

**Client: Lidl GB Limited**

# **Proposed Lidl Food Store, Aberystwyth Road, Cardigan**

Travel Plan

Project No. 251021

**NOVEMBER 2025**



## SCP GENERAL NOTES

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**Project No.:** 251021

**Title:** Proposed Lidl Food Store, Aberystwyth Road, Cardigan, Travel Plan

**Client:** Lidl GB Limited

**Date:** 28 November 2025

**Office:** Manchester

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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 Aberystwyth Road, Cardigan.

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.

Travel Plan Coordinator (TPC) contact details are provided; upon occupation, the SCP will take responsibility for the travel plan implementation. TPC contact details will be communicated to Ceredigion County Council prior to occupation of the site.

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# 1 INTRODUCTION

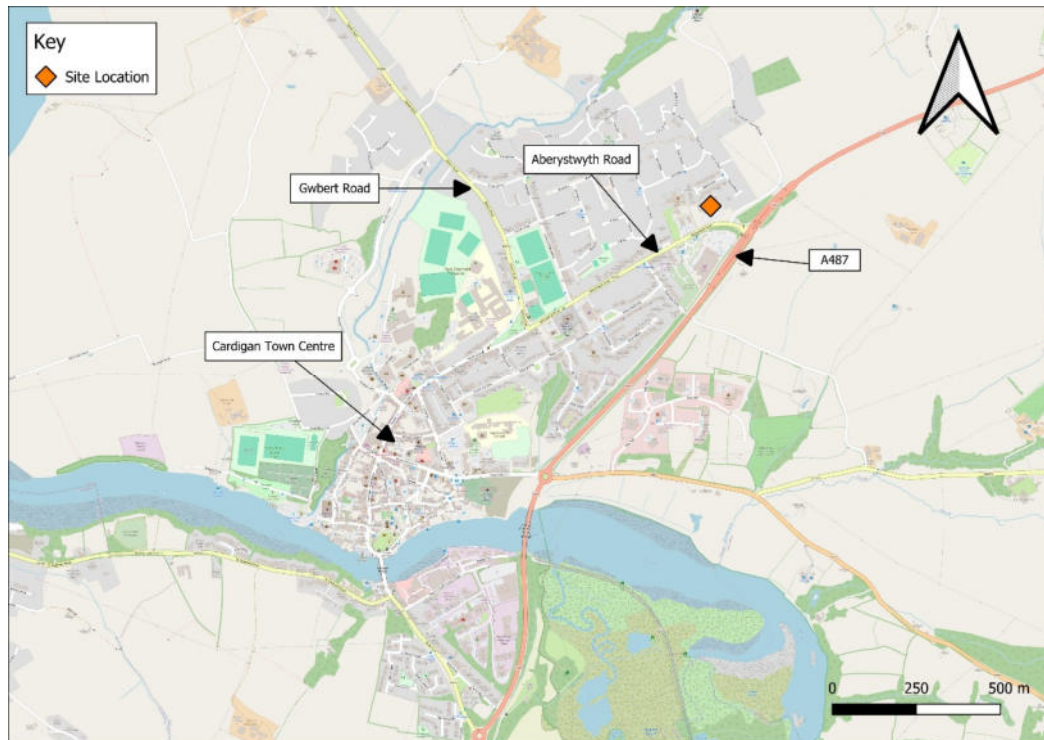
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- 1.1 This travel plan (TP) has been prepared on behalf of Lidl Great Britain Limited ('Lidl').
- 1.2 The document sets out Lidl's commitment to reducing the number of vehicular trips generated by the proposed development of a new discount food store at land off Aberystwyth London Road, Cardigan.
- 1.3 The proposals include the construction of a Class A1 discount foodstore with a retail sales floor area of 1,347sqm and 1,976sqm of gross internal area. There will be provision for 100 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 site is located on the north-eastern edge of Cardigan, approximately 0.8 miles of the town centre. The site is bordered by the B4548 Aberystwyth Road to the south, C J Industries Garden Centre to the west and residential units to the north and east.
- 1.7 The application site is currently occupied by a B&M Store with Garden Centre and benefits from an existing car park area priority-controlled vehicular access arrangement. 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: QGIS

## The need for a travel plan

- 1.8 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.
- 1.9 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.
- 1.10 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.
- 1.11 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.
- 1.12 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.
- 1.13 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.
- 1.14 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.
- 1.15 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.

