



**LIDL GREAT BRITAIN LIMITED
LIDL FOODSTORE
CHURCHILL WAY WEST RETAIL PARK,
SALISBURY**

TRAVEL PLAN

DECEMBER 2025



the journey is the reward

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Lidl Great Britain Limited
Lidl Foodstore
Churchill Way West Retail Park, Salisbury
Travel Plan

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1 Introduction

- 1.1 Mayer Brown Ltd has been appointed to prepare this Travel Plan for a new Lidl foodstore at Churchill Way West Retail Park in Salisbury (SP2 7TS).
- 1.2 Full planning permission was granted in July 2025 under Wiltshire Council planning reference PL/2024/09079 for alterations to Retail Park Units 1 and 2, facilitating the provision of a food retail unit (Lidl foodstore) from Unit 1 and standalone non-food retail unit from Unit 2.
- 1.3 Condition 9 of the permission decision notice states:

“No individual unit shall be occupied or brought into use until such time a Travel Plan update including the permitted development has been submitted to and approved in writing by the Local Planning Authority.”
- 1.4 This Travel Plan has therefore been produced to meet the requirements of the above condition for the Lidl foodstore (Unit 1).
- 1.5 This Travel Plan has been developed as a long-term strategy with the aim of promoting and facilitating trips to / from the site using the most sustainable modes of travel available, thereby minimising the impact that proposals will have upon the local highway network through a reduction in single occupancy private car travel.
- 1.6 The primary objective of the Travel Plan is to reduce unnecessary vehicular trips undertaken to the site through the promotion and facilitation of suitable alternative travel modes.
- 1.7 A review of the site in terms of location, development proposals and accessibility has been undertaken to highlight any potential barriers to usage of sustainable travel modes in the local area.
- 1.8 A range of physical and managerial measures have been outlined within the Travel Plan which aim to work towards this objective and meet outlined targets.
- 1.9 The Travel Plan and its obligations will become effective upon occupation of the store (currently planned for 26th February 2026) for a period of up to 5 years, although it is envisaged that the legacy of the Travel Plan to reduce unnecessary vehicular trips and promote / facilitate more sustainable modes of travel where possible will continue past this period.

2 Objectives & Motivations

- 2.1 Governmental guidance has highlighted the requirement for a reduction in car usage (particularly single occupancy journeys) and an increase in use of public transport, walking, cycling and car sharing.
- 2.2 Preparation of the Travel Plan has considered, although is not limited to, the following guidance documents and relevant regional / local policies:
- National Planning Policy Framework (December 2024)
 - Wiltshire Local Transport Plan 2025 - 2038 (LTP4) (2025);
 - Wiltshire Core Strategy - Wiltshire Council (2015); and
 - Wiltshire's Smarter Choices Strategy - Wiltshire Council (2014).

Objectives

- 2.3 The objective of the Travel Plan is to implement a long-term change in travel patterns.
- 2.4 Although the Travel Plan is aimed at both staff and customers, it is considered that staff travel provides more scope for change, due to:
- Staff undertaking a higher frequency of trips to the site compared to customers;
 - The level of control / influence that employers have over the behaviour of staff; and
 - A car journey being generally preferred by customers undertaking bulk shopping trips, the predominant trip type at discount stores.
- 2.5 The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, mainly single occupancy private car travel, where suitable alternative modes of travel are available.
- 2.6 It is envisaged that this objective will be achieved through:
- i) Raising awareness of the potential benefits / advantages of travel by sustainable modes; and
 - ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

Motivations

- 2.7 The proposed development of a new foodstore provides an opportune time in which to develop a Travel Plan, in particular due to new staff accessing the site with no existing favoured travel choice. Measures / initiatives implemented as part of the Plan not only benefit store customers and staff directly, but also the local community and employers.

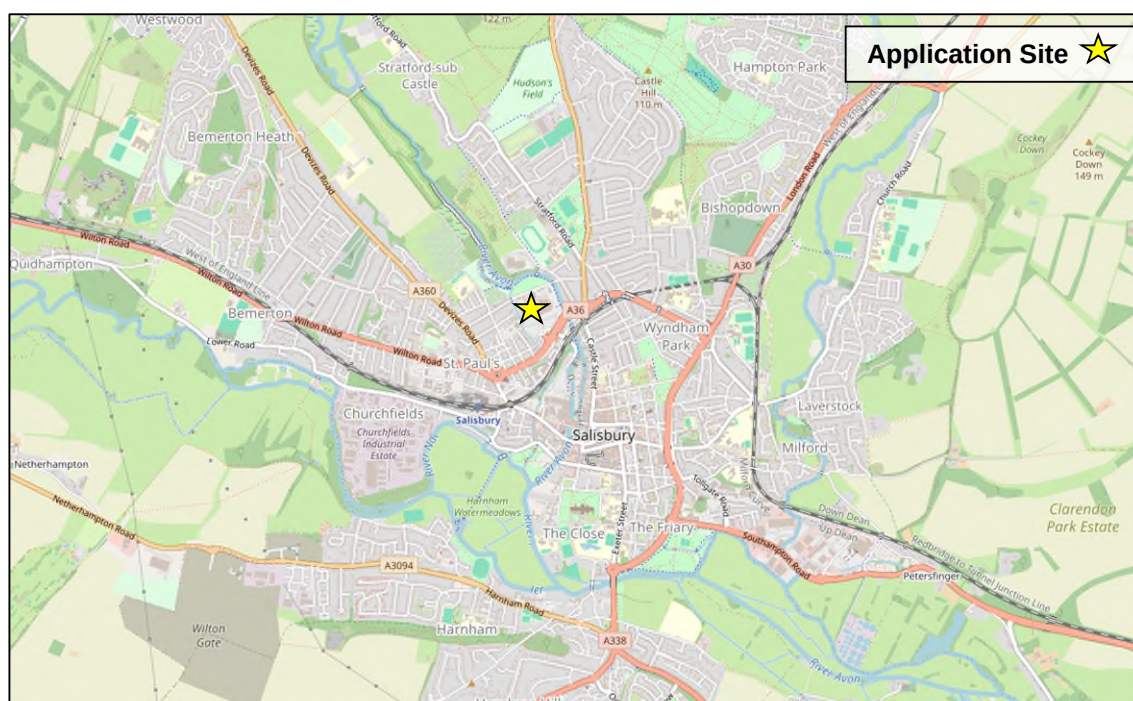
- 2.8 Promotion of sustainable modes of travel provides benefits for staff, including possible health, fitness and monetary benefits, in addition to improved accessibility assisting staff recruitment, flexibility and retention.
- 2.9 In addition, utilisation of sustainable modes also benefits the customers, employers and the local community through freeing up spare capacity within the car park, improving environmental credentials for the store resulting in a healthier / more productive workforce, and reducing traffic levels and the associated impact this may have both within the site and upon the local highway network.

