Wrexham AFC Fan Zone

Transport Statement

Client: **Wrexham AFC**

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REPORT DETAILS

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CONTENTS

1. INTRODUCTION 2

1.1 Background 2
1.2 Scope of Report 2

2. EXISTING SITUATION 3

2.1 Site Location and Use 3
2.2 Planning Context 4
2.3 Local Highway Network 4
2.4 Road Safety 5
2.5 Existing Travel Behaviour 7
2.6 Car Parking 7

3. CONNECTIVITY BY SUSTAINABLE MODES OF TRAVEL 10

3.1 Introduction 10
3.2 Walking and Cycling 10
3.3 Public Transport 12
3.4 Summary 13

4. DEVELOPMENT PROPOSALS AND IMPACT 14

4.1 Overview 14
4.2 Access 14
4.3 Parking 14
4.4 Service and Deliveries 14
4.5 Development Impact 14
4.6 Mitigation - Access Strategy 16

5. SUMMARY AND CONCLUSIONS 17

5.1 Summary 17
5.2 Conclusions 18

Tables

Table 2-1: Car parks within the vicinity of the site – Weekend Matchday 8
Table 2-2: Car parks within the vicinity of the site – Weekday Non-matchday 8
Table 3-1: Local Bus Services 13

Figures

Figure 2-1: Indicative Site Location 3
Figure 2-2: Location of recorded PIAs 6
Figure 3-1: Sustrans Wrexham Cycle Map 11
Figure 3-2: Active Travel Network Map (ATNM) - Within the vicinity of the site 12

Appendices

Appendix A Proposed Site Layout
Appendix B Matchday access strategy

1. INTRODUCTION

1.1 Background

1.1.1 Apex Transport Planning Ltd ('Apex TP') has prepared this transport statement (TS) on behalf of Wrexham AFC in support of its proposals to operate a 1,500-capacity Fan Zone at Stok Cae Ras, Mold Road, Wrexham.

1.1.2 The Fan Zone will be located to the rear of the Kop end of the stadium, which currently has a 2,289-capacity temporary stand erected and permission (ref: P/2022/0725) for a permanent 5,500 capacity stand with a 500-capacity hospitality area and a 600-capacity non-matchday exhibition space. The Fan Zone will be located on land that will eventually form the footprint of the consented permanent stand once built, and so can be considered a temporary use.

1.1.3 Access to the Fan Zone will be via the existing access on Crispin Lane which serves the current temporary stand. No amendments to the highway are proposed, with only internal circulation and controls beyond the ticket check gates being necessary.

1.1.4 This TS provides an assessment of the sustainable connectivity and transport impacts of the proposed development and has been produced to inform Wrexham County Borough Council (WCBC) on the highways and transport implications of the proposals.

1.2 Scope of Report

1.2.1 The scope of work has considered policies and advice set out in Future Wales, Planning Policy Wales 12 (PPW12), Technical Advice Note 18: Transport (TAN18), the Active Travel Acet (Wales – 2021), the WCBC Local Development Plan (LDP) and other Supplementary Planning Guidance (SPG) documents, as well as considering experience of other similar sites.

1.2.2 The TS has been structured to include the following:

- A description of the existing conditions, including site location, the local highway network and a review of road safety data within the vicinity of the site
- Review of the sustainable connectivity of the site including waling and cycling routes and public transport connections
- Description of the development proposals, demonstrating safe and appropriate access by all modes, car and cycle parking, and servicing and delivery arrangements
- Consideration of the impact of the proposals on the local highway network

2. EXISTING SITUATION

2.1 Site Location and Use

2.1.1 Wrexham Stadium is located to the northwest of the city centre, in close proximity to the transport hubs such as Wrexham train station and Wrexham bus station. The stadium is bound by Wrexham University to the north and west, Mold Road to the south, and Crispin Lane to the east.

2.1.2 The location of the stadium in its local context is shown in Figure 2-1.

Figure 2-1: Indicative Site Location



Source: Google Maps

2.2 Planning Context

Planning History

2.2.1 Over the recent years there have been numerous planning applications associated with the stadium.

P/2022/0725

2.2.2 In 2022 an application was submitted for a stand accommodating '5,500 spectator seats, inclusive of a 500 capacity hospitality area, with a 600 capacity matchday exhibition space, new public realm and associated works'. The application was granted permission in January 2023.

2.2.3 This application was accompanied by a Transport Assessment produced by Ramboll (July 2022). The TA includes details of site accessibility, proposed access arrangements, existing modes of travel to the stadium, a matchday and non-matchday assessment, and a car parking demand review. The non-matchday assessment includes trip generation and distribution, and an operational assessment of the A483 Junction 5 signalised roundabout and Mold Road/B5101 signalised roundabout junction.

2.2.4 In addition to the Transport Assessment, a Match Day Access Strategy and Interim Travel Plan were submitted.

2.2.5 This TS has reproduced and used the information provided within the earlier TA where relevant.

P/2023/0907

2.2.6 An application was submitted in December 2023 for the erection of a temporary stand for a capacity of 2,289 with additional 20 wheelchair spaces (in retrospect). No hospitality / exhibition space was proposed as part of the temporary construction. The application was granted permission in April 2024.

2.2.7 This application was accompanied by a Transport Note produced by Ramboll which included details of the proposals and a comparison of the temporary proposals with the consented development.

2.3 Local Highway Network

2.3.1 The site is bound by Mold Road (A541) to the south and Crispin Lane to the east. To the west, the A541 connects with Plas Coch Road at the Mold Road roundabout, which then connects to the A483 and the wider regional highway network at Junction 5.

A541 Mold Road

2.3.2 The A541 Mold Road is part of a regional classified route between Wrexham and Mold. To the west of the A483, the road is a dual carriageway which transitions to a single carriageway adjacent to the site and further east.

2.3.3 An on-street cycle lane is provided in the westbound direction, with segregation provided at key locations, such as the roundabout with Plas Coch Road.

2.3.4 Mold Road has footways and lighting on both sides of the carriageway with dropped kerbs and tactile paving at junctions, providing suitable crossing points. In addition, a signalised pedestrian crossing is provided just to the west of the site, adjacent to Wrexham University.

2.3.5 Mold Road forms a junction with the B5101, approximately 400m to the northwest of the stadium, via an at-grade signalised 4-arm roundabout junction. The western arm of the roundabout (Mold Road) provides access to the Mold Road Interchange grade-separated roundabout junction, junction 5 of the A483.

B5101

2.3.6 Plas Coch Road (B5101 northern arm) is a two-way single carriageway which functions as a distributor route and serving the Plas Coch retail Park, Stansty residential area, the Tennis Centre and Wrexham University Campus.

2.3.7 Berse Road (B5101 southern arm) is a two-way single carriageway which routes to the west providing access to villages on the western edge of Wrexham, such as New Broughton and Brynteg.

