
PROPOSED LIDL FOODSTORE

**Former Hayes Pool and Fitness Centre,
Central Avenue, Hayes Town**

**Service Management Plan
On behalf of Lidl UK**

April 2014



Project: Proposed Lidl Foodstore
Former Hayes Pool and Fitness Centre,
Central Avenue, Hayes Town

Client: Lidl UK

Document: Service Management Plan

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1 INTRODUCTION

- 1.1** This Service Management Plan (SMP) has been prepared by Gateway TSP on behalf of Lidl UK in connection with their proposal for a foodstore at the former Hayes Pool and Fitness Centre, Central Avenue, Hayes.
- 1.2** The scheme comprises a foodstore of some 2,160 square metres of gross external floor space, accessed from Central Avenue.
- 1.3** The purpose of this SMP is to ensure that delivery/servicing activity associated with the foodstore can take place in a safe, efficient and sustainable manner. It has been developed in accordance with policies set out within 'Delivery and Servicing Plans: Making Freight Work for You' (TfL) 'The London Plan' (July 2011); and 'The London Freight Plan' (November 2007).
- 1.4** The remainder of this report is structured under the following chapter headings:
- i) Chapter 2 – Local Situation
 - ii) Chapter 3 – Policy Context
 - iii) Chapter 4 – Measures and Initiatives
 - iv) Chapter 5 – Monitoring and Review
 - v) Chapter 6 – Summary
- 1.5** This SMP is applicable to all delivery vehicles serving the Lidl foodstore, which are principally undertaken by Lidl themselves. Compliance and implementation of the SMP will be monitored and reviewed by the management of the store.

2 LOCAL SITUATION

Site Location

- 2.1** The site is accessed from and has a frontage on Central Avenue. It is bound to the south and west by Botwell Lane, Central Avenue to the east and by residential developments to the north.
- 2.2** Central Avenue is a local road connecting Botwell Green in the South with the A4020 Uxbridge Road, though Coldharbour Road provides an all movements access onto the A4020 Uxbridge Road and connects to Botwell Lane to the south.
- 2.3** Botwell Lane is connected to Coldharbour Lane and Pump Lane at a mini-roundabout to the east of the site. Pump Lane provides a strategic connection to the principal road network of the A312 The Parkway to the east whilst Coldharbour Lane provides a connection to the A4020 Uxbridge Road to the north.
- 2.4** This demonstrates that the proposed site is well connected to key delivery routes on the wider road network.

Scheme Elements

- 2.5** Lidl UK propose to redevelop the site by constructing a Lidl food store with 2,160 square metres gross external floorspace, comprising the following elements:
- 1,407 square metres net sales floor area; and
 - A car parking area with 64 spaces proposed.

Servicing Arrangements

- 2.6** Access to the service yard would be provided by a shared access on Central Avenue, shared between the store and access to the Central Avenue public car park. To access the service yard the servicing vehicles will have to enter the proposed Lidl car park and undertake a reversing manoeuvre into the servicing bay. Swept path analysis of these manoeuvre has been undertaken, demonstrating that vehicles up to the size of a 16.5m articulated vehicle can be accommodated into the service area as demonstrated in the drawing included at **Appendix A**.
- 2.7** This access arrangement is typical of the Lidl retail model, thereby ensuring that the drivers servicing the yard will be highly trained and well-practised in undertaking the required manoeuvres.
- 2.8** Lidl UK's approach to store deliveries seeks to ensure the most operationally efficient systems are in place. It is company Policy to ensure utilisation is as high as possible. This measures the actual number of pallets shipped on each trip to store against the total number of pallet spaces. For example, if a trailer has a capacity of 32 pallets, but leaves the Regional Distribution Centre (RDC) with 16 pallets, then it would have been utilised 50%. The figure is taken over weekly periods and Lidl always aim to ensure these figures are as close to 100% as possible. This in effect translates into ensuring one delivery to store per day.
- 2.9** Servicing is usually conducted outside network and trading peak hours.

Vehicle Routing

- 2.10** Deliveries to the food store will be made from the regional distribution centre in Enfield and will be routed along Botwell Lane and north along Central Avenue to access the proposed food store. The traffic calming features present along Central Avenue would restrict delivery vehicles accessing the site from Central Avenue to the north of the site access.

