

LIDL GREAT BRITAIN LIMITED

**NEW FOODSTORE,
BRITON FERRY ROAD, NEATH**

TRAVEL PLAN

21-00738/TP/01

March 2025

DOCUMENT SIGNATURE AND MODIFICATION SHEET**Project Details**

Project Title:	New Foodstore, Briton Ferry Road, Neath		
Project No:	21-00738	Document No:	TP/01
Client:	Lidl Great Britain Limited		
-	Name	Signature	Date
Prepared by	Mark Murawski		March 2025
Checked and Approved for Issue by	Matthew Anderson		March 2025

Modification Details

Rev	Date	Description	Checked By

Issued By:

**Corun Associates Limited
Swansea****T 07825 027287
E swansea@corun.uk.com**

CONTENTS	Page
1 INTRODUCTION	1
1.1 Background	1
1.2 Scope	2
1.3 Objective	2
2 SITE LOCATION AND ACCESSIBILITY	3
2.1 Site Description	3
2.2 Local Highway Network	3
2.3 Pedestrian Facilities	4
2.4 Cycle Facilities	6
2.5 Public Transport Facilities	7
2.6 Summary	9
3 LOCAL AND NATIONAL PLANNING GUIDANCE	10
3.1 Overview	10
3.2 Overall, Policy Objective	10
3.3 Conclusion	10
4 CONSENTED FOODSTORE UNIT DETAILS	11
4.1 Development Outline	11
4.2 Site Access Arrangements	11
4.3 Parking Provision	11
5 FOODSTORE TRAVEL PLAN OBJECTIVES AND TARGETS	12
5.1 Objectives	12
5.2 Targets	12
5.3 Action Targets	12
5.4 Aim Targets	13
6 EMPLOYEE TRAVEL SURVEYS	16
6.1 Employee Travel Survey	16
7 TRAVEL PLAN COORDINATOR	17
7.1 Travel Plan Coordinator	17
7.2 Marketing and Promotion	17
8 TRAVEL PLAN MANAGEMENT	19
8.1 Introduction	19
8.2 Sustainable Travel Notice Board	19
8.3 Employee Travel Pack	19
8.4 Employee Annual Newsletter	19
8.5 Walking	20
8.6 Cycle Travel	20

8.7	Public Transport	20
8.8	Car Sharing	21
8.9	Promotion of National Events	21
9	TRAVEL PLAN MONITORING	22
9.1	Introduction	22
9.2	Monitoring the Travel Plan	22
9.3	Timetable of Action	22
10	SUMMARY AND CONCLUSION	23
10.1	Summary	23
10.2	Conclusion	24

FIGURES

Figure 2.1: Site location with indicative red line boundary

Figure 2.2: Site location in wider strategic context

Figure 2.3: Indicative 1.2km and 2km walking catchments from the site

Figure 2.4: National Cycle Network Route 4

Figure 2.5: Bus stops and services accessible within the immediate vicinity of the site

Figure 5.1: Census 2021 method of travel to work for resident population within the site area

Figure 5.2: Census 2021 method of travel to work for workplace population within the site area

APPENDICES

Appendix A – Consented New Foodstore Site Layout Plan

1 INTRODUCTION

1.1 Background

1.1.1 This Travel Plan (TP) has been produced by Corun Associates Limited (Corun) on behalf of Lidl Great Britain Limited, to promote sustainable travel at a new Foodstore unit along Briton Ferry Road, Neath.

1.1.2 The new foodstore unit was conditionally consented by Neath Port Talbot Borough Council (NPTBC) on 28th January 2025 (application reference: P2024/0249).

1.1.3 Condition 11 of the consented scheme was related to preparation and submission of a Travel Plan prior to opening of the foodstore unit, as follows:

***“Condition 11:** No part of the development hereby approved shall be occupied until such time as a Travel Plan has been submitted to and approved in writing by the Local Planning Authority, and all those elements identified in the Approved Travel Plan as capable of being implemented prior to occupation have been implemented. All remaining measures and actions within the approved Travel Plan shall be implemented in accordance with the agreed programme of works, and the Plan shall continue to be implemented as long as any part of the development is occupied. The travel plan shall include a monitoring regime (which should normally include monitoring in the first, third and fifth years) including submission of interim reports and recommendations to the Local Planning Authority, and subsequent implementation of recommendations as identified in interim reports.*

Reason: In order to reduce or mitigate the impacts of the development upon the local highway network and surrounding neighbourhood by reducing reliance on the private car for journeys to and from the site, in the interests of sustainable development.”

1.1.4 This TP has therefore been developed to discharge the above Condition 11, prior to opening of the new foodstore unit.

1.1.5 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.

1.1.6 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.”

1.1.7 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.

- 1.1.8 This TP will be in place at the new foodstore unit for a period to be agreed with NPTBC (suggested for a 5-year monitoring period).

1.2 Scope

- 1.2.1 This report will discuss the following:

- i) the scope and objective of the Travel Plan;
- ii) opportunities for sustainable travel;
- 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 new foodstore unit.