### National Policy

#### 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.”*

#### Future Wales: The National Plan

2.9 Future Wales is the national development plan for Wales that sets strategic spatial/land-use priorities over the next 20+ years. As a high-level plan, it shapes where and how growth and development should occur, which includes applying transport and connectivity considerations to ensure sustainable development. Future Wales underlines the importance of development being supported by appropriate transport infrastructure and services, especially public transport and active travel (walking/cycling), to reduce reliance on private vehicles.

2.10 The key transport-related policies and principles set out are as follows:

- Future Wales promotes locating development in sustainable places — i.e. those accessible by “active travel and public transport infrastructure and services” — with the aim of enabling people to “live active and healthy lives”;
- A key objective is to reduce the need to travel by private car, and encourage a modal shift towards walking, cycling, and public transport; and
- In recognition of this, Future Wales (through its transport-related policies) prioritises investment in active travel routes, public transport infrastructure and services, and connectivity that supports sustainable modes.

#### TAN 18

2.11 TAN 18 supplements Planning Policy Wales (PPW), providing detailed guidance on how land-use planning should integrate with transport planning. It is material to the preparation of Local Development Plans (LDPs) and may influence decisions on planning applications and appeals.

2.12 Its aim is to support a sustainable, efficient, inclusive transport system while minimising negative impacts (e.g. on air quality, congestion, environment).

2.13 TAN 18 promotes a development and transport planning strategy built around a “sustainable development” approach:

- Land-use planning and transport should be integrated: transport infrastructure and services need to support development, and development locations and designs should facilitate sustainable travel;
  - New developments should aim to maximise access by sustainable modes (public transport, walking, cycling) and reduce dependence on private cars; and
  - Planning should consider environmental, social and economic objectives — including climate change mitigation, health, social inclusion, economic development.
- 2.14 TAN 18 defines when and how a development should be accompanied by a Transport Assessment (TA), and what that should include. It also highlights the need for an accompanying Transport Implementation Strategy (TIS) where relevant.
- 2.15 The key considerations include:
- Assessing transport impacts (traffic, mode share, demand, parking demand, public transport capacity, walking/cycling capacity);
  - Considering environmental impacts (e.g. air quality, emissions, noise) as part of broader sustainability and health objectives;
  - Where appropriate, including “mitigation measures”: e.g. contributions to transport infrastructure or improvements; travel demand management; provision or enhancement of walking, cycling, public transport, and parking management;
  - Considering travel plans for larger developments or where car use restrictions applied (e.g. car-free housing), including mechanisms to promote sustainable travel behaviour (public transport, walking, cycling); and
  - Safeguarding land for future transport infrastructure (roads, public transport, freight, interchanges, etc.) in development plans and ensuring development proposals do not prejudice strategic transport schemes.

## **Regional Policy**

### [Mid Wales Regional Transport Plan \(MWRTP\)](#)

- 2.16 The Mid Wales Regional Transport Plan (MWRTP) is a policy document that supports national planning policy for Wales. The MWRTP applies the policies set out in the Welsh Government’s National Transport Strategy in the local context of the regions of Powys and Ceredigion and therefore applies to developments in Cardigan.