3 POLICY CONTEXT

National Policy

- 3.1** The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied.
- 3.2** The NPPF presumes in favour of sustainable development and is a material consideration in planning decisions. Twelve core land-use planning principles are put forward to underpin both plan-making and decision-taking, one of which is to *"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable."*
- 3.3** Paragraph 35 of the NPPF states that plans should be designed to *"accommodate the efficient delivery of goods and supplies"*.

Regional Policy

The London Plan

- 3.4** Policy 6.14 of the current London Plan (adopted July 2011) specifically relates to freight. On Development Proposals, it stipulates that:
- a. *"locate developments that generate high numbers of freight movements close to major transport routes;*
 - b. *promote the uptake of the Freight Operators Recognition Scheme, construction logistics plans and delivery and servicing plans. These should be secured in line with the London Freight Plan and should be co-ordinated with travel plans and the development of approaches to consolidate freight; and*

- c. *increase the use of the Blue Ribbon network for freight transport.”*

The London Freight Plan

- 3.5** The London Freight Plan incorporates guidance on SMP's. It states that:

“Delivery and Servicing Plans (DSPs) will be used to increase building operational efficiency by reducing delivery and servicing impacts to premises, specifically CO2 emissions, congestion and collisions.

DSP's aim to reduce delivery trips (particularly during peak periods) and increase availability and use of safe and legal loading facilities, using a range of approaches including consolidation and out-of-hour deliveries.”

Summary

- 3.6** The SMP for the proposed food store unit accord with the relevant national and regional policies. The scheme has been designed to include an on-site dedicated servicing area making use of a shared access from Central Avenue. The SMP will ensure that deliveries are managed to minimise impacts on the local road network. Furthermore servicing and delivery activity will be managed in such a way as to ensure it operates efficiently and minimises any adverse impacts.

4 MEASURES AND INITIATIVES

4.1 This section of the SMP outlines the specific management measures to be implemented at the proposed foodstore. The measures aim to manage the impact of delivery and servicing activity.

Management of the Plan

4.2 A member of staff of the food store will be appointed to oversee the management, development and monitoring of the SMP.

4.3 Specific measures may include:

- i) Promoting the SMP to store employees and delivery drivers;
- ii) Time management of deliveries to ensure that deliveries avoid peak network and trading hours;
- iii) Seek to ensure that delivery vehicles spend as little time as possible attempting to access the service yard, possibly tasking staff members to ensure that manoeuvring can be accomplished quickly and safely;
- iv) Time management of deliveries if the need arises for more than one servicing vehicle per day;
- v) Ensure that delivery vehicles remain in the service yard for as little time as possible and that vehicle engines are switched off whilst goods are being loaded/ unloaded (i.e. whilst vehicles are stationary); and
- vi) Undertake monthly servicing and maintenance checks of the service yard.

5 MONITORING AND REVIEW

Monitoring

- 5.1** The appointed member of staff will be responsible for the ongoing monitoring of the SMP.
- 5.2** The monitoring process will generate information by which the success of the SMP can be evaluated. The monitoring process will enable the SMP to be modified as appropriate to respond to any issues as they arise.
- 5.3** A record will be kept of any incidences, comments or feedback from staff or delivery drivers.

