### Monitoring

8.2 Monitoring of the Travel Plan includes the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.

*Staff Travel Survey*

8.3 Updated staff travel surveys will be undertaken annually, on or around the anniversary of the initial (baseline) staff travel survey for a period of at least 5 years following occupation of the unit to provide updated travel data, free of seasonal bias.

8.4 The TPC will aim to maximise the staff travel survey response rates but a minimum response rate of 35% will be set / attained in order that the travel questionnaire surveys are considered statistically significant.

8.5 If required, consideration will be given to providing an incentive for respondents which is enticing to all staff regardless of chosen mode of travel, for example respondents being entered into a prize draw to win an online shopping gift card / voucher.

*Monitoring Report*

8.6 Following the undertaking of the updated staff travel surveys, the TPC will compile a monitoring report for issue to the local authority outlining:

- Updated travel survey results / analysis;
- Measures and their impact over the previous period;
- Achieved targets against previously set targets; and
- Objectives and targets for the forthcoming period.

8.7 The monitoring report will be issued to Hampshire County Council within their role as Local Highway Authority and Havant Borough Council in their role as Local Planning Authority. This will be done within 1 month of completion of the updated travel surveys to refine and agree the Travel Plan actions moving forward and ensure that associated targets remain SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

8.8 Travel survey results and a summary of the monitoring report detailing key details, e.g. achieved modal split against set target, will be made available in store.

### *Ongoing Monitoring*

8.9 The TPC will undertake ongoing monitoring, recording / addressing any pertinent information to be considered as part of the development of the Travel Plan.

8.10 Ongoing monitoring would include:

- Customer and staff feedback relating to any concerns or comments regarding travel to / from the store and within the site;
- Ensuring internal pathways are kept clean and clear for pedestrian use;
- Condition and use of staff storage facilities;
- Ensuring the cycle maintenance repair kit is suitably stocked / fit for use;
- Counts of cycles parking onsite, including formal and informal locations;
- Electric Vehicle charging facilities utilisation; and
- The take-up of staff on any discounts / schemes promoted by the TPC, e.g. awareness events, cycle training, car share schemes and ticketing discounts

8.11 Associated monitoring tasks are outlined within the Action Plan provided in **Appendix C**.

### Review

8.12 The Travel Plan is not a fixed document, and the strategy and measures herein are expected to require reviewing over the period of the Plan to accommodate changes in circumstances which are beyond the occupants' control, although the objectives of the Plan will not change.

8.13 If the TPC believes that there is a justifiable reason to undertake a review of the Travel Plan and its associated objectives, targets or measures the TPC will liaise with the Lead TPC and local authority accordingly.

# APPENDIX A: Site Layout

| Rev. | Author | Checker | Date |
|---|---|---|---|
| P12 | IJ | JS | 05.09.24 |

See arboricultural information for existing trees to be retained..

Structural Engineer to review requirement for retaining wall, line shown indicatively

Proposed external plant area with screen enclosure around

Tree to be removed

Store loading area, retaining wall with pedestrian guard rail to delivery ramp

3no. vertical staff cycle racks within warehouse

1100mm high handrail to top of retaining wall

Approximate sub station location TBC by Lidl and services Engineer

Service and turning zones and parking subject to tracking by Highway engineers

2no. motorcycle bays

Trees removed

3no. motorcycle bays

Vehicle Barrier

Proposed "Rapid" EV parking and charging stations

Proposed access/egress to suit design standards to Highway Consultants design details.

Proposed location of Lidl Flagpole signage

Assumed boundary line, legals to confirm

2100mm wide footpath

Security fence with access gate to rear of store/plant area. Relevant fire escape ironmongery to be fitted.

Cycle parking as per BBS 23 speciifcation.

Structural Engineer to review requirement for retaining wall, line shown indicatively

Footprint of canopy above

Trolley rails position under canopy

Trees to be coppiced

Trees to be removed

Trees to be retained

Cribb wall retaining structures are subject of detail design by the Structural Engineer and therefore are subject to further detail design.

Existing B&Q Sign to be retained

Amendments to roundabout subject of seperate S278 works

## OVERALL

| | |
|---|---|
| SITE AREA (Approx.): | 12797 m² |
| **PARKING - LIDL** | |
| Disabled | 6 |
| Electric Vehicle Charging | 2 |
| Parent & Child | 10 |
| Standard | 92 |
| TOTAL | 110 |
| Motorcycle Bays | 5 |

Indicative Retaining Walls

S278 Works boundary

Highways Authority site boundary

Tarmac (Vehicles)

Concrete cast in-situ

Tarmac (Pedestrians)

Tactile paving

Soft landscaping

Proposed Trees -

Trees shown indicatively only at this stage, refer to Landscape Architects planting design for full details.