The following policies from the MRTWP relate directly to the proposed development:

#### **Land Use Planning Policy 3**

*Ensure all new developments, including new school and health facilities, design for walking and cycling from the outset and contribute to the delivery of ATNMs.*

#### **Accessibility Policy 1**

*Improve access to key services and employment by sustainable transport and ensure accessibility is planned as part of service delivery, e.g. investigate potential for integrated ‘combined services’ transport provision; increased availability of mobile services to rural areas; incentives for workplace car sharing; e-bike loans.*

## Local policy

### Ceredigion County Council Local Development Plan (2013-2022)

- 2.17 The adopted Local Development Plan (LDP) establishes a strategic approach through which to deal with transport issues and make improvements to the transport network.
- 2.18 All new development will be required to comply with the following 'Development Management Policies':

#### **Development Management Policy 03 (DM03): Sustainable Travel**

*Development should minimize the need to travel, provide opportunity for and promote sustainable modes of transport in Ceredigion. Parking provision for all modes of transport should be in accordance with Ceredigion SPG. based on the Wales Parking Standards 2008 as amended to meet local conditions.*

#### **Development Management Policy 05 (DM05): Sustainable Development and Planning Gain**

*To ensure that development is sustainable, planning obligations securing financial or on site provision will, where appropriate, be sought in relation to:*

*Sustainable Travel infrastructure proportionate to the needs arising from the development.*

### Ceredigion Local Development Plan Supplementary Planning Guidance (SPG) – Transport Assessment (TA)

- 2.19 In addition to the Local Development Plan, the Ceredigion Supplementary Planning Guidance (SPG) - Transport Assessment (TA) supplements policy DM03 and is material to all planning decisions in Ceredigion. It serves as a practical guide for how policy DM03 can be implemented when making planning decisions for new development proposals.
- 2.20 The SPG clarifies when and how a TA / Travel Plan (TP) should be prepared for development proposals. It also contextualises policy set out in the Local Development Plan to Ceredigion's rural setting and establishes locally appropriate and generally lower thresholds for requiring TA's.
- 2.21 The SPG also promotes sustainable and active travel in line with the Active Travel Act (2013) which requires local authorities to plan, improve, and promote walking and cycling routes to ensure the needs of pedestrians and cyclists are properly considered in new development proposals.

## Conclusion

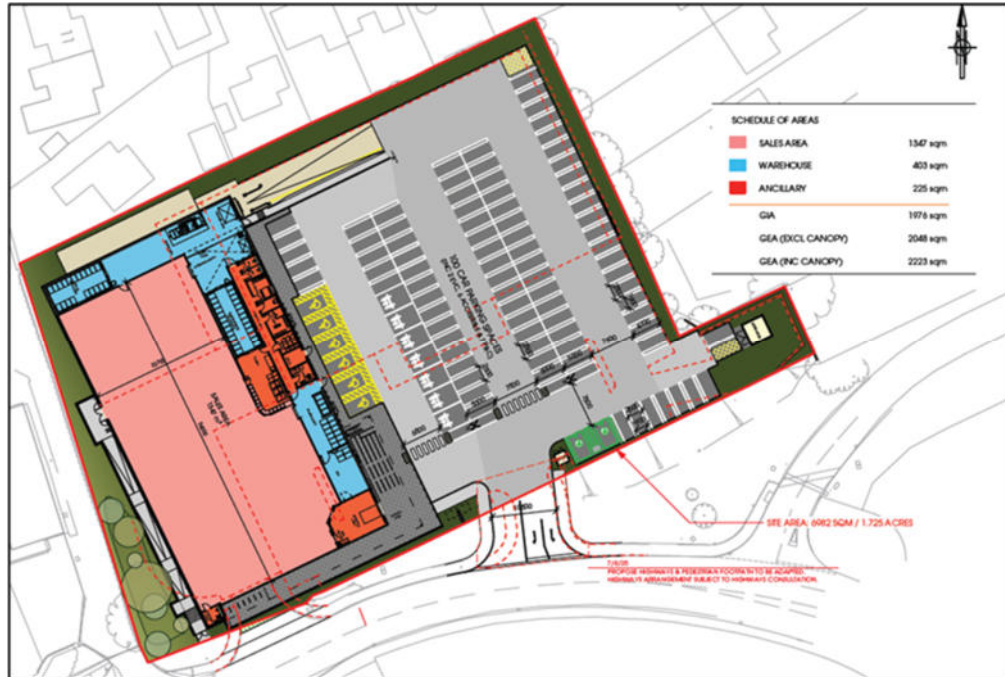
- 2.22 In general, the national and local transport policy documents set out above follow similar themes and promote common aims. These are to provide sustainable development with good access to jobs and facilities, to encourage non-car modes of transport, to ensure that the highways impact of new developments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

- 2.23 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 1,976m<sup>2</sup>. The approved site layout is included in Figure 3-1.

