



Lidl Great Britain Limited
Lidl, Holyhead Road
Travel Plan

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Contents

Section	Page
I Introduction.....	I
1.1 Background	1
1.2 Purpose	1
1.3 Structure of Report	1
2 Policy Context.....	3
2.1 Delivering Travel Plans through the Planning Process	3
2.2 National Planning Policy Framework (2019)	3
2.3 Planning Practice Guidance (PPG) 2014	4
2.4 The West Midlands Strategic Transport Plan	5
2.5 Coventry Local Plan 2016	6
2.6 Coventry Connected SPD	6
2.7 Coventry Local Air Quality Action Plan (LAQAP) and Full Business Case (FBC)	7
2.8 Summary	9
3 Baseline Conditions	10
3.1 Introduction	10
3.2 Site Location and Context	10
3.3 Local Highway Network	11
3.4 Sustainable Travel	11
3.5 Planned Network Improvements	15
3.6 Walking Route Audit	15
3.7 Summary	17
4 Development Proposals.....	19
4.1 Introduction	19
4.2 Vehicular Access	19
4.3 Emergency Vehicle Access	19
4.4 Pedestrian and Cyclist Access	19
4.5 Parking Provision	20
4.6 Public Transport	20
5 Travel Plan Coordination and Funding	21
5.1 Travel Plan Co-Ordinator	21
5.2 Funding	21

6	Travel Plan Initiatives.....	22
6.1	Travel Plan Measures	22
6.2	Travel Awareness	22
6.3	Walking Initiatives	23
6.4	Cycling Initiatives	23
6.5	Public Transport Initiatives	24
6.6	Car Sharing Initiatives	24
6.7	Car Parking Management Initiatives	25
6.8	Personalised Journey Planning	25
6.9	Marketing and Promotion of Travel Plan Measures	25
7	Targets, Review and Monitoring.....	26
7.1	Objectives	26
7.2	Targets	26
7.3	Monitoring	26
8	Action Plan.....	28

Appendices

Appendix A	Site Layout.....	30
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I Introduction

I.1 Background

- 1.1.1 PJA has been commissioned by Lidl Great Britain Limited to prepare a Travel Plan (TP) to accompany a detailed planning application for the redevelopment of part of the former LTI Vehicles Ltd site for a Lidl foodstore. The layout is provided in **Appendix A**.
- 1.1.1 This report should be read in conjunction with the Transport Assessment also prepared by PJA, dated March 2021.
- 1.1.2 This TP has been prepared in accordance with '*Travel Plans, Transport Assessments and Statements in decision taking*' guidance prepared by the Department for Transport.
- 1.1.3 Influencing customers travel habits can be difficult for a foodstore development given a large proportion of customers visit food stores as part of multi-stop journeys. In addition, the weight and bulk of food shopping is a deterrent for customers choosing alternative travel modes to the private car. Therefore, this TP focusses primarily on encouraging sustainable travel amongst staff.
- 1.1.4 Although most customers will have to travel by car due to the weight and bulk of food shopping, others will not have access to a car, or will use the food store for smaller volumes of food shopping. The site is well placed to facilitate access by sustainable modes for these customers, due to the proximity to regular frequency existing bus routes, and walking and cycling routes to a number of surrounding residential areas.
- 1.1.5 The principal objective of this TP will be to reduce the number of single occupancy vehicle trips to, and from the site.

I.2 Purpose

- 1.2.1 This report aims to:
- Identify the transport characteristics of the development site and surrounding area;
 - Examine the likely transport implications for the proposed development;
 - Set out a long-term management strategy for the site, which aims to minimise travel to and from the site by single occupancy car trips; and
 - Increase and influence the modal choice through the implementation of a series of initiatives.

I.3 Structure of Report

- 1.3.1 Following this chapter, the report is structured as follows:
- **Chapter 2:** Policy and Guidance;



- **Chapter 3:** Baseline Transport Conditions;
- **Chapter 4:** Development Proposals;
- **Chapter 5:** Travel Plan Management and Coordination;
- **Chapter 6:** Travel Plan Measures and Initiatives;
- **Chapter 7:** Targets, Review and Monitoring; and
- **Chapter 8:** Action Plan.



2 Policy Context

2.1 Delivering Travel Plans through the Planning Process

2.1.1 In April 2009, the Department for Transport (DfT) issued the document Good Practice Guidelines: Delivering Travel Plans through the Planning Process. Although this was published in 2009, this still remains a pertinent consideration in the preparation of Travel Plans to support new developments.

2.1.2 The Guidelines suggest that travel plans are living documents, and in order to stay relevant and remain effective, they need to be regularly updated as part of the iterative process. The Guidelines are recommendations which:

“Aim to help all those involved in creating and implementing travel plans – local authority planners, transport and travel plan officers, developers and consultants – understand the processes involved and good practice steps for achieving successful and sustainable travel plans. Travel plans can be a key tool in achieving national, regional and local objectives to manage the demand for movement and improve accessibility for everyone”

2.1.3 This Travel Plan is based upon the principles established within this document.

2.2 National Planning Policy Framework (2019)

2.2.1 The National Planning Policy Framework (NPPF) was published in February 2019 and sets out the Government’s planning policies for England and how these are expected to be applied to achieve sustainable development.

2.2.2 Policies aimed at promoting sustainable transport are covered within Section 9, Paragraphs 102 to 111 of the NPPF, with Paragraph 102 stating that:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a the potential impacts of development on transport networks can be addressed;*
- b opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.”*



2.2.3 Paragraph 103 states:

“The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.”

2.2.4 Paragraph 109 states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

2.2.5 Paragraph 111 states:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

2.3 Planning Practice Guidance (PPG) 2014

2.3.1 PPG provides information on:

- When a Travel Plan is required;
- How the need for and scope of a Travel Plan is established;
- What information should be included in Travel Plans; and
- How Travel Plans can be monitored.

2.3.2 PPG states that *“Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.*

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area.”

2.3.3 They should evaluate and consider:

- Benchmark travel data including trip generation databases;



- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services.

2.3.4 With regard to monitoring, PPG states that:

“The length of time over which monitoring will occur, and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.

Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.”

2.4 The West Midlands Strategic Transport Plan

2.4.1 The WMSTP provides the transport strategy for the West Midlands Metropolitan Area. The document represents the long-term strategy guiding improvements to the transport network over the next 20-year period.