Statement of Intent

- 2.10 This Travel Plan signifies Lidl's continued efforts to ensure that their stores operate in a sustainable manner, including a commitment to promote sustainable development.
- 2.11 General Lidl policies which specifically aim to promote and support sustainable travel modes include, but are not limited to, the following:
- Support for initiatives such as company promoted sports clubs and sporting events, promoting the health and wellbeing of staff and in turn promoting the benefits of active lifestyles, including utilisation of active travel modes (walking and cycling); and
 - Staff recruitment generally targeted at the local area, increasing potential for sustainable travel modes to be a viable alternative for staff accessing the store.

3 Site Description

- 3.1 Churchill Way West Retail Park, within which the foodstore is located, is situated to the northwest of Salisbury city centre and bounded by the River Avon to the east, the A36 (Churchill Way West) to the south, residential dwellings to the west and Ashley Road / Salisbury Fire Station / Studio Theatre to the north.
- 3.2 Wiltshire Council currently acts as the local planning and highway authority.
- 3.3 The site location is shown in relation to the local highway network in **Figure 3.1**.



Source: Map data © OpenStreetMap contributors, CC BY-SA; www.openstreetmap.org; www.creativecommons.org

Figure 3.1: Site Location Plan

- 3.4 Churchill Way West Retail Park accommodates 4 retail units in a terrace arrangement. Units include the planned Lidl foodstore (Unit 1), Sports Direct (Unit 3) and Waitrose (Unit 4), with Unit 2 currently unoccupied.
- 3.5 Vehicular and pedestrian access to the Retail Park is via the A36 (Churchill Way West) to the south, with pedestrian / cycle links also provided from Ashley Road to the north and from the River Avon footway / cycleway to the east.
- 3.6 Servicing of the site is undertaken to the rear of the units, accessed via a service road running along the western boundary of the site.
- 3.7 Prior to recent development, 950 car and 32 cycle parking spaces were provided onsite, with no allocation / designation of spaces for specific units.

Development Plans

- 3.8 Following reconfiguration of Units 1 and 2, Unit 1 will provide a 2,225sqm Gross Internal Area (GIA) for the Lidl foodstore.
- 3.9 As part of the development proposals, the parking area in the immediate vicinity of Units 1 & 2 will be reconfigured to provide a new trolley bay and introduce parent & child parking, resulting in a net loss of 5 car parking spaces.
- 3.10 Consequently, post-development 945 car parking spaces will be provided to serve the retail park units, including 50 disabled Blue Badge spaces, 8 parent & child bays and 8 designated Electric Vehicle (EV) charging spaces.
- 3.11 Development proposals also include:
- 10 additional cycle spaces onsite, consisting of 5 'Sheffield' stands for use by customers and staff in a sheltered location close to the southwest corner of the Lidl store unit frontage.
 - Store staff welfare facilities, including a cloakroom with lockers / areas for the storage of wet clothes and changing rooms.
- 3.12 Proposals have no material impact upon existing access or servicing arrangements.
- 3.13 The proposed site layout is provided in **Appendix A**.

Store Operation

- 3.14 The foodstore opening hours are envisaged to be as per standard Lidl operational hours, 07:00 – 22:00 Monday to Saturday, 10:00 – 16:00 on Sundays and 07:00 – 21:00 on bank / public holidays. Staff are onsite outside of these hours, typically between 05:00 – 23:00 Monday to Saturday and 07:00 – 17:00 Sundays.
- 3.15 The proposed foodstore will employ around 40 staff members in a combination of both part and full-time positions, with the number of store staff onsite ranging from 5 to 10 at any one-time depending on the day / time of the week.

Deliveries & Servicing

- 3.16 Lidl stores typically have only 2 – 3 HGV deliveries per day on average over the week. The HGVs deliver frozen, chilled and ambient goods, and transports store waste and recycling back to the Regional Distribution Centre on the return trip for processing to negate the need for separate waste servicing of the store and thereby reduce trip numbers.

4 Site Accessibility

- 4.1 Whilst it is recognised that a car will often be necessary for bulk food shopping trips, it is important that the store is accessible by non-car modes of transport for those without the use of a car, for customers undertaking smaller shopping trips and for staff regularly travelling to and from work. Therefore, an assessment of how the site can be accessed via non-car modes of travel has been undertaken.

Walking

- 4.2 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips for journeys.
- 4.3 Research indicates that people will typically only walk if their destination is less than a mile away, with a typical catchment of around 800m or a 10-minute walk time based on a comfortable walking pace of 80m per minute. In relation to commuting trips, it is considered that staff may be willing to walk further than this (800m) but typically not more than 2km (25-minute walk).
- 4.4 An isochrone plan illustrating destinations located within a 10-minute (800m), and 25-minute (2km) walk of the site is shown in **Figure 4.1**.