2 SITE LOCATION AND ACCESSIBILITY

2.1 Site Description

2.1.1 The new foodstore unit site (herein referred to as the 'site') is located along the A474 Briton Ferry Road, approximately 1km south of Neath town centre. The site is approximately 1.1ha in size and currently consists of two separate land uses (to be demolished) as follows:

- An existing Lidl foodstore unit with associated parking area; and
- Castle Retail Park unit, and associated parking area.

2.1.2 **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

2.2 Local Highway Network

2.2.1 Vehicular access to the existing units on the site is provided via separate priority T-junction arrangements along the unnamed Castle Retail Park access road. This un-named access road is a no through route approximately 150m in length, and provides access to the site, as well as the Castle Bingo unit, and an Industrial unit at its northern point. At its southern point, the un-named access road connects to the A474 Briton Ferry Road via a 4-arm signalised junction (also including the School Road arm).

- 2.2.2 The A474 Briton Ferry Road forms part of a key strategic route running through the Neath and Briton Ferry areas. In the vicinity of the Castle Retail Park access junction, the A474 Briton Ferry Road is approximately 8m in width and subject to a 20mph speed limit. This 20mph speed limit continues north towards Neath. To the south, the 20mph speed limit continues for approximately 120m, where it increases to 30mph.
- 2.2.3 To the north, the A474 provides a connecting route into wider Neath and Neath town centre area (approximately 1km), and also provides a direct route to the A465 dual carriageway. South from the site, the A474 routes through Briton Ferry, connecting directly to the A48 (approximately 2.8km).
- 2.2.4 The A465 is the Neath to Abergavenny trunk road, which in the vicinity of the site routes between the M4 J43 to the south (approximately 2.7km), through towns such as Glynneath (approximately 19km), and Merthyr Tydfil to the north (approximately 32km).
- 2.2.5 The A48 provides the key strategic route through the Baglan and Port Talbot area to the south, and also provides a direct connection into the A483 which routes towards Swansea city centre to the west (approximately 8km). The A48 also offers a connecting route to the M4 (Junctions J38 to J42).
- 2.2.6 The site is shown in a wider strategic context in **Figure 2.2**.