**Figure 3-1 Site Layout**



Source: HTC Architects

- 3.2 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

- 3.3 A total of 100 car parking spaces will be provided across the site. Of the 100 spaces, seven will be designated to parent and child standard and six 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 electric vehicle charging points of rapid charger type, each of which are the equivalent of 5 to 6 fast chargers and can achieve full charge in approximately 30 minutes.

### Cycle parking

- 3.4 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.

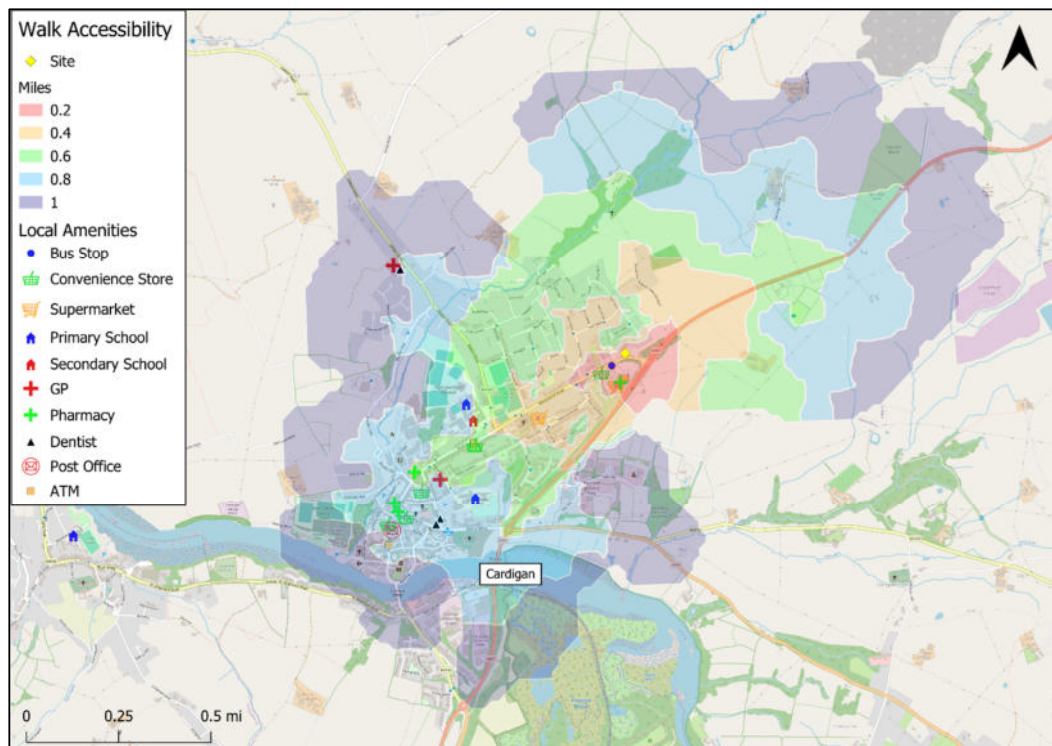


## 4 ACCESSIBILITY

### Access on Foot

- 4.1 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.
- 4.2 TRACC software has been used to assess the accessibility of the development by foot, as shown on **Figure 4.1** below. The plan shows the areas within a 1 mile walk of the site.

