# **LIDL GREAT BRITAIN LIMITED**

# PROPOSED FOODSTORE, BLACKWOOD

TRAVEL PLAN

24-01027/TP/01

February 2025



# **DOCUMENT SIGNATURE AND MODIFICATION SHEET**

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# **FIGURES**

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- Figure 2.2: Indicative 1.2km and 2km walking catchments from the Site
- Figure 2.3: Bus stops and services accessible within the immediate vicinity of the site

# **APPENDICES**

Appendix A – Proposed Development Plans

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#### 1 INTRODUCTION

# 1.1 Background

- 1.1.1 This Travel Plan (TP) has been produced by Corun Associates Limited (Corun) on behalf of Lidl UK Great Britain Limited to promote sustainable travel at a proposed foodstore unit in Blackwood.
- 1.1.2 The proposals are for the creation of a new foodstore unit with a GEA of 2,045m<sup>2</sup>, and an associated 114 space car park.
- 1.1.3 A TP is a package of measures designed to reduce the number and length of car trips generated by a development, while also supporting and promoting a shift towards more sustainable forms of travel, and reducing the overall need to travel.
- 1.1.4 The DfT document 'Making Travel Plans Work' (2002) states that Travel Plans:

"Aim to reduce traffic 'at source'. They are one of a range of tools that address transport problems from a new direction: by managing demand for road space more effectively. These strategies are essential to relieve the burden of traffic on local communities and meet national targets for cutting the carbon emissions causing climate change."

- 1.1.5 A TP is a dynamic process that will evolve over time in accordance with the changing circumstances of the location and its environment. As such, it is not a one-off process to be undertaken and completed; rather it is the start of a managed approach, which takes responsibility for travel and its impacts.
- 1.1.6 This TP will be in place for a period to be agreed with Caerphilly County Borough Council (CCBC).

#### 1.2 Scope

- 1.2.1 This report will discuss the following:
  - i) the scope and objective of the Travel Plan;
  - ii) review of the existing non-car travel opportunities and infrastructure in the vicinity of the site;
  - iii) review of local, regional and national policy guidance;
  - iv) targets of the Travel Plan;
  - v) the suggested initiatives and measures to promote accessibility by non-car modes of travel;
  - vi) the role of a Travel Plan Co-ordinator; and
  - vii) monitoring and reviewing procedures.

# 1.3 Objective

1.3.1 The primary objective of this document is to encourage and promote a modal shift away from single-occupancy car travel to more sustainable forms of transport, at the proposed foodstore unit.

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#### 2 EXISTING CONDITIONS

#### 2.1 Introduction

2.1.1 The following section outlines the existing non-car infrastructure in the vicinity of the proposed development site (herein referred to as the 'site').

#### 2.2 Site Summary

- 2.2.1 The proposed development site (herein referred to as the 'site') consists of the former Stagecoach bus depot building and associated hardstanding area, located to the south of the B4254 in Blackwood. The red line area of the site totals approximately 8,657m<sup>2</sup>.
- 2.2.2 The site is bordered by the B4254 to the north, Penmaen Road (no through access road) to the east, residential units (along Penmaen Road) and additional hardstanding area to the south, and Penmaen Industrial Estate to the west.
- 2.2.3 The site currently has two vehicle access points, provided from a simple dropped kerb arrangement along the B4254 in the north, and a more formal priority junction arrangement provided through to the Penmaen Industrial Estate access road in the south (accessed through land beyond the red line boundary of the site).
- 2.2.4 As identified in more detail in **Section 4**, all existing access arrangements into the site are to be closed off, with the proposed foodstore unit taking access from a newly developed priority junction along the B4254 in the north of the site.
- 2.2.5 **Figure 2.1** below illustrates the site location in a local context, complete with an indicative red line boundary.