A483 Junction 5

2.3.8 The A483, officially described as the Swansea to Manchester trunk Road, although now ending in Chester, runs in a north-south alignment and acts as a bypass around the west side of Wrexham.

2.3.9 Junction 5 of the A483 is a large partially signalised gyratory, currently consisting of two circulatory lanes with signal controls on all major entry arms.

Crispin Lane

2.3.10 Crispin Lane is a two-way single carriageway road which connects to Stansty Road (B5101) at its northern extent and the A541 at its southern extent. It is approximately 6m wide and has a footway along the western side of the carriageway.

2.3.11 Crispin Lane provides access to Wrexham Student Village, Wrexham University Campus, and residential units.

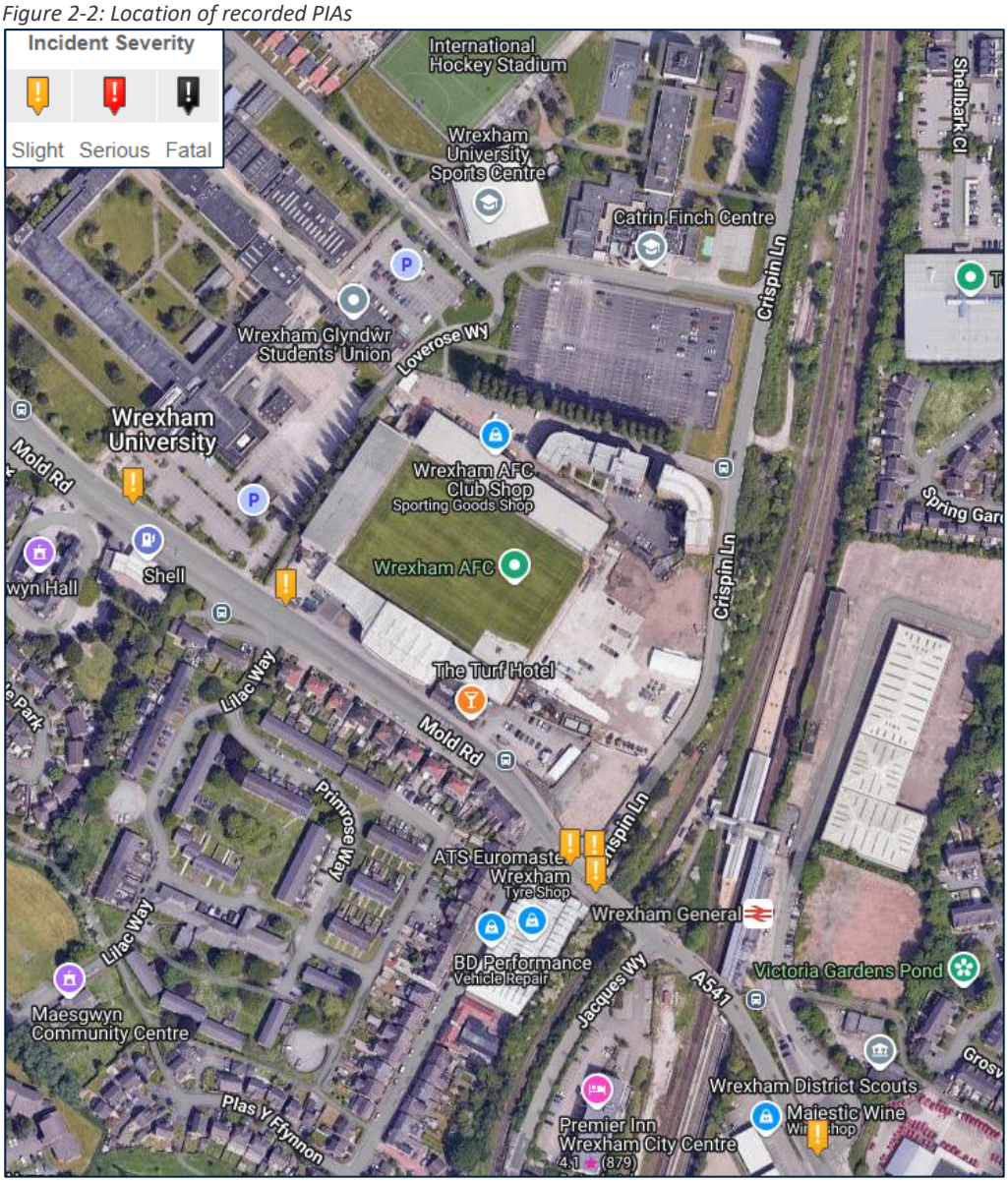
2.3.12 Parking restrictions, in the form of double yellow lines are present along the eastern entirety of the carriageway, which allows sufficient width for two vehicles to pass if/when vehicles are parked along the western side.

2.4 Road Safety

2.4.1 Personal Injury Accident (PIA) data has been obtained from road safety data published annually by the Department for Transport (DfT). The statistics provide PIA data which has been recorded using the STATS19 accident reporting form. This review covers the four-year period prior to the pandemic between 1st January 2016 and 31st December 2019, data from the two years during the pandemic between 1st January 2020 and 31st December 2021, as well as the most recent publicly available data which covers up to 31st December 2022. The most recent seven years of data has therefore been reviewed, which includes the most recent five full years of data outside of the pandemic.

2.4.2 The study area considered within the analysis covers the local highway network within the vicinity of the site. The study area and PIAs are shown in Figure 2-2.

Figure 2-2: Location of recorded PIAs



2.4.3 Over the seven year period, there were a total of six PIAs, all recorded as slight in nature. There were no accidents recorded as serious or fatal within this period within the study area.

2.4.4 The incidents are summarised as follows:

- Occurred in 2017 and was located adjacent to Wrexham University. It involved two vehicles and two casualties.
- Occurred in 2017 and was located near the bus stop adjacent to Wrexham Stadium (The Site). It involved a vehicle and a pedestrian casualty.
- Occurred in 2017 and was located at the A541 / Station Approach junction. It involved two vehicles and one casualty.
- Occurred in 2018 and was located at the A541 / Crispin Lane junction. It involved a vehicle and a pedestrian casualty.
- Occurred in 2019 and was located near the A541 / Crispin Lane junction. It involved a vehicle and a pedestrian casualty.
- Occurred in 2022 and was located to the east of the A541 / Crispin Lane junction. It involved two vehicles and two casualties.

2.4.5 Three of the PIAs involved pedestrians and none of the PIAs involved cyclists.

2.4.6 There were no clusters of four or more PIAs occurring in the same location and as such there is no evidence to suggest a reoccurring road safety issue or highway safety concerns within the study area.

2.4.7 Although all incidents are regrettable, the PIAs that occurred do not indicate a specific pattern or issue with the geometry of the highway that would be exacerbated by the proposals, particularly when considering that the area already accommodates pedestrian, cycle, and vehicular activity.