Figure 2.2: Site location in wider strategic context

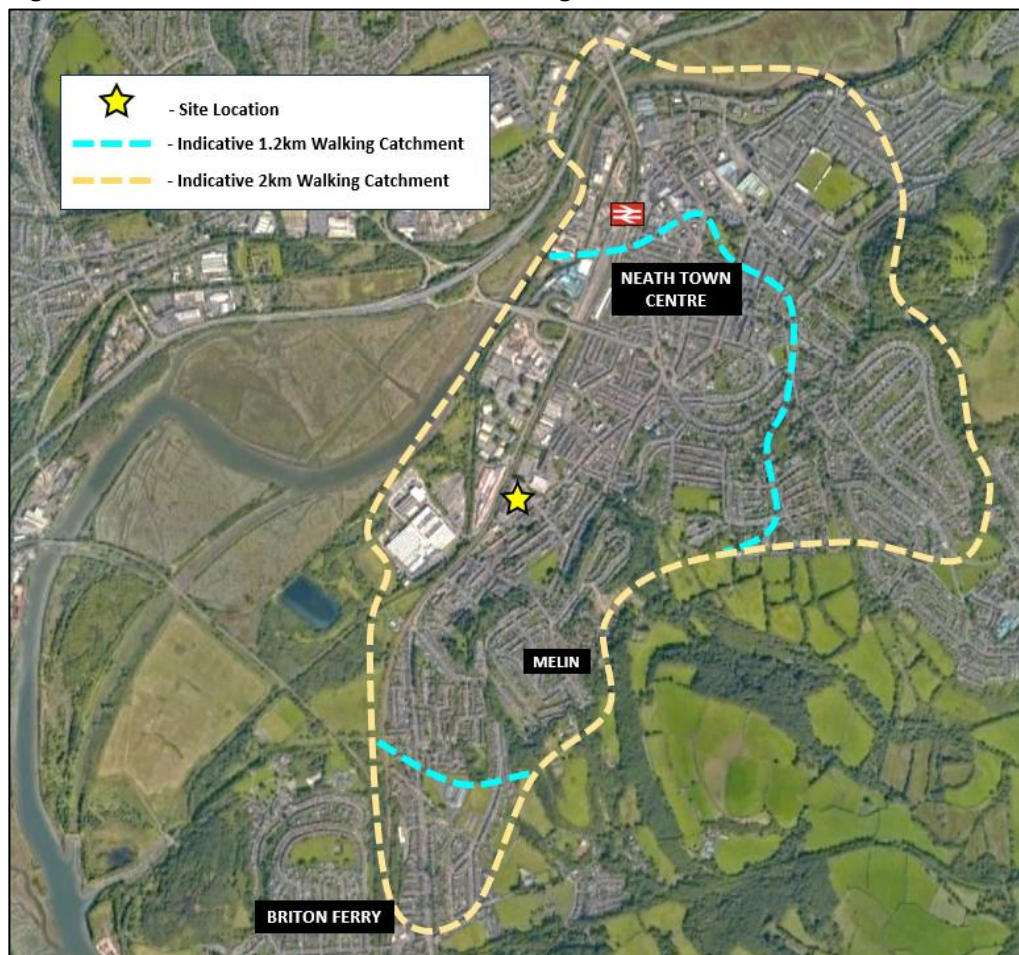


2.3 Pedestrian Facilities

- 2.3.1 In the vicinity of the site, street lit footways are present on both sides of both the Castle Retail Park access road, and the A474 Briton Ferry Road. The site connects directly into these footways.

- 2.3.2 The A474 signalised junction to the south of the site includes both signalised and dropped kerb (with central refuge island) crossing opportunities for safe pedestrian movement across the A474, School Road, and Castle Retail Park access road carriageways. A further signalised crossing point is also provided across the A474 carriageway at a point approximately 110m north of the site.
- 2.3.3 These pedestrian facilities in the immediate vicinity of the site connect into a wider pedestrian network continuing in all directions through the wider area.
- 2.3.4 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.
- 2.3.5 For the proposed foodstore, the CIHT preferred maximum walking distance specified (applicable under the 'elsewhere' category) is 1.2km for access by customers, and 2km for employee commuting trips.
- 2.3.6 **Figure 2.3** identifies the indicative 1.2km and 2km walking catchments from the site, based on the CIHT maximum distances specified.

Figure 2.3: Indicative 1.2km and 2km walking catchment from the site



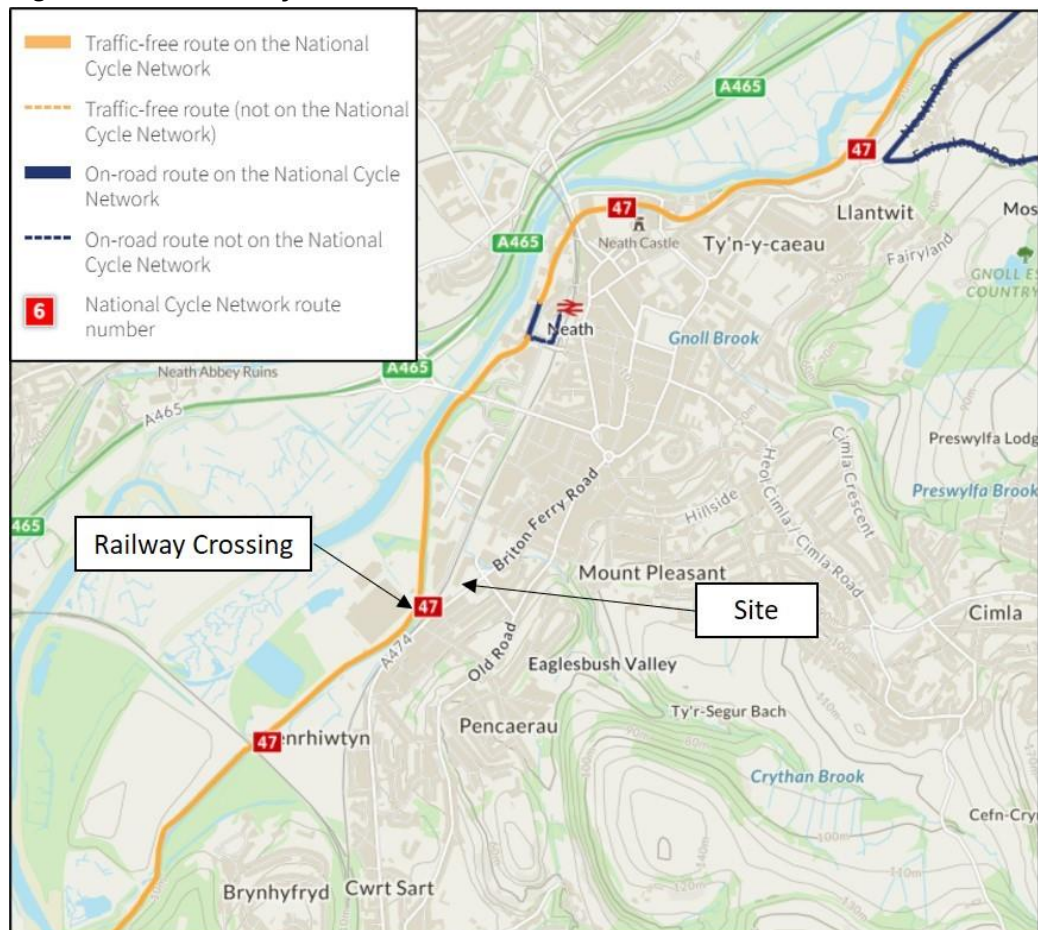
© Google Earth Pro

- 2.3.7 **Figure 2.3** demonstrates that a large part of both the Neath town centre and Melin area of Neath are located within a 1.2km distance from the site, with almost the entirety of the wider Neath town area located within a 2km walking distance of the site. This identifies that the site is well located to large residential catchments which can access the site by foot as either a customer or staff member.