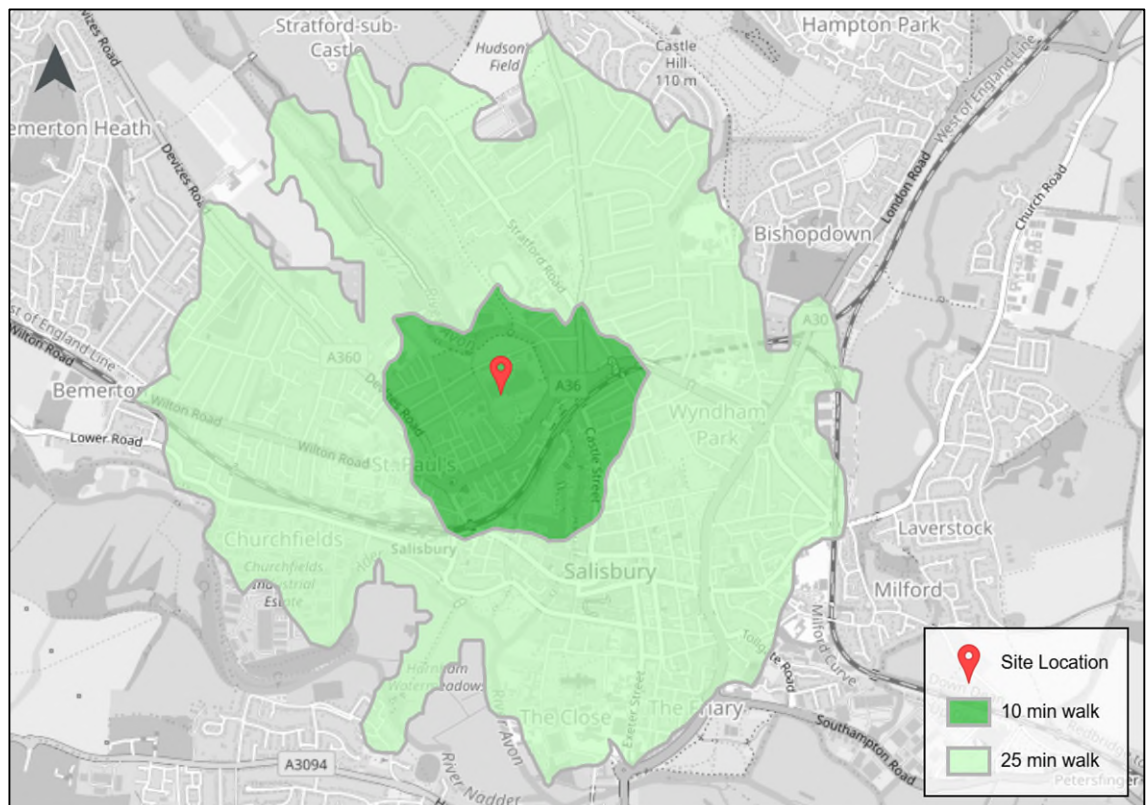


Figure 4.1: Isochrone Plan – 10-min (800m) & 25-min (2km) walk distance

- 4.5 The River Avon and tributary to the east and west of the site respectively, alongside the A36 Churchill Way West carriageway and railway line to the south constrain pedestrian movement routes within the immediate local area.
- 4.6 Nonetheless, existing footpath connections along the northern side of the A36, along either side of Ashley Road (including regularly spaced street lighting) and underpass links at various locations along the A36 provide convenient access to immediate surrounding residential areas to the east, south and west within an 800m walk of the site.
- 4.7 Extending walking distances to 2km indicates that Wyndham Park, St Pauls, Churchfields and areas of Bemerton are considered to within an appropriate walk distance of the site, in addition to Salisbury city centre and railway station.
- 4.8 Access to a shared footway / cycleway, running along the western side of the River Avon is provided from the eastern perimeter of the retail park, providing access towards central Salisbury to the south.
- 4.9 Within the site, footways are provided along the western side of the site access road running between Ashley Road and the A36 in addition to centrally through the retail park car park, providing links between the unit frontages and local pedestrian infrastructure / links, with crossing facilities provided as appropriate.

Cycling

- 4.10 Cycling is seen as a viable alternative for journeys of up to 5km, equivalent to a 20-minute cycle time based on a speed of 10mph (16kph).
- 4.11 A 5km cycle distance suggests that a vast majority of Salisbury residential areas could access the store via cycle.
- 4.12 The shared footway / cycleway running along the western side of the River Avon forms part of National Cycle Network (NCN) Route 45 and the Wiltshire Cycle Way (WCW), providing a direct link to Salisbury city centre to the south and residential areas to the north. Links / crossing over the River Avon at various locations along its route provide access to residential areas to the northeast.
- 4.13 In central Salisbury, access is provided to further key cycle routes, including NCN Route 24 (Wylve Valley Route), a recommended route which runs east-to-west through Salisbury whilst the WCW New Forest Link provides access to areas to the south of the city centre.

Public Transport

- 4.14 The closest bus stop to the site is located at Castle Roundabout, located approximately 480m walk to the east from the Unit 1 entrance, with appropriate pedestrian infrastructure / crossing facilities provided to safely travel between the site and this stop. Additional bus services are also accessible via stops located on the A360 (Devizes Road) in the vicinity of Gas Lane located around a 700m walk from the site to the west.
- 4.15 A summary of frequent non-school services operating to / from stops in the vicinity of the site are outlined in **Table 4.1**, updated November 2025.

Service Number	Description / Route	Operating Hours & Typical Daytime Frequency		
		Mon – Fri	Sat	Sun & BH
Activ8	Salisbury to Andover	05:15 to 23:30 20 mins	05:15 to 23:30 20 mins	06:45 to 23:15 30 mins
PR11	Salisbury City Centre to Old Sarum	06:15 to 23:30 30 mins	07:30 to 23:30 30 mins	08:30 to 17:30 Hourly
R1	District Hospital to Bemerton Heath via Salisbury City Centre	05:15 to 00:00 15 mins	06:00 to 00:00 15 mins	07:00 to 20:30 30 mins
R4	Salisbury City Centre to Paul's Dene via Waters Road	06:30 to 19:30 Hourly	08:15 to 19:15 Hourly	-
R10	Salisbury City Centre to St Peter's Place	06:15 to 22:50 30 mins	06:30 to 22:50 30 mins	09:00 to 20:30 Hourly
R12	Salisbury City Centre to Stratford Bridge	09:00 to 15:00 70 mins	09:30 to 14:15 70 mins	-
X4	Salisbury to Larkhill	05:15 to 23:00 30 minutes	07:00 to 23:00 30 minutes	09:00 to 19:00 Hourly
X5	Salisbury to Swindon	07:00 to 23:15 Hourly	08:30 to 23:15 Hourly	-

Table 4.1: Bus services stopping in the vicinity of the site

- 4.16 Salisbury railway station is located around 1km / 14 minutes' walk to the southwest of the site, providing frequent services to the nearest stations in Tisbury, Warminster, Grateley, Andover, Romsey and Dean.
- 4.17 Whilst numbers of customers specifically accessing the site to undertake a primary shopping trip via rail are expected to be minimal, for staff accessing the site from further afield, they may be able to utilise this mode if their start location has convenient rail links or as part of a multi-modal journey, with onward travel via bicycle, bus or taxi.

