

**Client: Lidl GB Limited**

# Proposed Lidl Food Store, London Road, Pembroke Dock

Travel Plan

Project No. 250089

**JULY 2025**



## SCP GENERAL NOTES

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**Project No.:** 250089

**Title:** Proposed Lidl Food Store, London Road, Pembroke Dock, Travel Plan

**Client:** Lidl GB Limited

**Date:** 10 July 2025

**Office:** Manchester

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00	10/07/2025	Issue	EW	JRB

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Where field investigations have been carried out, these have been restricted to a level of detail required to achieve the stated objectives of the work.

This work has been undertaken in accordance with the quality management system of SCP.

## EXECUTIVE SUMMARY

This report has been prepared by SCP on behalf of Lidl Great Britain Ltd, to support their planning application for a new discount food store located off the A477 London Road, Pembroke Dock.

This travel plan has been prepared to achieve the following objectives:

- Achieving the minimum number of single occupancy car traffic movements to and from the development;
- Reducing reliance upon the car and improving awareness and usage of alternative modes;
- Promoting walking, cycling, public transport and car sharing;
- Minimising the total travel distance of staff and customers; and
- Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

The following five-year staff targets have been set, which have been generated by forecasting modal split for employees, based on current TRICS trip generation data. The Lidl stores selected from TRICS are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

**Figure 1-1 Proposed Targets**

Mode	Target		
	1 year	3 years	5 years
Car	63%	60%	57%
Cycling	2%	3%	4%
Public Transport	10%	11%	12%
Walking	25%	26%	27%

The targets will be updated following the first travel survey, to be undertaken within three months of site occupation.

Key measures to be delivered through the travel plan implementation, for both staff and customers, include:

- A travel information (welcome) pack to be issued to all staff upon occupation of the site
- Travel noticeboards for staff and customers
- Walking measures including:
  - Raising awareness of the health benefits of walking (staff and customers)
  - Maps showing walking routes including distances and times to local residential areas and key services (staff and customers)
  - Promotion of walking campaigns (staff and customers)
- Cycling measures including:

- Provision and promotion of cycle parking and facilities (staff and customers)
- Promotion of the Lidl Cycle to Work Scheme (staff only)
- Promotion of cycle information including mapping and route guidance (staff and customers)
- Provision of cycle training information (staff and customers)
- Public transport measures including:
  - Provision of public transport information, including bus and rail (staff and customers)
  - Provision of journey planning assistance and promotion of available software (staff and customers)
  - Consideration of requests for modified shift times to accommodate public transport timetables (staff only)
- Car sharing measures including:
  - Informal partner matching (staff only)
  - Set up of a formal scheme, if demand dictates (staff only)
- Measures to reduce the need to travel to work, including:
  - Flexible working policy for management staff
  - Smart working practices for management staff
  - Local recruitment policy and relocation incentives for staff
- Car parking management
- Marketing measures for staff and customers

Lidl takes responsibility for delivery and implementation of the travel plan, as identified in the following report, upon occupation of the site.

Interim Travel Plan Coordinator contact details are provided; upon occupation, the Store Manager will take responsibility for the travel plan implementation. Store Manager contact details will be communicated to Pembrokeshire County Council prior to occupation of the site.

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# 1 INTRODUCTION

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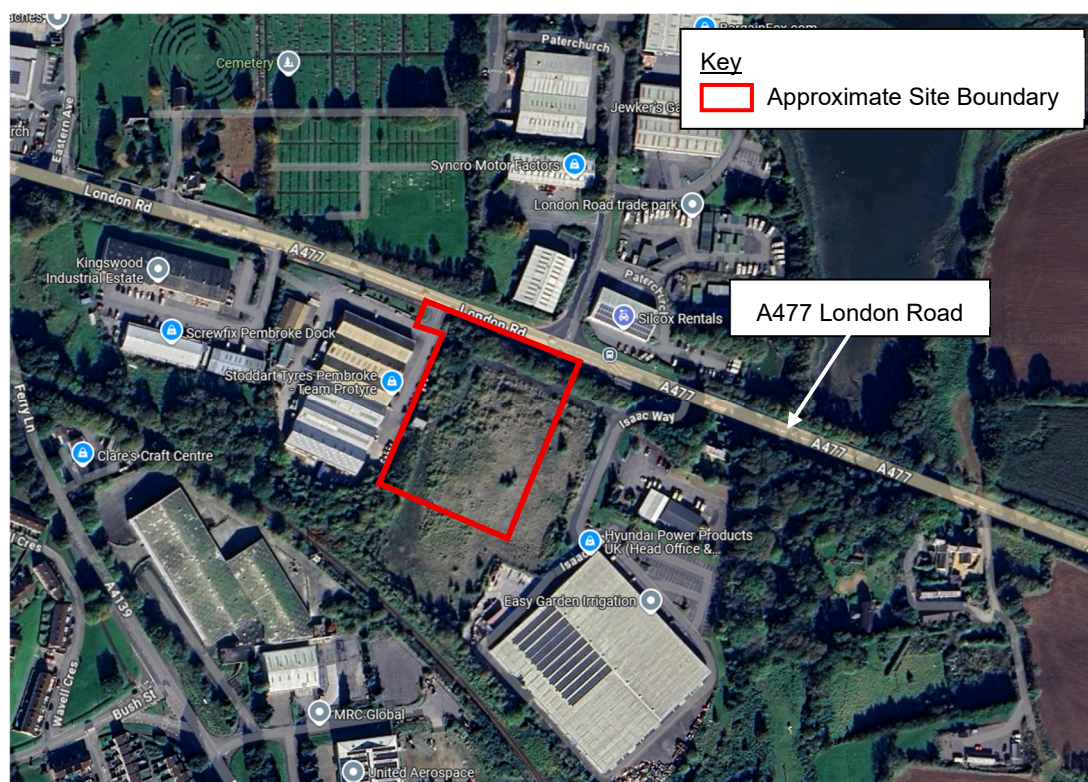
- 1.1 This travel plan (TP) has been prepared on behalf of Lidl Great Britain Limited ('Lidl').
- 1.2 The document sets out Lidl's commitment to reducing the number of vehicular trips generated by the proposed development of a new discount food store at land off the A477 London Road, Pembroke Dock.
- 1.3 The proposals include the construction of a Class E discount foodstore with a retail sales floor area of 1,347sqm and 1,969sqm of gross internal area. There will be provision for 127 car parking spaces for Lidl customers only.
- 1.4 This report aligns with both national and local transport policy, in seeking to provide sustainable development with good access to jobs and facilities; to encourage non-car modes of transport; to ensure that the highways impact of new developments is acceptable or mitigated against; and to promote good site design with appropriate parking levels.
- 1.5 As explored further in the following sections of this travel plan, it can be seen that the site has good levels of accessibility by all the main non-car modes of transport. Access to the site by foot and cycle is of a good standard, and both bus and train connections are also available within close proximity, thereby enabling access to the site from a range of local destinations. The development therefore contributes towards the policy aims of being sustainably located.