2.4 Cycle Facilities

- 2.4.1 Cycling in the immediate vicinity of the site is accommodated on-carriageway, with limited off-road routes available. The lack of traffic-free routes in the vicinity however is not considered a barrier to cycle travel, as advocated by the walking and cycling charity Sustrans who state that providing simple road safety advice is adhered to, on-road cycling is safe.
- 2.4.2 As shown on **Figure 2.4** however, the site is located in close proximity of national cycle route 47, which routes between Newport and Fishguard, and through Neath is a predominantly off-road route. This route can be accessed within Neath town centre to the north (approximately 1.5km) or via a connected route utilising the pedestrian footbridge over the railway line to the south of the site (approximately 300m).

Figure 2.4: National Cycle Network Route 4



Source – sustrans.org.uk

- 2.4.3 LTN1/04 identifies that the mean average length for cycling journeys is 4km (2.4 miles), although journeys up to three times this distance are not uncommon for commuting journeys. A 4km cycle distance would equate to an approximate 15-minute cycle time.
- 2.4.4 The distance that any individual is likely to choose to cycle however, depends on that individual and their circumstances. The recent uptake in sales and use of electric bicycles can also help to support an increase in cycle travel.
- 2.4.5 Almost the entirety of the wider Neath settlement area, and the neighbouring Briton Ferry and Skewen areas are located within a 4km / 15-minute cycle distance from the site. The site would not be expected to attract a significant volume of cycling trips from locations outside of these immediate settlement areas.

2.5 Public Transport Facilities

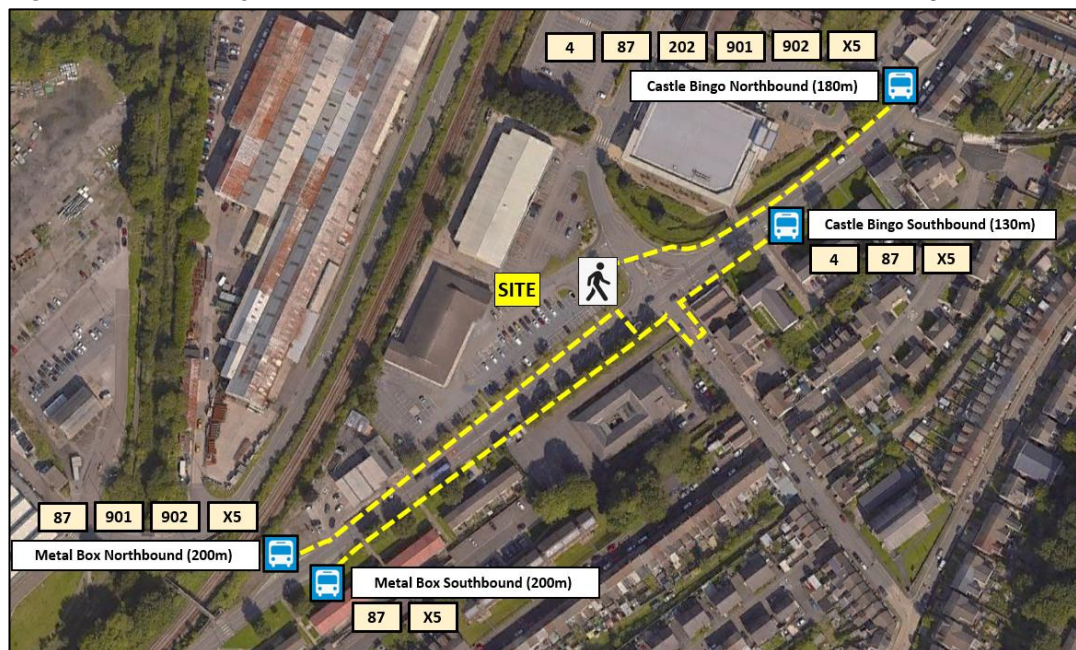
Bus

- 2.5.1 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 ...”.

- 2.5.2 Bus stops located within the immediate vicinity of the site are shown on **Figure 2.5**.

Figure 2.5: Bus stops and services accessible within the immediate vicinity of the site



© Google Earth Pro
Information correct as per March 2025

- 2.5.3 The nearest bus stops to the site are the 'Castle Bingo' and 'Metal Box' stops, all of which are located within an approximate 200m walking distance to the site.
- 2.5.4 A summary of the regular services routing from the bus stops identified in the vicinity of the site is provided in **Table 2.1**.

