



**Proposed Lidl Foodstore, New Hey  
Road, Huddersfield.**

**Framework Travel Plan**

September 2020

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## Document Control Sheet

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## Framework Travel Plan – Action Plan

	Action	Owner	Timescale
1	Travel Plan information will be displayed on a prominently placed Travel Plan Notice Board within the store.	Travel Plan Co-ordinator.	From Occupation.
2	All prospective employees will be provided with sustainable travel information.	Travel Plan Co-ordinator.	Prior to occupation and as required thereafter.
3	Employees will be offered Personalised Travel Planning information.	Travel Plan Co-ordinator.	From employment.
4	The store will participate in local and national events to promote sustainable travel.	Travel Plan Co-ordinator.	As required.
5	Lidl will designate a Travel Plan Co-ordinator.	Lidl Great Britain Limited.	3 months prior to the store becoming operational.
6	Lidl will identify a 'Sustainable Travel Assistant' within the store.	Lidl Great Britain Limited.	Prior to first occupation.
7	The Travel Plan Co-ordinator will liaise with external bodies to ensure that issues raised by staff are addressed at the earliest opportunity.	Travel Plan Co-ordinator.	As required from occupation.
8	The Travel Plan Co-ordinator will encourage off-site pedestrian routes that are well lit and maintained, communicating regularly any deficiencies to the local authority.	Travel Plan Co-ordinator.	As required from occupation.
9	All staff who use those modes of transport will be provided with a locker in which to store personal items, such as walking and cycling equipment.	Lidl Great Britain Limited.	On employee appointment.
10	The development will provide secure cycle parking in line with current local authority standards.	Lidl Great Britain Limited	During design and construction.
11	The Travel Plan Co-ordinator will promote cycling, providing staff with local cycle route maps (where available).	Travel Plan Co-ordinator.	Within 3 months of store opening.
12	The Travel Plan Co-ordinator will investigate the potential for discounted public transport tickets / passes and season ticket loan agreements.	Travel Plan Co-ordinator.	Prior to store opening.
13	The Travel Plan Co-ordinator will promote the facilities offered by Community Transport in the area.	Travel Plan Co-ordinator.	Prior to store opening.
14	The Travel Plan Co-ordinator will encourage informal car share arrangements within the store and publicise any local web site.	Travel Plan Co-ordinator.	On employee appointment
15	The Store Manager will administer a Guaranteed Ride Home scheme for employees.	Store Manger.	From first occupation.

# 1 Introduction

## 1.1 Background

EJS Associates (EJSA) have been appointed to produce a Framework Travel Plan (TP) to support a planning application for a proposed Lidl Foodstore at New Hey Road, Huddersfield on the site of the former Spotted Cow public house (now demolished). The site is bounded by New Hey Road (A640) to the south; residential premises to the east and north, and open land to the west (which is allocated or housing).

A location plan of the development site is shown at Figure 1.

The new Lidl Foodstore is to have a Gross Internal Area (GIA) of 2,061m<sup>2</sup>, a Retail Sales Area of 1,377m<sup>2</sup>, and 113 car parking spaces (7 of which are for Disabled Users, 8 of which are for "Parent & Child" users, and 2 are for the electric charging points).

The drawing attached at the end of this report shows the proposed development layout.

A Travel Plan can act as a strategic tool to promote more sustainable travel choices and reduce the reliance on the car resulting in benefits including reduced parking demand and improved accessibility. It can bring about a number of benefits to staff, customers and the wider local community and is also likely to result in localised environmental benefits as a consequence of a reduction in vehicular traffic.

The Travel Plan can result in:

- Improved accessibility to the site for visitors;
- Health benefits for visitors resulting from increased levels of walking and cycling and fewer vehicular emissions in the immediate vicinity of the site;
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (as compared with single occupancy car use);
- A reduction in road traffic accidents;
- A pedestrian / cycle friendly environment;
- Improved public transport facilities;
- A reduction in the level of vehicular trips likely to be generated by the development;
- A reduction in sick leave for staff; and
- An improved environmental awareness.

Lidl Great Britain Limited trust the preparation of a Travel Plan from this Framework will make this development an attractive place to work and visit and may alleviate any concerns with respect to the traffic impact of the development by offering realistic and attractive alternatives to the private car for trips to the store.

## 1.2 Structure of the Document

This document is divided into the following Sections:

**Section 2 – Travel Plan Policy** – provides details of the policy context within which this Framework Travel Plan has been developed;

**Section 3 – Existing Conditions** - describes the site and summarises the existing provision for sustainable travel;

**Section 4 – Objectives of the Travel Plan** – outlines some initial Framework Travel Plan objectives (to be confirmed once the store is operational);

**Section 5 – Travel Plan Initiatives** - details the costs and benefits associated with the implementation of a Framework Travel Plan;

**Section 6 – Targets and Monitoring** - describes the package of initiatives to be implemented and identifies how progress towards these targets will be monitored;

**Section 7 – Implementation** – describes how the Framework Travel Plan will be implemented; and

**Section 8 – Summary** – provides a summary of the Framework document.

These sections are followed by Figures as appropriate.

## 2 Travel Plan Policy

### 2.1 Introduction

This section of the report details the policy and administrative framework within which this Framework Travel Plan has been developed and outlines the aims and objectives behind the introduction of Travel Plans for new developments.

### 2.2 National Policy and Guidance

Transport and land-use planning seeks to support the promotion of accessibility by all travel modes. The proposed development has, therefore, to be viewed in the context of National (and local) Government planning guidelines and strategies. A number of pertinent documents that relate specifically to Travel Plans, in the context of the wider planning policy agenda, are summarised below.

#### 2.2.1 National Planning Policy Framework (NPPF)

The latest version was published in June 2019. NPPF has replaced many other documents and provided a whole new context for planning applications. Its thrust is to promote sustainable development, and states that "all developments that will generate significant amounts of movement should be required to provide a travel plan ....." (para 111 of NPPF).