## Site location

- 1.6 The application site currently comprises of vacant land. The A477 London Road borders the site to the north, an industrial estate to the west, and vacant land to the east and south. The location of the site in the context of the local highway network is illustrated in Figure 1-1.



**Figure 1-1 Site Location**



Source: Google Maps

## The need for a travel plan

- 1.7 A travel plan is an important tool for delivering sustainable access to a development. A retail development comprises a workplace for staff. This development type requires a travel plan which focuses on a single destination, to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.8 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The plan should then continue to be implemented, for the life of the development.
- 1.9 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.
- 1.10 As with other retail travel plans, the main emphasis of this travel plan will be on the journeys made by employees as it is difficult to influence the general public, particularly on journeys involving the carriage of heavy or bulky goods.
- 1.11 Travel plans can result in a variety of benefits to employees and the wider community, as well as address a range of issues, including:
  - Promote healthy lifestyles and sustainable, vibrant communities;



- Provide adequately for all users, with a variety of mobility needs;
  - Reduce demand for car parking, thereby enabling more efficient land use;
  - Reduce pressure on highway capacity, particularly at peak times;
  - Improve social inclusion;
  - Cut carbon emissions and their contribution to climate change;
  - Reduce road danger and protect vulnerable road users; and
  - Improve local air quality, while reducing noise pollution.
- 1.12 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.
- 1.13 As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.14 This travel plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site, and will establish and promote the sustainable transport links available. The travel plan also suggests measures to reduce reliance on single occupancy private vehicle use, and to reduce the overall need and distance that shoppers travel.

## 2 POLICY CONTEXT

- 2.1 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

### **Good Practice Guidelines: Delivering Travel Plans through the Planning Process**

- 2.2 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.3 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

### **Planning Policy Wales (PPW)**

- 2.4 In terms of the national transport policy that is relevant to the Transport Implementation Strategy, the latest 12th edition of PPW was published in February 2024 by the Welsh Government and sets out a framework for the Welsh planning authorities to prepare their development plans. Chapter 4 of PPW sets out the approach to Transport.
- 2.5 Paragraph 4.1.1 of PPW states that *“The planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution by:*
- *Enabling More Sustainable Travel Choices – measures to increase walking, cycling and public transport, reduce dependency on the car for daily travel;*
  - *Network Management – measures to make best use of the available capacity, supported by targeted new infrastructure; and,*
  - *Demand Management – the application of strategies and policies to reduce travel demand, specifically that of single-occupancy private vehicles”.*
- 2.6 Paragraph 4.1.8 of PPW states that *“The Welsh Government is committed to reducing reliance on the private car and supporting a modal shift to walking, cycling and public transport. The planning system has a key role to play in reducing the need to travel and supporting sustainable transport, by facilitating developments which:*
- *are sited in the right locations, where they can be easily accessed by sustainable modes of travel and without the need for a car;*

- *are designed in a way which integrates them with existing land uses and neighbourhoods; and,*
- *make it possible for all short journeys within and beyond the development to be easily made by walking and cycling.”*

2.7 With reference to the Active Travel (Wales) Act 2013, Paragraph 4.1.27 of PPW states that walking and cycling should be promoted for shorter journeys, particularly everyday journeys to work and education establishments or to other local services and facilities. *“The Active Travel Act requires local authorities to produce Integrated Network Maps, identifying the walking and cycling routes required to create fully integrated networks for walking and cycling to access work, education, services and facilities”.*

2.8 In reference to supporting documentation with planning applications, paragraph 4.1.56 of PPW states that *“Transport Assessments are an important mechanism for setting out the scale of anticipated impacts of a proposed development, or redevelopment, is likely to have. They assist in helping to anticipate the impacts of development so that they can be understood and catered for appropriately.”*

### **Local policy – Pembrokeshire County Council Local Development Plan**

2.9 The Local Development Plan (LDP) establishes a strategic approach through which to deal with transport issues and make improvements to the transport network.

2.10 All new development will be required to comply with the following:

#### Policy GN 1 General Development Policy

*Development will be permitted where the following criteria are met:*

- *The nature, location, siting and scale of the proposed development is compatible with the capacity and character of the site and the area within which it is located;*
- *It would take place in an accessible location, would incorporate sustainable transport and accessibility principles and would not result in a detrimental impact on highway safety or in traffic exceeding the capacity of the highway network;*
- *Necessary and appropriate service infrastructure, access and parking can be provided;*

#### Policy GN 1 General Development Policy

*Development will be permitted where relevant criteria are met:*

- *It creates an inclusive and accessible environment for users that addresses community safety;*

#### Policy SP 1 Sustainable Development

*All development proposals must demonstrate how positive economic, social and environmental impacts will be achieved and adverse impacts minimised.*

#### Policy SP 10 Transport Infrastructure and Accessibility

*Improvements to the existing transport infrastructure that will increase accessibility to employment, services and facilities, particularly by sustainable means, will be approved.*

*Identified improvements to the existing transport infrastructure will be safeguarded.*