**Figure 4.1: 1 Mile Walking Accessibility Isochrones**



Source: Basemap TRACC

- 4.3 As shown in **Figure 4.1** all of Cardigan is within a 1-mile walking catchment area. This demonstrates that employees from the local area will be able to easily 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.
- 4.4 A number of local amenities are also within a 1-mile walk of the site (up to 23 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**

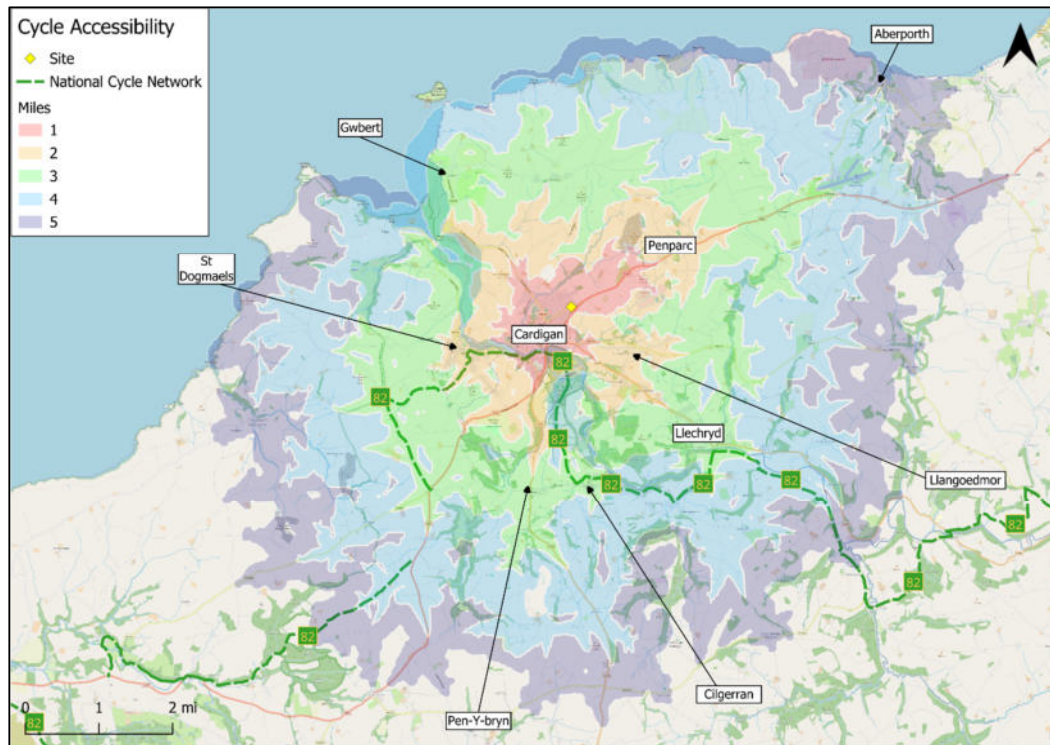
Service	Detail	Distance (Miles)
Bus Stops	Aberystwyth Road opp Tesco, Cardigan	0.1 mi
ATM	Tesco Bank ATM, Aberystwyth Road	0.1 mi
Primary School & Secondary School	Ysgol Uwchradd Aberteifi, North Road	0.5 mi
College	Coleg Ceredigion - Cardigan Campus, North Road	0.5 mi
Pharmacy	Caerleon Pharmacy, Pendre	0.7 mi
Dentist	mydentist, Feidr Fair	0.8 mi
Railway Station	Pembroke Dock Railway Station	0.8 mi
Post Office	Cardigan Post Office, High Street	0.8 mi
GP	Cardigan Health Centre, Maes Y-Dderwen	1.0 mi

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

## Access on Cycle

- 4.7 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.
- 4.8 TRACC software has again been used to assess the accessibility of the development by bicycle as shown on **Figure 4.2** below. The plan shows the areas within a 5-mile cycle of the site.