#### 2.2.2 National Planning Policy Guidance (NPPG)

NPPG was issued to supplement NPPF. It contains 15 paragraphs under the heading "Travel plans, transport assessments and statements in decision making". There are 4 paragraphs which relate to Travel Plans in particular:

Paragraph 003 - "What are Travel Plans?", notes that "Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)."

Paragraph 010 - "how should the need for and scope of a Travel Plan be established?" notes that "the anticipated need for a travel Plan should be established early on, preferably in the pre-application stage but otherwise within the application determination process itself." In this case, the need for, and scope of, the Travel Plan was established in accordance with Department for Transport guidance (see below).

Paragraph 011 - "What information should be included in Travel Plans?" notes that "Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met."

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development

by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area."

Paragraph 012 - "How should Travel Plans be monitored?" notes that "Travel Plans need to set out clearly what data is to be collected, and when, establishing the baseline conditions in relation to any targets."

### **2.2.3 DfT's Guidance on Transport Assessments (GTA)**

Published in March 2007, the GTA placed an increased emphasis on reducing the traffic impact of new developments, specifically through the implementation of Travel Plans that detail a range of objectives, measures and targets for improving accessibility to a particular site by non-car modes. In contrast to the traditional approach which was to mitigating the impact of development generated traffic, the GTA prioritised sustainable transport initiatives over mitigation through highway improvements (which is now seen as the last resort).

With this in mind, this Travel Plan has been prepared so as to maximise the potential for travel to the proposed Lidl Great Britain Limited site by means other than the private car, thus promoting social inclusiveness, whilst minimising traffic impact.

Although now withdrawn by Government, the advice and guidance contained within GTA remains pertinent.

## **2.3 Local Policy and Guidance**

Travel Plans can, as discussed, help to deliver sustainable transport objectives including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- Reduced overall traffic generation from the site and the associated impacts in terms of congestion and pollution.

### *2.3.1 West Yorkshire Local Transport Plan 3 – MyJourney (LTP3).*

This document is intended to run from 2011 to 2026 and replaces the West Yorkshire Local Transport Plan 2.

The plan has 3 objectives:

1. Economy. To improve connectivity to support economic activity and growth in West Yorkshire and the Leeds City Region.
2. Low Carbon. To make substantial progress towards a low carbon, sustainable transport system for West Yorkshire, while recognising transport's contribution to national carbon reduction plans.
3. Quality of life. To enhance the quality of life of people living in, working in and visiting West Yorkshire.

The 15 year MyJourney strategy has four components representing key components of a journey.

1. Transport Assets (roads, traffic lights and bus stops for example that make up the network);
2. Travel Choices (helping customers make the most sustainable choice about when and how they travel);
3. Connectivity (providing an integrated, safe, reliable transport journey); and
4. Enhancement (improving the overall system to make it more fit for journeys in the future).

The strategy has also been shaped by five cross-cutting themes:

1. Equality (assessed through an integrated Sustainability Appraisal);
2. Safety (reflecting relevant safety and security standards);
3. The Environment (improving the natural and built environment);
4. Decision Making at the appropriate level; and
5. seeking to make best use of Alternative Funding and Delivery Mechanisms.

From the Strategy, 6 Big Ideas have been identified that will drive progress towards the Objectives. These are:

1. Enhanced travel information;
2. Fully integrated ticketing;
3. Investment in low carbon modes of transport;
4. A new approach to buses;
5. Phasing in stronger demand management; and
6. New approach to network management.

### *2.3.2 Kirklees Local Plan*

Following an independent examination of the Local Plan by the Planning Inspectorate the council has received the inspector's report relating to the Kirklees Local Plan. The appointed inspectors have concluded that with the recommended main modifications (consulted on between 20th August 2018 and 1st October 2018), the Kirklees Local Plan is sound and compliant with the legal requirements.

The conclusions of the inspector's report mean that the council can proceed towards adoption of the Local Plan. The adoption of the Local Plan was considered by Councillors at an extraordinary Council meeting on Wednesday 27th February 2019.

## **2.4 Summary**

**A number of pertinent national and local policies have been reviewed in the context of the proposals for the proposed Lidl Foodstore at New Hey Road, Huddersfield. The sustainable travel characteristics of the site are enhanced by the provision of a Travel Plan in accordance with National and Local Policies.**

## 3 Existing Conditions

### 3.1 Introduction

This section describes the existing provision for travel to the site by all modes. They reflect a number of site visits carried out by EJSA since 2014.

### 3.2 Location

The site is currently open, since the demolition of the former Spotted Cow public house.

The site is currently served by two separate entrances off New Hey Road.

The site is within the urban area known as Salendine Nook: approximately 3.5km to the north west of Huddersfield Town Centre.

The site fronts (to the south) onto New Hey Road (A640), which runs approximately north-west to south-east. To the north and east of the site are residential properties, and there is an extant planning permission for residential development to the west of the site.

Residential properties front onto the opposite side of New Hey Road to the site, with the entrances to Huddersfield New College and Salendine Nook High School Academy campuses less than 100m away.

A plan of the location is shown at Figure 1.

New Hey Road (A640), which runs approximately north-west to south-east at the site. It is a single carriageway road, of an urban nature, with the central area hatched off as it passes the site. There is a footway on both sides, and street lighting is in place, as is a 30mph speed limit. It gives access to areas of residential developments, with some side road junctions and direct accesses.

At the north-western end of New Hey Road is the M62 junction 23, Outlane, (which is a partial one with only west facing sliproads), before it passes further to the west into more rural areas. At its south-eastern end, New Hey Road joins the Huddersfield Ring Road.

There are double yellow lines on both sides of New Hey Road, with Advisory Cycle Lane markings on both sides.

Several central islands provide locations at which pedestrians may cross the road, although not all have dropped kerbs or tactile paving. A Zebra Crossing is situated immediately to the east of the site.

There are bus stops on New Hey Road immediately to the east and west of the site providing access to services in both directions.

Dunsmore Drive is a small residential cul-de-sac which has its junction with New Hey Road within the frontage for the site.