Accessibility Summary

- 4.18 In summary, it is considered that the site benefits from good links to surrounding residential areas via active travel modes with appropriate footways / cycleways, crossing facilities and regularly spaced street lighting provided on the local highway. The site also provides access to various frequent public transport services serving the local area.

5 Travel Plan Management

- 5.1 A Travel Plan Co-ordinator (TPC) will be appointed by the site management agents to oversee the development, implementation and management of the Lidl Travel Plan, funded accordingly by the Landlord throughout the 5-year duration of the Travel Plan.
- 5.2 The TPC will be appointed prior to occupation of the new foodstore to ensure that any actions / measures required prior to trading have been completed.
- 5.3 Once appointed, relevant contact details for the nominated TPC will be provided to the local authority and included within the Travel Plan document and associated materials as appropriate.
- 5.4 Any change in the appointed TPC during the 5-year lifetime of the Travel Plan will be notified to the local authority.
- 5.5 The role of the Lidl TPC will include:
- Taking a lead role in the development, implementation and review of the Travel Plan with assistance / support from the unit operator / site management team as required;
 - Promotion and marketing of the Travel Plan and its associated measures;
 - Acting as a point of contact for the Lidl Travel Plan and addressing staff and customer questions / queries regarding travel to and from the store and within the site; and
 - Mediating with the local authority, stakeholders or third-party operators (e.g. bus service operators) as appropriate.
- 5.6 The TPC role will be part-time, with a concentration of tasks during certain key periods such as prior to / around store opening, monitoring surveys / reports and local / national travel awareness events.

Marketing and Promotion

- 5.7 All Lidl staff will be made aware of the Travel Plan upon commencing employment, and the role of individuals in achieving its aims / objectives will be explained.
- 5.8 The Travel Plan and its associated measures will be promoted to staff on an ongoing basis through promotional material such as posters and leaflets, in addition to staff being asked to highlight any current issues or suggestions in relation to the Travel Plan or travel to / from the site in general on a regular basis.

- 5.9 As appropriate, the TPC or a nominated representative will attend staff team meetings to promote or respond to queries in relation to the Travel Plan and its associated measures. Given the nature of the business and number of employees, this is considered to be most appropriate for the site rather than a separate Steering Group.

Resources and Funding

- 5.10 Suitable resources will be provided for the implementation of the Travel Plan and its associated measures and initiatives.
- 5.11 Certain measures / initiatives, including provision of cycle parking and staff welfare facilities will form part of the development construction / fitting out stages and as such, the associated costs are included within these stages.
- 5.12 With regards to promotional leaflets / posters and updated timetables / mapping information, costs associated with printing etc are envisaged to be funded through general site management administration costs or similar.

6 Travel Plan Measures

- 6.1 A range of physical, managerial and awareness measures have been outlined that will be implemented to promote and facilitate use of sustainable modes of travel when accessing the store, supporting the achievement of targets set out in **Section 7**.
- 6.2 This list is non-exhaustive, with the Lidl TPC free to investigate other potential measures / initiatives as part of future reviews or on an ad-hoc basis.
- 6.3 As part of future Travel Plan reviews associated measures would be reviewed based on the results of the staff travel survey, ongoing monitoring and any specific comments / feedback received.

General

Staff Recruitment

- 6.4 Staff recruitment will be targeted within the local area, where sustainable modes of travel are a more viable alternative for travel to work, providing benefits for both staff and the store. Staff located nearby provide a more flexible workforce to meet operational demands, for example covering sickness, short notice shift changes, overtime etc.

Working Practices

- 6.5 Varying shift patterns are necessary for operational flexibility, but store management will endeavour to accommodate colleague requests for minor amendments to their shifts to facilitate use of sustainable modes of transport wherever possible.

Local Authority / Stakeholders / Third Party Operator Liaisons

- 6.6 The TPC will liaise with the local authority, stakeholders or third-party operators as appropriate to pass on comments / observations / concerns received from staff and customers in relation to items such as, although not limited to:
- Local walking / cycling route safety;
 - Existing or planned local public transport stops / services / routes; and
 - Local sustainable travel initiatives / events.
- 6.7 Liaison would also be undertaken with adjacent unit operators as appropriate, where there is potential for increased effectiveness of measures / initiatives, for example dedicated retail park car share group etc.

Travel Information / Promotional Material

6.8 Travel information and promotional materials will be made available in the Lidl staff welfare area (or similar appropriate / prominent location) within the unit and will be regularly updated with information about travel options and events, including:

- A summary of the Travel Plan objectives and targets;
- Health, financial and environmental benefits of the utilisation of sustainable travel;
- National and regional sustainable travel campaigns / events;
- Local walking / cycling route maps and public transport timetable information;
- Details of the benefits of car sharing and appropriate websites;
- Promotion of free health / healthy living apps such as Couch to 5K, Strava etc;
- Useful travel / journey planning websites, including Connecting Wiltshire; and
- A list of local taxi companies' contact details.

6.9 Contact details for the TPC will be provided so that staff can contact them with any issues / concerns or suggestions on additional content regarding travel to / from the store.

Staff Travel Pack

6.10 All Lidl employees will be provided with a Travel Pack, either on implementation of the Travel Plan or on starting employment at the store, highlighting the existence of the Travel Plan in addition to providing all the information an individual will need to make an informed choice on the mode of travel to be used for any local journeys.

6.11 The Travel Pack will include:

- A summary of the Travel Plan objectives and targets;
- Details of walking and cycling facilities and routes in the local area;
- Local public transport information, including route maps and timetable information;
- Details of the benefits of car sharing and appropriate websites;
- Useful travel / journey planning websites, including Connecting Wiltshire; and
- Details for the nominated store TPC.

6.12 Travel Pack information will be periodically checked and updated by the TPC.

6.13 Spare copies of the Travel Pack will be made available and provided to staff if necessary.

Walking & Cycling

- 6.14 In addition to providing local walking and cycling route information as part of travel information / promotional material, the following measures will be implemented to encourage travel to and from the store by foot / cycle.

Staff Welfare Facilities

- 6.15 Lidl staff welfare facilities are provided to allow staff to change out of and store wet weather gear and cycling clothing / equipment.