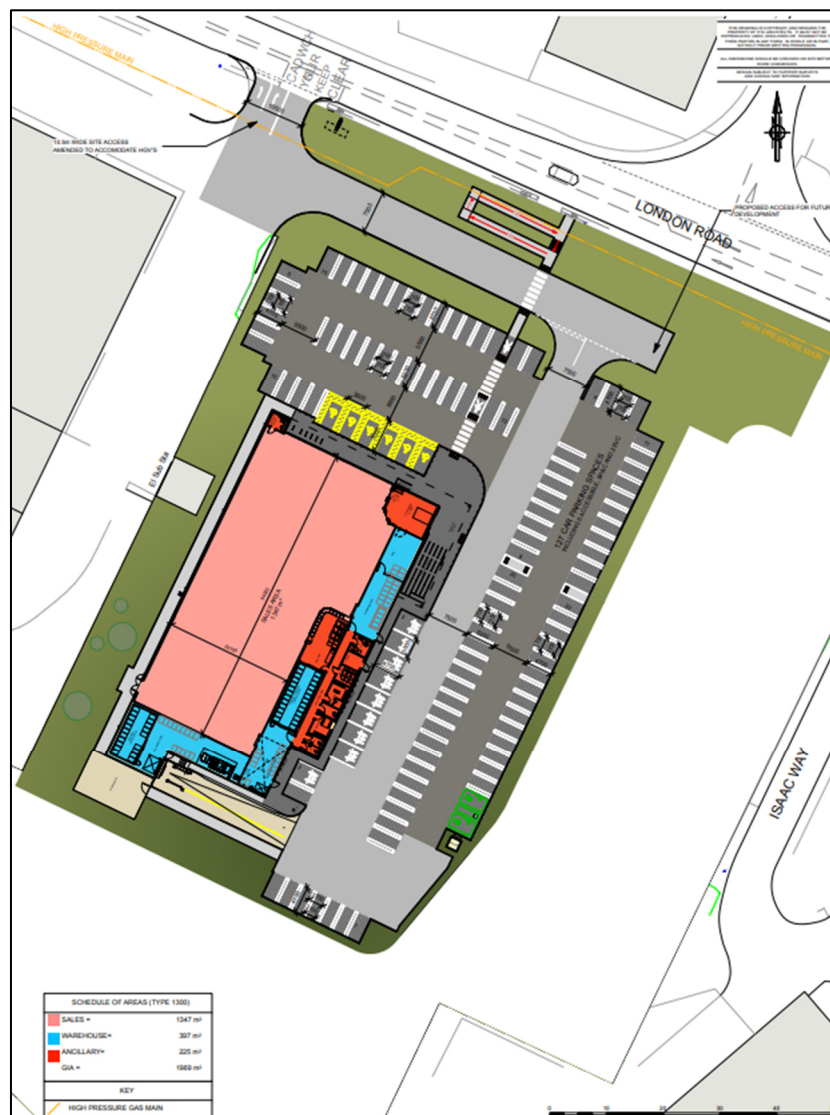
## **Conclusion**

- 2.11 In general, the national and local transport policy documents set out above follow similar themes and promote common aims. These are to provide sustainable development with good access to jobs and facilities, to encourage non-car modes of transport, to ensure that the highways impact of new developments is acceptable or mitigated against and to promote good site design with appropriate parking levels.
- 2.12 This travel plan has been developed in line with national and local transport policy and guidance.

### 3 DEVELOPMENT PROPOSALS

- 3.1 This travel plan relates to a discount foodstore with a retail floor area of 1,347m<sup>2</sup> and a Gross Internal Area (GIA) of 1,969m<sup>2</sup>. The approved site layout is included in Figure 3-1.

**Figure 3-1 Site Layout**



Source: HTC Architects

- 3.2 Zebra crossings along with tactile paving and dropped kerbs will be provided within the store car park to provide safe access to and from the store entrance for pedestrians.
- 3.3 Once operational, the store is anticipated to be open for business from 7am to 10pm Monday to Saturday, and 11am to 5pm on Sundays. Staff shifts will be managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts will run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts will be flexible, and extend from 4 to 10-hour shifts, dependent on the requirements of the store.

### **Car parking**

- 3.4 A total of 127 car parking spaces will be provided for the store, nine of which will be designated as parent and child bays, and six bays will be DDA compliant. These spaces will be clearly marked and positioned close to the store entrance and trolley bays for customers' convenience. There will also be two standard electric vehicle charging points of rapid charger type which are the equivalent of 5 to 6 fast chargers and can achieve full charge in approximately 30 minutes.

### **Cycle parking**

- 3.5 Six Sheffield stands, providing 12 cycle parking spaces for customers, are proposed under the store canopy for shelter and in front of the glazed elevation of the store. They are overlooked by customers at the packing shelf and are therefore under constant surveillance for maximum security. Secure staff cycle parking will also be provided for employees within the warehouse.
- 3.6 The parking arrangement is illustrated to scale on the site layout in **Appendix 1**.

## 4 ACCESSIBILITY

- 4.1 This chapter sets out the existing transport context and presents a review of the accessibility of the site by alternative and active modes of transport, including walking, cycling and public transport modes. The surrounding highway network, pedestrian and cycle facilities, and public transport connections in the vicinity of the site were reviewed to support the assessment of accessibility of the site at present.

### Surrounding Highway Network

#### A477

- 4.2 The A477 runs in an northwest-southeast direction and forms the northern boundary of the site. It runs as a single carriageway two-way road, subject to a 40mph speed limit within the vicinity of the site. The speed limit reduces to 30mph westbound approximately 250m to the west of the site access. Pedestrian footways are provided on both sides of the road, with street lighting throughout.
- 4.3 There is a signalised pedestrian crossing present located at the A477 London Road / Ferry Road junction, approximately 0.2 miles to the west of the site access. There are bus stops located approximately 0.3 miles to the north west of the site access on the A477. More details about bus services are contained later in this Chapter.
- 4.4 Approximately 0.3 miles to the north west of the site, the A477 heads north at a 3-arm roundabout with the A4139 London Road and runs along the Cleddau Bridge, providing access into the northern part of Pembrokeshire. Approximately 0.3 miles to the south east of the site, the speed limit increases to 60mph as the A477 heads east then north east towards St Clears,

### Access on Foot

- 4.5 Walking is recognised as the most important mode of travel at a local level and offers the greatest potential to replace short car trips, particularly those within a 1-mile walk from the site.
- 4.6 Part of the residential area of Pembroke Dock to the south west of the site is within a 1-mile walking catchment area. This demonstrates that employees from the local area will be able to access the site by foot. This also indicates that a significant proportion of potential customers will be within reasonable walking distance of the application site.
- 4.7 A number of local amenities are also within a 1-mile walk of the site (up to 20 minutes' walk) which will promote linked trips on foot; as shown in **Table 4.1**.