Table 2.1 – Summary of regular bus services available from the Castle Bingo and Metal Box stops

Service	Route	Approximate Service Frequency		
		Weekdays	Saturday	Sunday
Select Coaches 4	Neath - Skewen Circular Route	60-minutes	No Service	No Service
First Bus 87	Neath – Port Talbot - Margam	30-minutes	30-minutes	No Service
Forge Travel 202	Port Talbot - Maesteg	120-minutes	120-minutes	No Service
First Bus X5	Swansea - Neath	60-minutes	60-minutes	No Service

Note: Times stated are approximations only, as per latest timetable data available in March 2025

- 2.5.5 **Table 2.1** identifies that regular bus services (up to every 30-minutes) are available from the Castle Bingo and Metal Box stops stop over the Monday to Saturday period, offering convenient bus travel options between Neath and the surrounding areas of Briton Ferry, Port Talbot, and Swansea.
- 2.5.6 No bus services operate from these stops over the Sunday period. This is typical for many bus services in the local area.
- 2.5.7 All bus services identified in **Table 2.1** also route via the Neath town centre bus station (Victoria Gardens), via an approximate 10-minute journey time, from where further onward bus route connections are also available.
- 2.5.8 Bus travel is therefore a viable option for users of the site, especially for accommodating localised staff commuting journeys.

Rail

- 2.5.9 The nearest train station to the site is Neath station, located within the town centre area, approximately 1.3km to the north. Although the station may be located outside a comfortable walking distance to the site for some (approximately a 20-minute walk journey), the station can also be accessed via a multi-modal rail-cycle journey, via an approximate 5-minute cycle time from the site.
- 2.5.10 All bus service identified in **Table 2.1** also route via the Alfred Street bus stops in Neath town centre (via an approximate 10-minute bus journey), which are located just an approximate 100m distance from Neath rail station. Multi-modal bus-rail journeys to the site are therefore a potentially viable option, especially to support potential longer distance staff commuter journeys.
- 2.5.11 Neath station is operated by Transport for Wales (TfW) providing access to Great Western Railway services between London Paddington and Swansea, as well as the Transport for Wales service between Manchester Piccadilly and Carmarthen.
- 2.5.12 Potential commuter stations within a short rail journey time to Neath include Swansea (16-minutes), Gowerton (30-minutes), and Llanelli (35-minutes) to the west, and Briton Ferry (5-minutes), Port Talbot (11-minutes), and Bridgend (25-minutes) to the east.

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 Neath settlement area, offering potential employees or customers living within the area, viable opportunities to travel to the site by these active travel modes.
- 2.6.2 A range of bus stops are situated in proximity of the site, which provide access to regular bus services routing through local and wider Neath area. Bus travel is therefore a viable option for users of the site, especially for accommodating localised staff commuting journeys.
- 2.6.3 Neath rail station also offers potential multi-modal rail-cycle or bus-rail travel opportunities to accommodate any potential longer distance staff 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.

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
- Neath Port Talbot County Borough Council Local Development Plan (2011-2026).

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 A successful TP can be used to develop a strategy to manage the traffic demand and impacts of a particular site, 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 by all users of the site.

3.3.2 This TP outlines a range of measures to be implemented at the new foodstore unit, 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.

4 CONSENTED FOODSTORE UNIT DETAILS

4.1 Development Outline

- 4.1.1 The site is to be re-developed with demolition of the existing buildings, and creation of a new Lidl Foodstore unit, and associated parking area.
- 4.1.2 The consented new foodstore site layout plan is contained at **Appendix A**.

4.2 Site Access Arrangements

- 4.2.1 Vehicle access to the re-developed site will be provided via a single priority T-junction with the Castle Retail Park access road in the east of the site.
- 4.2.2 Pedestrian access to the proposed development will also be provided at the new access junction.
- 4.2.3 Two additional pedestrian access links will also be provided in the south of the site, connecting directly into the existing footway along the northern edge of the A474 Briton Ferry Road carriageway.
- 4.2.4 Internal pedestrian routes will be provided connecting between the store entrance, and each pedestrian access point. These routes will follow a direct pedestrian line, and will include marked pedestrian crossing facilities where required.

4.3 Parking Provision

Car Parking Provision

- 4.3.1 The new foodstore unit will provide a total of 130 car parking spaces, to include 6 disabled spaces, 10 parent and child spaces, and 8 electric vehicle charging spaces.

Cycle Parking Provision

- 4.3.2 A total of 6 Sheffield cycle stands will be provided at the new foodstore unit, which will allow parking for up to 12 bicycles. These spaces will be provided along the eastern edge of the store, where they can be overlooked by the checkout area, allowing for good surveillance of spaces.