Cycle Parking

- 6.16 A total of 42 cycle parking spaces will be provided onsite for use by both retail park staff and customers, including 5 sheltered 'Sheffield' style stands (10 cycle spaces) in the immediate vicinity of the Lidl foodstore frontage.
- 6.17 Additional storage space is available within the store non-sales / warehouse area for staff to securely / safely store cycles if required.

Cycle Training

- 6.18 Details of local cycle training courses aimed at adults who have either never cycled before or who would prefer a bit more confidence before cycling to work, will be made available in the staff welfare area and where additional details can be obtained.
- 6.19 Details various adult cycle courses are provided on the Connecting Wiltshire website (www.connectingwiltshire.co.uk), whether you are a complete beginner, returning to riding after a long break or simply looking to build your skills and confidence riding in traffic.
- 6.20 Alternatively, adults can also get in touch with a local Bikeability instructor directly to discuss their requirements, with instructor details provided on the Bikeability website (www.bikeability.org.uk) and the Cycling UK website (www.cyclinguk.org).
- 6.21 Courses are tailored to individual needs and are suitable for everyone, being delivered either as one-to-one or in small groups, depending upon the course required.

Cycle to Work Scheme

- 6.22 Eligible staff will be able to sign up to the Lidl Cycle to Work Scheme which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit.
- 6.23 Availability and details of this scheme will be highlighted to staff by the TPC.

Electric Cycles

- 6.24 Staff will be provided with details of electric bikes (E-bikes) in an aim to encourage those who may consider a conventional cycling impractical or being too much effort.
- 6.25 Key features of E-bikes, including different power assistance types, typical range and costs, will be highlighted, in addition to the Cycle to Work scheme potentially offsetting a significant level of the associated initial cost involved.

Cycle Maintenance

- 6.26 A well-maintained bike is not only a pleasure to ride but safer and more reliable.
- 6.27 Staff will be provided with details of where to find useful bike maintenance guides and details of local providers who offer cycle servicing / repairs.

Cycle Groups / Clubs

- 6.28 Being a member of a cycling group / club offers various benefits, including meeting like-minded people to provide motivation and mutual support.
- 6.29 Details of local cycle groups / clubs for various abilities will be highlighted to staff and include details of where additional information can be obtained.

Bike Register

- 6.30 Staff will be encouraged to register their cycles with Bike Register (www.BikeRegister.com), the UK's leading online bicycle identification and registration initiative, aiming to reduce cycle theft, identify stolen bikes and assist in owner recovery. There is no charge to register a bike unless purchasing additional security features.

Public Transport

- 6.31 In addition to providing local public transport route / timetable information as part of travel information / promotional material, the following measures will be implemented to encourage travel to / from the store by public transport.

Journey Planning

- 6.32 Details of useful public transport journey planning websites and mobile applications will be provided to allow staff to easily plan their journeys to and from the site.
- 6.33 Websites and mobile applications to be promoted include:
- [Connecting Wiltshire \(www.connectingwiltshire.co.uk\)](http://www.connectingwiltshire.co.uk) – providing information on public transport, active travel and journey planning resources in and around the Wiltshire area, including maps and resources.
 - www.traveline.info – providing timetable, live time and journey planning resources.
 - [UK Bus Checker App \(www.buschecker.com\)](http://www.buschecker.com) – Free app providing live bus times, smart journey planning journeys and detailed route maps.
 - [Traveline GB](#) – Free app providing live bus times, smart journey planning journeys and detailed route maps.
 - [Nextbuses](#) – providing live bus information, where available, and scheduled times on mobile phones.

Discounted Ticketing

- 6.34 Information and details of local ticketing offers, such as weekly, monthly and annual ticket options which offer cheaper travel for longer term tickets will be put on display.

Powered Two Wheelers

- 6.35 Powered Two Wheelers (mopeds and motorcycles) offer the personal freedom and convenience of a car with significantly less congestion and pollution impact, whilst also providing a viable alternative option to private car use for many journeys where public transport is limited and walking or cycling unrealistic.
- 6.36 Staff travelling via motorcycle would be able to store associated equipment (helmets, jackets etc) within lockers onsite.
- 6.37 The TPC will research local motorcycle / scooter training and licencing requirements and distribute relevant information to staff for consideration.

Sustainable Car Travel

- 6.38 Whilst it is recognised that it may not always be possible / feasible to adopt alternative travel modes to the car, and that some people are reluctant to change due to a range of differing reasons, there is still the potential to raise awareness of the benefits of using the car in a more sustainable manner in these circumstances.

Taxis

- 6.39 Taxis provide an alternative means of transport for trips when other modes of transport may not be available / preferable e.g. early morning or late at night.
- 6.40 Staff will be provided with details of the key differences between taxi types (Hackney Carriage vs Private Hire), contact details for local operators and safety tips when booking / using a taxi.

Car Sharing

- 6.41 Car sharing represents a good option for staff living in areas with limited access to public transport, or essential car users who want to save money.
- 6.42 The TPC will provide promotional material to employees to raise awareness of the cost benefits of car sharing in addition to where to find further information and frequently asked questions.
- 6.43 Initially staff will be encouraged to sign up to a local public car share scheme, such as www.carsharewiltshire.co.uk or www.liftshare.com, allowing them to simply and securely find car share partners for regular trips to / from the site, in addition to providing information in relation to car sharing, a savings calculator and help with finding a car share partner.
- 6.44 Potential interest for a store specific car share group would be monitored and provided if appropriate / supported. Based upon the proposed development use, it is not considered that designated car sharing spaces being provided onsite would currently be appropriate.

Electric Vehicles

- 6.45 8 'Active' EV charging spaces (120kW x 2 / 22kW x 6), operated by Shell are available in the wider car park available for both staff and customers use, subject to the terms and conditions of use.
- 6.46 Staff will be provided with details of different Electric Vehicle types, the benefits / incentives for going Electric, details of local charge point locations and grants available for the purchase of new plug-in vehicles.

Car Park Management

- 6.47 Parking onsite is managed through Automatic Number Plate Recognition (ANPR) cameras at the car park access points, recording vehicle registrations and time of arrival / departure to ascertain vehicle duration of stay.
- 6.48 The ANPR system is in operation 24hrs a day, 7 days a week. Parking is currently free for up to 3 hours, with charges applied following this time to discourage long-stay parking misuse.
- 6.49 Unit operator staff / visitors are permitted to park free of charge within the service yard area to the rear of units, with designated parking allocated to each specific unit.
- 6.50 Associated car park management is subject to regular ongoing monitoring / review.