2.4.2 The document outlines 15 transport policies, each of which has been designed to support core objectives for the West Midlands Metropolitan Area. The relevant transport policies to this development are as follows:

- *“Policy 1 - To accommodate increased travel demand by existing transport capacity and new sustainable transport capacity;*
- *Policy 2 - To use existing transport capacity more effectively to provide greater reliability and average speed for the movement of people and goods;*
- *Policy 3 - To maintain existing transport capacity more effectively to provide greater resilience and greater reliability for the movement of people and goods;*
- *Policy 4 - To improve connections to new economic development locations to help them flourish, primarily through sustainable transport connections;*
- *Policy 5 - To help make economic centres attractive places where people wish to be;*
- *Policy 10 - To help tackle climate change by ensuring a large decrease in greenhouse gases from the West Midlands Metropolitan Area’s transport system;*



- *Policy 11 - To significantly increase the amount of active travel in the West Midlands Metropolitan Area;*
- *Policy 12 - To significantly reduce road traffic casualty numbers and severity; and*
- *Policy 14 - To increase the accessibility of shops, services and other desired destinations for socially excluded people.*

2.5 Coventry Local Plan 2016

2.5.1 The Coventry Local Plan considers a range of economic, social, and environmental factors to influence growth and development in Coventry. Adopted in December 2017, the Local Plan reflects Coventry Councils vision, *“Coventry – A top ten city that is globally connected and locally committed”*.

2.5.2 The document outlines a number of core objectives, those of relevance to the proposed development are as follows:

- Enabling the right infrastructure for the city to grow and thrive;
- Creating an attractive, cleaner, and greener city;
- Maintaining and enhancing an accessible transport network; and
- Support safer communities.

2.5.3 The following transport related sub objectives are identified within the Local Plan:

- Making the city more accessible for business, visitors and local people through better road, rail, bus, Rapid Transit and digital connections;
- Improve city centre accessibility and connectivity;
- Provide a high quality public transport network which integrates with walking and cycling routes;
- Protect and conserve the irregular pattern of the public footpath network and characteristic feature of roads and lanes;
- Providing a transport network that enhances the city’s accessibility, efficiency, safety and sustainability; and
- Encouraging walking and cycling.

2.6 Coventry Connected SPD

2.6.1 The Coventry Connected SPD was adopted in January 2019. The SPD provides more detailed, prescriptive guidance on the accessibility policies outlined in the CCC Local Plan and advice as to the implementation of the Local Plan.

2.6.2 Policy AC1: Accessible Transport Network, refers to the need for local people to have good access to jobs and services, and states that development should:



- Be located where it can take advantage of, and not hinder, the local road network. Consideration should be given to the impact on the road network and mitigation where necessary.
- Be located where it can take advantage of local bus networks (and rail where suitable).
- Actively support the walking and cycling network, ensuring that the development is within reasonable walking and cycling distance to attractors.
- Developers should actively support the council's ambitions through the provision and integration of emerging and future intelligent mobility infrastructure, when required by the council.

2.6.3 Policy AC2: Road Network, refers to the role of new developments in assessing their impact on the existing road network and supporting the wider transport network. The policy states that developments should:

- Identify the scale and method of assessment required through scoping discussions;
- Assess the safety and capacity impacts of the development; and
- Provide mitigation where required.

2.6.4 Policy AC4: Walking and Cycling, sets out the role of new developments in supporting the expanding walking and cycling network, and states that developments should:

- Incorporate good quality walking and cycling routes to an existing network.
- Ensure new walking/cycling routes are direct and convenient.
- Be accessible and permeable for pedestrians and cyclists.

2.6.5 Policy AC5: Bus and Rapid Transit, provides guidance as to the role of new developments in providing safe and convenient access to the local bus network, and in supporting aspirations for a mass rapid transit network in Coventry. The policy states that developments should:

- Have safe and convenient access to the existing bus network (and rapid transit network where appropriate);
- Assess whether demand generated by the development will result in a need to provide additional capacity on existing services; and
- If required provide sufficient bus infrastructure.

2.7 Coventry Local Air Quality Action Plan (LAQAP) and Full Business Case (FBC)

2.7.1 CCC are required to implement a Local Air Quality Action Plan (LAQAP) to deliver improvements to air quality in Coventry within the shortest time possible and to ensure the city is compliant with national and international air quality targets. A preferred option, Option DS13p, has been developed by CCC. This was approved by Council's Cabinet on 20th July 2020.



2.7.2 As of December 2020, it is understood that a draft version of the Full Business Case has been submitted to the Government for internal review^{1,2}.

2.7.3 A summary of the key relevant proposals for this site and the Holyhead Road corridor contained within Option DS13p are as follows:

- **Behaviour Change;**

- Working with schools and businesses on the Holyhead Road corridor to develop and implement travel plans aimed at encouraging sustainable and active travel, especially for local journeys within the city;
- Working with local communities along the Holyhead Road corridor to promote sustainable active travel and allow residents to make better informed decisions on how they travel around the city;
- Encouraging cycling by constructing a high-quality segregated cycle route linking Coundon and the city centre; and
- Introduction of Mobility Credits.

- **Cleaner Vehicles;**

- Installing a network of electric vehicle charging points across the city, including in residential areas to make it easier for people to own and run an electric vehicle; and
- Working with local businesses to ensure that fleets maximise the use of low emission vehicles, with funding secured from Highways England for the Electric Fleet First project giving businesses the chance to try out electric vans, pool cars and taxis.

- **Infrastructure;**

- Upgrading the city’s traffic management systems including traffic lights along Holyhead Road to utilise new technology to manage traffic flows and reduce queueing; and
- Targeted junction and road layout improvements to remove congestion hotspots and allow free-flowing traffic on western approaches to city centre.

- **Holyhead Road Package;**

- Opening up Upper Hill Street to traffic, enabling Barras Lane to be closed to traffic and the traffic signals to be removed from Holyhead Road/Barras Lane junction;
- Capacity improvements through Spon End, from Hearsall Lane to Junction 7 of the Ring Road.

¹ <https://edemocracy.coventry.gov.uk/documents/s48832/Local%20Air%20Quality%20Action%20Plan%20-%20Full%20Business%20Case.pdf>

² https://www.coventry.gov.uk/downloads/file/34530/air_quality_full_business_case_draft_final_october_2020



- Redesigning of Junction 7 on the Ring Road to encourage traffic leaving the west of the city to use Allesley Old Road;
- Improving cycle and walking facilities into the city centre from Spon End, including provision of cycle route along Coundon Road.

2.8 Summary

- 2.8.1 The proposed development has been designed to reflect the core principles contained within the Revised NPPF (2019), PPG (2014), the West Midlands Transport Plan, Coventry Local Plan and Coventry Connected SPD.
- 2.8.2 This document has been produced in accordance with the principles set out within the DfT Good Practice Guidance and PPG (2014).