2.5 Existing Travel Behaviour

2.5.1 The Ramboll TA submitted to support planning application P/2022/0725 provides survey data with regards to the existing travel habits to the stadium.

2.5.2 The survey identified that the majority of home supporters travel to the site via car (73%), with 27% travelling by non-car modes (Walk – 12%, Rail – 10%, Bus – 4%, Other – 1%).

2.5.3 A total of 56% of all supporters (home and away) drive or car share, parking either on Campus or in the city centre/elsewhere.

2.5.4 Noting that weekday matches typically kick off around 20:00 (avoiding network peak hours) and that weekend home matches typically kick off at 15:00, the key focus is a Saturday match-day. The WAFC survey identified that 38% travel between 14:00 and 15:00, with 57% arriving in the city between 12:00 and 14:00, all avoiding the weekend peak of 11:00-12:00.

2.6 Car Parking

2.6.1 The Ramboll TA for the consented development also included information with regards to the car parks within the vicinity of the site and a review of the demand/capacity, and this is reproduced below.

2.6.2 Within the stadium grounds there are 38 bays, including two accessible bays. On matchdays, 15 spaces are allocated to VIP guests and officials from the away team.

2.6.3 The Wrexham Fans supporter's group have arrangements for parking at the Wrexham Glyndwr University's Plas Coch campus car parks at a reduced rate of £3 per day. On matchdays, there is signage present which directs spectators to either of the three car parks accessed off Mold Road, Plas Coch Road and Crispin Road.

2.6.4 There are additional public car parks in close proximity to the stadium, and Premier Inn also offers chargeable parking to non-guests.

2.6.5 The car park review, undertaken within the Ramboll TA, was informed by the Wrexham Gateway Access and Movement Study (WGAMS), May 2022. The car parks within the vicinity of the stadium and included within the review are summarised in Table 2-1 (weekend) and Table 2-2 (weekday). The information provided within this table reflects the information collected at the time of the WGAMS..

Table 2-1: Car parks within the vicinity of the site – Weekend Matchday

Ref	Car Park	Spaces	Estimated Available Spaces	Comment
1	Glyndwr University	921 (reducing to 568)	-86 (86 cars relocating elsewhere)	Noting future capacity will be reduced hence no spare capacity
2	Plas Coch Retail Park	Unknown	/*	Parking for retail shoppers only
3	Wrexham General	62	/*	Parking prioritised for rail users only
4	Premier Inn	80	39	
5	St Marks	306	306	Closed at the time of WGAMS survey
6	Island Green	376	139	
7	St Giles	65	0	Assume no spare capacity
8	Guildhall	77	59	Weekends only
9	Library	95	26	
10	Waterworld	417	200	
11	Ty Pawb	320	218	
12	Market Street	68	/*	No long stay parking available
13	St Georges Crescent	62	/*	No long stay parking available
14	St Georges Crescent South	16	/*	No long stay parking available
15	Eagles Meadow	970	582	
16	Crescent Road	146	133	
Total			**1,615**	

**Note: Car park has not been included due to no long stay parking available, or restrictions on parking present*

Table 2-2: Car parks within the vicinity of the site – Weekday Non-matchday

Ref	Car Park	Spaces	Estimated Available Spaces	Comment
1	Glyndwr University	921 (reducing to 568)	/*	Assumed not available during the week
2	Plas Coch Retail Park	Unkown	/*	Parking for retail shoppers only
3	Wrexham General	62	/*	Parking prioritised for rail users only
4	Premier Inn	80	69	
5	St Marks	306	306	Closed at the time of WGAMS survey
6	Island Green	376	165	
7	St Giles	65	/*	No long stay parking offered
8	Guildhall	77	/*	No long stay parking offered
9	Library	95	/*	No long stay parking offered
10	Waterworld	417	/*	No long stay parking offered
11	Ty Pawb	320	224	
12	Market Street	68	/*	No long stay parking offered
13	St Georges Crescent	62	/*	No long stay parking offered
14	St Georges Crescent South	16	/*	No long stay parking offered
15	Eagles Meadow	970	815	Long stay parking offered
16	Crescent Road	146	/*	
Total			**1,579**	

**Note: Car park has not been included due to no long stay parking available, or restrictions on parking present*

2.6.6 Based on the survey information summarised in Table 2-1, there are approximately 1,615 car parking spaces available within Wrexham on a weekend matchday and 1,579 long stay car parking spaces available on a typical non-matchday weekday.

2.6.7 There is on-street parking available within the vicinity of the stadium; however, the WAFC website discourages supporters from parking on-street and seeks to remind supporters 'to be respectful and mindful of our neighbours. Do not block driveways, and do not park in an inconsiderate manner. Alternative parking can be found in the City Centre which is a 15-20 minute walk to the Stadium'.

2.6.8 WAFC also works with the local councillor to prevent on-street parking on the local residential roads, including through the provision of signage. On days where the fixture is sold out, road closures are also put in place, with support from the Police.

3. CONNECTIVITY BY SUSTAINABLE MODES OF TRAVEL

3.1 Introduction

3.1.1 This section describes the opportunities to make everyday trips by non-car modes. It considered the likelihood of trips being made on foot, by cycle, bus and rail. The location of the site is consistent with the aims of TAN18 and in accordance with sustainable transport policies in Future Wales, PPW12 and the LDP.

3.2 Walking and Cycling

3.2.1 Walking and cycling (collectively known as active travel) are the most important modes of travel at a local level and offer the greatest potential to replace short car journeys.

Walking Infrastructure and Routes

3.2.2 The stadium benefits from existing walking and cycling routes. Suitable footways and crossings are provided throughout the local area, as would be expected within an existing established urban area and for a stadium which attracts a large number of visitors. The majority of roads within the vicinity of the stadium have footways on one or both sides of the carriageway, providing links between the site and the surrounding facilities/residential areas. The routes have been considered appropriate to accommodate the stadium to date.

3.2.3 Mold Road is considered a key desire line linking the city centre to the stadium, the University Campus and Plas Coch retail park. Mold Road has footways on both sides of the carriageway, with a signalised pedestrian crossing just west of the stadium. The footways continue along the carriageway as Mold Road continues as Regent Street. The footway provides a direct link to Wrexham General Rail Station and Wrexham city centre. A signalised pedestrian crossing is located on Regent Street adjacent to the station at the junction with Jacques Way.