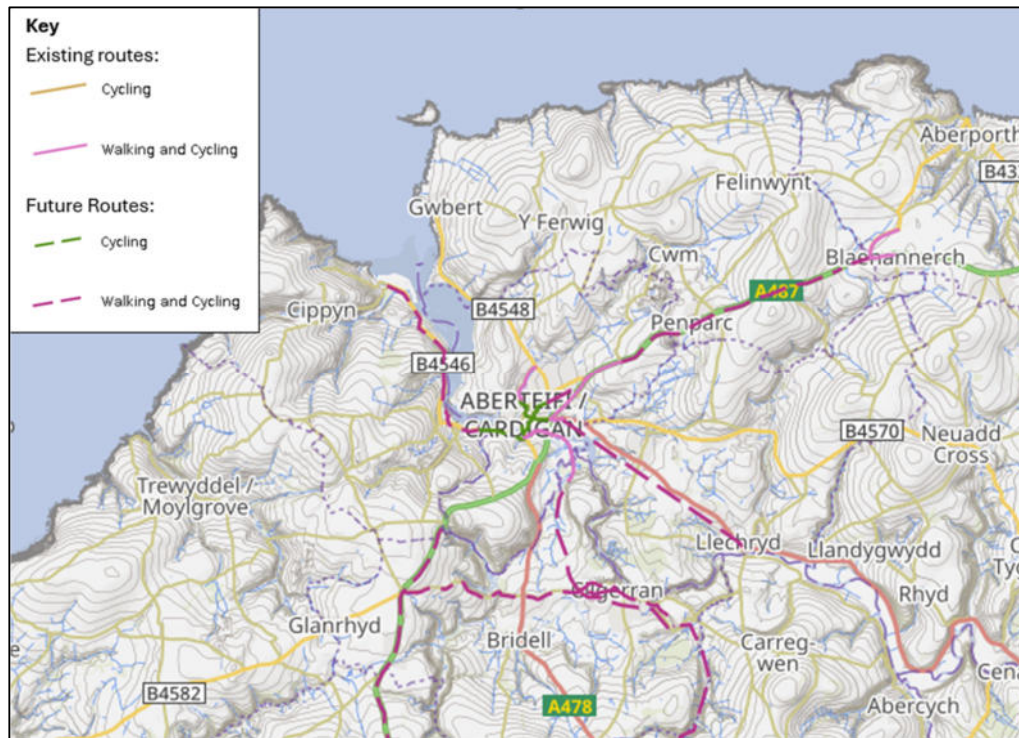
**Figure 4.2: 5 Mile Cycling Accessibility Isochrones**



Source: Basemap TRACC

- 4.9 As shown by **Figure 4.2**, the entirety of Cardigan along with St Dogmaels, Penparc, Aberporth, Cigerran, and Gwbert, amongst others, are within a 5-mile cycle distance from the site. This demonstrates that employees from the local area will be capable of accessing the site by bike. A significant proportion of potential customers will be within reasonable cycling distance of the application site, though this is relevant really only to the top-up shop undertaken more locally.
- 4.10 National Cycle Route (NCR) 82 is located approximately 1.1 miles to the south of the site. NCR 82 can be accessed from Castle Street bridge via Aberystwyth Road/B4548. The route runs in sections from Bangor to Fishguard. This section of NCR 82 is open between Aberystwyth and Fishguard and is seen as a recreational/scenic route that connects to a range of key destinations.
- 4.11 **Figure 4.3** below shows the existing and future routes for active travel across the study area as set out by Ceredigion Council.

**Figure 4.3: Local Active Travel Network**



Source: Ceredigion Council

- 4.12 The presence of existing and planned future local and national cycle networks that are accessible within an acceptable cycle distance from the site encourages customers and staff to cycle, decreasing short term car trips and congestion throughout Cardigan and the surrounding areas.
- 4.13 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.
- 4.14 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

- 4.15 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."

- 4.16 The nearest accessible bus stops to the site are located on Aberystwyth Road approximately 80 yards west of the site which is equivalent to a 1-minute walk time. The northeast bound bus stop is served by the 408 and T5 services whilst the southwest bound stop is served by the 408, 430, 460 and T5 buses.
- 4.17 The frequency of the different bus services available from these stops is outlined in **Table 4.2**.