3 Baseline Conditions

3.1 Introduction

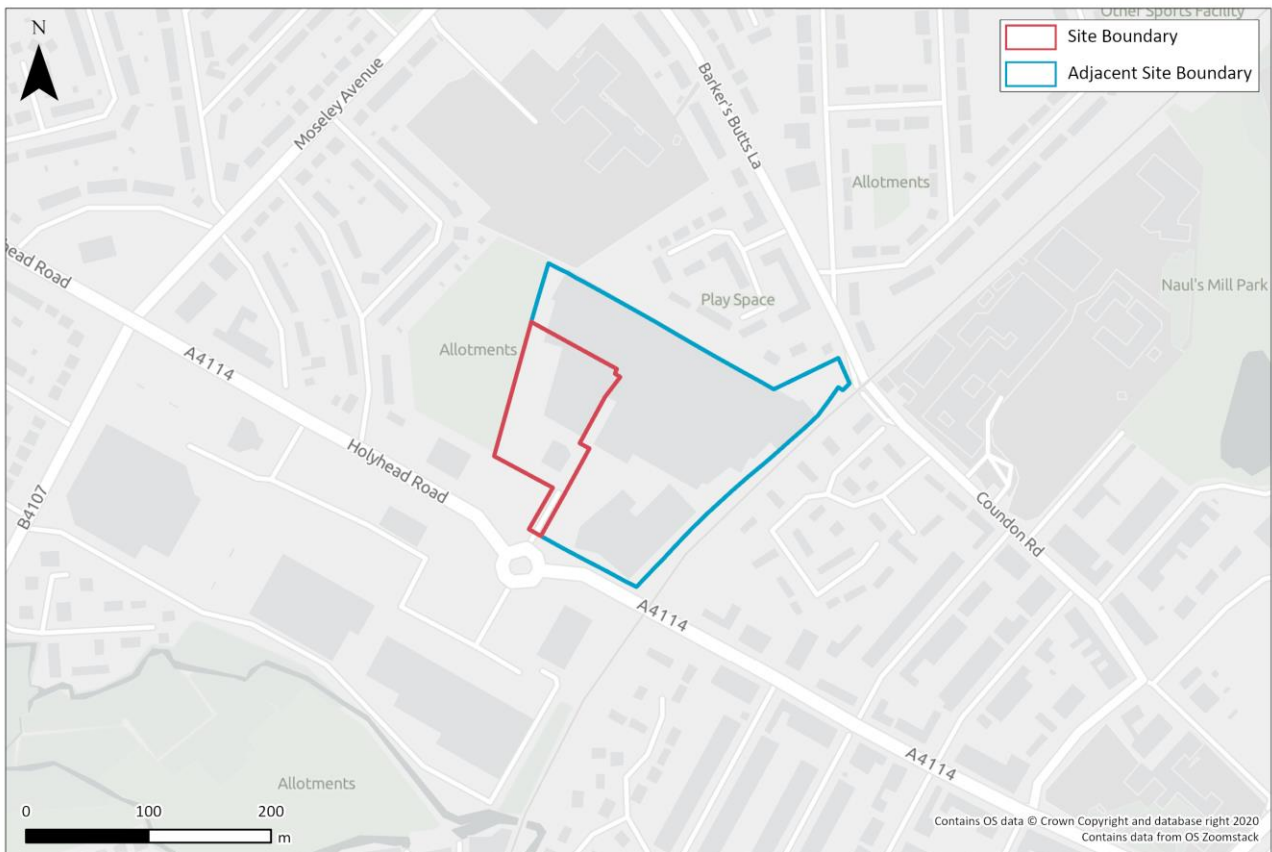
3.1.1 This section provides a summary of the existing transport conditions at the site and on the surrounding local highway network. Further details of existing site operation and highway safety is provided within the accompanying Transport Assessment.

3.2 Site Location and Context

3.2.1 The proposed development is located north-west of Coventry City Centre, as shown in Figure 3-1. The site is bounded by the adjacent development site to the north and east, as well as a Sytner BMW. Sytner Mini is to the south west and there are allotments to the west of the site.

3.2.2 Directly to the south-west of the site is the Sytner Mini dealership, which has its primary access directly onto A4114 Holyhead Road and a secondary access onto the access road from the A4114 Holyhead Road roundabout.

Figure 3-1: Site Location





- 3.2.3 The site (within the planning application boundary) like the rest of the vacant former LTI Vehicle Ltd factory, has now been demolished and cleared of buildings.

3.3 Local Highway Network

A4114 Holyhead Road

- 3.3.1 The A4114 Holyhead Road forms a key radial route providing access between A45, residential areas to the north-west of Coventry and Coventry City Centre. It has a speed limit of 30mph in the vicinity of the site.
- 3.3.2 To the east of the roundabout with the proposed site and Alvis Retail Park, Holyhead Road is a single carriageway road. The carriageway is approximately 7m in width. To the west of the site, between the roundabout and the signalised crossroads between Moseley Avenue, Holyhead Road and Four Pounds Avenue it widens to three lanes northbound and two lanes southbound. The carriageway is approximately 22m in width. To the north of this junction it narrows down to a single lane in each direction.