Customers

- 6.51 Onsite infrastructure / facilities for pedestrians, cyclists and EVs will be available to customers as part of the development and will highlight the convenience of accessing the site via these modes.
- 6.52 Relevant promotional material related to the Travel Plan and sustainable travel will be made available to customers as appropriate.

Fleet Management

- 6.53 Lidl's fleet strategy focuses on a sustainable, efficient, and resilient supply chain, primarily through the transition to alternative fuels and logistics planning to meet ambitious net-zero carbon emission targets. Key elements include:
- Transition to a green transport fleet - through a move to a biogas-powered fleet; and
 - Advanced logistics planning - optimising routes / loads to cut costs and improve reliability
- 6.54 Lidl will keep their company fleet strategy, alongside associated policies and procedures under regular review.

7 Travel Plan Targets

7.1 The primary objective of the Travel Plan is to encourage the utilisation of sustainable travel modes when accessing the site and in turn to reduce unnecessary vehicular trips (primarily single occupancy car journeys) where suitable alternatives are available.

7.2 In order to assess success in achieving this objective, Travel Plan targets have been set.

Aim Targets

7.3 Staff behaviour is, to a certain extent, within the control of Lidl / site management but it is more difficult to manage customer travel, particularly if customers have a large amount of shopping to transport. However, the Travel Plan aims to provide sufficient information to enable customers to make an informed choice about their travel to / from the store.

7.4 As a result, Aim targets primarily focus on staff travel as this provides the greatest scope for a reduction in single occupancy private car travel, whilst Action targets include items to promote sustainable travel to both customers and staff.

7.5 The Travel Plan aims to reduce the dependence upon single occupancy private car travel when accessing the site and hence the Travel Plan targets aspire to:

- Decrease percentage of staff accessing store via single occupancy private car; and
- Increase percentage of staff utilising active modes (walking / cycling), public transport and car sharing to access the store.

7.6 **Table 7.1** outlines initial short, medium and long-term staff modal shift targets, utilising 2021 Census Method used to travel to work data for Salisbury, to take into account local characteristics regarding travel mode choice.

Travel Mode	Baseline 2021 Census	Short Term (Year 1)	Medium Term (Year 3)	Long Term (Year 5)
Car Driver (single occupant)	65%	63% (-2%)	60% (-5%)	55% (-10%)
Car Share (driver or passenger)	11%	12% (+1%)	13% (+2%)	14% (+3%)
Walking	14%	23% (+1%)	25% (+3%)	29% (+7%)
Cycling	3%			
Public Transport	5%			
Other, incl. Motorcycle and Taxi	2%	2%	2%	2%

Table 7.1: Travel Plan 'Aim' Targets

- 7.7 Targets set out within **Table 7.1** are considered 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) and are in line with the objectives of this Travel Plan: to achieve a reduction in single occupancy car travel over the period covered by the Travel Plan through an increase in car sharing, active modes (walking and cycling) and public transport usage.
- 7.8 Targets detailed in **Table 7.1** will be reviewed following the undertaking of subsequent staff travel surveys, with an initial (Baseline / Year 1) travel survey undertaken within 6 months of store occupation, with a sample survey included in **Appendix B** of this report.
- 7.9 More details in relation subsequent monitoring / review of these targets and the Travel Plan in general are outlined in **Section 8**.

Action Plan

- 7.10 An Action Plan is provided in **Appendix C** of this Travel Plan which sets out the various measures and actions discussed within this Travel Plan alongside target dates for implementation, responsibility for implementation and funding.
- 7.11 The Action Plan will be periodically updated to reflect changes in target dates in addition to adding or removing associated measures to be implemented as appropriate.

Corrective / Remedial Measures

- 7.12 In the event that the Travel Plan is not on track to meet its targets, future year reviews will outline any planned additional / corrective measures to guide the Travel Plan back on track.
- 7.13 Potential corrective measures may include, but are not limited to the following:
- Offering personalised travel planning advice to staff;
 - Increased promotional materials, targeted based on survey results;
 - Additional measures investigated / implemented based upon comments received or travel survey results; and
 - Limiting staff parking onsite to those who cannot realistically access the store via sustainable modes of travel due to individual circumstances e.g. childcare / dependants' responsibilities, disabilities / medical conditions etc.
- 7.14 Additionally, in due course, if deemed justified, it may be necessary to extend the implementation / monitoring of the Travel Plan past the initial 5-year lifetime, if associated targets have not been met.

8 Monitoring & Review

- 8.1 Monitoring and review of the Lidl Travel Plan will be undertaken by the Lidl TPC.

Monitoring

- 8.2 Monitoring of the Travel Plan includes the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.

Staff Travel Survey

- 8.3 Updated staff travel surveys will be undertaken on or around the third and fifth-year anniversary of the initial (baseline / Year 1) staff travel survey to provide updated travel data, free of seasonal bias.

- 8.4 The TPC will aim to maximise the staff travel survey response rates, but a 50% minimum response rate will be attained in order that the travel questionnaire surveys are considered statistically significant.

- 8.5 If required, consideration will be given to providing an incentive for respondents which is enticing to all staff regardless of chosen mode of travel, for example respondents being entered into a prize draw to win a non-travel specific gift voucher.

Monitoring Report

- 8.6 Following the undertaking of the updated staff travel surveys, the TPC will compile a monitoring report for issue to the local authority outlining:

- Updated travel survey results / analysis;
- Measures and their impact over the previous period;
- Achieved targets against previously set targets; and
- Objectives and targets for the forthcoming period.

- 8.7 The monitoring report will be issued to the local authority within 2 months of travel survey completion to refine and agree the Travel Plan actions moving forward and ensure that associated targets remain SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

- 8.8 Travel survey results and the monitoring report will be made available in store.