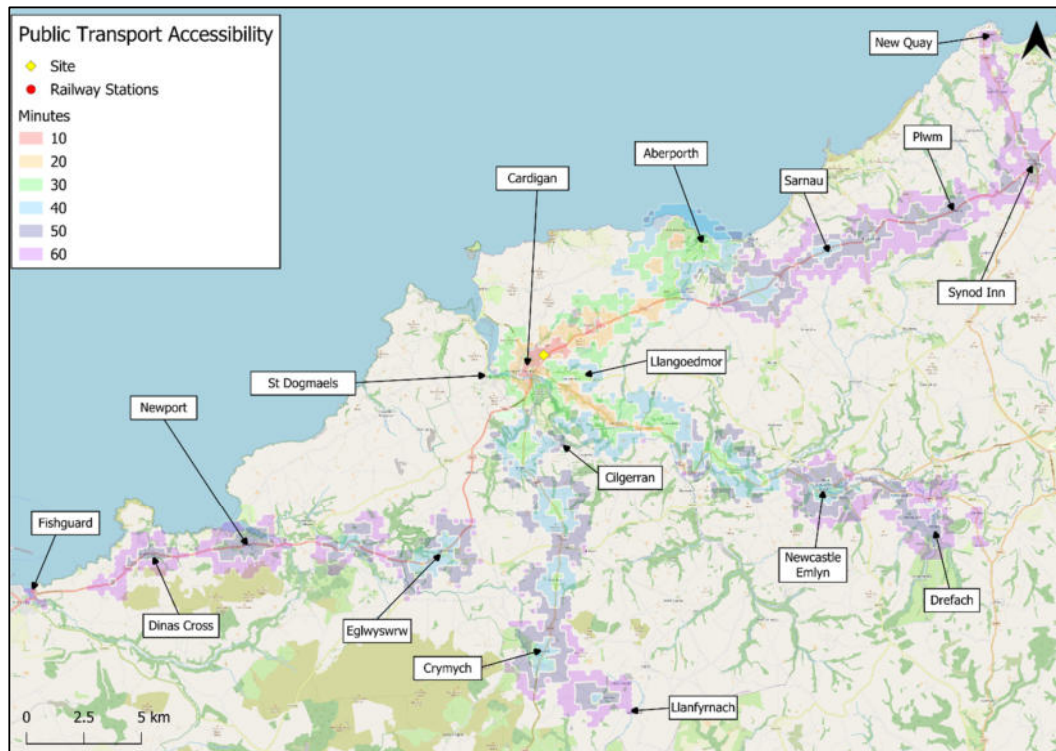
**Table 4.2: Bus services within close proximity of the site**

No.	Route	M-F		Sat		Sun	
		Start-End	Average Freq.	Start-End	Average Freq.	Start-End	Average Freq.
Aberystwyth Road opposite Tesco, Cardigan							
408	Cardigan - Poppet Sands via St Dogmaels	09:17-16:15	60 mins	09:17-16:15	60 mins	No Service	No Service
430	Cardigan - Narberth	09:27, 13:37, 16:20, 17:35	4 services	09:27, 13:37, 16:20, 17:35	4 services	No Service	No Service
460	Cardigan - Carmarthen Railway Station	07:47-17:41	100 mins	07:47-17:41	100 mins	No Service	No Service
T5	Grounds in University Campus Penglais - Haverfordwest	06:44-23:34	60 mins	06:44-23:34	60 mins	07:44-21:34	120

Source: Traveline / bustimes.org

- 4.18 The above table demonstrates that prospective employees and shoppers at the site will have access to four bus services which provide access to and from the site during the majority of shopping hours, seven days a week. They also provide access to a range of further destinations.
- 4.19 The level of accessibility by public transport has been analysed using TRACC software to assess the accessibility of the site and is shown on **Figure 4.4** below. The figure illustrates the area that can be travelled within 60 minutes by public transport to and from the site.

**Figure 4.4 – 60 Minute Public Transport Accessibility Isochrones**



Source: Basemap TRACC

- 4.20 The above figure demonstrates that the site is within close proximity to public transport links, serving both the local area and other destinations further afield. The figure shows that key areas of Fishguard, Newport, Newcastle Emlyn, Aberporth and New Quay, amongst others, are all within an acceptable 60-minute public transport commute.