3.4 Sustainable Travel

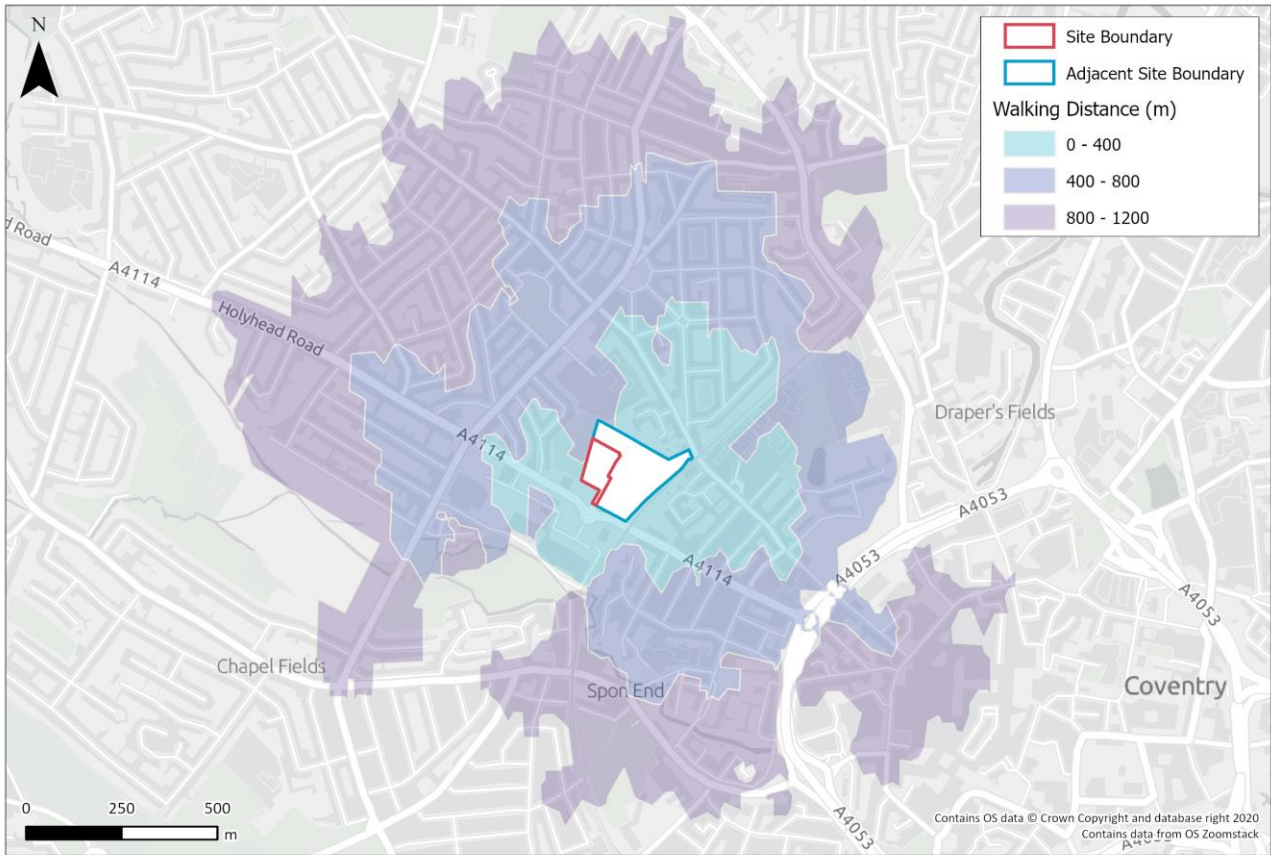
Pedestrian and Cycle Facilities

Pedestrian

- 3.4.1 Lit 2m footways are provided on both sides of A4114 Holyhead Road within the vicinity of the site, facilitating trips to the surrounding local area. Signalised crossing points are provided approximately 180m north of the site access and 350m to the south with an uncontrolled crossing facility provided adjacent to Sytner Mini.
- 3.4.2 Lit 2m footways are also provided on both sides of Barker's Butts Lane within the vicinity of the site, facilitating trips to the surrounding local area. To access Coventry City Centre, a shared use footbridge is provided over the A4063 from Barras Lane and Upper Hill Street.
- 3.4.3 The Coventry Connected SPD states that it should be ensured that there are direct routes between housing areas and major destinations, so that it can be ensured that active travel is an attractive and easy way to travel.
- 3.4.4 Guidelines provided by the Institution of Highways and Transportation (IHT) in their publication 'Guidelines for Providing Journeys on Foot' (2000) suggest that for non-commuter journeys, it is recommended that the 'preferred maximum' for walking is up to 1200m. An 'acceptable' walking distance is up to 800m and a 'desirable' walking distance is 400m. As such, walking isochrones have been calculated in Figure 3-4 to demonstrate the extent of the local residential area that falls within these thresholds.



Figure 3-2: Walking Accessibility



3.4.5 As shown in Figure 3-4, much of the surrounding residential area is accessible within the IHT accessibility guidelines. As such, it is considered that the store is suitably located to encourage journeys on foot.

Cycling

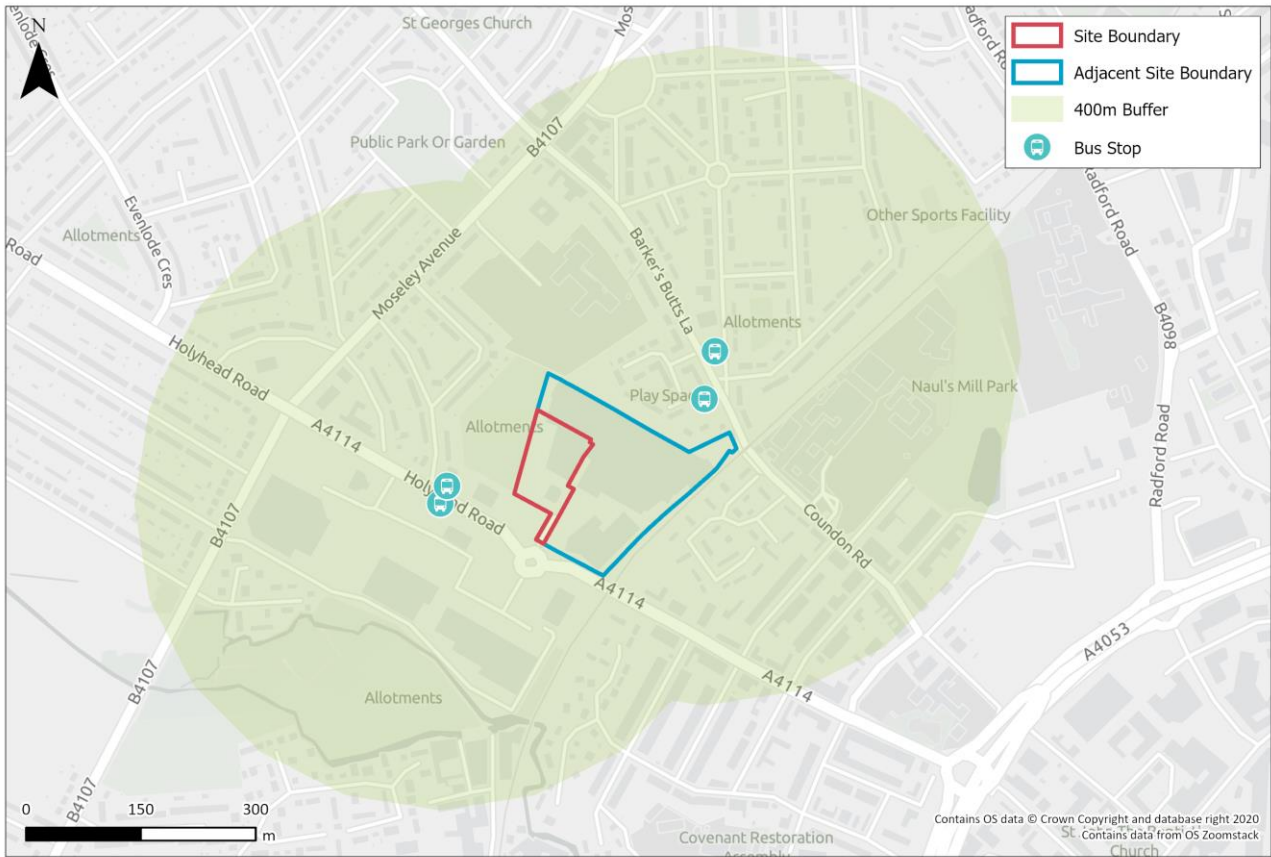
3.4.6 To the north, of the site, there is a Cycle Coventry Route signposted along Coundon Road and Upper Hill Street between the City Centre and Coundon and Allesley (to the north-west). In addition, Cycle Coventry Route 11 routes to the south of the site, along National Cycle Route 53 towards Canley, University of Warwick, Westwood Business Park and Tile Hill.