Figure 2.1: Site location with indicative red line boundary

© Google Earth Pro

#### 2.3 Pedestrian Facilities

- 2.3.1 Pedestrian access will be provided in both the north and east of the site, with direct connections through to existing footway routes of at least 2m in width along both the B4254 and Penmaen Road respectively. These footways connect directly into the extensive onward pedestrian network continuing in all directions through the local and wider Blackwood area.
- 2.3.2 A dropped kerb crossing with a segregated pedestrian refuge island is located along the B4254, directly east of the site. This accommodates pedestrian movements north of the site across the B4254.
- 2.3.3 Table 3.3 in The Chartered Institution of Highways and Transportation (CIHT) document 'Providing for Journeys on Foot' identifies suggested acceptable walking distances for pedestrians to a range of local facilities.
- 2.3.4 For the proposed foodstore the CIHT preferred maximum walking distance specified (applicable under the 'elsewhere' category) is 1.2km for access by customers / visitors, and 2km for employee commuting trips.
- 2.3.5 **Figure 2.2** identifies the indicative 1.2km and 2km walking catchments from the site, based on the CIHT maximum distances specified.

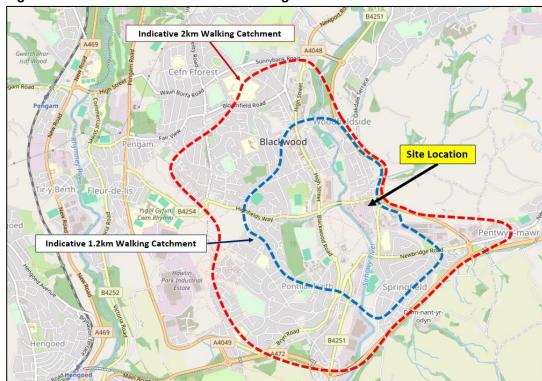


Figure 2.2: Indicative 1.2km and 2km walking catchments from the site

© Google Earth Pro

2.3.6 **Figure 2.2** demonstrates that almost the entirety of the wider Blackwood area is located within an approximate 2km walking distance from the site. This identifies that the site is well located near a large residential catchment to attract and accommodate potential visitor / customer and staff walking trips to the site.

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#### 2.4 **Cycle Facilities**

- 2.4.1 Cycling within the local area is predominantly catered for on-road, with limited off-road routes available. The lack of traffic-free routes within the local area however is not considered to be a barrier to supporting any localised cycle trips. As advocated by the walking and cycling charity Sustrans, providing simple road safety advice is adhered to, on-road cycling is safe.
- 2.4.2 LTN1/04 identifies that the mean average length for cycling journeys is 4km (2.4 miles). The entirety of the wider Blackwood, and immediately neighbouring Ystrad Mynach, Newbridge, and Bargoed areas are within an approximate 4km cycling catchment from the site.
- 2.4.3 With the slightly rural location of Blackwood in respect to other settlement areas further afield, the proposed development would not be expected to attract a significant volume of cycling trips from locations outside of the immediate locality.
- 2.4.4 The site is therefore located within cycle distance to a large residential population, and offers viable opportunities to support cycle travel, especially for staff commuting trips.

#### 2.5 **Public Transport Facilities**

<u>Bus</u>

2.5.1 Bus stops located within the immediate vicinity of the site are shown on Figure 2.3.



Figure 2.3: Bus stops and services accessible within the immediate vicinity of the site

© Google Earth Pro Information correct as per February 2025

2.5.2 Guidance relating to the accessibility of development proposals to public transport is provided in the Institution of Highways and Transportation (IHT) document 'Planning for Public Transport in Development' (March 1999). The IHT guidance recommends that:

"new developments should be located so that public transport trips involve

a walking distance of less than 400m from the nearest bus stop ...".

- 2.5.3 The nearest bus stops to the site are the 'Pleasant Close' and 'Woodfieldside Business Park' stops, each located an approximate 200m walk from the site respectively. These stops provide access to Stagecoach service 5, which routes between Blackwood and Pant Estate. This service operates between Monday to Saturday, with a frequency of approximately one service in each direction per hour.
- 2.5.4 The 'Blackwood Gate Retail Park' stop is also located an approximate 500m walk west of the site, which provides access to a much greater range of bus services. Although located slightly beyond the IHT suggested 400m distance, this distance is not definitive, and the stop would still be very accessible for users of the site.
- 2.5.5 The 'Blackwood Gate Retail Park' stop provides access to all the key bus services routing through the Blackwood area. These bus services route locally, while also routing wider through to areas such as Cardiff, Newport, and Cwmbran. These services provide regular bus travel opportunities across the week, with service 151 (Newport to Blackwood) in particular, running as frequent as every 15-minutes on weekdays, and 30-minutes on Saturdays.
- 2.5.6 Bus travel is therefore a viable option for users of the site, especially for accommodating commuter journeys.