Review

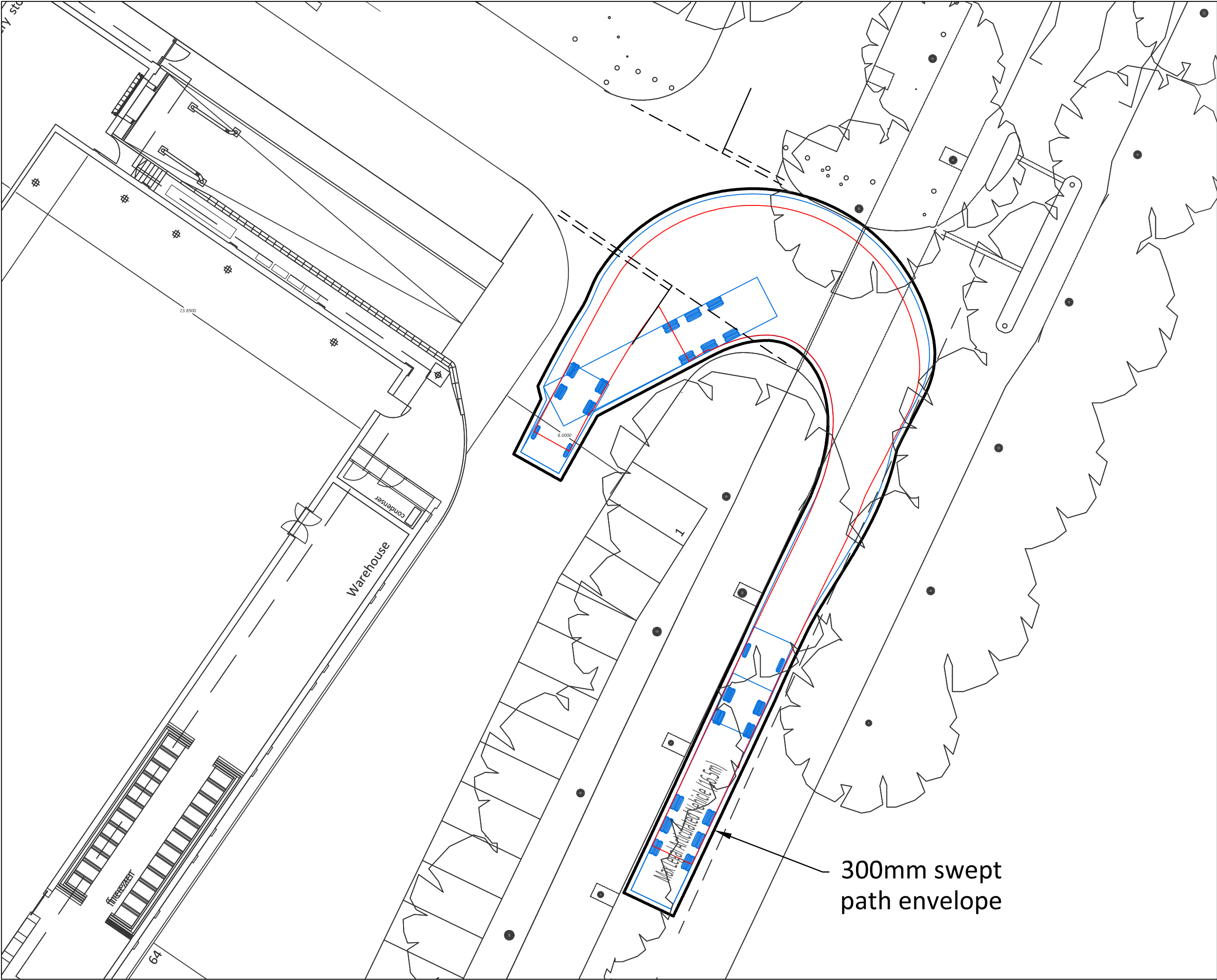
- 5.4** Lidl will undertake a comprehensive annual review of the SMP and will make any necessary changes or alterations as a result of this review. Stakeholders will be consulted where appropriate.

6 SUMMARY


- 6.1** This SMP has been prepared for the proposed Lidl food store at Central Avenue, Hayes. The scheme would be serviced by a dedicated on-site service yard which can accommodate all sizes of servicing vehicles up to the size of a 16.5m articulated lorry.
- 6.2** The Lidl operation is such that they operate and manage store deliveries and servicing from their regional distribution centres, thus allowing the management of deliveries to store in terms of timings of deliveries, driver training/experience and ensuring efficient practices (including collecting waste in the returning vehicle).
- 6.3** The SMP has been drafted in accordance with regional and national policy in relation to the movement of freight. It will remain a live document that will evolve over time to ensure that objectives are met in the most appropriate manner.
- 6.4** The measures set out within this SMP will ensure the successful and efficient operation of servicing/ delivery activity on a day to day basis, reducing the impact of servicing movements on the road network.
- 6.5** The SMP will be monitored on a regular bases by staff at the site. An annual review will be undertaken with relevant stakeholders.