## Summary

- 4.21 Having regard to the above, it is considered that the site benefits from good levels of accessibility by sustainable transport modes, with opportunities for local customers and staff to walk or cycle to the store. Access to the site by foot and cycle is of a good standard, and bus connections are also available within close proximity, thereby enabling access to the site from a range of local destinations. These findings demonstrate that prospective customers and staff will not be wholly reliant on the private car.



## 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. The TPC role will be undertaken by SCP.
- 5.2 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.
- 5.3 The TPC will exchange contact details with Ceredigion County Council (CCC) 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 CCC.
- 5.4 The 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

- 5.5 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, 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.
- 5.6 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 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

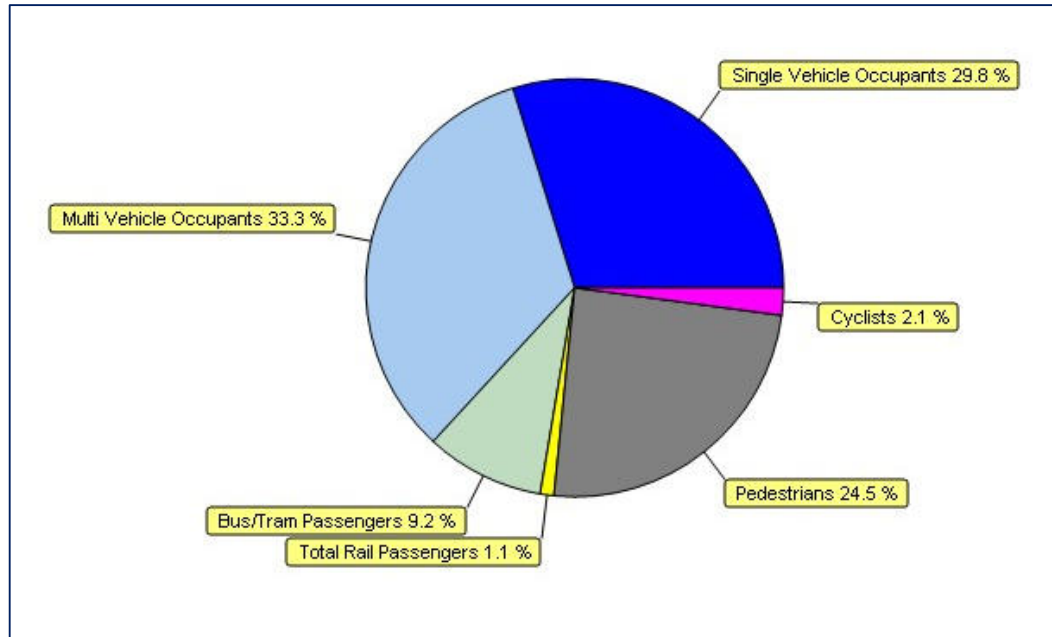
- 7.6 The six Lidl stores selected from TRICS are Skegness, Rushden, Bingham, Birmingham, West Bromwich and Worcester. These are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

### 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

- 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 CCC.

### **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 CCC's website <https://www.ceredigion.gov.uk/resident/coast-countryside/exploring-ceredigion/biking-ceredigion/>.

- 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 CCC 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 CCC.
- 9.8 The TPC will submit the results of the annual review along with the survey data to CCC 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 CCC	As per S106 agreements with CCC	Lidl / CCC	Lidl
TP Management	Appointment of TPC	At least 1 month prior to store completion	SCP	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

Objective / Strategy	Action	Target Date	Responsibility	Budget Indication
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 CCC 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

Objective / Strategy	Action	Target Date	Responsibility	Budget Indication
Active travel, public transport	Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week and Walk to Work Week	Ongoing	TPC	Staff time
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 CCC	Within 3 months of survey completion	TPC	Staff time
Monitoring	Continue regular monitoring as set out and agreed with CCC	As agreed with CCC	TPC	Staff time
Monitoring	Undertake annual cycle and car parking surveys	As agreed with CCC	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 Aberystwyth Road, Cardigan.
- 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.