Rail

- 2.5.7 The nearest railway station to the site is Newbridge station, located approximately 3km and from the site. Although beyond a reasonable walking distance, this station can be reached by an approximate 11-minute cycle from the site.
- 2.5.8 A number of the bus services identified in **Figure 2.3** also route to Newbridge rail station, via an approximate 10-minute ride time. These include Service 5 which is accessible from the bus stops within just a 200m walk of the site, and the frequent service 151 accessible from the Blackwood Gate Retail Park stop slightly further afield.
- 2.5.9 Newbridge station provides access to rail services routing between Ebbw Vale Town and Cardiff Central (Via Newport). Services in each direction operate with a frequency of approximately 60-minutes across the week.
- 2.5.10 Key stations accessible from Newbridge include Cross Keys (10-minutes), Ebbw Vale Town (20-minutes), Rogerstone (20-minutes), and Cardiff Central (40-minutes).
- 2.5.11 Multi-modal rail and cycle, or rail and bus travel is therefore a potentially viable option to accommodate commuting journeys at the site.

## 2.6 Summary

- 2.6.1 The site is accessible by both foot and cycle to a large residential population living within the entirety of the wider Blackwood settlement area, offering potential employees or customers / visitors living within in the area, opportunities to travel to the site by these modes.
- 2.6.2 A range of bus stops are situated in proximity of the site, which provide access to all the key bus services routing through Blackwood. These stops provide access to an excellent range of regular bus services routing across both the local and the wider areas.

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- 2.6.3 Newbridge rail also offers potential multi-modal rail and cycle, or rail and bus travel opportunities to accommodate longer distance commuting journeys at the site.
- 2.6.4 It is evident therefore that the site is able to offer potential employees and customers, viable alternatives to private car travel, which will help reduce dependency on this mode of travel.

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# 3 LOCAL AND NATIONAL PLANNING GUIDANCE

#### 3.1 Overview

- 3.1.1 A clear understanding of the policy framework is essential in developing an effective TP. This TP, therefore, looks to adhere to the following local, regional, and national policy guidance:
  - Planning Policy Wales (Edition 12, February 2024);
  - Technical Advice Note (Wales) 18 Transport (2007);
  - Future Wales: The National Plan 2040 (February 2021); and
  - Caerphilly County Borough Local Development Plan up to 2021 (Adopted November 2010).

#### 3.2 Overall, Policy Objective

- 3.2.1 The overarching desire at all tiers of planning policy guidance is to influence a modal shift from single occupancy car travel towards more sustainable modes such as walking, cycling, and public transport.
- 3.2.2 In order to achieve this, it is recognised that development should be located such that the need to travel by private car is reduced, by locating development where there is good access to high quality walking, cycling, and public transport provision.
- 3.2.3 A successful TP can be used to develop a strategy to manage the traffic demand and impacts caused by a development, by implementing measures to promote and support the use of non-car modes of travel.

#### 3.3 Conclusion

- 3.3.1 As identified in **Section 2** of this report, the site is accessible by a choice of sustainable transport modes, which can reduce the reliance on private car travel to the proposed development by all users.
- 3.3.2 This TP outlines a range of measures to be implemented at the proposed development, which aim to reduce the number of, and length of car trips generated, and encourage and promote the use of sustainable travel modes. This TP, therefore, conforms to all levels of current transport planning policy.

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## 4 DEVELOPMENT DETAILS

#### 4.1 Development Proposals

- 4.1.1 The proposals are for the re-development of the site, with demolition of all existing buildings, and creation of a new foodstore unit with a GEA of 2,045m², and an associated 114 space car park.
- 4.1.2 The proposed development plans are contained at **Appendix A**.