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

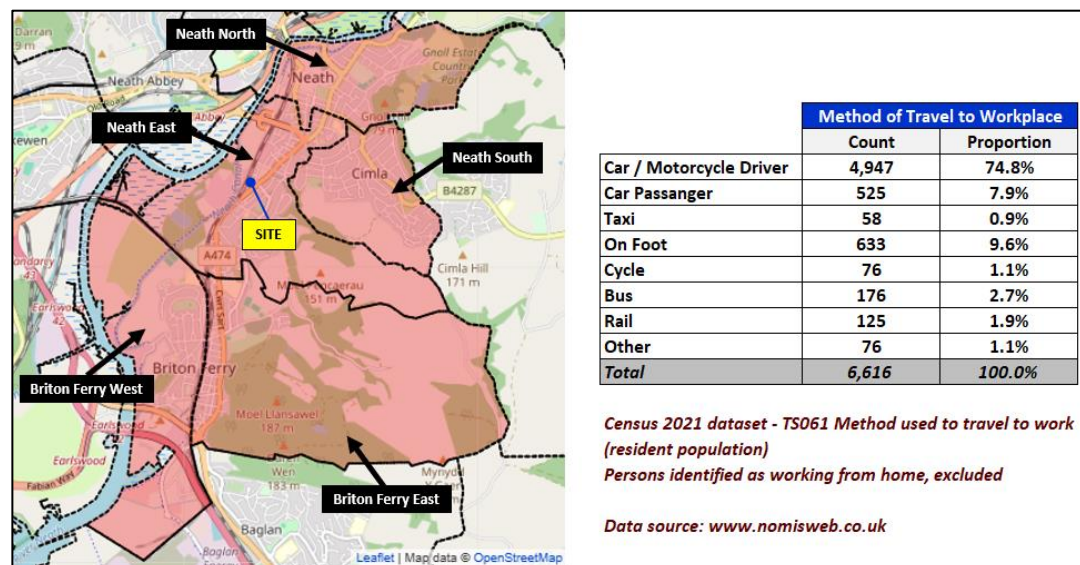
5.3.1 The following action targets are required for successful ongoing delivery of the TP:

- 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 three months of operation;
- Update the TP with specific aim targets following completion of the baseline employee travel survey;
- Undertake further follow up travel surveys (at Year 3 and Year 5); and
- Provide annual Travel Plan Monitoring Reports (TPMRs) to NPTBC.

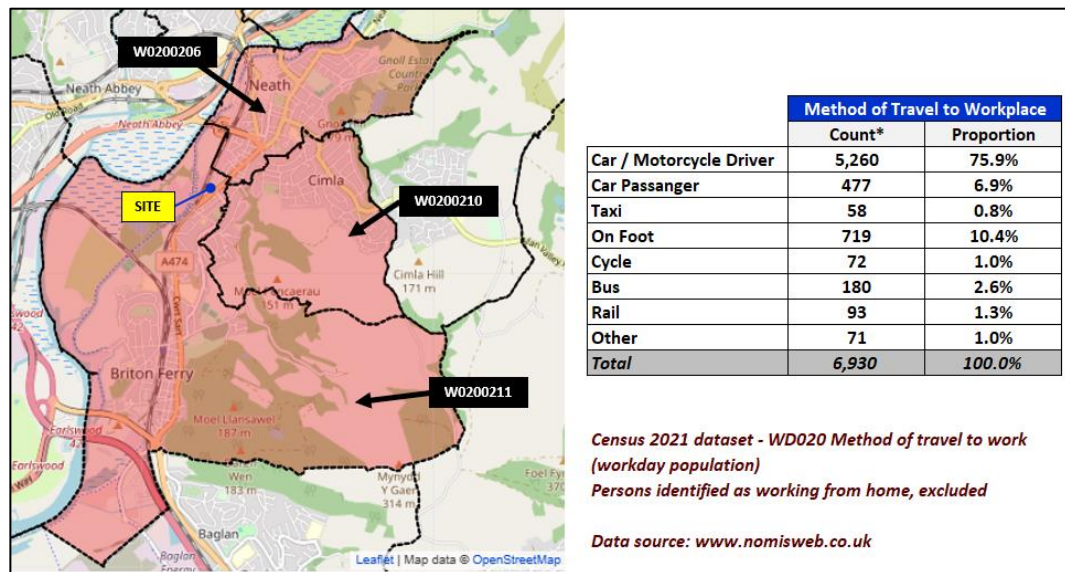
5.4 Aim Targets

- 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 The mode of travel that any employee at the site would be likely to choose however is highly dependent on that individual and their circumstances. Prior to operation, the actual travel patterns at the site cannot therefore be known, and mode share aims are difficult to specify.
- 5.4.3 Data from the most recent Census 2021 survey has therefore been analysed to identify a general understanding of commuting mode share patterns in the local Neath area.
- 5.4.4 **Figure 5.1** identifies the Census 2021 method of travel to work mode shares within the wider site area. These are the average values for all working residents within the identified study area.

Figure 5.1: Census 2021 method of travel to work for resident population within the site area



- 5.4.5 **Figure 5.1** identifies that approximately 75% of the working and commuting resident population within the local site area identified they travelled to work as a car / motorcycle driver within the 2021 Census. With regards non-car driver modes, approximately 8% identified they travelled to work as a car passenger, 11% by foot or by cycle, and 5% by public transport.
- 5.4.6 Census 2021 data has also been explored to identify the method of work mode share splits for the workplace population within the immediate site area, as shown in **Figure 5.2**. These are the average values for the workday working population within the identified study area.