### 3.3 Provision for Public Transport (Bus)

Guidance, offered by the Chartered Institution of Highways and Transportation (CIHT), suggests a maximum acceptable walking distance of 400m (and preferable distance of less than 300m) to access the nearest bus stop ('Planning for Public Transport in Developments 1999').

The nearest public bus stops, for both directions of travel, are located on New Hey Road, immediately to the east, and west, of the site. All stops have timetable information and a litter bin. Table 3.1 below, details the bus services which use these bus stops, and their frequencies.

Table 3-1 – Bus Services

Service Number	Services From / To	Frequency Monday to Friday	Frequency Saturdays	Frequency Sundays
370 / 371	Rawthorpe - Lindley service run by First.	Every 20 minutes.	Every 20 minutes.	Every 60 minutes.
370 / 371	Huddersfield - Salendine Nook Circular service run by Streamline.	Every 40 minutes.	-	-
536/537	Halifax - Huddersfield service run by First and Yorkshire Tiger.	Every 60 minutes.	Every 60 minutes.	Every 60 minutes.
900/901/902	Huddersfield - Hebden Bridge and Huddersfield - Rishworth services run by TLC.	Every 180 minutes.	3 buses per day	3 buses per day

These bus services are understood to be accurate at time of writing (September 2020). However, these may be reduced services due to the Covid-19 pandemic and associated lockdown restrictions in England. Hence at a minimum, it can be seen that a minimum of 6 buses per hour pass the site, in each direction, giving access to a wide area, including Huddersfield Town Centre.

There is also a service which terminates at the Huddersfield New College and which will be within easy walking distance of the site, however it is understood this service is not currently in operation due to service reductions as a result of the Covid-19

pandemic. Table 3.2 below provides details of this additional bus service regardless, which may be reinstated in the future.

*Table 3-2 – Bus Services*

Service Number	Services From / To	Frequency Monday to Friday	Frequency Saturdays	Frequency Sundays
373	Huddersfield Westgate - Huddersfield New College service run by First.	Every 20 minutes.	-	-

Hence, it can be seen that an additional minimum of 3 buses per hour, in each direction, are likely to be within easy walking distance of the site giving access to a wide area.

Therefore, access by bus is excellent and readily available.

### 3.4 Railway Network

The nearest railway station is in Huddersfield - approximately 3.5km from the site, as the crow flies, but slightly longer by road. Therefore, given the distance between the station and the site it is considered that rail travel will not be significant for this development.

### 3.5 Multi-Modal Assessment

Although now withdrawn, the Department for Transport's "Guidance on Transport Assessments" stated that the initial step of assessing Trip Generation for a proposal is to provide an estimation of how many person trips are likely to be generated. These trips should be derived from industry standard databases such as TRICS, in which multi-modal assessments can be carried out to identify the number of person trips by mode and time period.

In line with this guidance, an interrogation of the TRICS database (version 7.5.3) for all Discount Foodstores has been carried out. (No Irish sites have been included as their characteristics are different from those of Great Britain.) TRICS category 01/C – "Retail – Discount Foodstores" has been used over the full range of store size and date range. The assessment has been carried out based on "Friday" and for "Saturday" only.

The results of this analysis (using only multi-modal counts) are noted below, at Tables 3.3 and 3.4.

*Table 3.3 – Percentage of Person Trips by Mode – all day Friday.*

Time Period 07.00 – 19.00	Car trips		Pedestrians		Cyclists		Public Transport	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
Lidl store	88%	88%	9%	9%	2%	2%	1%	1%

Table 3.4 – Percentage of Person Trips by Mode – all day Saturday.

Time Period 07.00 – 19.00	Car trips		Pedestrians		Cyclists		Public Transport	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
Lidl store	72%	72%	24%	24%	1%	1%	3%	3%

### 3.6 Provision for Pedestrians

The proposed development site is easily accessed by pedestrians. There is a footway on both sides of New Hey Road, and there are also footways on both sides of the other roads in the vicinity.

There is a Zebra Crossing across New Hey Road immediately to the east of the site.

There will be level pedestrian access to the store site off New Hey Road.

Guidance, offered by the Chartered Institution of Highways and Transportation (CIHT), suggests a maximum acceptable walking distance of 400m (and preferable distance of 300m) to access the nearest bus stop ('Planning for Public Transport in Developments 1999'), as well as general figures as follows:

Table 3.5 – Walking Distances.

	Town Centres (m)	Commuting (m)	Elsewhere
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

The bus stops on New Hey Road are both well within 300m of the site and are, therefore, well within the desirable walking distance. Similarly, the bus stops serving Huddersfield New College are well within walking distance.

Transport Statistics Great Britain (TSGB) provides an accurate, comprehensive and meaningful picture of transport patronage within Great Britain. The document includes data relating to the average distances people are prepared to travel by varying modes. TSGB shows that people are prepared to walk on average a distance of 1km. It is normally accepted that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometers. It is clear that, the 1km walking catchment includes

large areas of urban Huddersfield - see Figure 2, which shows the 400m, 800m and 1,200m radii around the site, and the locations of the nearest bus stops.

Hence, it can be seen that pedestrian connectivity is good and walking distances reasonable. This will ensure that pedestrians will be able to use the new development, and that walking will form a substantial proportion of staff and customer trips.

### **3.7 Provisions for Cyclists**

There are no bespoke cycle facilities in the vicinity of the site.

It is normally accepted that cycling is a feasible alternative mode of transport particularly for journeys of up to 2km length, and that 5km is the normal maximum which might be expected for a cycle journey. Figure 3 shows the 2km and 5km radii from the site, and it can be seen that large proportions of the surrounding urban areas of Huddersfield, including the Town Centre, and out to Elland, Greetland, Brackenhall, Blackmoorfoot, Linthwaite, Outlane, and Sowood are within cycling distance of the site.