**Table 4.1 Accessibility to Local Facilities from the Development Site**

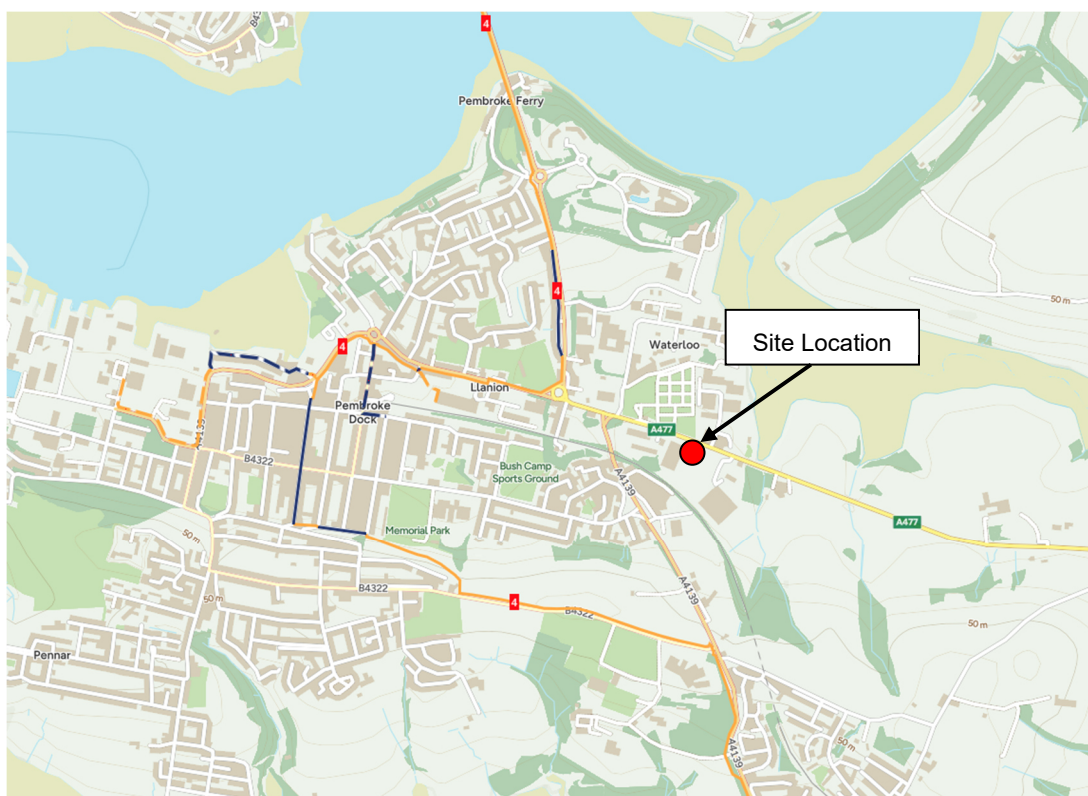
Service	Detail	Distance
Bus Stops	'Llanion Roundabout', A477 Waterloo Road	0.4 mi
ATM	Tesco Bank ATM, London Road	0.5 mi
Dentist	Symbiosis Dental Practice London Road	0.6 mi
Railway Station	Pembroke Dock Railway Station	0.8 mi
Post Office	Pembroke Dock Post Office, Dimond Street	0.9 mi
Secondary School & 6 <sup>th</sup> Form	Ysgol Harri Tudor, Bush Hill	0.9 mi
Pharmacy	Boots Pharmacy, Dimond Street	0.9 mi
Primary School	Pembroke Dock Community School, Bush Street	0.9 mi
Nursery	Jumping Beans, Hawkstone Road	1.0 mi
GP	Argyle Medical Group, Argyle Street	1.0 mi

- 4.8 **Table 4.1** demonstrates that the site is in close proximity to a number of public transport facilities and local amenities that may promote pass-by / linked trips.
- 4.9 The surrounding area benefits from a good level of pedestrian infrastructure. A footway is present on both sides of the A477 London Road, with dropped kerbs provided at the majority of junctions when travelling towards Pembroke Dock. This helps to create a conducive walking environment for pedestrians.

## Access on Cycle

- 4.10 Transport policy identifies that cycling represents a realistic and healthy option when compared to the private car, for journeys up to 5-miles as a whole journey, or as part of a longer journey by public transport.
- 4.11 The areas of Pembroke Dock, Pembroke, Cosheston, Hundleton and Neyland, amongst others, are within a 5-mile cycle distance from the site.
- 4.12 National Cycle Route (NCR) 4 is located approximately 0.3 miles to the west of the site, as can be seen in **Figure 4.1** below.

**Figure 4.1 – National Cycle Route Network**



Source: Sustrans

- 4.13 NCR 4 can be accessed in an approximate 2-minute cycle via the shared footway/cycleway along the A477 London Road. This dedicated cycle route connects those in the residential areas across Pembroke Dock and Pembroke with the site, encouraging customers and staff to cycle, decreasing short term car trips and congestion through Pembroke Dock and the surrounding areas.
- 4.14 In addition to this, there is both pedestrian and cycle access to Pembroke Dock Railway Station, approximately an 18-minute walk or a 5-minute cycle from the site. This supports multi-modal trips, as well as connecting to Pembroke to the south and routes further afield towards Tenby and Swansea to the south east, further encouraging cycle journeys as part of the commute to work.
- 4.15 Cycle parking for the site will be located under the canopy and in front of the glazed end to the store, this will provide natural surveillance from the street and car park externally, and from customers at the packing shelf internally. The covered cycle parking provision for cyclists will ensure that employees and customers will be provided with safe and attractive bike storage facilities.
- 4.16 The existing cycle infrastructure combined with the cycle parking provision and topography of the area will ensure that employees and customers will easily be able to access the proposed development by bike.