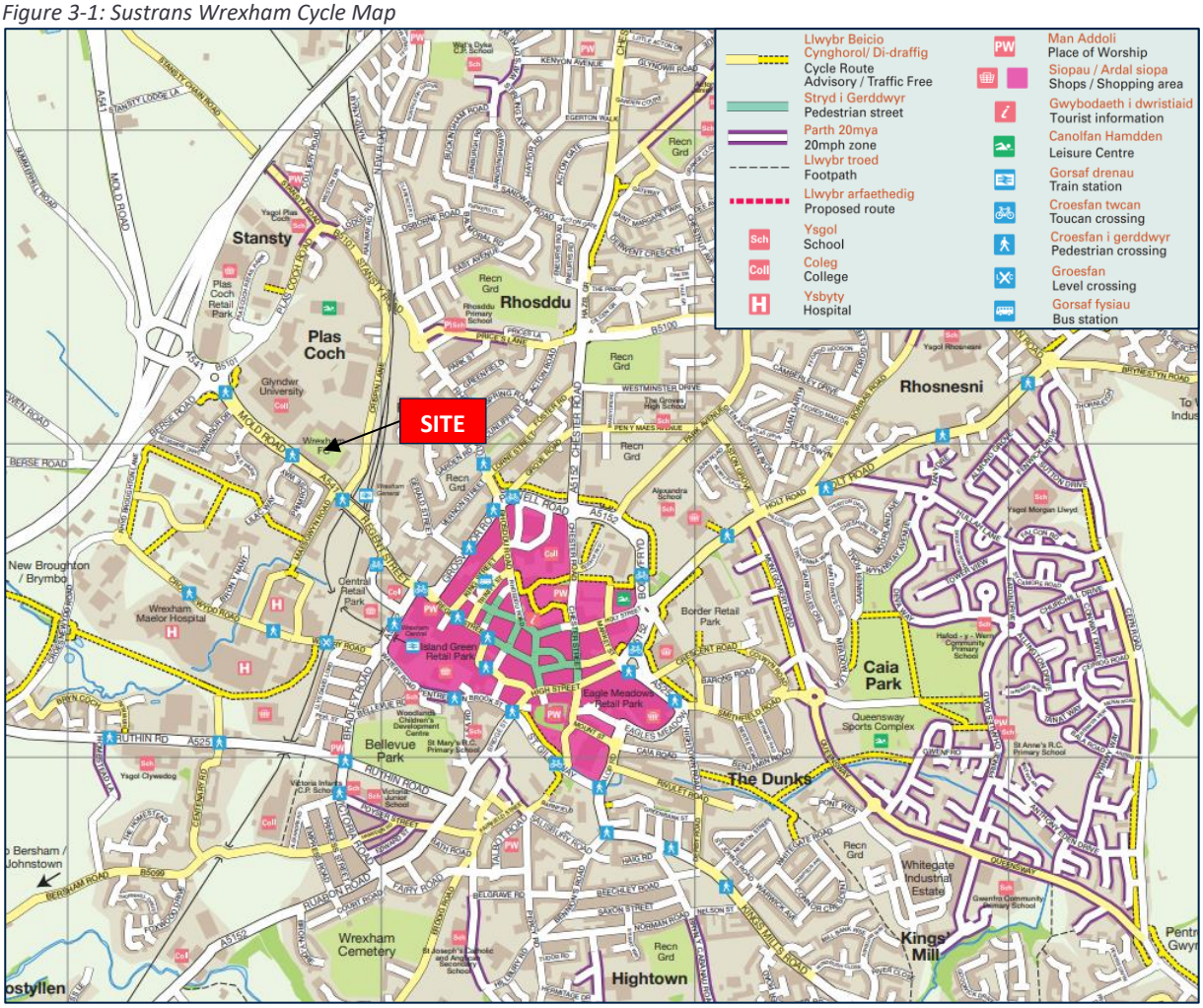
3.2.4 All surrounding streets on the key pedestrian routes have street lighting along their length and the routes and crossings surrounding the site are considered to be of good quality. The local area appropriately accommodates existing pedestrian and cycle movements, and the infrastructure would be attractive to future visitors who wish to walk to and from the site.

Cycling Infrastructure and Routes

3.2.5 Wrexham benefits from a good network of cycle infrastructure which comprises of traffic free paths, low-traffic streets and cycle lanes.

3.2.6 A segregated cycle lane is provided along the eastern side of Mold Road towards the Plas Coch Road roundabout. Additionally, Figure 3-1 highlights Mold Road and Crispin Lane as advisory routes for cyclists; as such these routes are considered acceptable for cyclists which will be attractive for staff and visitors to the site.

Figure 3-1: Sustrans Wrexham Cycle Map



Active Travel Network Maps

3.2.7 The Welsh Government's Data Map Wales shows the Active Travel Network Maps (ATNM) across all authorities, including WCBC. This shows existing walking and cycling routes and where upgrades or new routes are anticipated to be provided for the next 15 years.

3.2.8 The nearest active travel route in relation to the site is the 'WX-WRE-W0011' route on Mold Road which is adjacent to the stadium and runs along its southern extent. This is labelled as an existing walking and cycling route as well as a future walking and cycling route which suggests that there are plans for future improvements.

3.2.9 The A541 Mold Road / Regent Street Corridor Active Travel Enhancements has explored what could be done with a medium or high level of active travel intervention. The medium level intervention proposals include improvements that could be delivered if road space were reallocated to make space for segregated cycle tracks and wider footways. This option provides one-way cycle tracks on both sides of the roads and makes part of Regent Street one-way.