Cycle parking will be provided as part of the development. 5 Sheffield-type stands are to be provided, located under the building canopy, and so sheltered from the elements

### **3.8 Taxi Provision**

There are no taxi ranks as such in close proximity to the site, but given the excellent road network, journeys by taxi are suitably available

### **3.9 Summary**

**The location of the proposed Lidl Foodstore, at New Hey Road, Huddersfield is considered to be sustainable in terms of transport such that walking will be a prime mode of access, with excellent pedestrian facilities and connectivity. Public transport facilities are good, and cycling access is readily available. There is, therefore, considered to be significant potential to encourage travel to the site by sustainable modes of transport.**

## 4 Objectives of the Travel Plan

### 4.1 Initial Objectives

The Framework Travel Plan Objectives provide a focus for the on-going development of the Plan and progress towards them can be used as an indicator in the monitoring process.

The Objectives and the reasons for implementing a Travel Plan will be site specific. The following provides a set of initial Objectives, which will require verification once the store becomes operational:

- To reduce the impact of the Foodstore on local congestion and localised parking issues (should they arise);
- To reduce the environmental impact of store-related travel, and promote the company's commitment to environmental values;
- To reduce the need for unnecessary car travel through the promotion of suitable and reliable alternatives to the private car; and
- To raise awareness amongst staff and customers of the detrimental impacts of car use in order to encourage the use of alternatives.

## 5 Travel Plan Initiatives

### 5.1 Introduction

This Section of the document describes the issues to be addressed by Lidl as part of the Framework Travel Plan, the initiatives that will be introduced to overcome these issues, and also gives an indication of the timescale for the implementation of each measure.

Within 3 months of occupation of the development a full staff/customer survey, will be undertaken by Lidl to determine those measures that are likely to be most effective. A package of initiatives, based on the information below, will be implemented, based on their relative impact in terms of reducing the need for car travel.

### 5.2 Initiatives to Raise the Awareness of the Travel Plan

The provision of information related to walking and cycling routes, community transport services and public transport services, is particularly important to raise awareness of alternative modes of transport which are available to employees and customers. There are a number of national and local public transport help lines, websites and car share databases that will assist individuals in making informed travel choices - these will be advertised to employees on an information notice board within the store.

**Initiative 1:** Travel Plan information will be displayed on a prominently placed Travel Plan Notice Board within the store.

New staff members will be given sustainable travel information to assist them in making informed travel choices from their first day of employment. This will highlight pedestrian and cycle routes in the area and provide information on public transport routes and frequencies. This will encourage sustainable travel habits to be established at the earliest opportunity. This information can also be included within the invitation to interview.

**Initiative 2:** All prospective employees will be provided with sustainable travel information.

**Initiative 3:** Employees will be offered Personalised Travel Planning information.

A range of national and local events are available in which the store could take part e.g. Bike Week. For national events, free publicity materials and ideas on how to encourage engagement are usually provided by the organisers.

**Initiative 4:** The store will participate in local and national events to promote sustainable travel.

### 5.3 Initiatives to ensure Effective Management of the Travel Plan

To be successful, a Travel Plan needs to be fully supported by senior management and have the support of their employees. It is important to impress upon all employees the reasons for implementing the Travel Plan and the benefits that will occur. Lidl will identify a Travel Plan Co-ordinator at least 3 months prior to the store

becoming operational in order to facilitate the delivery of the initiatives detailed within this document.

Given, the size of the proposed development and the anticipated number of staff, a full time Travel Plan Co-ordinator is not considered to be a requirement. However, it is recognised that at the commencement of Travel Plan delivery, ie prior to the store becoming operational and during the early stages of operation, there is likely to be an increased demand for the Travel Plan Co-ordinator's time. As such, the Co-ordinator will be given sufficient time to complete the duties required of them at each stage of Travel Plan development and implementation. The Travel Plan Co-ordinator will work proactively with senior management to maximise the potential for the Travel Plan to reduce the reliance on the private car, particularly amongst employees.

**Initiative 5:** Lidl will designate a Travel Plan Co-ordinator – **3 months prior to the store becoming operational.**

**Initiative 6:** Lidl will identify a 'Sustainable Travel Assistant' within the store. The Assistant and Travel Plan Co-ordinator will meet bi-monthly and communicate regularly to ensure the Travel Plan is implemented to maximum effect – **Prior to first occupation.**

The Travel Plan Co-ordinator will take responsibility for liaising with external bodies including the local authority and public transport operators, to investigate the potential for improvements to facilities and services, and will ensure that issues raised by employees are relayed back to those concerned.

**Initiative 7:** The Travel Plan Co-ordinator will liaise with external bodies to ensure that issues raised by staff are addressed at the earliest opportunity - **As required.**

#### **5.4 Initiatives to Promote Walking**

The health benefits of walking will be advertised to employees and customers by means of the Travel Plan Notice Board (Initiative 1). Improved health can have a positive impact on the productivity of employees. Lidl will liaise with the local authority to ensure off-site provision for pedestrians is well maintained and the development will be designed in such a way so as to facilitate ease of pedestrian movement between the store and the external network. The TPC will work with the Council to review and improve signing of pedestrian (and cycle routes) in the area.

**Initiative 8:** The Travel Plan Co-ordinator will encourage off-site pedestrian routes that are well lit and maintained, communicating regularly any deficiencies to the local authority - **As required.**

All staff who use those modes of transport will be provided with a locker in which to store equipment/clothing used to walk or cycle to work. This is likely to overcome any barriers in terms of encouraging walking and cycling to work.

**Initiative 9:** All staff who use those modes of transport will be provided with a locker in which to store personal items, such as walking and cycling equipment – **On appointment.**

## 5.5 Initiatives to Promote Cycling

Cycling to work produces healthier and therefore, more productive employees, in addition to reducing car-parking demand. A key measure is the provision of cycle parking. This immediately removes a significant barrier to cycling. Cycle parking should be secure, safe, covered and conveniently located. It is proposed to provide cycle parking facilities in line with the current local authority parking standards. These will be Sheffield-type stands in a covered area attached to the trolley bay near the front of the store.

**Initiative 10:** The development will provide secure cycle parking in line with current local authority standards – **Included in the design of the development.**

The Travel Plan Co-ordinator will liaise with the local authority to source cycle route maps for the local area to provide to employees.