## Public transport

### Bus

- 4.17 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) "Guidelines for Planning for Public Transport in Developments" document identifies, at section 6.20, that "Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."
- 4.18 Although just outside of the recommended threshold, the nearest accessible bus stops to the site are 'Llanion Roundabout' located on the A477 Waterloo Road. The stops are approximately 550m from the site which is equivalent to an 8-minute walk time, and are serviced by the 349 and 356 buses.
- 4.19 The frequency of the different bus services available from these stops is outlined in **Table 4.2**.

**Table 4.2: Bus services within close proximity of the site**

No.	Route	M-F		Sat		Sun	
		Start-End	Average Freq.	Start-End	Average Freq.	Start-End	Average Freq.
349	Haverfordwest – Tenby	08:13-19:12	60 mins	08:13-19:12	60 mins	-	-
356	Milford Haven – Monkton	09:45-18:00	60 mins	09:45-18:00	45 mins	-	-

Source: Traveline

- 4.20 The above table demonstrates that prospective employees and shoppers at the site will have access to two bus services which provide access to and from the site during the majority of shopping hours, six days a week. They also provide access to a range of further destinations.

### Rail

- 4.21 Pembroke Dock Railway Station is the nearest station, and can be accessed within an approximate 18-minute walk time or 5-minute cycle time from the site. The station provides services through to Cardiff Central every two hours, passing through various key destinations along the route such as Pembroke, Tenby and Swansea.
- 4.22 The whole of Pembroke Dock and Pembroke are within an acceptable 60-minute public transport commute. Furthermore, the nearby towns of Neyland, Milford Haven, Lamphey and Manorbier, amongst others, are all also within a 60-minute public transport commute.

## Summary

- 4.23 Having regard to the above, it is considered that the site is easily accessible by all of the main non-car modes of transport. Access to the site by foot and cycle is of a good standard, and bus and rail connections are also available within close proximity, thereby enabling access to the site from a range of local destinations.

## 5 TRAVEL PLAN ADMINISTRATION

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### Travel Plan Coordinator

- 5.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan.
- 5.2 The TPC role will be undertaken by the store manager. A store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.
- 5.3 The TPC role will be established prior to the opening of the store and will act as the fulcrum for the development of the travel plan measures and the day-to-day operation of the plan. The TPC will act as the main contact for the travel plan and will be responsible for undertaking surveys, implementing measures and monitoring the travel plan.
- 5.4 The TPC will exchange contact details with Pembrokeshire County Council (PCC) officers. The TPC will be responsible for setting up and launching the travel plan. The TPC will get involved in any area-wide travel initiatives, to be advised by PCC.
- 5.5 The interim TPC can be contacted using the following details:
- Name: Stacey Silverman, Principal Transport Planner, SCP Transport
  - Email: [Stacey.Silverman@scptransport.co.uk](mailto:Stacey.Silverman@scptransport.co.uk)
  - Phone: Office - 0161 832 4400

### Funding

- 5.6 Appropriate funding will be allocated by Lidl GB Ltd, as the operator of the foodstore, at the start of the travel plan process. The funding will cover all costs relating to the TPC, which is typically undertaken by the Store Manager, including implementation of measures and initiatives, marketing of the travel plan along with marketing materials, and annual monitoring. The funding stream will allow the travel plan to operate for a minimum of five years.
- 5.7 The funding for the travel plan is incorporated into the store's operating budget and typically allows for up to £3,200 in the first year, and £1,500 per annum for subsequent years, to be spent on travel plan-associated tasks.

## 6 BASELINE MONITORING

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- 6.1 Travel surveys are undertaken in order to understand how staff currently travel, how they would like to travel and what would encourage them to make those changes. Repeat surveys are used to monitor ongoing travel patterns over time. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

### Staff Surveys

- 6.2 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
  - Typical working patterns;
  - Mode of travel to work;
  - Measures that would encourage use of active travel modes or public transport; and
  - Barriers to use of active travel modes / public transport.
- 6.3 The TPC will strive to achieve a minimum 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.

### Survey Responses

- 6.4 The responses received from the surveys will be entered into a database to enable modal shift to be tracked and allow future comparison of travel patterns, as well as providing information on which measures are most likely to encourage modal shift.
- 6.5 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will manage the database and be responsible for the release of information; all data held will be used solely for the purposes of the travel plan survey.
- 6.6 Upon completion of the baseline data collection exercise, a Full Travel Plan will be produced and agreed with the LPA.

## 7 OBJECTIVES AND TARGETS

### Objectives

- 7.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 7.2 The travel plan recognises that there is not one specific mode of transport suitable for all staff and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 7.3 This travel plan has been prepared to achieve the following objectives:
- Achieve the minimum number of single occupancy car movements to and from the development;
  - Reduce reliance upon the car and improving awareness and usage of alternative modes;
  - Promote walking, cycling, public transport and car sharing;
  - Minimise the total travel distance of staff;
  - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

### Modal Share Targets

- 7.4 In order to ensure the successful delivery of the travel plan, the travel patterns of future employees of the site will be monitored. Baseline travel surveys will be carried out within three months of occupation for employees of the site. Details on the frequency of the travel surveys and ongoing monitoring processes are outlined in the 'Baseline Monitoring' and 'Monitoring and Review' sections of this report.
- 7.5 Since the occupiers of the proposed development are not yet in situ, the modal split for Lidl's employees are assessed based on current TRICS trip generation data.