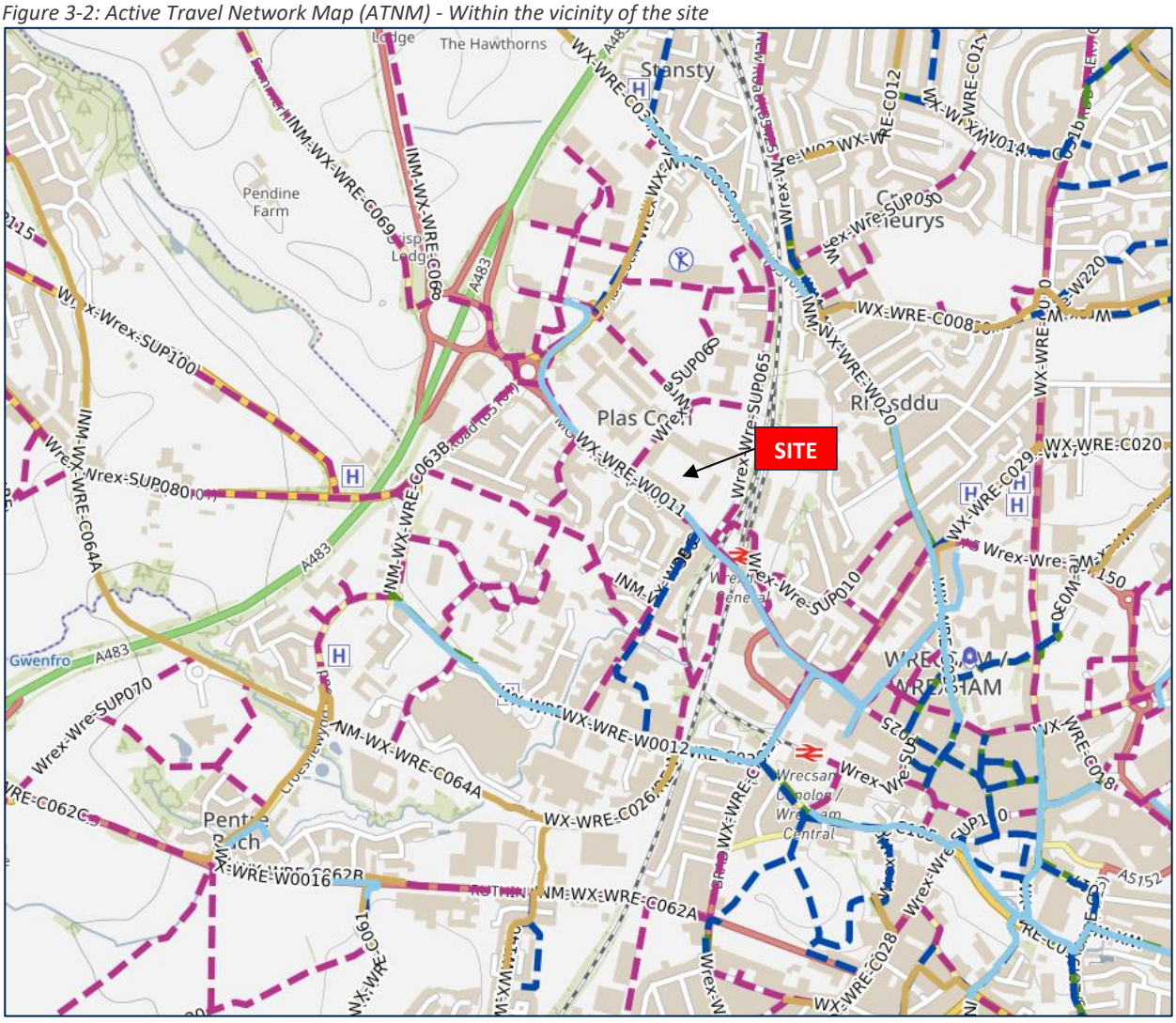
3.2.10 The high level intervention proposals explores the type of walking and cycling facilities that could be provided if a bolder approach were taken and the road layout were changed significantly. It includes a wide two-way cycle route all the way along the corridor and a new bridge for pedestrians and cyclists. At the western end of the corridor, the Plas Coch Roundabout would be completely redesigned to provide direct crossings. At the eastern end of the corridor, Regent Street would be closed to through traffic between King Street and Hill Street and this area would be redesigned as a

shared surface street. Also, the Bradley Road /Central Road/Regent Street circulatory system would change from one-way to two-way operation.

3.2.11 The A541 Mold Road / Regent Street Corridor Active Travel Enhancements designs are at an early stage and no firm decisions have been made.

3.2.12 The Welsh Government ATNM showing this and other routes within the vicinity of the site has been reproduced in Figure 3-2. This demonstrates that the stadium is surrounded by existing or future walking and cycling routes which highlights the sustainable location of the site.

Figure 3-2: Active Travel Network Map (ATNM) - Within the vicinity of the site



Source: DataMapWales

3.3 Public Transport

Bus

3.3.1 The closest bus stops to the site are located on Mold Road, which are adjacent to the stadium (Wrexham Football Ground stops). The stops benefit from bus stop shelters, seating, timetable information, and a bus layby located on the westbound side.

3.3.2 The stops are served by bus services 21 and T3C. The services are operated by Arriva and Lloyds Coaches.

3.3.3 A summary of the local bus services is provided in Table 3-1.

Table 3-1: Local Bus Services

Route No.	Operator and Route	Frequency				
		Mon-Fri Peaks	Mon-Fri Daytime	Mon-Fri Evening	Sat	Sun
21	Wrexham – Summerhill (circulatory route)	30 mins	30 mins	Hourly	30 mins	Hourly
T3C	Barmouth – Wrexham	Hourly	Hourly	Hourly	Hourly	-
	Wrexham – Barmouth	Hourly	Every 2 hours	Every 2 hours	Every 2 hours	-

3.3.4 Additionally, Wrexham Bus Station is located on King Street in the city centre, which is approximately 780m walking distance from the site, equating to approximately a 10 minute walk. The bus station provides access to and from numerous locations such as Chester, Oswestry, Barmouth, Mold, providing frequent services. Potential future staff and visitors can therefore access numerous frequent bus services, linking to a variety of destinations including local and regional destinations.

3.3.5 As such, bus provides a realistic option of travel to and from the site.

Rail

3.3.6 Wrexham Rail Station is operated by Transport for Wales and is situated approximately 260m walking distance to the southeast of the site, which equates to approximately a 3 minute walk. It can be accessed via well lit footways.

3.3.7 Wrexham General Rail Station provides services to local and regional destinations. These services include trains to/from Wrexham Central, Chester, Llanelli, Bidston, Holyhead, Birmingham and Cardiff Central. It is approximately a 20 minute journey to Chester from Wrexham General station.

3.3.8 The station benefits from 24 sheltered cycle spaces with CCTV. Cycle parking is in two locations at Wrexham General; 8 Sheffield stands providing for 16 bicycle parking spaces are located to the left of the main station entrance, and 4 Sheffield stands providing for 8 bicycle parking spaces are located under a shelter on platform 4.

3.3.9 As such, travelling by rail and cycle to the site provides a further alternative and realistic travel option for staff and visitors to the stadium.

3.4 Summary

3.4.1 The stadium is situated in an established and well connected location, which benefits from existing pedestrian and cycle infrastructure. The location of the stadium provides opportunities for staff and visitors to travel by public transport, foot and cycle.

3.4.2 As such, there is a choice of modes of travel, which assists in constraining vehicle generation from the site and minimising the impact on the local highway.

4. DEVELOPMENT PROPOSALS AND IMPACT

4.1 Overview

4.1.1 Planning consent is sought for the proposed construction of a temporary Fan Zone with a capacity of 1,500 at Stok Cae Ras, Mold Road, Wrexham.

4.1.2 The Fan Zone will be located to the rear of the Kop end of the stadium, which currently has a 2,289-capacity temporary stand erected and permission (ref: P/2022/0725) for a permanent 5,500 capacity stand with a 500-capacity hospitality area and a 600-capacity non-matchday exhibition space. The Fan Zone will be located on land that will eventually form the footprint of the consented stand once built, and so can be considered a temporary use.

4.1.3 The proposed temporary scheme includes a Fan Zone area to provide capacity for 1,500 attendees on match-day; access to the Fan Zone will only be available to those who have purchased a matchday ticket. It is envisaged that the Fan Zone will encourage fans to travel to the stadium earlier which will increase the dwell time.

4.1.4 For non-matchdays, it is envisaged that the Fan Zone will be available for away games and other sporting events. Screening of weekday sporting events will largely occur in the evenings.