**Initiative 11:** The Travel Plan Co-ordinator will promote cycling, providing staff with local cycle route maps (where available) – **Within 3 months of store opening.**

## 5.6 Initiatives to Promote Travel by Public Transport

Public transport is often perceived as being unreliable and infrequent, and also failing to offer direct routes from origin to destination. The public transport marketing strategy should address this issue by identifying the comparative reliability problems of the private car due to congestion etc. In undertaking a staff/customer survey it will be possible to confirm the predicted catchment for the store and thus encourage targeted (and thus more effective) improvements.

It is important to provide highly accessible travel information in the workplace, to guarantee that all staff are aware of the services and incentives available. To encourage the use of public transport, the provision of maps, written directions and easy to understand timetables are invaluable. As indicated previously the Travel Plan Co-ordinator will use the Travel Plan Notice Board to publicise public transport information.

Many bus/rail companies offer monthly or annual tickets at a discounted price (as compared with daily tickets). The Travel Plan Co-ordinator will liaise with the local authority and public transport operators to identify the availability of discounted tickets.

**Initiative 12:** The Travel Plan Co-ordinator will investigate the potential for discounted public transport tickets/passes and season ticket loan agreements – **Prior to store opening.**

Season ticket loan agreements offer an opportunity for staff to take advantage of annual (and thus cheaper) tickets, with repayment made directly from salary on a monthly basis. Lidl will offer all staff the opportunity to take up a season ticket loan agreement (co-ordinated centrally through HR). Where employees leave the company prior to the completion of payment for their ticket through the scheme, monies will be recouped from the employee's final salary payment such that the company does not suffer a loss as a result of the scheme.

**Initiative 13:** The Travel Plan Co-ordinator will promote the facilities offered by any Community Transport operator in the area – **Prior to store opening.**

The Community Transport services in the area can offer a vital public transport link for certain members of the community. The web-site will be promoted via the staff travel plan notice board, and the TPC will assist those wishing to become involved.

## 5.7 Initiatives to Encourage Car Sharing

Car sharing is an effective way to reduce the number of single occupancy trips made by staff, particularly. The identification of staff with similar work and travel patterns is an essential element for a successful car-sharing scheme. However, given the minimal number of staff at the store at any one time, it is likely that informal car share matches will be made within the store where appropriate, rather than more formal ones with other companies (for example). As such, it is not considered beneficial to develop a bespoke car share database for the store, but rather to supplement any informal arrangements with the promotion of any local web site.

**Initiative 14:** The Travel Plan Co-ordinator will encourage informal car share arrangements within the store and publicise any local web site – **On employee appointment.**

All staff will be able to take advantage of a guaranteed ride home in an emergency should they require it. This would give peace of mind to those choosing to car share in the event that they needed to leave work for personal reasons. The scheme would be administered by the Store Manager to ensure no abuse of the system occurs.

**Initiative 15:** The Store Manger will administer a Guaranteed Ride Home scheme for employees – **From first occupation.**

## 5.8 Summary

**A package of measures aimed at facilitating smarter travel choices and reducing the reliance on the private car have been identified. The measures will be reviewed once the staff/customer travel surveys have been undertaken, to ensure they reflect the needs of store users with respect to provision for travel by means other than the private car.**

## 6 Targets and Monitoring

### 6.1 Introduction

This section of the document describes the initial trip generation targets for the store and provides the indication of how progress towards these targets will be monitored, including details of methodology, responsibilities and timescales. It also details remedial action that will be introduced in the event that targets are not being met.

### 6.2 Targets

The results of the staff and customer questionnaires will be used to develop mode share targets having regard to baseline travel characteristics at the time of the store opening. However, until the surveys are undertaken the predicted modal split is as shown in the Transport Assessment:

Table 6.1 – Percentage of Person Trips by Mode – Friday.

Time Period 07.00 – 19.00	Car trips		Pedestrians		Cyclists		Public Transport	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
Foodstore	88%	88%	9%	9%	2%	2%	1%	1%

Table 6.2 – Percentage of Person Trips by Mode – Saturday.

Time Period 07.00 – 19.00	Car trips		Pedestrians		Cyclists		Public Transport	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
Foodstore	72%	72%	24%	24%	1%	1%	3%	3%

Notwithstanding this, the Transport Assessment for the development includes the maximum predicted vehicle trip generation of the development proposals. In the absence of baseline data then, the maximum vehicle trip generation has been used as a basis for measurable targets. Table 6.3 identifies the agreed trip generation (taken from the Transport Assessment that supports the application).

Given the nature of the development, it is likely that the predominant influence of the Travel Plan will be on staff travel and, given the minimal number of staff, the actual reduction in single occupancy car trips will be minimal as a consequence of the Travel Plan (reflected in the 5% reduction in vehicular trips target). However, the Travel Plan measures herein will ensure that all staff and visitors are able to make informed travel choices and that these choices can be translated into actual behaviour change as a consequence of Lidl providing the relevant information and facilities at the store.

The travel surveys, to be undertaken within 6 months of occupation (see details below), will enable the measures and targets to be refined to reflect the likely modal shift (the targets below, therefore, are indicative only).

Table 6.3 – Vehicle Trip Generation Targets to 2025.

	Friday pm peak	
	arrivals	departures
Maximum Vehicle Trip Generation (as per Transport Assessment)	109	104
Trip Generation with Travel Plan	104	99
Difference	5	5

	Saturday peak	
	arrivals	departures
Maximum Vehicle Trip Generation (as per Transport Assessment)	117	129
Trip Generation with Travel Plan	111	123
Difference	6	6

Where progress towards targets is slow (identified through the monitoring process discussed below), the Travel Plan Co-ordinator will seek to identify remedial action to get the Travel Plan back on track. Additional measures over and above those identified within this Travel Plan might be proposed. These would be agreed with the local authority prior to implementation.

### 6.3 Monitoring

A Travel Plan is not a static document and once the Travel Plan is in place, continuous monitoring will be required to validate the effectiveness of the initiatives therein. Monitoring is essential in the development of the Plan, as is the dissemination of information to employees and customers to show how their actions contribute to meeting its objectives/targets.