## BUILDING AREAS - BBS 23 TYPE 1500 STORE

Sales Area (1516m²)

Warehouse Area (452m²)

Ancillary Area (217m²)

TOTAL GIA: 2185m²

TOTAL GEA: 2275m²

# Site Layout Plan - Proposed

**1 : 500**

10m 50m

N

Store Specification
**BBS 23**

Drawing Purpose
**PLANNING**
This drawing has been prepared for the sole purpose of forming part of a planning application, and should not be used for any other purpose.

**SPACE**

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Project
**Lidl Purbrook Way Havant**

Drawing Title
**Site Layout Plan - Proposed**

| Project No. | Drawing No. | Status | Rev. | Scale at A1 |
|---|---|---|---|---|
| 08636 | XX-XX-DR-A-91001 | S3 | P12 | As indicated |

File Reference: 08636-SPACE-XX-XX-DR-A-91001-S3-P12

This drawing is Copyright - Check all dimensions on site - Inform originator of any discrepancies - Work to figured dimensions only - Do not scale

Autodesk Docs://08636 - Lidl Purbrook Way (Havant)/08636-SPACE-XX-ZZ-M3-C-00003.rvt

# APPENDIX B: Example Staff Travel Survey

# Lidl Purbrook Way, Havant - Staff Travel Survey

A travel survey is being undertaken to understand current store staff travel patterns.

Therefore we would appreciate you taking a few minutes to answer some questions.

There are no correct or incorrect responses – we are interested in your personal view.

## About You

Home Post Code ..... *to understand journey distances / times / routes*

Age Group ☐ 15-18 ☐ 19-24 ☐ 25-44 ☐ 45-64 ☐ 65-74 ☐ 75+

Do you have a health problem / disability that affects your choice of travel? ☐ Yes ☐ No

## About Work

On Average, how many days do you work at the store per week?

☐ 1 day ☐ 2 days ☐ 3 days ☐ 4 days ☐ 5 days ☐ 6 days ☐ 7 days

## Your Travel Habits

Please indicate how frequently you utilise each of the following travel modes for your journey to / from work?

In the case of multi-modal journeys, the main mode should be that utilised for the furthest distance

| | **Usual** (1 choice) | **Occasionally** | **Never** |
|---|---|---|---|
| **Drive (no passengers)** | | | |
| **Drive (with passengers)** | | | |
| **Car passenger** | | | |
| **Walk** | | | |
| **Cycle** | | | |
| **Bus** | | | |
| **Train** | | | |
| **Motorcycle** | | | |
| **Taxi** | | | |
| **Other** | | | |

If you drive, what is your main motivations for this?

☐ Comfort
☐ Cheaper
☐ Quicker
☐ Other commitments (e.g. School run)
☐ Other (please specify below)
☐ Reliability
☐ Safety
☐ No Alternative

.....

If you currently car share, as a driver or passenger, what statement below best describes you?

☐ Drive with colleague passenger
☐ Drive with non-colleague passenger
☐ Passenger with colleague driver
☐ Passenger with non-colleague driver

## Alternative Travel Modes

If you always / mostly drive, please indicate if you would consider using the following alternative travel modes?

☐ Walk ☐ Bus ☐ Car Share (with colleague)
☐ Cycle ☐ Train ☐ Car Share (with non-colleague)
☐ Other *Please specify:* .....

Would any of the below encourage you to regularly use an alternative travel mode when accessing the store?

☐ Subsidised cycle training
☐ Help finding walking / cycle buddy
☐ Discounts on walking / cycle equipment
☐ Store car share group set up

## Additional Information

Please provide any additional comments or ideas on how we can assist or encourage you to walk, cycle, car share or use public transport more frequently for your journey to/from work.

.....

.....

**Please hand completed surveys back to the duty manager**

*Thank You*

Produced by Mayer Brown Ltd

# APPENDIX C: Action Plan

# LIDL Purbrook Way, Havant

**Purbrook Way, Havant PO9 3QJ**

## Travel Plan Action Plan

**Updated 04 September 2024**

### Travel Plan Objective

The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, primarily single occupancy private car travel, where suitable alternative modes of travel are available.