Bus Services

3.4.7 The nearest bus stops are located on A4114 Holyhead Road, to the north of the site access and on Barker's Butts Lane. The Coventry SPD states that the general accepted maximum distance pedestrians should travel to a bus stop is 400m in a residential area and 200m in the city centre. Given that the surrounding area is predominantly residential, Figure 3-3 shows that the whole of

the development site lies within 400m of the nearest bus stops on A4114 Holyhead Road and Barker's Butts Lane.

Figure 3-3: Bus Stop Provision



3.4.8 A summary of the services available from these stops are provided in Table 3-1.



Table 3-1: Bus Services Summary

Route No.	Bus Stop Location	Operator	Route	Peak Hour Frequency	Days of Operation
23	A4114 Holyhead Road	National Express	University Hospital and Warwickshire Shopping Park to Allesley Park via City Centre	Every 20 minutes	Monday to Sunday
42	A4114 Holyhead Road	Diamond	City Centre – Spon End – Coundon – Brownhill Green	Hourly	Monday to Saturday
X1	A4114 Holyhead Road	National Express	Birmingham – Birmingham International Airport – Birmingham International Station / NEC – Coventry	Every 20 minutes	Monday to Sunday
X20	A4114 Holyhead Road	Johnsons Coaches	Coventry – Stratford Upon Avon via Solihull	Hourly	Monday to Saturday
5	Barker’s Butts Lane	National Express	Arena Shopping Park – Jubilee Crescent – Coundon - Coventry City Centre	Every 30 minutes	Monday to Sunday
7	Barker’s Butts Lane	National Express	Brownhill Green – Allesley Village – Coventry City Centre	Every 30 minutes	Monday to Sunday

3.4.9 The information presented in Table 3-1 shows that there are a number of high frequency bus services to a range of local destinations available from within 400m of the site.

Rail Services

3.4.10 The nearest railway station is Coventry, approximately 2km south-east of the site. It has a range of services including:

- West Midlands Trains services and West Coast Mainline services between London Euston and Birmingham New Street, Wolverhampton, and Edinburgh;
- Crosscountry services between Bournemouth and Manchester Piccadilly; and
- West Midlands Trains services between Coventry and Nuneaton.

3.4.11 Coventry Railway Station has 270 cycle parking spaces, 120 of which are bicycle racks and 150 of which are located within a secure Bike Hub. There is a total of 860 car parking spaces, including 16 accessible spaces. The station is well served by bus with a Rail Interchange stop located within 100m of the station entrance.

3.4.12 The station is approximately a 25-minute walk and 8-minute cycle from the site access on A4114 Holyhead Road.



3.5 Planned Network Improvements

- 3.5.1 A Ministerial Direction has been issued to CCC to implement a package of measures that collectively achieve NO₂ compliance. This Direction requires CCC to deliver the local plan scheme by the end of 20213, and submit a Full Business Case for the Local Plan to the Government in June 2020. It is understood that the Cabinet approved the local plan, and its necessary measures required to delivery it successfully at its meeting on 20th July 2020. As of December 2020, it is understood that a draft version of the Full Business Case has been submitted to the Government for internal review^{4,5}.
- 3.5.2 Further details of the proposed measures are provided in the Transport Assessment.

3.6 Walking Route Audit

- 3.6.1 Within the Coventry Connected SPD, it is recommended that developers use the Walking Route Audit Tool (WRAT) developed as part of the Active Travel Wales Guidance to assess the condition and suitability of walking routes. It assesses the following criteria:
- **Attractiveness** (e.g. traffic noise, fear of crime);
 - **Comfort** (e.g. condition, footway width);
 - **Directness** (e.g. footway provision, location of crossings);
 - **Safety** (e.g. traffic volume and speed); and
 - **Coherence** (e.g. dropped kerbs and tactile paving).
- 3.6.2 The WRAT has been utilised to assess the condition and suitability of key walking routes to and from the site. The results of this study are summarised below.
- 3.6.3 The key walking routes between the site, residential areas within walking distance and existing sustainable transport infrastructure are shown in Figure 3-4, from the main site access on Holyhead Road and Barker's Butts Lane. These routes have been assessed using the WRAT.

3

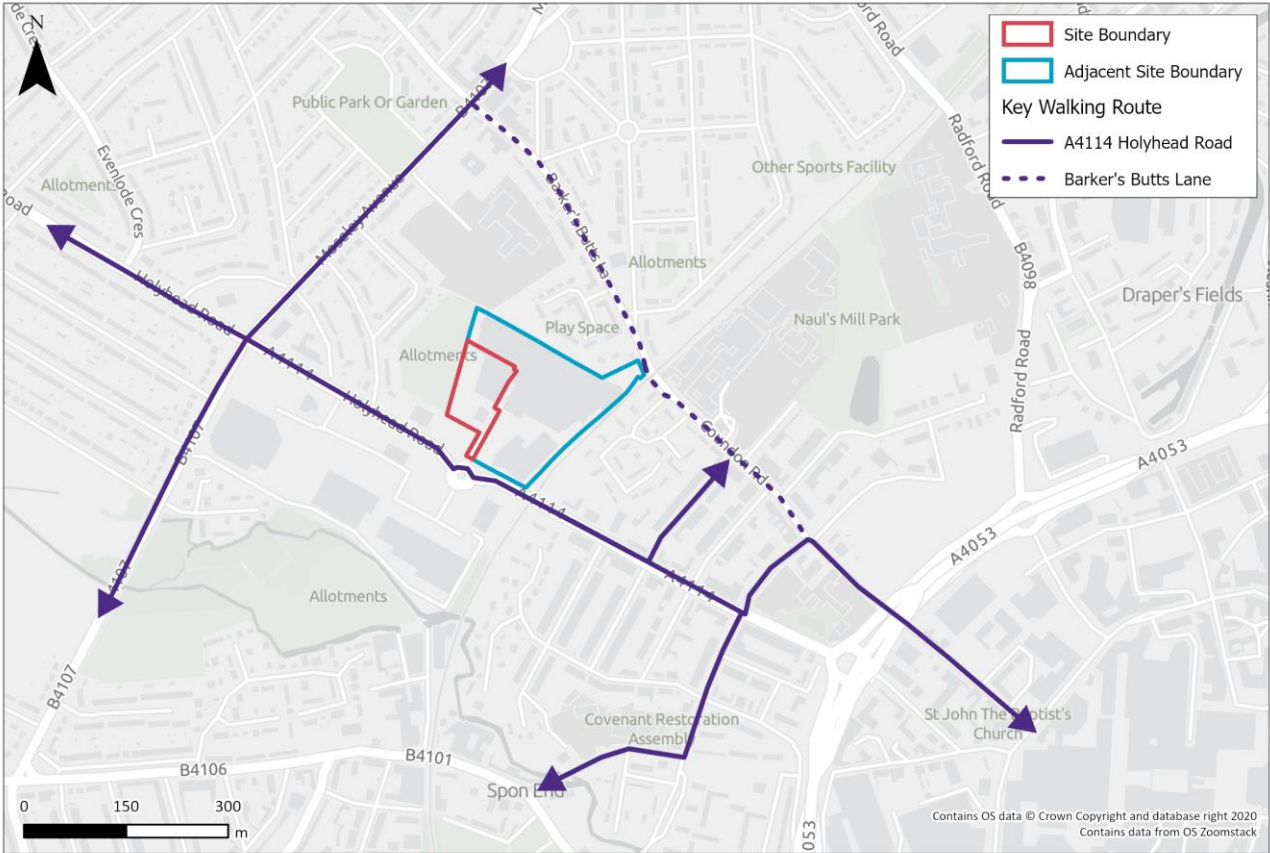
<https://edemocracy.coventry.gov.uk/documents/s47594/Coventry%20Local%20Air%20Quality%20Action%20Plan.pdf>