#### 4.2 Vehicle Access

- 4.2.1 The site currently has two vehicle access points, provided from a simple dropped kerb arrangement along the B4254 in the north, and a more formal priority junction arrangement provided through to the Penmaen Industrial Estate access road in the south (accessed through land beyond the red line boundary of the site).
- 4.2.2 The re-development of the site would see these existing vehicle access arrangements removed, with vehicle access to the proposed new foodstore unit being provided from a newly developed access junction along the B4254 in the north of the site.

#### 4.3 Pedestrian and Cycle Access

- 4.3.1 The new site access junction will include direct pedestrian links into the existing footway running along the southern edge of the B4254.
- 4.3.2 A further pedestrian connection will also be provided in the east of the site, connecting directly into the existing footway running along the western edge of Penmaen Road.
- 4.3.3 Internal pedestrian routes will be provided connecting between the proposed store entrance, and each proposed pedestrian access point. These routes will follow a direct pedestrian line, and will include marked pedestrian crossing facilities where required.

#### 4.4 Proposed Foodstore Unit Parking Provision

#### Car Parking Provision

4.4.1 In total, the proposed development will provide 114 car parking spaces within the associated car park area, which include 97 standard car parking spaces, 6 enhanced spaces for disabled users, 9 enhanced Parent and Child spaces, and 2 EV charging space.

#### Cycle Parking Provision

4.4.2 The proposed development will provide a minimum of 8 cycle stands, providing parking for up to 16 cycles. These spaces will be located along the northern edge of the store, in close proximity to the store entrance. These spaces will be overlooked by the checkout area, allowing for good surveillance of spaces.

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#### 5 FOODSTORE TRAVEL PLAN OBJECTIVES AND TARGETS

#### 5.1 Objectives

- 5.1.1 Employees at the proposed foodstore unit will be the main focus of the TP. Although the TP will have less direct influence on travel patterns of customers to the store, these users can still however benefit from certain TP measures implemented. The key aim of the TP therefore is to reduce the number of, and length of all car trips generated at the unit, while also supporting a shift towards more sustainable forms of travel.
- 5.1.2 Objectives of this TP are therefore as follows:
  - Achieve a high level of TP awareness and participation at the site with employees;
  - Minimise the volume of car traffic generated by the development, particularly single occupancy vehicles;
  - Maximise accessibility to, promote, and increase the proportion of walking, cycling, and public transport trips at the site;
  - Ensure suitable monitoring and reporting mechanisms are in place to assess over time the impact and performance of the TP.

#### 5.2 Targets

- 5.2.1 The success of the TP will be measured against a series of targets. In accordance with best practice, targets should be specific, measurable, achievable, realistic, and time-bound (SMART').
- 5.2.2 Targets can be classified into two types; 'Action Type' which are non-quantifiable and need to be achieved by a certain time, and 'Aim Type' which are quantifiable.

#### 5.3 Action Targets

- 5.3.1 The following action targets are required for successful ongoing delivery of the TP:
  - Appointment of a Travel Plan Coordinator (TPC) prior to the site opening;
  - Installation of a sustainable travel notice board within a prominent location for employees at the site. This notice board is to be identified to all new employees at the site upon starting.
  - Undertake a baseline employee travel survey at the site, within the first year of operation, at a date to be agreed with CBCC;
  - Update the TP with specific aim targets following completion of the baseline employee travel survey.
  - Undertake further travel surveys, and provide Travel Plan Monitoring Reports (TPMRs) at regular intervals to be agreed with CBCC.

## 5.4 Aim Targets

- 5.4.1 Aim targets typically refer to the levels of mode shift the TP is seeking to achieve, with a particular focus on reducing private car use mode shares.
- 5.4.2 Prior to operation of the site, the actual travel patterns at the site cannot be known, and mode share aims are difficult to specify. Therefore, it is proposed that these aim targets are updated by the TPC following the completion of an initial baseline travel survey at the site.
- 5.4.3 This baseline travel survey will allow detailed targets for mode share to be identified based on actual travel behaviour observed at the site, in order to ensure that targets are both realistic and achievable. These mode share targets will be agreed upon with CBCC along with a realistic timeframe over which they can be achieved.