Figure 5.2: Census 2021 method of travel to work for workplace population within the site area

- 5.4.7 **Figure 5.2** identifies that approximately 76% of the workplace population within the immediate vicinity of the site identified they travelled to work as a car / motorcycle driver within the 2021 Census. With regards non-car driver modes, approximately 7% identified they travelled to work as a car passenger, 11% by foot or by cycle, and 4% by public transport. This is a similar trend to that identified for the resident population within the study area.
- 5.4.8 Based on the Census 2021 data therefore, a realistic initial aim target for the TP would be to achieve an employee non-car driver mode share at the site of at least the identified local average (25%),
- 5.4.9 It should be noted however that the Census 2021 survey took place during the Covid pandemic period, which at the time resulted in major disruption to travel patterns, and may not therefore be reflective of 'typical' commuting behaviour in the local area. This is highlighted in the ONS warnings provided in the Census 2021 mode of travel datasets, which include the following:

"Census 2021 was conducted during a time of unparalleled change because of the coronavirus pandemic.

As Census 2021 was taken in a period of rapid change, there is uncertainty as to how people responded to the travel to work question. At the Office for National Statistics (ONS), we provided supporting documents to give extra guidance on questions. However, our analysis suggests that this guidance may not have been followed in all instances

We instructed people to look at the guidance if they were unsure how to respond to any questions. However, we cannot be sure how the questions for travel to work were interpreted by those on furlough.

Government guidance was to avoid public transport, if possible, to reduce transmission. For those who continued to travel to work, there may have been substantial changes in travel behaviours. For example, someone

who regularly took a train into work may have swapped to driving to reduce their risk of contracting COVID-19

We do not have information on the “business as usual” behaviours of these people, so we are unable to reconstruct their pre-pandemic travel patterns. As this guidance is no longer in effect, it is also unclear how representative the method of travel information is for the present day with the rise of hybrid working.”

- 5.4.10 As the Census 2021 surveys were undertaken during the Covid pandemic period, it would not be considered reasonable therefore to set any ‘hard’ mode share targets against the Census 2021 identified mode shares.
- 5.4.11 Therefore, it is proposed that specific mode share aim targets are updated by the TPC following the completion of an initial baseline travel survey at the site.
- 5.4.12 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 NPTBC, along with a realistic timeframe over which they can be achieved.

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 at the site.
- 6.1.2 It is suggested that a baseline travel survey is to be completed within 3-months of full operation of the unit. The undertaking of the baseline survey would represent the start of the TP for monitoring purposes, and can be considered as Year 1.
- 6.1.3 It is then suggested that follow up surveys are undertaken at both Year 3 and Year 5 of the TP monitoring period. This will ensure that sufficient data can be obtained on the progress of the TP.
- 6.1.4 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.
- 6.1.5 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.
- 6.1.6 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.
- 6.1.7 Each travel survey should aim to achieve (as far as possible) at least a 75% response rate to ensure sufficient confidence in the results.
- 6.1.8 The results of all future travel surveys should be submitted to NPTBC and included in all relevant TPMRs.

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 the length of the TP monitoring period.
- 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 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 Over the length of the TP monitoring period, an 'Employee Travel Pack' will be provided to all new employees at the unit. This pack will contain information on non-car modes of travel available at the site.
- 7.2.5 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.

- 7.2.6 Staff at the unit will also be encouraged within staff meetings to promote awareness of the TP, and utilise such meetings to provide a forum for staff to raise any issues / suggestions over improved travel opportunities at the site.

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 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; and
- Links to relevant websites providing further information on sustainable travel opportunities in the local area.

- 8.2.2 The TPC will be responsible for keeping all information on the notice board up to date and relevant.

8.3 Employee Travel Pack

- 8.3.1 Over the length of the TP monitoring period, an 'Employee Travel Pack' will be provided to all new employees at the unit. This pack will describe the TP, and provide sustainable travel information in line with that described above on the sustainable travel notice board.

- 8.3.2 The travel pack will be provided as either a printed document (i.e. during induction meeting), or delivered to staff electronically (via intranet / email etc).

8.4 Employee Annual Newsletter

- 8.4.1 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.

- 8.4.2 The newsletter will be provided as either a printed document (i.e. via mail drop), or delivered to staff electronically (via intranet / email etc).

8.5 Walking

- 8.5.1 As outlined in **Section 4** of this TP, the site will connect directly into existing footways surrounding the site. An internal pedestrian network will also be provided, providing direct connections between the store entrance and all pedestrian access points into the site.
- 8.5.2 To further encourage pedestrian travel by employees, all identified TP communication measures will include such information promoting the benefits of walking, as well as identifying suggested pedestrian routes which can be used for accessing the site.
- 8.5.3 The TPC will also undertake audits to ensure that local pedestrian routes are appropriately maintained, and report any identified defects or potential improvements to NPTBC as necessary.