⁴ <https://edemocracy.coventry.gov.uk/documents/s48832/Local%20Air%20Quality%20Action%20Plan%20-%20Full%20Business%20Case.pdf>

⁵ https://www.coventry.gov.uk/downloads/file/34530/air_quality_full_business_case_draft_final_october_2020



Figure 3-4: Key Walking Routes



3.6.4 The full assessment of each of the above routes is provided in the accompanying Transport Assessment with a summary presented in Table 3-2. CCC advise within the SPD that where a development's walking access will be integrated with existing infrastructure, a score of 70% will be required as a minimum provision for a development. Routes scoring less than the minimum requirement should be targeted to identify specific route improvement measures. This scoring has been based on a desktop appraisal of the routes.

Table 3-2: WRAT Scoring Assessment

Route	Access	Score					Total	Route improvement measures required?
		Attractiveness	Comfort	Directness	Safety	Coherence		
Route 1 – Towards Coventry	A4114 Holyhead Road	4	9	9	4	2	28/40 (70%)	✗
Route 1A – Towards Coventry	Barker’s Butts Lane	5	9	9	4	2	29/40 (73%)	✗
Route 2 – Towards Coundon	A4114 Holyhead Road	5	9	10	4	1	29/40 (73%)	✗
Route 2A – Towards Coundon	Barker’s Butts Lane	6	9	10	4	1	30/40 (75%)	✗
Route 3 – Towards Spon End	A4114 Holyhead Road	4	9	9	4	2	28/40 (70%)	✗
Route 4 – Towards Bablake	A4114 Holyhead Road	4	9	9	4	2	28/40 (70%)	✗
Route 5 – North on Holyhead Road	A4114 Holyhead Road	5	9	11	4	1	30/40 (75%)	✗
Route 6 – Chapel Fields via Four Pounds Avenue	A4114 Holyhead Road	4	8	9	6	1	28/40 (70%)	✗

3.6.5 Table 3-2 shows that all six identified routes provide at least minimum walking route provision, and on this basis, it is not considered that further improvements are required.

3.7 Summary

3.7.1 This section of the Travel Plan and the accompanying Transport Assessment has demonstrated the following:

- The site is located to the north-west of Coventry City Centre, with access primarily provided from an existing four-arm roundabout onto A4114 Holyhead Road and onto Barker’s Butts Lane for pedestrians and cyclists;
- A comprehensive network of footways is provided in the surrounding area including a shared use footbridge over the A4063 and signalised crossing points on A4114 Holyhead Road within close proximity to the site (180m north of site access, 350m to the south);



- There are cycle routes within the vicinity of the site providing access to surrounding residential areas, which will be further enhanced through provision of the proposed cycle route between Coventry City Centre and Coundon via Barker's Butts Lane and a new route towards the Eastern Green development;
- A range of bus services are provided from stops on A4114 Holyhead Road and Barker's Butts Lane, the nearest of which is within 400m of the whole development site;
- Coventry Railway Station provides regular services to a range of local and national locations and is accessible on foot or by bicycle; and
- A walking route audit conducted using the WRAT methodology has demonstrated that the condition and suitability of walking routes are adequate to support the development proposals, and that further improvements are not required.



4 Development Proposals

4.1 Introduction

4.1.1 It is proposed to develop the site as a Lidl foodstore (GIA of 2,177 sqm). Further details relating to justification of parking provision and, vehicle tracking are provided within the accompanying Transport Assessment.

4.2 Vehicular Access

4.2.1 It is proposed to provide vehicular access to the site via the existing access from the A4114 Holyhead Road Roundabout, which also provides access to Sytner BMW and Sytner MINI car showrooms and Alvis Retail Park to the south. This roundabout will also provide access to the aforementioned applications for up to 95 dwellings and the extension to the multi-storey car storage area of the BMW showroom.

4.2.2 As previously mentioned, a planning application has been submitted to alter the access road from A4114 Holyhead Road (FUL/2020/1141). At the time of writing, a decision on this application has not been made. This application seeks to change the access road from the roundabout as follows:

- Reconfigure the Sytner BMW access to provide a one-way entrance and exit from the site;
- Increase the width of the access road to 6.5m south of the BMW access;
- Reduce the road width to 5.5m north of the BMW access to provide access into residential element of the site, with traffic calming to reduce vehicle speeds and deter commercial HGV traffic from entering the site; and
- Provision of a segregated two-way cycle track and pedestrian footway on the northbound side of the carriageway to connect into the proposed routes on Holyhead Road and Barker's Butts Lane.

4.2.3 It is proposed to provide access to the foodstore via a priority junction with the access road.

4.3 Emergency Vehicle Access

4.3.1 Access for emergency service vehicles would be achieved from the site access at A4114 Holyhead Road, and also via Barker's Butts Lane, through the residential site.

4.4 Pedestrian and Cyclist Access

4.4.1 Pedestrian and cycle access will primarily be provided via the main vehicular access. As part of the planning application for the adjacent residential development (FUL/2020/1141), it is proposed to provide a footway and two-way cycleway (total width 4m) on the northbound side of the access



road. This provision will route through the adjacent residential development, onto Barker's Butts Lane.