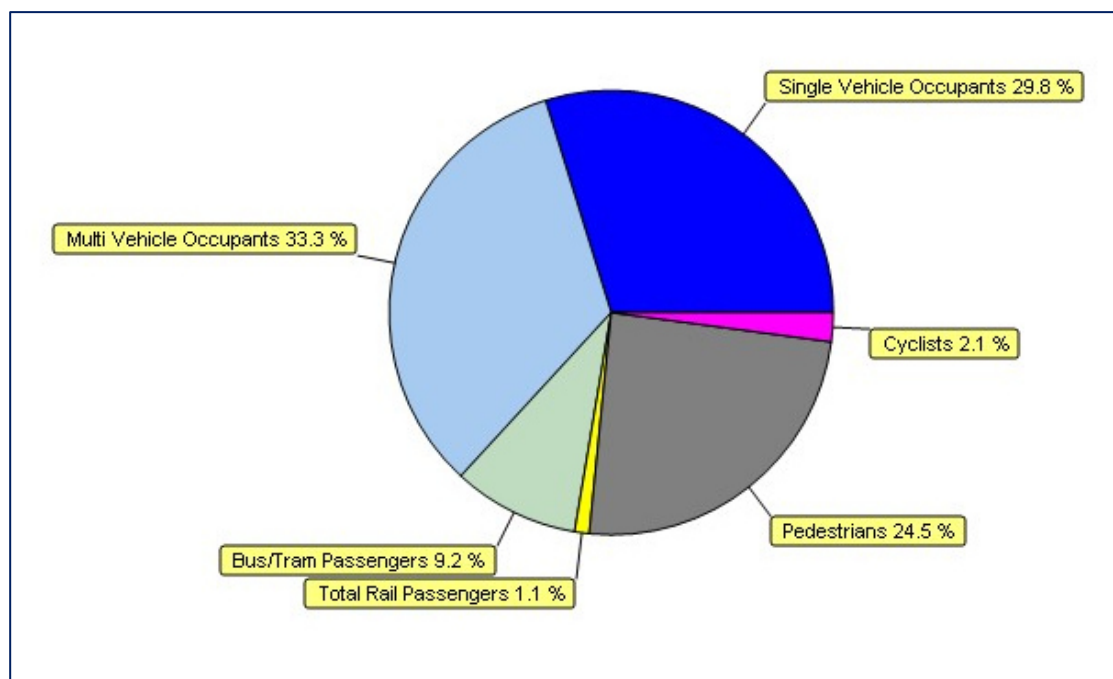
### Staff Modal Split and Targets

- 7.6 The six Lidl stores selected from TRICS are Skegness, Rushden, Bingham, Birmingham, West Bromwich and Worcester. These are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

### Forecast Modal Shift of Employees

- 7.7 The modal split at Figure 7.1 demonstrates the total trips referring to people movements to and from Lidl food stores during 7am – 8am, excluding goods vehicles. This is considered to be representative of employee arrivals.

**Figure 7-1 Total Trips - TRICS Multi-Modal Survey for Lidl Stores (Employees)**



Source: TRICS

- 7.8 The majority of trips are represented by cars at 63.1%. A significant proportion (24.5%) of the trips to and from Lidl discount food stores are on foot and this is commensurate with the fact that they seek to locate wherever possible close to an established residential catchment. Those who travel by public transport account for 10.3% of the modal split.
- 7.9 Travel patterns of future employees of the site will be better assessed once the baseline travel surveys take place.
- 7.10 Table 7-1 below shows the one year, three year and five-year targets for the site. By the end of the first year of the foodstore being fully operational it is anticipated that 37% of staff will travel to work by non-single occupancy private car mode. As the green travel ethos spreads it is hoped this will increase further to 40% by year three and to 43% by year five.

**Table 7-1 Five-year Targets**

Mode	Target		
	1 year	3 years	5 years
Car / Car Share	63%	60%	57%
Cycling	2%	3%	4%
Public Transport	10%	11%	12%
Walking	25%	26%	27%



- 7.11 The targets are therefore to:
- Reduce the percentage of staff travelling to work by single occupancy vehicle by 10%, by year 5 of the travel plan.
  - Increase the percentage of staff travelling to work by alternative means, including by walking, cycling and public transport, by 20%, by year 5 of the travel plan.
- 7.12 It is hoped that the initial designed-in features for the development, together with the promotion of the travel plan process will encourage staff to travel to work by sustainable modes.
- Indicators**
- 7.13 The TPC will be responsible for implementing measures at the store, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.
- 7.14 Milestones to assess progress against the travel plan objectives and targets include:
- Issue of a travel plan information pack to all staff within one week of site occupation;
  - Undertaking cycle and car parking surveys; and
  - Uptake of the various measures, including those pertaining to active and sustainable modes.
- 7.15 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

## 8 MEASURES

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- 8.1 The travel plan is the management tool for implementing measures that promote sustainable transport.
- 8.2 A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. As such, the following bespoke set of measures is proposed for the development. These are comprised of 'hard' (infrastructural) measures and 'soft' (informational) measures, along with management measures to ensure processes are in place to deliver the travel plan, as identified within the Travel Plan Administration chapter of this report.

### Travel Awareness

#### Provide a Travel Information Pack for all Staff

- 8.3 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.
- 8.4 The TPC will make new employees aware of the existence of the travel plan by providing them with a travel information pack (TIP) summarising the travel plan, which would be issued on appointment of their position, prior to starting, to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.
- 8.5 It is likely that staff will live in close proximity to the site, which provides employment for the local area. This should result in the majority of employees living within an acceptable walk and cycle distance (2km and 5km respectively).
- 8.6 The TIP will include, though not exclusively, the following:
- An introduction to the travel plan, providing a summary of the main aims, along with the contact details of the TPC.
  - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site.
  - Public transport information, including:
    - A map showing the location of the store in relation to the local area, highlighting nearby bus stops and rail stations;
    - Bus timetables of existing local services from nearby stops.
  - Active travel information, including:
    - A map showing local cycle and walking routes, which would also indicate the locations of cycle shops in the area;
    - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
    - Health information.
  - Information about car sharing.
  - Information about car clubs.
  - Local journey planner details.