4.1.5 The fan zone will consist of a marquee which will have a stage on the south side. There will also be toilet facilities provided. Additionally, there will be a bar and space assigned for up to five pop-up concessions.

4.1.6 The proposed site layout is attached at Appendix A.

4.2 Access

4.2.1 Access to the Fan Zone will be via the existing access on Crispin Lane which serves the current temporary stand. Once ticket holders gain access via the ticket gate, entry to the fan zone will be granted for those with the appropriate tickets.

4.2.2 No amendments to the highway are proposed, with only internal circulation and controls beyond the ticket check gates being necessary.

4.3 Parking

4.3.1 No additional parking is proposed as part of the temporary development.

4.4 Service and Deliveries

4.4.1 Servicing and delivery arrangements will remain as existing, which is via the consented and built vehicle access to the temporary stand, located off Crispin Lane.

4.5 Development Impact

Matchday

4.5.1 The Fan Zone will only be available to those who have purchased a matchday ticket; therefore, the temporary development proposals do not generate any additional trips to the stadium on matchdays.

4.5.2 Weekend matches typically kick off at 15:00 and weekday matches typically kick off around 20:00 (avoiding network peak hours). As discussed in Section 2.5, the WAFC survey identified that arrivals to the city for matchday avoids both the weekday and weekend peaks. For Saturday games, 38% arrive

up to an hour before kick-off, 40% arrive 1-2 hours before kick-off, 17% 2-3 hours before kick-off and 5% over 3 hours before kick-off.

4.5.3 The Fan Zone will encourage supporters to arrive at the stadium earlier (potentially 2+ hours before kick-off) and additionally stay longer post-match which will increase the dwell time and would help to dilute the concentration of trips that occurs on the lead-up kick-off, and immediately following the final whistle.

4.5.4 The Fan Zone would not generate any additional trips to the stadium on matchdays and therefore there will be no additional impact on car parking demand. Given the nature of the proposal with the licensing of alcohol on the premises, it is considered reasonable to suggest that the Fan Zone could potentially reduce the existing percentage of car trips (73%) to the stadium and increase sustainable modes of travel.

4.5.5 As such, the Fan Zone is considered beneficial as it will increase dwell time and reduce car trips amongst fans utilising the Fan Zone.

Non-matchday

4.5.6 For non-matchdays, when considering the consented capacity of 600 for the non-matchday exhibition space, the Fan Zone proposal would provide an additional capacity of 900 to that of the consented. However, the consented exhibition space would typically operate between was 09:00 and 17:00 on weekdays, with some events occurring in the evenings; whereas the proposed Fan Zone will only operate during the evenings (outside of the local peak periods) on weekdays and during the day on weekends.

4.5.7 Weekday matches for home games typically kick off around 20:00 (avoiding network peak hours) and weekend matches for home games typically kick off at 15:00. It is considered reasonable to apply these assumptions for away games that will be screened at the Fan Zone. Other sporting events will likely have similar weekday and weekend timings to the discussed.

4.5.8 According to the survey data, detailed in Section 2.5, 73% travel to the stadium by car. Applying this modal share to the proposed capacity of 1,500, this equates to 1,095 people travelling by car, as a robust assessment. Although, given the nature of the proposed temporary development with the licensing of alcohol on the premises, it is considered reasonable to suggest that the Fan Zone will likely reduce the existing percentage of car trips to the stadium and increase sustainable modes of travel. Additionally, the Fan Zone would likely attract people living within a closer geographical catchment for non-matchday screenings; therefore the development will likely generate local trips which are more likely to be undertaken via sustainable modes of travel.

4.5.9 Irrespective, the car parking demand data (detailed in Section 2.6) demonstrates that there is sufficient capacity for both weekday and weekends to accommodate this parking demand. Furthermore, the weekend car parking surveys were undertaken on a matchday when demand is at its peak. Therefore, a greater level of car parking availability is expected for Fan Zone visitors on a non-matchday than the level indicated by the surveys.

4.5.10 In addition, the local highway network and public transport connections accommodate much higher demand on matchdays, which provides a worst-case scenario in terms of trip generation to and from the site. Therefore, it follows that the relatively low-level of trips generated by the Fan Zone on non-matchdays can also be suitably accommodated on the network, especially as they occur outside of the network peak periods.

4.5.11 On this basis, it is considered that the Fan Zone proposal falls within the parameters of the consented development assessment and, therefore, no further assessment is required.

4.6 Mitigation - Access Strategy

4.6.1 A Match Day Access Strategy (MDAS) document was produced to support the consented planning application for the permanent stand. The purpose of the MDAS is to minimise the number of cars in the Mold Road and Plas Coch areas on matchdays, with specific objectives to:

- Promote access to the stadium by walking and public transport;
- Minimise car parking close to the stadium;
- Protect the amenity of local residents by better managing on-street parking;
- Market the access strategy to supporters and staff; and
- Facilitate park-and-walk to car parks within the city centre.

4.6.2 It is proposed that the scope of the MDAS will be extended to include non-matchday Fan Zone events also, and that all measures included within the MDAS will apply.

4.6.3 The approved match day access strategy is included as Appendix B.

5. SUMMARY AND CONCLUSIONS

5.1 Summary

5.1.1 Apex Transport Planning Ltd ('Apex TP') has prepared this transport statement (TS) on behalf of Wrexham AFC in support of its proposals to operate a 1,500-capacity Fan Zone at Stok Cae Ras, Mold Road, Wrexham.

5.1.2 This report has been prepared to provide the necessary information for the Local Highway and Planning Authority to consider the merits of the proposals in terms of location, connectivity, highway safety, parking, access and the impact on the local highway network.

5.1.3 The Fan Zone will be located to the rear of the Kop end of the stadium, which currently has a 2,289-capacity temporary stand erected and permission (ref: P/2022/0725) for a permanent 5,500 capacity stand with a 500-capacity hospitality area and a 600-capacity non-matchday exhibition space. The Fan Zone will be located on land that will eventually form the footprint of the consented stand once built, and so can be considered a temporary use.

5.1.4 Access to the Fan Zone will be via the existing access on Crispin Lane which serves the current temporary stand. No amendments to the highway are proposed, with only internal circulation and controls beyond the ticket check gates being necessary.

5.1.5 The Fan Zone will only be available to those who have purchased a matchday ticket; therefore, the proposals would not generate any additional trips to the stadium on matchdays, and conversely could have a positive impact due to increased visitor dwell time and a resulting reduced concentration of visitors arriving immediately before kick-off, or departing immediately following the final whistle.

5.1.6 For non-matchdays, when considering the consented capacity of 600 for the non-matchday exhibition space, the Fan Zone proposal would provide an additional capacity of 900 to that of the consented. However, the consented exhibition space would typically operate between was 09:00 and 17:00 on weekdays, with some events occurring in the evenings; whereas the proposed Fan Zone will only operate during the evenings (outside of the local peak periods) on weekdays and during the day on weekends.