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#### **6 EMPLOYEE TRAVEL SURVEYS**

#### 6.1 Employee Travel Survey

- 6.1.1 In order to provide a foundation from which the progress of the TP can be reviewed, employee travel surveys will be undertaken at regular intervals (to be agreed with CBCC) at the site.
- 6.1.2 The information obtained from these surveys will help identify poorly performing modes of travel, and the reasons for this. It will also provide an indication of possible initiatives and measures that could help induce change towards more sustainable forms of travel.
- 6.1.3 Useful information derived from the surveys may include, but not limited to, the following:
  - · Employee methods of travel;
  - · Employee length of journeys;
  - · Employee car availability;
  - Barriers to sustainable travel;
  - Those most willing/able to change their travel habits; and
  - Popularity of potential incentives and measures which may encourage an employee to change their mode of transport.
- 6.1.4 Both the baseline employee travel survey, and all future employee travel surveys must comply with the Data Protection Act. Personal data must not be used or disclosed in any manner incompatible with the purpose for which it is collected and the respondents will be informed of the uses of the data.
- 6.1.5 Each travel survey should aim to achieve (as far as possible) at least an 75% response rate to ensure sufficient confidence in the results.
- 6.1.6 The results of all future travel surveys should be submitted to CBCC and included in all TPMRs.

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## 7 TRAVEL PLAN COORDINATOR

#### 7.1 Travel Plan Coordinator

- 7.1.1 A Travel Plan Coordinator (TPC) will be appointed prior to full operation of the unit, to oversee the implementation, monitoring, and review of the TP. This early appointment will ensure that all employees can be targeted prior to the establishment of travel patterns.
- 7.1.2 The TPC will be provided, for a period to be agreed with CBCC.
- 7.1.3 The TPC's role and responsibilities will include (but not limited to):
  - Acting as a point of contact and representing the face of the TP;
  - Liaising with all relevant parties over TP matters;
  - Promoting the TP;
  - Monitoring and reviewing the TP, and implementing its evolution over time;
  - Coordinating the employee travel surveys and TPMRs; and
  - Identifying TP mode share targets following the baseline employee travel survey.
- 7.1.4 After the agreed TPC period has ended, the TPC will encourage an employee at the unit to become an ambassador of sustainable travel, and continue the legacy of the TP going forward.

# 7.2 Marketing and Promotion

- 7.2.1 A good marketing and communication strategy is essential to the success of the TP and will help to establish good communication between those who are responsible for its delivery (Developer and TPC), and those who benefit from the implementation of the TP (employees and customers).
- 7.2.2 A sustainable travel noticeboard will be installed at a prominent location in the unit which will provide a summary of the range of sustainable travel options available to employees at the site, and will identify sources for further information online. This noticeboard will be reviewed by the TPC at regular intervals to ensure all information displayed is up to date and relevant.
- 7.2.3 The provision of this information to employees is an important measure of the TP. Specific items of information and promotional activities that will be delivered by the TPC are outlined in **Section 8** of this TP.
- 7.2.4 To ensure continued engagement with employees an annual newsletter will be issued to all employees, throughout the period over which the TPC is in place. The newsletter will offer the opportunity to re-promote the TP, and update employees as to sustainable transport options at the site.

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#### 8 TRAVEL PLAN MANAGEMENT

#### 8.1 Introduction

8.1.1 This section provides details of the measures to be implemented as part of the TP, to promote and encourage sustainable travel at the site.

#### 8.2 Sustainable Travel Notice Board

- 8.2.1 A sustainable travel notice board will be at a prominent location in the unit. The purpose of this notice board is to ensure employees are aware of the TP and the travel options available to them to the site. This notice board will include (but not be limited) to the following key information:
  - Information about the TP and its objectives;
  - Contact details of the TPC;
  - Information on the benefits of using sustainable modes of transport (health and well-being benefits, Carbon footprint reduction etc).
  - Maps and information of local walking and cycling routes within the local area;
  - Details of nearest bus and rail stops to the site, and most recent timetable information;
  - Information on local taxi companies;
  - Links to relevant websites providing further information on sustainable travel opportunities in the local area.
- 8.2.2 The notice board will also promote the use of online journey planners, such as www.traveline.info. These journey planners are able to provide specific details of the most appropriate means of travel to the site by sustainable means; timetables and connections are included.
- 8.2.3 The TPC will be responsible for keeping all information on the notice board up to date and relevant.