- Details of local taxi firms.

### **Provide Travel Information Noticeboards & Supporting Information for Staff**

- 8.7 A travel information noticeboard (TIB) will be installed in the staffroom to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events including Bike to Work Week / Walk to Work Week, and contact details for the TPC.
- 8.8 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on to members of staff on a biannual basis via noticeboards.
- 8.9 The TPC will promote and encourage staff to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with PCC.

### **Walking**

- 8.10 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the TIP and on noticeboards;
  - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
  - Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; and
  - Provide details of local taxi firms for staff, to replace a regular walk journey.
- 8.11 Other walking initiatives that may be considered as the travel plan progresses will include policies against parking provision for staff who live within walking distance of the site.

### **Cycling**

- 8.12 The TPC will encourage cycling as an alternative mode of travel to work by implementing initiatives such as:
- Provision of 12 cycle parking spaces;
  - Additional allowance for staff to securely park bikes within the warehouse;
  - Provide personal storage areas for employees' cycle kit;
  - Promote cycle parking, change and personal storage areas for employees' cycle kit to staff members;
  - Provide information to staff on any local cycle proficiency 'Bikeability' courses;
  - Promote the cycle streets website for local cycle route planning (<https://www.cyclestreets.net/>);
  - Provide cycle information, including route maps, useful tips and guidance. Such information can be found on the Sustrans website [www.sustrans.org.uk](http://www.sustrans.org.uk) or at [www.cyclinguk.org](http://www.cyclinguk.org), and locally on PCC's website <https://www.pembrokeshire.gov.uk/cycle-pembrokeshire>.

- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
- Utilise Lidl's membership of the Cycle to Work Scheme to offer tax-free bikes and cycling equipment for journeys to work. More information can be found online at <https://www.cyclescheme.co.uk/>;
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; and
- Promotion of local taxi companies operating in the area, to replace a regular cycle journey on occasion.

## Public Transport Information

8.13 The TPC will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

- Provide up-to-date public transport information, including route maps and timetables, within welcome packs and on staff noticeboards;
- Provide details of available websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner (<https://www.traveline.info/>) as well as any local journey planners such as the Transport for Wales journey planner (<https://tfw.wales/plan-a-journey>);
- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators.
- Provide details of local taxi firms in the welcome pack;
- Liaise regularly with public transport operators to ensure that information being provided to staff remains valid;
- Consideration of requests for modified shift times to better suit public transport timetables; and
- Promote bus use through participation in national events such as Catch the Bus Week.

## Car Share Scheme

8.14 Car sharing can play an essential role in reducing the use of cars, and consequently congestion levels and CO2 emissions. As more people travel together, less car trips take place.

8.15 The TPC will promote car sharing to staff using any locally available schemes within three months of occupation of the store. Information about schemes such as those provided by [www.blablacar.com](http://www.blablacar.com) and <https://liftshare.com/uk> will be placed in the TIP.

8.16 Staff will be consulted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work. The TPC will then identify suitable matches for staff that may be able to share their journeys to and from work.

8.17 Should sufficient interest be present, the TPC will set up a car share scheme for the organisation using online software, such as <http://carshare.liftshare.com/>. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

## Car Parking Management

- 8.18 The TPC will ensure the car parking operates effectively and within capacity. To achieve that, the ongoing supply and demand within the car parking area will be monitored during travel survey periods.
- 8.19 In the unusual event that the parking area is fully utilised, the TPC will gain an overview of the surrounding road network parking levels, to identify whether customers or employees park in the local neighbourhood.
- 8.20 The following measures will be considered:
- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
  - Allocate empty spaces to extra cycle storage or car share bays, and;
  - Introduce incentives for staff choosing not to park / choosing to car share.

## Reducing the Need to Travel

- 8.21 The TPC will promote measures to encourage alternative working practices, to reduce the need to travel for employees:
- Introduce policy on flexible working for management staff such as teleworking and flexitime, where possible;
  - Adoption of 'smart' working practices, such as teleconferencing and audioconferencing, as an alternative to travelling to other locations for meetings, where appropriate, and;
  - Local recruitment strategy and incentives for staff to relocate closer to work – this is something Lidl have already adopted for all store staff.

## Personalised Journey Planning

- 8.22 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.
- 8.23 Upon request, the TPC will assist staff in the development of a personalised journey plan for staff with regular commute journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):
- Maps showing the location of the bus stops to use at either end of the journey, along with the accompanying walk route to their origin and destination;
  - Details of how and where to buy tickets, including the current cost for travel;
  - Suggestions of how to incorporate elements of the journey to sustainable modes;
  - Timetable information for public transport services used on their journey; and
  - Walking and cycling route map from the foodstore to the railway station.
- 8.24 Journey planning tools can be found at [www.traveline.info](http://www.traveline.info), <https://tfw.wales/plan-a-journey> and [www.cyclestreets.net](http://www.cyclestreets.net) for public transport and cycling journeys.

## Marketing Summary

- 8.25 The TPC will be responsible for providing staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes.
- 8.26 The following marketing tasks will be undertaken as part of the travel plan implementation:
- Travel information packs will be distributed to all staff upon store opening; and,
  - Staff travel information noticeboards will be set up within the staff room, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required;
  - Provision of a range of promotional and marketing resources to staff; and
  - Updated information will be communicated to staff, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

## 9 MONITORING AND REVIEW

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- 9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan and provide the opportunity for review of targets.
- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to PCC the effectiveness of measures implemented and the progress being made towards travel plan objectives;
  - It justifies the commitment of the TPC and of other resources;
  - It maintains support for the travel plan by reporting successes; and
  - It helps to identify any deficiencies within the travel plan, including any measures that are not effective.

### Future Surveys

- 9.3 Travel surveys will be used to monitor the number of staff walking, cycling, and travelling by car and public transport to and from the site. The results will then be compared with the mode share targets identified earlier in this travel plan.
- 9.4 The TPC will be responsible for the surveys and will undertake a survey annually (at the same time of year) for the first five years of store operation.