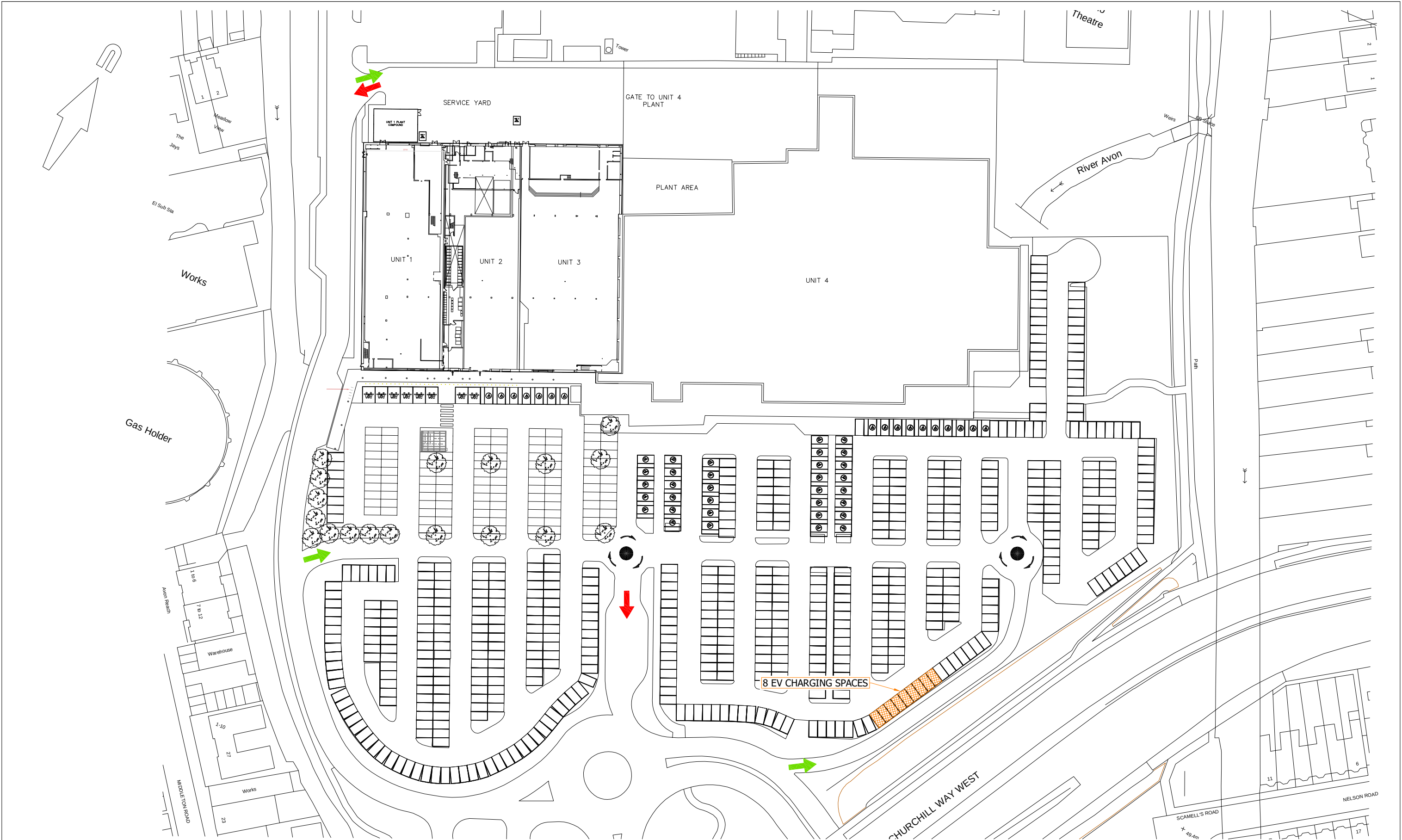
Ongoing Monitoring

- 8.9 The TPC will undertake ongoing monitoring, recording / addressing any pertinent information to be considered as part of the development of the Travel Plan.
- 8.10 Ongoing monitoring would include:
- Customer and staff feedback relating to any concerns or comments regarding travel to / from the store and within the site;
 - Ensuring internal pathways are kept clean and clear for pedestrian use;
 - Condition and use of staff storage facilities;
 - Counts of cycles parking onsite, including formal and informal locations; and
 - The take-up of staff on any discounts and schemes promoted by the TPC, e.g. awareness events, cycle training, car share schemes and ticketing discounts
- 8.11 Associated monitoring tasks are outlined within the Action Plan (**Appendix C**).

Review

- 8.12 The Travel Plan is not a fixed document, and the strategy and measures herein are expected to require reviewing over the period of the Plan to accommodate changes in circumstances which are beyond the occupants' control, although the objectives of the Plan will not change.
- 8.13 If the TPC believes that there is a justifiable reason to undertake a review of the Travel Plan and its associated objectives, targets or measures the TPC will liaise with the local authority accordingly.

APPENDIX A: Site Layout



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client

SREIT (PORTERGATE) LIMITED

project

CHURCHILL WAY WEST RETAIL PARK
SALISBURY, SP2 7TS

title

SITE PLAN - CAR PARK LAYOUT

POST DEVELOPMENT

scale

1:1000 @ A3

drawn by

RB

checked by

RG

date created

26/11/26

date revised

-

cad file

251126 - CP LAYOUT

suitability

P1

rev.

-

drawing number

B/LIDLCHURCHILLWAYW2.1/01

APPENDIX B: Example Staff Travel Survey

Lidl Churchill Way West Retail Park, Salisbury - Staff Travel Survey



As part of the ongoing development of the store Travel Plan an updated staff travel survey is being undertaken to understand changes in staff travel patterns, any issues you may have with your journey to and from the site, and how this could be improved

We would appreciate you taking a few minutes to answer some questions.

There are no correct or incorrect responses – we are interested in your personal view.

About You

Home Post Code _____ *required for understanding journey distances/times/routes*

Age Group ☐ 15-18 ☐ 19-24 ☐ 25-44 ☐ 45-64 ☐ 65-74 ☐ 75+

Do you have a health problem/disability that affects your choice of travel? ☐ Yes ☐ No

About Work

On Average, how many days do you work at the store per week?

☐ 1 day ☐ 2 days ☐ 3 days ☐ 4 days ☐ 5 days ☐ 6 days ☐ 7 days

Your Travel Habits

Please indicate how frequently you utilise each of the following travel modes for your journey to/from work?