4.4.2 These links will ensure a high level of connectivity and permeability between the proposed foodstore, surrounding residential areas and public transport links.

4.5 Parking Provision

4.5.1 The site masterplan shows that it is proposed to provide 117 car parking spaces, including seven disabled spaces (6% of total spaces), eight parent and child bays and six electric vehicle charging bays (5% of total spaces). Of the six electric vehicle charging bays, two will be rapid charge spaces and four will have fast chargers.

4.5.2 In addition, the site is in close proximity to a range of sustainable transport infrastructure. The whole site is within 400m of two existing bus stops, providing regular services to a range of local destinations, and is within approximately 25-minute walk or eight minute cycle from Coventry Railway Station. Due to the nature of the proposed development, this would be particularly beneficial for staff.

4.5.3 Further justification of parking is provided in the Transport Assessment.

Cycle Parking

4.5.4 It is proposed to provide cycle parking for customers and staff at the front of the store in the form of nine Sheffield Stands with a capacity for 18 cycles thus meeting the standards.

4.6 Public Transport

4.6.1 The site is in close proximity to existing bus stops on Holyhead Road and Barker's Butts Lane which are served by regular bus services throughout the day. It is considered that the site can be suitably served by the existing provision and is therefore not anticipated that public transport will route into the wider site for the purposes of these proposals.



5 Travel Plan Coordination and Funding

5.1 Travel Plan Co-Ordinator

- 5.1.1 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 the store manager. A store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.
- 5.1.2 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.
- 5.1.3 The TPC will exchange contact details with 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.

5.2 Funding

- 5.2.1 Appropriate funding will be allocated by Lidl Great Britain Limited, as the operator of the foodstore, at the start of the Travel Plan process to cover the costs involved in administering the Travel Plan over an agreed time period.
- 5.2.2 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the Travel Plan and annual monitoring. The funding stream will allow the Travel Plan to operate for a minimum of five years.



6 Travel Plan Initiatives

6.1 Travel Plan Measures

6.1.1 In order to meet the aims and objectives for sustainable travel set out in this report, a number of measures will be implemented. The proposed measures are split into the following categories:

- Travel Awareness;
- Walking Initiatives;
- Cycling Initiatives;
- Public Transport Initiatives;
- Car Sharing Initiatives;
- Car Park Management Initiatives;
- Personalised Journey Planning; and
- Marketing and Promotion of Travel Plan Measures.

6.1.2 The majority of measures will be aimed at promoting and encouraging the use of existing travel facilities in the area (walking, cycling and public transport), but also car sharing and travel reduction where appropriate. Measures to promote and encourage each form of sustainable travel modes are outlined in more detail below.

6.2 Travel Awareness

Provision of a Welcome Pack to all Staff

6.2.1 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful Travel Plan.

6.2.2 The TPC will make new employees aware of the existence of the Travel Plan by providing them with an information leaflet summarising the Travel Plan as part of a welcome pack, 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.

6.2.3 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).

6.2.4 The welcome pack will include, though not exclusively, the following:



- An introductory leaflet providing a summary of the travel plan, listing any key measures 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;
 - Bus timetables of existing local services from nearby bus stops.
- Active travel information, including:
 - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and 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 and details of local walk buddy and bike buddy groups.
- Information about car sharing;
- Details of local taxi firms.

6.3 Walking Initiatives

6.3.1 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 welcome pack;
- Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
- Promote the www.walkit.com website for journey planning on foot; and
- Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) (www.walktoworkweek.org.uk/).

6.4 Cycling Initiatives

6.4.1 The TPC will encourage cycling as an alternative mode of travel to work by implementing initiatives such as:

- Provision of 18 cycle parking spaces exceeding CCC's minimum standards;
- Additional allowance for staff to park bikes within the warehouse;
- Provide and promote personal storage areas for employees' cycle kit;



- Promote any existing cycle training and maintenance sessions;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website (<https://www.sustrans.org.uk/>) and on the CCC website (https://www.coventry.gov.uk/info/115/cycling/2610/cycle_coventry_maps);
- Introduce the Cycle scheme Government initiative, offering tax-free bikes and equipment for cycling to work;
- Promote Bike to Work Week in June (<http://bikeweek.org.uk/us/>);
- Establish contact with the CCC cycling officer to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; and
- Furthermore, the close proximity to the proposed cycle track will enhance accessibility by bicycle.

6.5 Public Transport Initiatives

6.5.1 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;
- Provide details of local taxi firms in the welcome pack;
- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators;
- Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner; and
- Liaise regularly with public transport operators to ensure that information being provided to staff and customers remains valid.

6.6 Car Sharing Initiatives

6.6.1 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 and <https://liftshare.com> will be placed in the welcome pack.

6.6.2 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.



6.7 Car Parking Management Initiatives

- 6.7.1 The car park will provide 117 car parking spaces in total, including seven DDA compliant and eight parent and child spaces.
- 6.7.2 The ongoing supply and demand within the car parking area will be monitored during travel survey periods.
- 6.7.3 No dedicated staff car parking will be provided at the store. This will be explained to all staff at their interviews or at their induction session prior to occupation. This will eliminate any misunderstandings regarding the parking management policy for staff.

6.8 Personalised Journey Planning

- 6.8.1 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.
- 6.8.2 The TPC will assist staff in the development of a personalised journey plan for staff 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; and
 - Timetable information for public transport services used on their journey.
- 6.8.3 Journey plans will initially be generated using the Network West Midlands and Traveline journey planning services.

6.9 Marketing and Promotion of Travel Plan Measures

- 6.9.1 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. The following marketing tasks will be undertaken as part of the Travel Plan implementation:
- Development of an introductory document for the Travel Plan, providing a summary of the contents and key measures for implementation, to be disseminated within welcome packs;
 - Welcome packs will be distributed to all staff upon store opening; and,
 - Updated information will be communicated to staff, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.



7 Targets, Review and Monitoring

7.1 Objectives

7.1.1 The primary objective of the Travel Plan is to reduce the number of single occupancy car journeys to and from the site but will also seek to:

- Reduce reliance upon the private car and improve awareness of alternative modes of travel;
- Promote walking, cycling, public transport and car sharing;
- Minimise the total travel distance of staff and customers; and
- Promote health, wellbeing and accessibility by all.

7.2 Targets

7.2.1 Targets used to monitor whether the Travel Plan is meeting its objectives. These targets are 'SMART' in nature:

- **S**pecific, to say precisely what is being achieved;
- **M**easurable over the duration of the target;
- **A**ppropriate and linked to the overall objectives of the local authority accessibility strategy;
- **R**ealistic in terms of the potential for being achieved; and
- **T**ime bound – the target must define a date by which it is expected to be achieved.