5.1.7 There is sufficient capacity for both weekday and weekends to accommodate the likely parking demand for the Fan Zone, however, given the nature of the proposed temporary development with the licensing of alcohol on the premises, it is considered reasonable to suggest that the Fan Zone will likely reduce the existing percentage of car trips to the stadium and increase sustainable modes of travel.

5.1.8 In addition, the local highway network and public transport connections accommodate much higher demand on matchdays, which provides a worst-case scenario in terms of trip generation to and from the site. Therefore, it follows that the relatively low-level of trips generated by the Fan Zone on non-matchdays can also be suitably accommodated on the network, especially as they occur outside of the network peak periods.

5.1.9 On this basis, it is considered that the Fan Zone proposal falls within the parameters of the consented development assessment and, therefore, no further assessment is required.

5.2 Conclusions

5.2.1 PIA data does not indicate a road safety issue which would be exacerbated by the proposals. The development would not have a material impact on road safety and the access arrangements, and will provide safe and suitable access for the proposed.

5.2.2 The proposals will not have a material impact on the operation of the highway network, during matchdays and non-matchdays. It is considered that the Fan Zone would provide a betterment to the operation of the highway network as it will result in staggered arrival times, encourage supporters arriving earlier and an would result in an increased dwell time with staggered departures.

5.2.3 The analysis presented within this TS allows the highway authority to provide a positive recommendation on the planning application.

Appendix A Proposed Site Layout

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NOTES
All dimensions and levels to be checked on site

Any descrepancies are to be reported to the Architect before any work commences

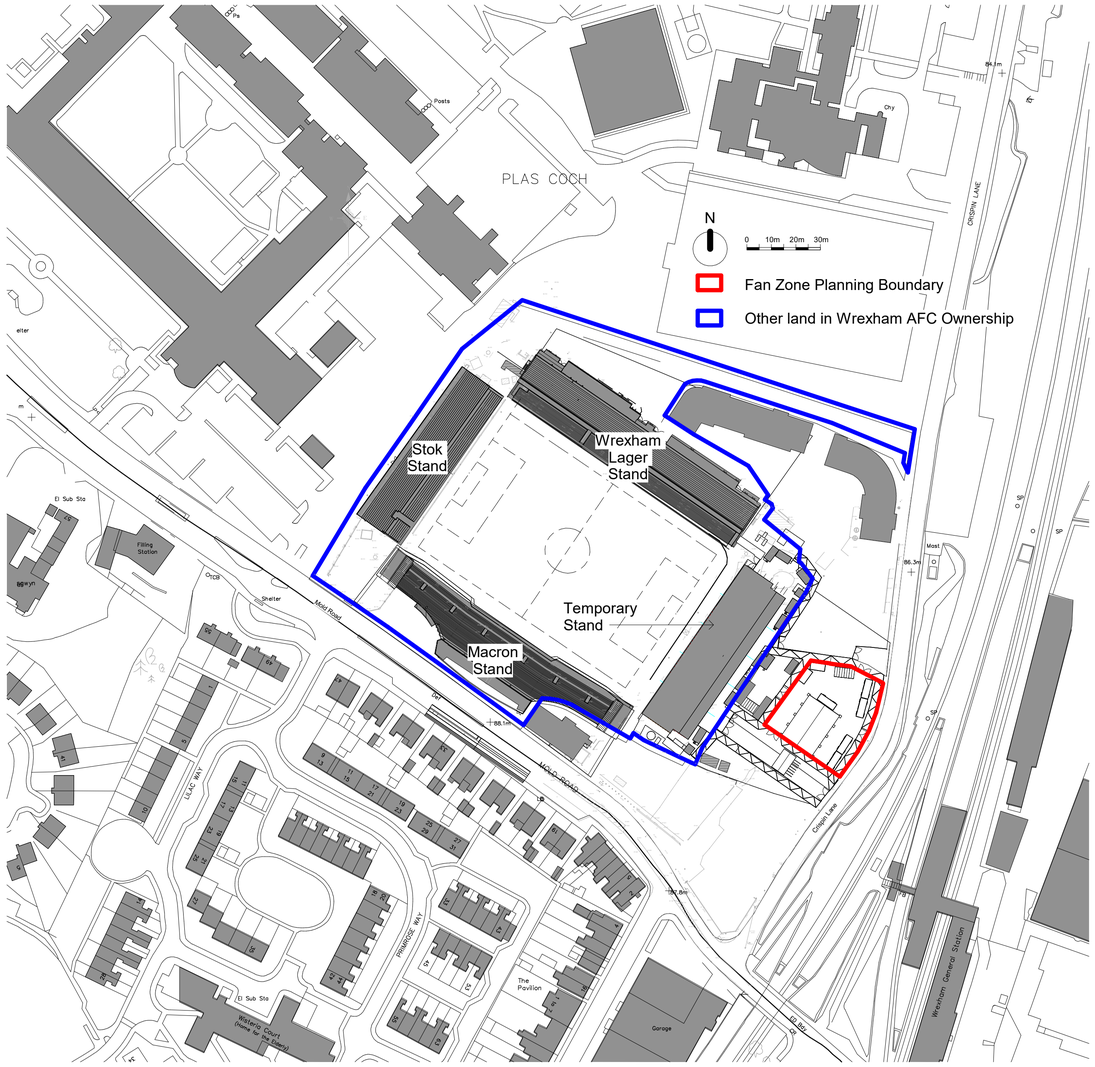
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1 Fan Zone Site Location Plan
1 : 1250

P3	17.07.24	WR	NOTE AMENDED
P2	15.07.2024	WR	PLANNING ISSUE
P1	11.07.2024	WR	First Issue

rev no.	rev date	rev by	description

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Wrexham AFC Fan Zone Site Location Plan

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Appendix B Matchday access strategy

Wrexham Association Football Club

Kop Development

Match Day Access Strategy

Intended for
Wrexham AFC

Document type
Report

Date
July 2022

WREXHAM ASSOCIATION FOOTBALL CLUB KOP DEVELOPMENT
MATCH DAY ACCESS STRATEGY

RAMBOLL Bright ideas. Sustainable change.