APPENDIX A


Swept Path Analysis for Servicing Vehicles

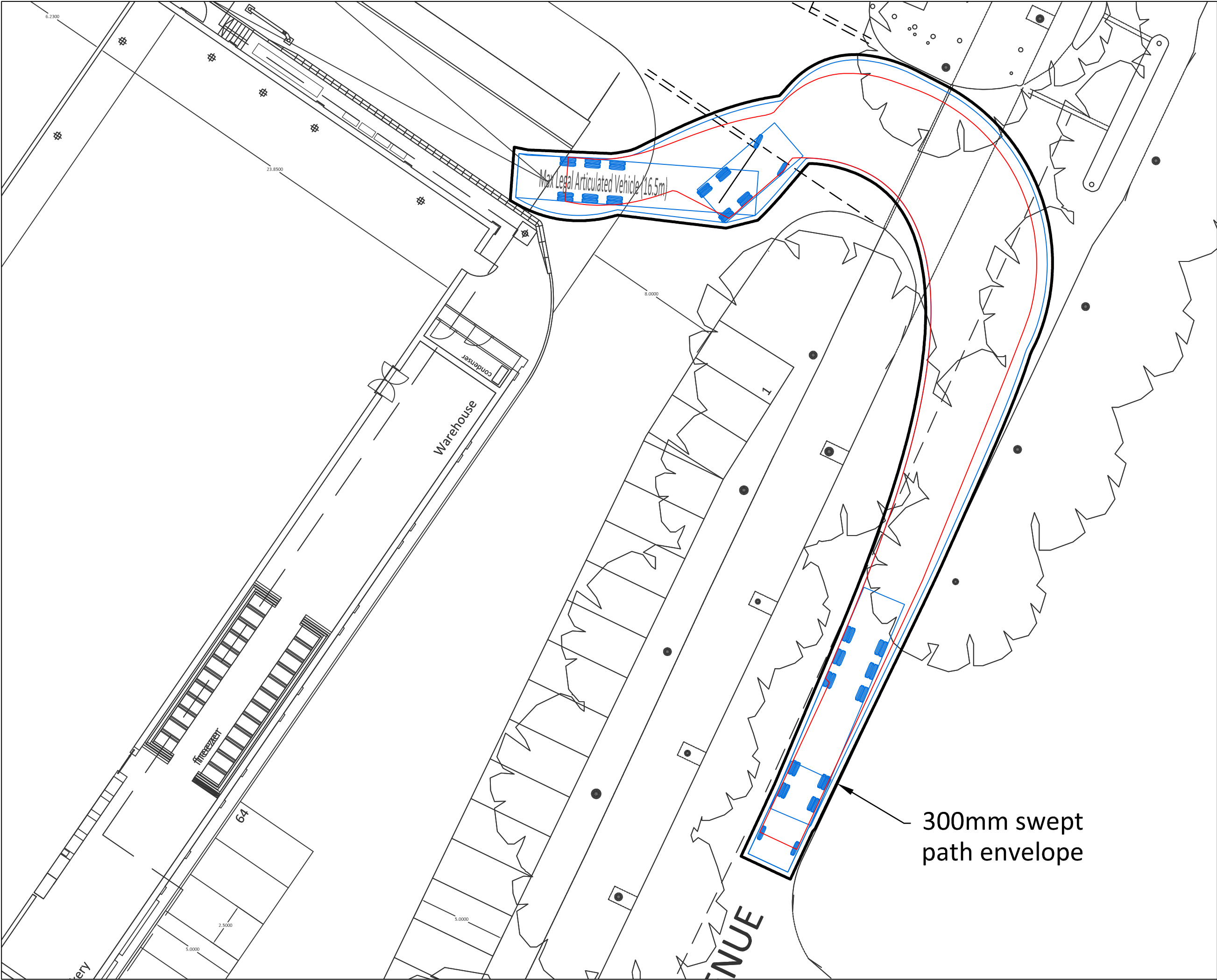


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