Once the store is operational Lidl Great Britain Limited (Travel Plan Co-ordinator) will undertake an employee/customer travel survey within 3 months of occupation, to understand travel needs and enable Lidl Great Britain Limited to:

- Review the suitability of existing public transport services to meet the needs of employees/customers;
- Ascertain employee attitudes towards sustainable modes of transport;
- Determine employee preferences for their intended mode of transport;
- Assess employee attitudes to changing their preferred mode of transport if necessary; and
- Identify any additional measures (over and above those identified in this Framework document) that will be most effective in encouraging a reduced reliance on the private car or reducing the need to travel.

Having established the baseline situation, the most useful means of monitoring progress made is the use of snapshot surveys that will give information regarding any changes in employees'/customers' mode of travel. Repeating these surveys over

time will show whether the Travel Plan is succeeding in persuading a greater number of customers to travel by more sustainable travel modes. Snapshot surveys will be undertaken on an annual basis, with a full travel survey undertaken every other year.

To support the employee/customer survey, traffic count data will be collected at the car park entrance on an annual basis, at the same time each year. Additional data may also be used to validate progress made, including car park utilisation, use of cycle stands and uptake of the Travel Plan measures. The monitoring of the Travel Plan will be the responsibility of the Travel Plan Co-ordinator, who will report the results to the local authority as necessary.

#### **6.4 Summary**

**In order to demonstrate the progress of the Travel Plan to the local authority it is essential that an on-going monitoring and review programme is implemented. To this end, the Travel Plan Co-ordinator on behalf of Lidl Great Britain Limited will record progress made against the Travel Plan objectives and targets through the use of employee and customer travel surveys, traffic counts and other supplementary indicators.**

## 7 Implementation

### 7.1 Introduction

This Section of the document identifies an indicative programme for the implementation of the Travel Plan. The date of the new store opening has been used to set the relative timescales for implementation of the initiatives. The implementation of the measures will be the responsibility of the Travel Plan Co-ordinator on behalf of Lidl Great Britain Limited.

### 7.2 Timescales and Responsibilities

Table 7.1 identifies an Action Plan for the delivery of the Framework Travel Plan measures. The Action Plan provides a strategy for ensuring the timely implementation of measures and ensures all parties are aware of their respective duties. The Action Plan will be updated to reflect any supplementary measures identified through the employee/customer surveys and will be reviewed annually as part of the ongoing monitoring of the Travel Plan.

Table 7.1 – Framework Travel Plan – Action Plan

	Action	Owner	Timescale
1	Travel Plan information will be displayed on a prominently placed Travel Plan Notice Board within the store.	Travel Plan Co-ordinator.	From Occupation.
2	All prospective employees will be provided with sustainable travel information.	Travel Plan Co-ordinator.	Prior to occupation and as required thereafter.
3	Employees will be offered Personalised Travel Planning information.	Travel Plan Co-ordinator.	From employment.
4	The store will participate in local and national events to promote sustainable travel.	Travel Plan Co-ordinator.	As required.
5	Lidl will designate a Travel Plan Co-ordinator.	Lidl Great Britain Limited.	3 months prior to the store becoming operational.
6	Lidl will identify a 'Sustainable Travel Assistant' within the store.	Lidl Great Britain Limited.	Prior to first occupation.
7	The Travel Plan Co-ordinator will liaise with external bodies to ensure that issues raised by staff are addressed at the earliest opportunity.	Travel Plan Co-ordinator.	As required from occupation.
8	The Travel Plan Co-ordinator will encourage off-site pedestrian routes that are well lit and maintained, communicating regularly any deficiencies to the local authority.	Travel Plan Co-ordinator.	As required from occupation.
9	All staff who use those modes of transport will be provided with a locker in which to store personal items, such as walking and cycling equipment.	Lidl Great Britain Limited.	On employee appointment.

10	The development will provide secure cycle parking in line with current local authority standards.	Lidl Great Britain Limited	During design and construction.
11	The Travel Plan Co-ordinator will promote cycling, providing staff with local cycle route maps (where available).	Travel Plan Co-ordinator.	Within 3 months of store opening.
12	The Travel Plan Co-ordinator will investigate the potential for discounted public transport tickets / passes and season ticket loan agreements.	Travel Plan Co-ordinator.	Prior to store opening.
13	The Travel Plan Co-ordinator will promote the facilities offered by Community Transport in the area.	Travel Plan Co-ordinator.	Prior to store opening.
14	The Travel Plan Co-ordinator will encourage informal car share arrangements within the store and publicise any local web site.	Travel Plan Co-ordinator.	On employee appointment
15	The Store Manager will administer a Guaranteed Ride Home scheme for employees.	Store Manger.	From first occupation.

### 7.3 Summary

The implementation of the Initiatives within this document will be phased in order to reflect the on-going development of the Travel Plan. With respect to individual Initiatives, responsibility for their delivery has been identified, together with an associated timescale (relative to the store opening).