7.2.2 Specific targets will be set in discussion with CCC following the results of the initial baseline survey.

7.3 Monitoring

Baseline Surveys

7.3.1 Travel surveys are undertaken in order to understand how staff and customers 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.

7.3.2 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 will encourage use of active travel modes or public transport; and,
- Barriers to use active modes / public transport.

7.3.3 The TPC will strive to achieve a 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.

7.3.4 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the Travel Plan and as a basis for confirmation or modification of the identified targets and measures. All data collected from the travel survey will be subject to the provisions of the Data Protection Act, therefore no personal data will be collected, stored or passed on to a third party.

Future Surveys

7.3.5 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.

7.3.6 An annual review will be undertaken following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected and propose revised initiatives and measures where targets have not been met, including a revised action plan.

7.3.7 The TPC will submit the results of the annual review along with the survey data to the local authority for their review and discussion upon their request.



8 Action Plan

8.1.1 In order to ensure that the Travel Plan is effectively implemented, the measures outlined above have been arranged into an Action Plan. The Action Plan clearly identifies the timescale and responsible party for each measure.

Table 8-1: Action Plan

Measures to be Implemented	Timescales	Method of Monitoring	Person(s) Responsible	Method of Publicity
Built Environment				
Provision of facilities that help to facilitate travel by modes other than the private car (e.g. cycle parking, locker facilities etc.)	During construction	N/A	Contractor	N/A
Provision of Electric Vehicle charging facilities	During construction	N/A	Contractor	N/A
Monitor use of Electric Vehicle charging bays	Throughout lifetime of Travel Plan	Measure usage of Electric Vehicle charging bays	EV Charger Provider	N/A
Travel Plan Coordinator				
Identification / appointment of the Development Travel Plan Coordinator	6 months prior to occupation	Details provided to CCC	Lidl	Travel Information Pack
Marketing, Promotion and Awareness				
Travel Information Packs	Upon recruitment of staff	N/A	Lidl	N/A
Personalised Journey Planning				
Employee personalised travel planning sessions	Upon recruitment of staff	N/A	Lidl	Travel Information Pack
Walking Initiatives				
Local maps showing walking routes	On occupation	Walking mode share percentage change	Lidl	Travel Information Pack
Information on local and national walking events (such as Walk to Work Week), health benefits and relevant websites.	On occupation	Walking mode share percentage change	Lidl	Travel Information Pack
Cycling Initiatives				
Local maps showing cycling routes	On occupation	Cycling mode share percentage change	Lidl	Travel Information Pack
Information on local and national walking events (such as National Bike Week), health benefits and relevant websites.	On occupation	Cycling mode share percentage change	Lidl	Travel Information Pack
Investigate potential to setup a BUG for staff.	Within 3 months of occupation	Cycling mode share percentage change	Lidl	N/A

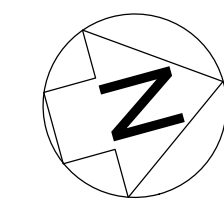
Measures to be Implemented	Timescales	Method of Monitoring	Person(s) Responsible	Method of Publicity
Public Transport Initiatives				
Links to journey planning websites	On Occupation	Bus mode share percentage change	Lidl	Travel Information Pack
Provision of information relating to public transport use	On Occupation	Bus mode share percentage change	Lidl	Travel Information Pack
Information on the benefits of public transport	On Occupation	Bus mode share percentage change	Lidl	Travel Information Pack
Car Sharing Initiatives				
Information on publicly available car share schemes such as 'LiftShare.com' and 'Blablacar.com'	On Occupation	Car sharing mode share percentage change	Lidl	Travel Information Pack
Investigate potential for local car share register for interested staff	On Occupation	Car sharing mode share percentage change	Lidl	Travel Information Pack
Information on what car sharing is and its potential benefits	On Occupation	Car sharing mode share percentage change	Lidl	Travel Information Pack
Car Park Management				
Monitoring of car park usage	From occupation and agreed intervals in line with Travel Plan Monitoring	-	Lidl	N/A
Monitoring Strategy				
Baseline survey	Survey issued within 6 months of occupation	75% response rate to survey	Lidl	Travel Information Pack
Baseline monitoring report	Submitted upon request from CCC	Production of report	Lidl	-
Annual monitoring of TP	Submitted upon request from CCC	Production of report	Lidl	-



Appendix A Site Layout

HAZARD	COMMENTS / ACTION
Existing services	Relevant authorities to be consulted prior to commencement of works to determine approximate location and extent of existing services. Locations to be confirmed on site by trained persons.
Risk of collapse	Contractor to plan and manage any works to existing embankments/retaining structures to prevent risk to others.
Asbestos	Confirmation of prior removal of asbestos from site to be obtained and asbestos survey to be carried out by trained persons if necessary.
Falling from height	All work at height to be carried out by trained persons only and in accordance with a pre-prepared method statement.
Service vehicles operating within the public car park	Operator to be aware of conflict between pedestrians and HGVs and ensure safe operation.
Roof access and maintenance, risk of falling	Roof maintenance to be carried out from an approved platform at the perimeter only. Roof access by trained persons only and will require temporary edge protection to be installed before any works are carried out.
Risks associated with LIDL store model	Risks intrinsic to LIDL store model are provided in document 216 BBS 2020 Design Risk Register
Noise and disturbance to neighbours	All work to be carried out within agreed working hours in order to limit disturbance to neighbours.

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 Materials not in conformity with relevant British or European Standards/Codes of practice or materials known to be deleterious to health & safety must not be used or specified on this project.



Key

Lidl Site 1.91 acres / 0.776 hectares

Parking Numbers
 117 Proposed parking spaces inc. 7 disabled (6.0%), 8 parent & child and 6 electric vehicle charging (2 Rapid & 4 Fast chargers).

Areas - BBS 2020.1 Store ENLARGED WAREHOUSE OPTION

Sales floor	-	1,410 SqM (15,177 SqFt)
Warehouse	-	478 SqM (5,145 SqFt)
Ancillary	-	287 SqM (3,089 SqFt)
GIA	-	2,177 SqM (23,429 SqFt)
GEA	-	2,279 SqM (24,532 SqFt)

Levels

+88.97	Existing Level
+87.05	Proposed Level



Rev	Date	Description	Drawn/Checked by
C	11/02/21	Viewpoint revised	WF/DC
B	11/02/21	Proposed access road revised. Access revised.	WF/DC
A	11/08/20	Presentation of boundary revised.	WF/SHW

CLIENT: Lidl Great Britain Limited

PROJECT: Holyhead Road Coventry

TITLE: Proposed Site Plan

DRAWING STATUS: Planning
 DRAWN: JD CHECKED: WF
 SCALE: 1:250 @ A1
 DATE: August 2020

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JOB NO.	DRAWING NO.	REV
140004	PL-03	C