It is envisaged that this objective will be achieved through:
i) Raising awareness of the potential benefits / advantages of travel by sustainable modes of travel; and
ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

### Travel Plan Actions / Measures

| Action Measure | Target Date | Responsibility | Funding |
|---|---|---|---|
| **GENERAL** | | | |
| Appointment of Lidl Travel Plan Coordinator | Prior to Trading | Lidl | Lidl |
| Staff recruitment focused within local area | Prior to Trading & Ongoing | Lidl | Lidl |
| Produce & provide travel information / promotional material, including walking / cycling / public transport route information. Updates as appropriate | Prior to Trading & Ongoing | TPC | Lidl |
| Produce & provide Staff Travel Pack. Updates as appropriate | Prior to Trading & Ongoing | TPC | Lidl |
| Working Practices – shift pattern flexibility | Ongoing | Store Manager | - |
| Promote Local / National Awareness Events | Ongoing | TPC | Lidl |
| Liaison with local authority as appropriate | Ongoing | TPC | Lidl |
| **WALKING & CYCLING** | | | |
| Offsite Infrastructure Improvements | Prior to Trading | Contractor | Lidl |
| Provide changing / storage facilities for staff | Prior to Trading | Contractor | Lidl |
| Provide cycle parking facilities | Prior to Trading | Contractor | Lidl |
| Provide cycle maintenance kit | Prior to Trading & Ongoing | TPC | Lidl |
| Promote cycle training courses | Ongoing | TPC | Lidl |
| Promote Cycle to Work (Bicycle purchase) scheme | Ongoing | TPC | Lidl |
| Investigate support for Bicycle Users Group (BUG) | Ongoing | TPC | Lidl |
| Investigate / Promote staff discounts at local cycle shops | Prior to Trading & Ongoing | TPC | Lidl |
| Promote registration with Bike Register (Bicycle identification) scheme | Ongoing | TPC | Lidl |
| **PUBLIC TRANSPORT** | | | |
| Prepare up-to date public transport info - routes / timetables | Ongoing (Every 6 months) | TPC | Lidl |
| Provide details of Journey Planning Websites and Mobile applications | Prior to Trading & Ongoing | TPC | Lidl |
| Provide details of local ticketing offers / discounts | Prior to Trading & Ongoing | TPC | Lidl |
| Liaison with public transport operators as appropriate | Ongoing | TPC | Lidl |
| **DRIVING SUSTAINABLY / CUSTOMERS / FLEET MANAGEMENT** | | | |
| Provide details of Local Taxi services | Ongoing | TPC | Lidl |
| Provide details of and promote participation in local lift share scheme | Ongoing | TPC | Lidl |
| Provision of EV Charging Point(s) | Prior to Trading | Contractor | Lidl |
| Provide details of EV options & associated benefits / incentives | Ongoing | TPC | Lidl |
| Provide Customer travel information / promotional material | Prior to Trading & Ongoing | TPC | Lidl |
| Review Fleet Management Policies and Procedures | Ongoing | Lidl | Lidl |

### Travel Plan Monitoring & Review

| Task / Action | Target Date | Responsibility | Funding |
|---|---|---|---|
| Undertake initial (Baseline) staff travel survey | Within 6 Months of trading | TPC | Lidl |
| Prepare / issue Baseline survey review | Within 1 month of survey completion | TPC | Lidl |
| Undertake updated staff travel surveys | Annually, around anniversary of Baseline survey | TPC | Lidl |
| Prepare / issue monitoring report to local authority, including review of Travel Plan and its associated measures / targets | Annually, within 1 month of survey completion | TPC | Lidl |
| Respond to customer / staff feedback relating to any concerns or comments regarding travel to / from the store and within the site | Ongoing | TPC | Lidl |
| Ensuring internal pathways kept clean / clear for pedestrian use | Ongoing | Store Manager / TPC | Lidl |
| Condition and use of staff storage / changing facilities | Ongoing | Store Manager / TPC | Lidl |
| Ensuring cycle maintenance kit is suitably stocked / fit for use | Ongoing | Store Manager / TPC | Lidl |
| Counts of cycle parking demand onsite | Ongoing (Every 6 months) | Store Manager / TPC | Lidl |
| Review EV charge point utilisation / demand | Ongoing (Annually) | TPC | Lidl |
| Take-up of any staff discounts / schemes promoted by the TPC | Ongoing | TPC | Lidl |