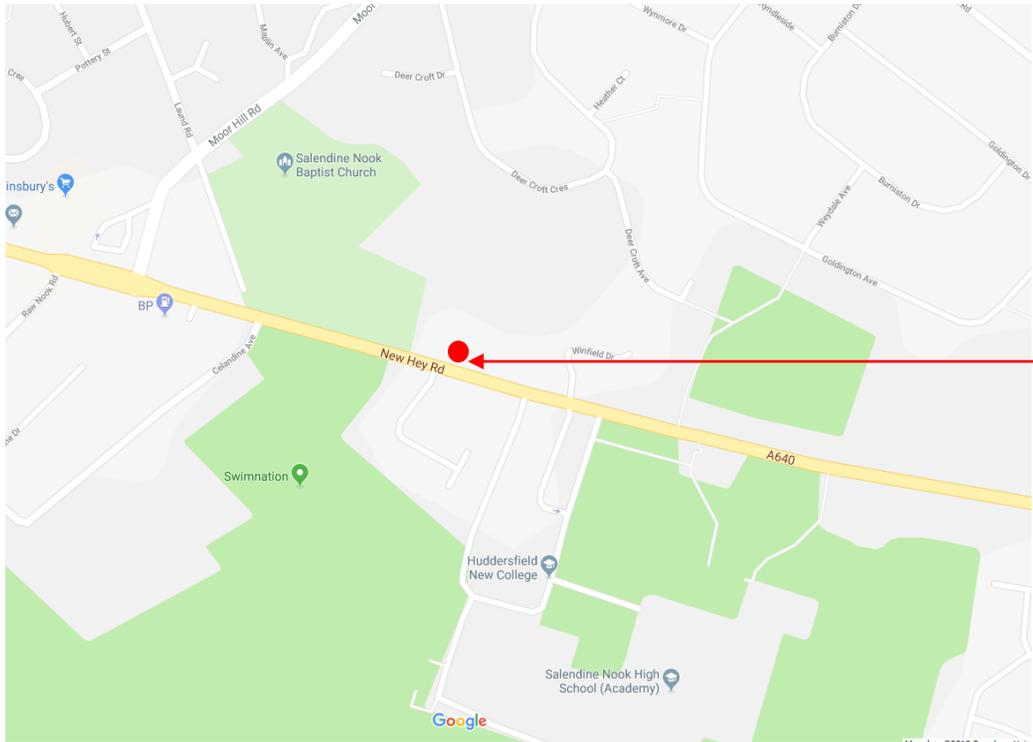
## Figures

Figure 1 – Site Location plan.

Figure 2 – 400m, 800m and 1,200m Walking Radius.

Figure 3 – 2km and 5km Cycling Radius.

Site Plan - 1814-P400 Rev AD by HTC Architects



Site  
Location

Notes:

Project:  
**Proposed Lidl Foodstore at  
New Hey Road,  
Huddersfield.**

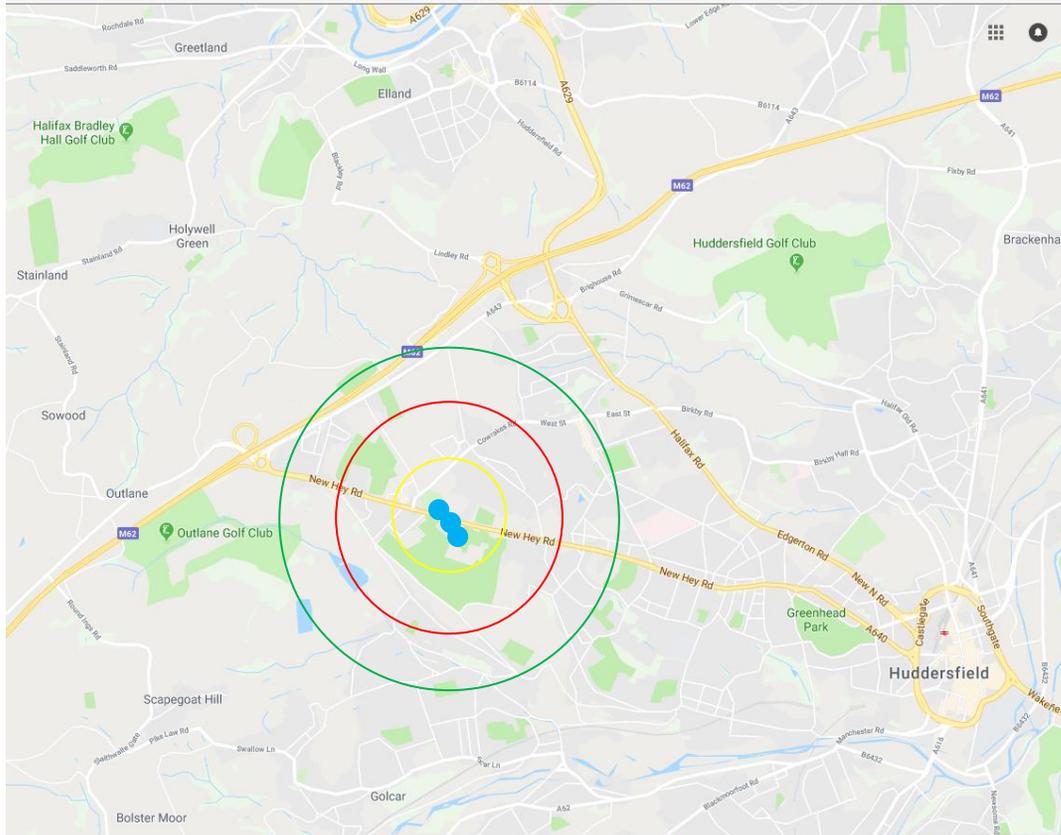
Client:  
  
**Lidl UK GmbH.**

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Email: [spivey.edward@gmail.com](mailto:spivey.edward@gmail.com)

**Figure 1 – Location Plan**



Notes:

- 400m
- 800m
- 1,200m
- Bus Stop

Project:

**Proposed Lidl Foodstore at  
New Hey Road,  
Huddersfield.**

Client:



**Lidl UK GmbH.**

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**Figure 2 – Walking  
Distances**



Notes:

- 2km
- 5km

Project:

**Proposed Lidl Foodstore at  
New Hey Road,  
Huddersfield.**

Client:



**Lidl UK GmbH.**

**EJS Associates**  
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**Figure 3 – Cycling  
Distances**

- KEY:**
- (1) NEW 6m HIGH LIDL FLAGPOLE
  - (2) NEW ENTRANCE IN ACCORDANCE WITH HIGHWAYS CONSULTANT DESIGN/ DETAILS
  - (3) NEW SHEFFIELD CYCLE STAND
  - (4) RED LINE BOUNDARY LOCATION
  - (5) 1 X BIN
  - (6) PROPOSED HIGHWAYS WORKS IN ACCORDANCE WITH HIGHWAYS CONSULTANT DRAWING
  - (7) RETAINING WALLS - SEE BOUNDARY TREATMENT PLAN FOR MORE INFORMATION
  - (8) EXISTING BUILDINGS TO BE DEMOLISHED
  - (9) EXISTING GHOST ISLAND TO BE REMOVED AND REPOSITIONED
  - (10) 1 FEEDER UNIT AND 2 SPACES (RAPID CHARGERS)
  - (11) 2.4m x 43m VISIBILITY SPLAY
  - (12) REPURPOSED STONE WALL, REPAIRED WHERE NECESSARY AND AND IRON RAILING INFILL PANELS
  - (13) NEW ENTRANCE FEATURE PAVING