## 8.3 Walking

- 8.3.1 As outlined in **Section 4** of this TP, the site will connect directly into existing footways surrounding the site. An internal pedestrian network will be developed through the site, connecting between all pedestrian access points into the site.
- 8.3.2 To further encourage pedestrian travel by employees, the sustainable travel notice board will include such information promoting the benefits of walking, as well as identifying suggested pedestrian routes which can be used for accessing the site.

#### 8.4 Cycle Travel

8.4.1 A minimum 8 cycle stands, providing parking for up to 16 cycles, will be provided at the unit. These will be available for use by both employees and customers.

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- 8.4.2 To further encourage cycle travel by employees, the sustainable travel notice board will include such information promoting the benefits of cycling, as well as identifying suggested cycle routes which can be used for accessing the site as well as key local services.
- 8.4.3 Other measures which are to be explored by the TPC to promote cycling include:
  - Introduction of a Bicycle User Group (BUG) on the site;
  - · Cycle discount vouchers;
  - · Cycle training events;
  - Bike doctor sessions (i.e. mobile bicycle mechanic);

#### 8.5 Public Transport

- 8.5.1 Many employees will travel to the site by car due to a lack of knowledge regarding the public transport options available to them. People are far more likely to travel by public transport if they are aware of the routes and frequencies of bus and rail services available to them. This information will therefore be made available on the sustainable travel notice board.
- 8.5.2 The TPC will also explore what local or national travel passes and cards are available, and provide information to employees on how they can purchase or apply for these. Such schemes include:
  - Wales Bus Pass Offers free bus travel in Wales to eligible residents who are disabled, over 60 years old, or injured service personnel.
  - MyTravelPass A Welsh Government funded scheme offering discounted bus travel in Wales (approximately 30% discount) to eligible 16 to 21 year olds.
  - Railcards (various options)

#### 8.6 Car Sharing

- 8.6.1 The most unsustainable mode of transport is the single occupied car. Car sharing (when two or more people share a car and travel together), can result in considerable cost savings and other benefits (including reduce C02 emissions, and lower commuting stress).
- 8.6.2 A great deal of car sharing is arranged informally; however, to assist employees that wish to make more formal arrangements, the TPC will promote car share schemes such as 'Liftshare' (www.liftshare.com). These schemes will be promoted on the sustainable travel notice board and other identified communication measures.
- 8.6.3 The TPC can also explore promoting car sharing between employees on site through questions included within the employee travel surveys.

#### 8.7 Promotion of National Events

8.7.1 The TPC should also look to explore and promote national travel awareness days at the site, such as 'Walk to Work' and 'Cycle to Work'. This will encourage employees to leave their cars at home during any such events.

#### 9 TRAVEL PLAN MONITORING

#### 9.1 Introduction

9.1.1 The TP measures and strategy outlined need to be implemented over a period of time and carefully monitored to ensure they continue to deliver the stated aims and objectives.

# 9.2 Monitoring the Travel Plan

- 9.2.1 The effectiveness of the TP should be monitored continuously with employee travel surveys and TPMRs to be undertaken at regular intervals to be agreed with CBCC. Where applicable, all future travel surveys should be undertaken during the same season as the initial base survey, for consistency purposes.
- 9.2.2 This TP is a dynamic process that is expected to evolve over time, in accordance with the changing circumstances on the site and surrounding area. Depending on the performance of the TP, the TPC may need to introduce new measures and strategies they feel appropriate to influence desired modal shifts, to ensure the original TP objectives can still be achieved.

#### 9.3 Timetable of Action

9.3.1 **Table 9.1** provides a summary of the key items of the TP, and the timescale for implementation.