In the case of multi-modal journeys, the main mode should be that utilised for the furthest distance

	Usual (1 choice)	Occasionally	Never
Drive (no passengers)	☐	☐	☐
Drive (with passengers)	☐	☐	☐
Car passenger	☐	☐	☐
Walk	☐	☐	☐
Cycle	☐	☐	☐
Bus	☐	☐	☐
Train	☐	☐	☐
Motorcycle	☐	☐	☐
Taxi	☐	☐	☐
Other	☐	☐	☐

If you drive, what is your main motivations for this?

- | | |
|--|---|
| ☐ Comfort | ☐ Reliability |
| ☐ Cheaper | ☐ Safety |
| ☐ Quicker | ☐ No Alternative |
| ☐ Other commitments (e.g. School run) | |
| ☐ Other (please specify below) | |
-

If you currently car share, as a driver or passenger, what statement below best describes you?

- | |
|--|
| ☐ Drive with colleague passenger |
| ☐ Drive with non-colleague passenger |
| ☐ Passenger with colleague driver |
| ☐ Passenger with non-colleague driver |

Alternative Travel Modes

If you always/mostly drive, please indicate if you would consider using the following alternative travel modes?

- | | | | | |
|---|---|------------------------------|--------------------------------|-------------------------------------|
| ☐ Walk | ☐ Bicycle | ☐ Bus | ☐ Train | ☐ Motorcycle |
| ☐ Car Sharing (with colleague) | ☐ Car Sharing (with non-colleague) | | | |

Additional Information

Please provide any additional comments or ideas on how we can assist or encourage you to walk, cycle, car share or use public transport more frequently for your journey to/from work.

.....

.....

.....

APPENDIX C: Action Plan

LIDL Churchill Way West Retail Park, Salisbury

Units 1, Churchill Way West Retail Park, Salisbury SP2 7TS

Highway Authority: Wiltshire Council

Planning Authority: Wiltshire Council

Travel Plan Action Plan

Planned Store Opening 26 February 2026

Travel Plan Objective(s)

Action Plan Updated 26 November 2025

The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, primarily single occupancy private car travel, where suitable alternative modes of travel are available.

It is envisaged that this objective will be achieved through:

- i) Raising awareness of the potential benefits / advantages of travel by sustainable modes of travel; and
- ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

Travel Plan Actions / Measures

Action Measure	Target Date	Responsibility	Funding
GENERAL			
Appointment of Lidl Travel Plan Coordinator	Prior to Trading	Site Management	Landlord
Staff recruitment focused within local area	Prior to Trading & Ongoing	Lidl	Lidl
Working Practices – shift pattern flexibility	Ongoing	Store Manager	-
Produce & provide travel information / promotional material, including walking / cycling / public transport route information. Updates as appropriate	Prior to Trading & Ongoing	TPC	Landlord
Produce & provide Staff Travel Pack. Updates as appropriate	Prior to Trading & Ongoing	TPC	Landlord
Promote Local / National Awareness Events	Ongoing (start of each year and prior to key events)	TPC	Landlord
Sustainable Travel Newsletters / Updates	Ongoing (Every 3 months)	TPC	Landlord
Liaison with local authority / other stakeholders / third-parties as appropriate	Ongoing	TPC	Landlord
WALKING & CYCLING			
Provide changing / storage facilities for staff	Prior to Trading	Contractor	Landlord
Provide cycle parking facilities	Prior to Trading	Contractor	Landlord
Promote cycle training courses	Ongoing	TPC	Landlord
Promote Cycle to Work (Bicycle purchase) scheme	Ongoing	TPC	Landlord
Provide key features / details in relation to Electric Bikes	Ongoing	TPC	Landlord
Provide details of cycle maintenance guides / local cycle repairers	Ongoing	TPC	Landlord
Provide details of local cycle groups / clubs	Ongoing	TPC	Landlord
Investigate support for Bicycle Users Group (BUG)	Ongoing	TPC	Landlord
Provide details of Bike Register (Bike ID Scheme)	Ongoing	TPC	Landlord
PUBLIC TRANSPORT			
Prepare up-to date public transport info - routes / timetables	Ongoing (Every 6 months)	TPC	Landlord
Provide details of Journey Planning Websites and Mobile applications	Prior to Trading & Ongoing	TPC	Landlord
Provide details of local ticketing offers / discounts	Prior to Trading & Ongoing	TPC	Landlord
DRIVING SUSTAINABLY / CUSTOMERS / FLEET MANAGEMENT			
Provide designated powered two wheeler (e.g. motorcycle) parking	Prior to Trading	Contractor	Landlord
Provide powered two wheeler information	Prior to Trading & Ongoing	TPC	Landlord
Provide details of Local Taxi services	Prior to Trading & Ongoing	TPC	Landlord
Provide details of and promote participation in local lift share scheme	Prior to Trading & Ongoing	TPC	Landlord
Provide details of EV options & associated benefits / incentives	Prior to Trading & Ongoing	TPC	Landlord
Provide details of and promote local car club scheme(s)	Prior to Trading & Ongoing	TPC	Landlord
Review Car Park Management Policies and Procedures	Ongoing	Site Management	Landlord
Review Fleet Management Policies and Procedures	Ongoing	Lidl	Lidl

Travel Plan Monitoring & Review

Task / Action	Target Date	Responsibility	Funding
Undertake initial (Baseline / Year 1) staff travel survey	Within 6 months of trading	TPC	Landlord
Prepare / issue Year 1 monitoring report (within 3 months of survey completion)	Within 2 months of survey completion	TPC	Landlord
Undertake updated staff travel surveys (on or around the anniversary of Year 1 survey)	Years 3 & 5	TPC	Landlord
Prepare / issue monitoring report to local authority, including review of Travel Plan and its associated measures / targets	Years 3 & 5, within 2 months of survey completion	TPC	Landlord
Respond to customer / staff feedback relating to any concerns or comments regarding travel to / from the store and within the site	Ongoing	TPC	Landlord
Ensuring internal pathways kept clean / clear for pedestrian use	Ongoing	Site Management	Landlord
Condition and use of staff storage / changing facilities	Ongoing	Store Manager / TPC	Landlord
Counts of cycle parking demand onsite	Ongoing (Every 6 months)	Site Management / TPC	Landlord
Take-up of any staff discounts / schemes promoted by the TPC	Ongoing	TPC	Landlord