8.6 Cycle Travel

- 8.6.1 A total of 6 cycle stands (providing parking for 12 cycles) will be provided at the foodstore. These will be available for use by both employees and customers.
- 8.6.2 To further encourage cycle travel by employees, all identified TP communication measures 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.
- 8.6.3 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 with local suppliers;
 - Cycle training events;
 - Bike doctor sessions (i.e. mobile bicycle mechanic);
- 8.6.4 The TPC will also undertake audits to ensure that local cycle routes are appropriately maintained, and report any identified defects or potential improvements to NPTBC as necessary.

8.7 Public Transport

- 8.7.1 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 all identified TP communication measures.
- 8.7.2 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)

8.8 Car Sharing

- 8.8.1 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 CO2 emissions, and lower commuting stress).
- 8.8.2 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 within all identified TP communication measures.
- 8.8.3 The TPC can also explore promoting car sharing between employees on site through questions included within the employee travel surveys.

8.9 Promotion of National Events

- 8.9.1 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. Where applicable, all future travel surveys should be undertaken during the same season as the initial baseline 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 foodstore unit opening
Install sustainable travel noticeboard	Notice board installed	Developer	Prior to foodstore unit opening
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	Cycle parking facilities provided.	Developer	During construction phase of development
Produce Employee Travel Packs	Employee Travel Packs provided to all new employees	TPC	During induction period of employee
Produce annual newsletter	Annual newsletter distributed to all current employees	TPC	On an annual basis (from Year 1 of the TP monitoring period)
Undertake baseline employee travel survey	Baseline travel survey undertaken with summary report provided to NPTBC	TPC	Within the 3-months of full operation of the unit
Identify mode share targets to be achieved by TP	Quantified mode share targets for TP to achieve identified and agreed with NPTBC	TPC	Within 3-months of employee baseline travel survey completion
Undertake follow up employee travel surveys	Follow up surveys undertaken	TPC	Follow up surveys undertaken in Year 3 and Year 5 of the TP monitoring period
Prepare Travel Plan Monitoring Reports (TPMR)	TPMR reports submitted to NPTBC	TPC	TPMRs provided to NPTBC annually
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 NPTBC

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 Great Britain Limited, to promote sustainable travel at a new foodstore unit along Briton Ferry Road, Neath.
- 10.1.2 The new foodstore unit was conditionally consented by Neath Port Talbot Borough Council (NPTBC) on 28th January 2025 (application reference: P2024/0249).
- 10.1.3 As part of the conditional consent, Condition 11 identified that preparation and submission of a Travel Plan would be required prior to opening of the foodstore unit. This Travel Plan has therefore been developed to discharge Condition 11.
- 10.1.4 Employees at the 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.
- 10.1.5 It has been identified in this document 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.
- 10.1.6 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.
- 10.1.7 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.
- 10.1.8 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 3-months of full operation of the unit.

- 10.1.9 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, distribution of an 'Employee Travel Pack' to all new employees at the unit, and distribution of an annual employee newsletter offering the opportunity to re-promote the TP and update employees as to sustainable transport options at the site.
- 10.1.10 The effectiveness of the TP will be monitored continuously with follow up employee travel surveys (undertaken in Year 3 and Year 5), and annual Travel Plan Monitoring Review reports submitted to NPTBC.
- 10.1.11 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 new foodstore unit are promoted and encouraged, with an aim of reducing dependency on private car use at the site.

APPENDIX A

Consented New Foodstore Site Layout Plan

SITE AREA = 11203 SQM
OR 2.76 ACRES



130 PARKING SPACES
INCLUDING 6 DISABLED, 10 P&C AND
6 ACTIVE CHARGE AND 2 RAPID CHARGE EVCS SPACES

SALES AREA
1334 m²

EXISTING STAIRS
ACCESS ONTO SITE
TO BE FIXED
MADE GOOD WITH
NEW FINISHES TO
MATCH EXISTING

TREE KEY:



PROPOSED NEW TREES
(INDICATIVE ONLY, LANDSCAPE
ARCHITECT'S DESIGN TBC)



EXISTING TREE ROOT PROTECTION
AREA



H	23/10/24	Update	LS
J	08/10/2024	Pedestrian route walking distance shown	DK
I	08/10/2024		
H	04/10/2024	NEW RAMP INTRODUCED IN THE SCHEME. SITE PLAN MODIFIED ACCORDINGLY	NG
Rev	Date	Description	Drawn

htcarchitects

York Place Studio
8 Britannia Street
Leeds
LS1 2DZ
T: (0113) 244 3457
W: www.htcarchitects.co.uk
E: info@htcarchitects.co.uk

client
Lidl GB Ltd.

project
Briton Ferry

drawing title
Proposed Lidl Site Plan

date March 2024
status Planning
scale 1:500 @ A3
drawn NG checked LS
job no. 2782 dwg no. P4403 rev. H