### Reviewing

- 9.5 The TPC will undertake a review of the travel plan following monitoring, and produce a monitoring report summarising key findings. The review will be important in identifying achieved milestones in terms of the delivery of measures, the effectiveness of measures implemented, and progress towards achievement of targets, to identify areas where modifications may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
  - Comments received from staff.
- 9.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.
- 9.7 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with PCC.
- 9.8 The TPC will submit the results of the annual review along with the survey data to PCC for their review and discussion, upon their request.



## 10 IMPLEMENTATION PLAN

- 10.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action. An indication of who is responsible for delivery of each measure can also be found in the action plan.

Objective / Strategy	Action	Target Date	Responsibility	Budget Indication
<b>Initial Setup – Prior to Occupation</b>				
Infrastructure	Provide all highway and transport measures as agreed with PCC	As per S106 agreements with PCC	Lidl / PCC	Lidl
TP Management	Appointment of TPC	At least 1 month prior to store completion	Lidl	Staff time
TP Management	Exchange contact details with relevant officers	At least 1 month prior to store completion	TPC contact details are identified within this TP	Staff time
Marketing	Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff	At least 1 month prior to store completion	TPC	Staff time
Marketing	Procure and produce information to populate TIPs	2 weeks prior to store completion	TPC	Staff time + materials
<b>Upon Occupation</b>				
Marketing, active travel, public transport	Issue TIPs to staff, including information on active travel and public transport	Upon occupation	TPC	Staff time + printing
Marketing	Populate noticeboards	Upon occupation	TPC	Staff time + printing
Active travel	Promote cycle parking and personal storage areas to staff	Upon occupation	TPC	Staff time
Active travel	Promote Cycle to Work Scheme	Upon occupation	TPC	Staff time

Active travel, public transport	Provide journey planning websites and guidance to staff	Upon occupation	TPC	Staff time
<b>Within 3 Months of Occupation</b>				
Monitoring	Issue travel survey to staff; analyse results and issue final travel plan to PCC within 3 months of survey completion	Within 3 months of occupation	TPC	Staff time
Active travel	Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time
Public transport	Liaise with public transport operators to provide feedback on services and check info is correct	Within 3 months of occupation	TPC	Staff time
Public transport	Provide and promote any public transport ticket offers to staff	Within 3 months of occupation	TPC	Staff time
Public transport	Consider requests for modified shift times to align with public transport timetables	Upon occupation	TPC	Staff time
Active travel	Set up Bicycle User Group (BUG) for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Car share	Set up informal car share scheme for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Alternatives to travel	Encourage senior staff to consider flexible working / video-conferencing for meetings	Within 6 months of occupation	TPC	Staff time
<b>Ongoing Tasks</b>				
Active travel, public transport	Update staff with any service or provision changes regarding local transport	6 monthly to align with seasonal timetable changes	TPC	Staff time
Active travel, public transport	Implement measures in line with staff requirements / interest, including promotion of	Ongoing	TPC	Staff time

	national annual events such as Bike Week and Walk to Work Week			
Active travel, public transport	Provide ongoing journey planning assistance to staff	Ongoing	TPC	Staff time
TP Management	Ongoing parking management and review	Ongoing	TPC	Staff time
<b>Annual Monitoring / Review</b>				
Monitoring	Conduct repeat travel survey at same time of year as baseline survey, for five years	Annually for 5 years from occupation	TPC	Staff time + printing
Monitoring, TP management	Analyse responses, produce progress report and submit to PCC	Within 3 months of survey completion	TPC	Staff time
Monitoring	Continue regular monitoring as set out and agreed with PCC	As agreed with PCC	TPC	Staff time
Monitoring	Undertake annual cycle and car parking surveys	As agreed with PCC	TPC	Staff time

## 11 CONCLUSION

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- 11.1 This travel plan has been prepared on behalf of Lidl Great Britain Limited, relating to the proposed development of a new discount food store at the A477 London Road, Pembroke Dock.
- 11.2 The commercial travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 11.3 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Achieve the minimum number of single occupancy car movements to and from the development;
  - Reduce reliance upon the car and improving awareness and usage of alternative modes;
  - Promote walking, cycling, public transport and car sharing;
  - Minimise the total travel distance of staff;
  - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 11.4 This document therefore ensures that sustainable access to the development is facilitated.

**S|C|P**

# **APPENDIX 1**

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ALL DIMENSIONS SHOULD BE CHECKED ON SITE BEFORE WORK COMMENCES

DESIGN SUBJECT TO FURTHER SURVEYS AND CONSULTANT INFORMATION



PROPOSED ACCESS FOR FUTURE DEVELOPMENT

LONDON ROAD

HIGH PRESSURE MAIN

10.5m WIDE SITE ACCESS  
AMENDED TO ACCOMMODATE HGV'S

CADWCH  
YD LIR  
KEEP CLEAR

El Sub Sta

SALES AREA  
1347 m<sup>2</sup>

127 CAR PARKING SPACES  
INCLUDING 6 ACCESSIBLE, 9P&C AND 2EVC

ISAAC WAY

SCHEDULE OF AREAS (TYPE 1300)	
SALES =	1347 m <sup>2</sup>
WAREHOUSE=	397 m <sup>2</sup>
ANCILLARY=	225 m <sup>2</sup>
GIA =	1969 m <sup>2</sup>
KEY	
	HIGH PRESSURE GAS MAIN



E	09/07/2025	UPDATED SURFACE TREATMENT FOLLOWING DRAINAGE CONSULTANTS REPORT	BMS
D	02/07/2025	Updated site plan following discussion with Highways and client	BMS
C	24/06/2025	removed boundaries, updated schedules, 'Schedule of Areas' colouring shown	DK
B	16/06/2025	Updated to Latest Lid Specification BBS 2025 T13	BMS
Rev	Date	Description	Drawn



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project  
Pembroke Dock

drawing title  
Proposed Setting Out Plan

date April 2025  
status Planning  
scale 1:500 @ ISO A3  
drawn KA checked BM  
job no. 3305 dwg no. P403 rev. E