- SOFT LANDSCAPING KEY:**
-  PROPOSED NEW TREE
  -  EXISTING TREE
  -  EXISTING TREE TO BE REMOVED

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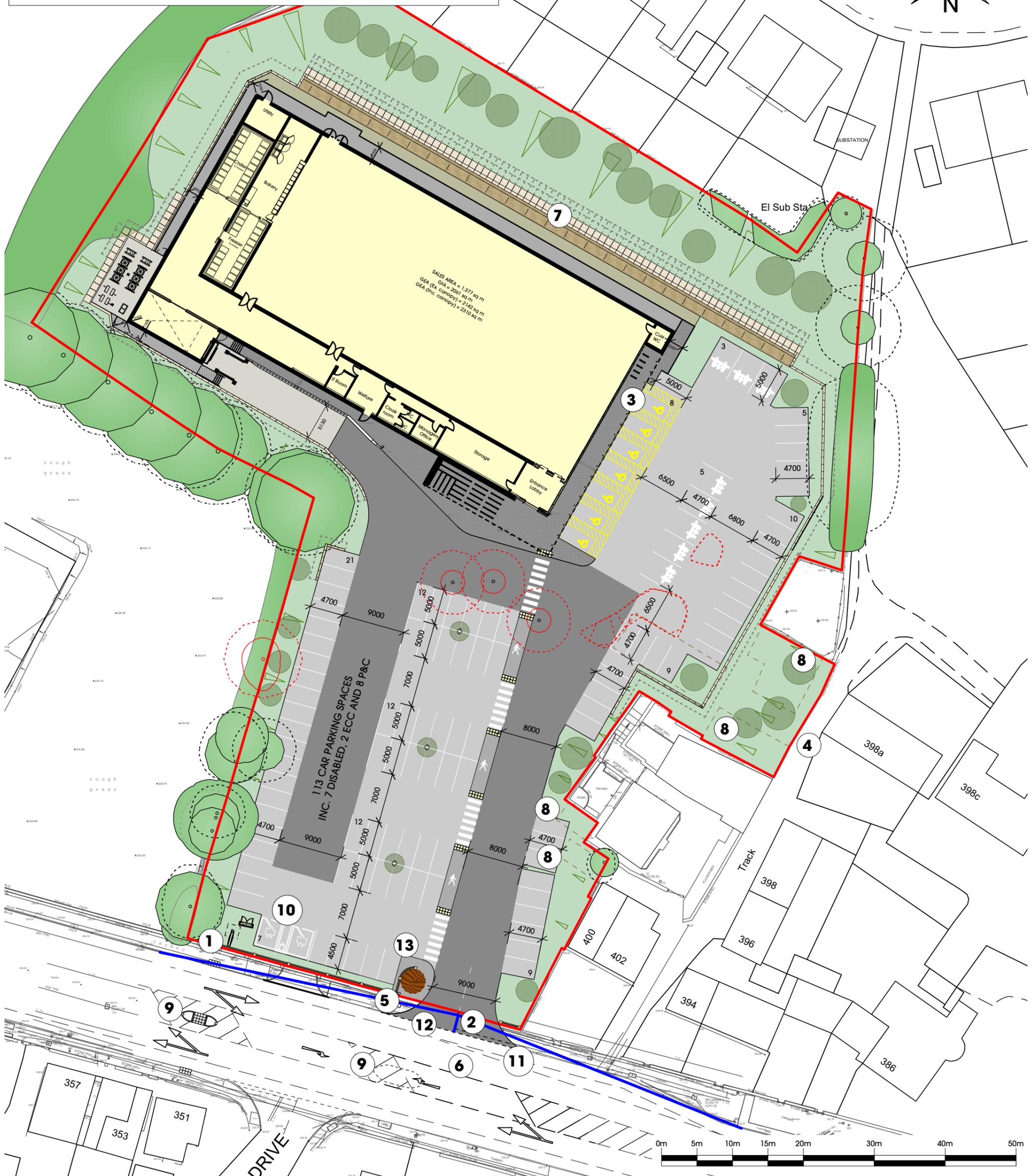
DO NOT SCALE!  
ALL DIMENSIONS SHOULD BE CHECKED ON SITE BEFORE WORK COMMENCES

TITLE PLAN: Y1110619

ARBORICULTURAL SURVEY: 12484 SR Arboricultural Report at the former Spotted Cow, New Hey Road, Huddersfield

IN LINE WITH MODIFIED 2018.1 SPECIFICATION

**SURVEY INFORMATION:**  
D224-001 June 2018 Landform Surveys  
001/002 November 2014 Landform Surveys



Rev	Date	Description	Drawn
AD	04.09.20	Site Plan updated in line with PS411 Site Plan Overlay	MJP
AC	30.10.19	1. Additional steps to plant area 2. Plant area updated to update door access, new route via delivery bay and new route via back of store 3. Gravel at rear added 4. Update engineer drawing incorporated 5. ECC Station added 6. Sight Lines added 7. Root Protection Area lines to delivery bay area considered, solutions incorporated to divert from Root Protection Areas	LS
AB	22.07.19	Pedestrian walkway bollards removed and plant updated / visibility splay added Updated engineer's drawings added	AB/JH LS

client  
Lidl GB Ltd



project  
New Hey Road,  
Huddersfield  
drawing title  
Proposed Site Plan

date October 2018  
status Planning Issue  
scale 1:500 @ A3  
drawn AB checked LS  
job no. 1814 dwg no. P400 rev. AD

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