**Table 9.1: Travel Plan Action Timetable** 

Measure	Indicator	Responsibility	Timescale
Appoint a Travel Plan Coordinator (TPC)	TPC appointed	Developer	Prior to full unit operation
Installation of sustainable travel noticeboard	Notice board installed	Developer	Prior to full unit operation
Update of sustainable travel notice board'	Notice board up to date and relevant	TPC	As necessary, with a review at least every 6-months
Installation of cycle facilities at the unit	External cycle parking spaces provided.	Developer	Prior to full unit operation
Produce annual newsletter	Annual newsletter distributed to all current employees	TPC	On an annual basis for length that TPC is in operation
Undertake baseline employee travel surveys	Baseline travel survey undertaken with summary report provided to CBCC.	TPC	Within the first year of full operation of the unit at a date to be agreed with CBCC.
Identify mode share targets to be achieved by TP	Quantified mode share targets for TP to achieve identified	TPC	Within 3-months of employee baseline travel survey completion
Undertake regular travel surveys and prepare Travel Plan Monitoring Reports (TPMR)	Surveys completed and TPMR reports submitted to CBCC.	TPC	On a timescale and duration to be agreed with CBCC.
Identify new or modify TP measures and strategy	New TP measures and strategies implemented as the TP evolves over time to ensure original objectives can be achieved	TPC	As required in line with conditions present at any given time. Any significant changes to TP mode share targets to be agreed with CBCC.

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## 10 SUMMARY AND CONCLUSION

# 10.1 Summary

- 10.1.1 This Travel Plan (TP) has been produced by Corun Associates Limited on behalf of Lidl UK Great Britain Limited to promote sustainable travel at a proposed foodstore unit in Blackwood.
- 10.1.2 The proposals are for the re-development of the site, with demolition of all existing buildings, and creation of a new foodstore unit with a GEA of 2,045m², and an associated 114 space car park.
- 10.1.3 Employees at the proposed foodstore will be the main focus of the TP. Although the TP will have less direct influence on travel patterns of customers to the store, these users can still however benefit from certain TP measures implemented. The key aim of the TP therefore is to reduce the number of, and length of all car trips generated at the unit, while also supporting a shift towards more sustainable forms of travel.
- 10.1.4 It has been identified that the site is able to offer a viable alternative to private car travel, with good access to walking, cycling, and public transport facilities in the surrounding area.
- 10.1.5 Objectives of this TP are therefore as follows:
  - Achieve a high level of TP awareness and participation at the site with employees;
  - Minimise the volume of car traffic generated by the development, particularly single occupancy vehicles;
  - Maximise accessibility to, promote, and increase the proportion of walking, cycling, and public transport trips at the site;
  - Ensure suitable monitoring and reporting mechanisms are in place to assess over time the impact and performance of the TP.
- 10.1.6 This TP is a dynamic process that is expected to evolve over time, in accordance with the changing circumstances on the site and surrounding area. A Travel Plan Coordinator (TPC) will be appointed prior to the operation of the unit, to oversee the implementation, monitoring, and review of the TP. The TPC will be in place for a period to be agreed with CBCC.
- 10.1.7 The success of the TP will be measured against a series of targets. With regards to setting specific mode share targets to be achieved however, prior to operation of the unit, the actual travel patterns at the site cannot be known. Therefore, it is proposed that these mode share targets are updated by the TPC following the completion of an initial employee baseline travel survey at the site. This baseline travel survey will be undertaken within the first year of operation at the unit, at a date to be agreed with CBCC.
- 10.1.8 This TP outlines a series of measures that will be implemented to increase awareness of, promote, and encourage sustainable modes of travel at the site. These include the installation of a sustainable travel notice board within a prominent location for employees within the unit, and distribution of an annual employee newsletter (created by the TPC), offering the opportunity to re-promote the TP and update employees as to sustainable transport options at the site.

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- 10.1.9 The effectiveness of the TP should be monitored continuously with travel surveys and Travel Plan Monitoring Review reports to be undertaken at regular intervals, to be agreed with CBCC.
- 10.1.10 Depending on the performance of the TP over time, the TPC may need to introduce new measures and strategies they feel appropriate to influence desired modal shifts, to ensure the original TP objectives can still be achieved.

# 10.2 Conclusion

10.2.1 This Travel Plan has provided a commitment to ensure that sustainable modes of travel at the proposed foodstore unit are promoted and encouraged, with an aim of reducing dependency on private car use at the site.

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# **APPENDIX A**

**Proposed Development Plans** 