WREXHAM ASSOCIATION FOOTBALL CLUB KOP DEVELOPMENT
MATCH DAY ACCESS STRATEGY

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Recipient	**Wrexham Association Football Club**
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CONTENTS

1.	**Introduction**	**3**
1.1	Background	3
1.2	MDAS Purpose and Objectives	3
1.3	Report Structure	3
2.	**Travel Surveys**	**4**
2.1	Introduction	4
2.2	November 2021 Kop Stand Redevelopment Consultation	4
2.3	Home Supporter Origins	4
2.4	Existing Modes of Travel to the Stadium on Match Days	6
2.5	Arrival Profiles	7
3.	**Existing Transport Conditions**	**8**
3.1	Pedestrian Network	8
3.2	Cycle Network	9
3.3	Rail Facilities	9
3.4	Bus Services	10
3.5	Car Parking	12
4.	**Proposed Development**	**15**
5.	**Proposed Demand**	**17**
6.	**Potential Intervention Measures**	**19**
6.1	Opportunities for Change in Mode of Travel on Match Days	19
6.2	Proposed Interventions to be Considered	23
6.3	Future Additional Interventions for Consideration	25
6.4	External Interventions	25
7.	**Proposed Match Day Access Strategy**	**27**
8.	**Monitoring Strategy**	**28**

APPENDICES

Appendix 1
WREXHAM AFC FAN SURVEYS

Appendix 2
ACTIVE TRAVEL ROUTES

Appendix 3
WALKING ISOCHRONES

Appendix 4
SITE LAYOUT PLAN

Appendix 5
POSTCODE DATA

1. INTRODUCTION

1.1 Background

Ramboll has been commissioned by Wrexham AFC (WAFC) to develop a Match Day Access Strategy (MDAS) for the proposed Kop Development ('the Kop Stand') at Wrexham AFC Stadium (WAFC). Recently WAFC have seen an increase in attendance, with an average home match league attendance of 8,644. To date, there have been no significant issues reported to WAFC in relation to travel to and from the stadium. The Kop Stand will increase seating capacity of the stadium by 5,500 (to a total of 15,500) and will be a replacement of the existing decommissioned stand, with enhanced ancillary hospitality facilities.

WAFC recognises that there are significant opportunities to promote and encourage the use of sustainable modes of transport by supporters during home matches for the stadium as a whole. This MDAS will promote, manage and monitor match day access by all modes, with the aim of increasing use of active and sustainable travel to/from the stadium on match days. There currently is no MDAS in place for match days at the stadium and it is recognised that WAFC will need to work together with Wrexham County Borough Council (WCBC) to develop the strategy. Therefore, this MDAS will be monitored, reviewed and modified as required to address particular issues in agreement with WCBC.

1.2 MDAS Purpose and Objectives

Overall, the strategy aims to minimise the number of cars in the Mold Road and Plas Coch area on match days. This will mainly rely on promoting increased use of walking and public transport for all supporters (home and away).

The objectives of the MDAS will be to:

- Promote access to the stadium by walking and public transport;
- Minimise car parking close to the stadium;
- Protect the amenity of local residents by better managing on-street parking;
- Market the access strategy to supporters and staff; and
- Facilitate park-and-walk to car parks within the city centre.

1.3 Report Structure

The MDAS has been developed as a standalone document that can be updated and taken forward to next stages in future. However, it should also be read in conjunction with the Transport Assessment (TA) and Travel Plan (interim) prepared in support of the planning application for the Kop Development. The MDAS is specific to match days and the Travel Plan more general to non-match days, however, both the MDAS and Travel Plan will share data, resources and the representative groups. The structure of the MDAS is as follows:

- Section 2 - Review of Travel Surveys;
- Section 3 - Existing Transport Strategy
- Section 4 - Summary of the Proposed Development and potential impact on accessibility;
- Section 5 - Consideration of Proposed Demand;
- Section 6 - Potential Intervention Measures ;
- Section 7 - Proposed Match Day Access Strategy; and
- Section 8 - Proposed Monitoring Strategy.

2. TRAVEL SURVEYS

This section summarises 2021 survey information which has been used to generate a baseline understanding how supporters travel to the stadium currently, as well as information on journey origins and arrival profiles.

2.1 Introduction

The MDAS has been informed from travel data provided by WAFC. These comprise of the following surveys:

- WAFC database of registered ticket holders;
- Wrexham Web Sign Ups Analysis – September 2021; and
- WAFC Kop Stand Redevelopment Consultation – November 2021.

The survey results presented in the following sections represent a consolidation of the above survey data collated by WAFC. Copies of the latter two documents are attached in Appendix 1.

2.2 November 2021 Kop Stand Redevelopment Consultation

The November 2021 Kop Stand Redevelopment Consultation (KSRC) was undertaken by WAFC. The aim of the consultation was to gain supporters views on the planned redevelopment of the Kop Stand at the stadium, but also to specifically seek details of how they travelled to home matches. Just over half (9,540) viewed the email with almost all who did (99%) based in the UK. Of these 53% responded to the survey (5,015) and 83% (4,180) of the respondents attended a home match during the 2021/22 season. Home supporters were asked questions relating to:

- Where they have come from (postcode data supplied);
- Travel mode;
- Parking and drop-off location; and
- What time they arrived and where before kick-off.

2.3 Home Supporter Origins

Figure 2.1 shows the origins of all registered supporters, while Figure 2.2 shows the origins of ticket holders (based on WAFC registered ticket holders database).

Figure 2.1: Registered WAFC Supporter Origins *(source: Wrexham Web Sign Ups Analysis – September 2021)*

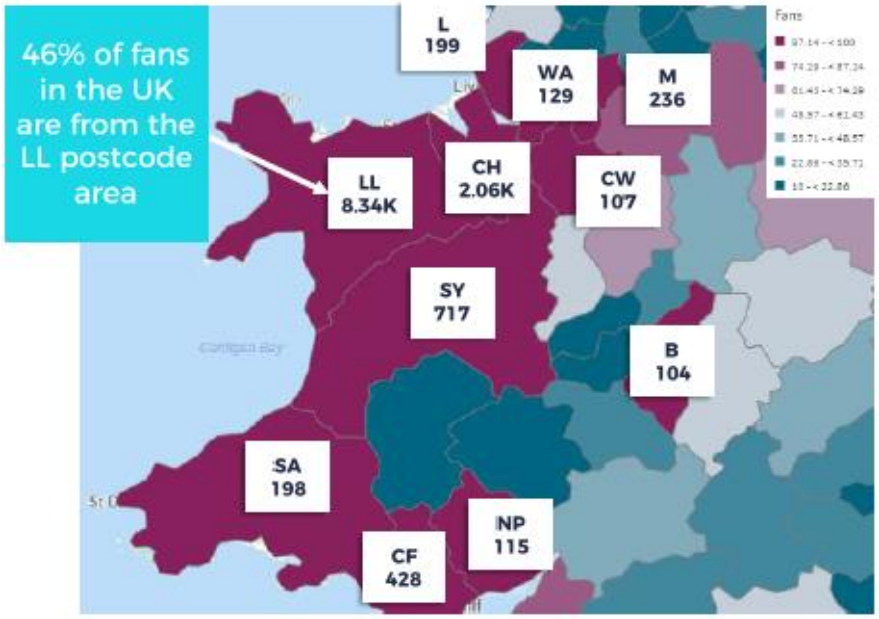


Figure 2.2: Origins of WAFC Ticket Holders (source: Wrexham AFC database)

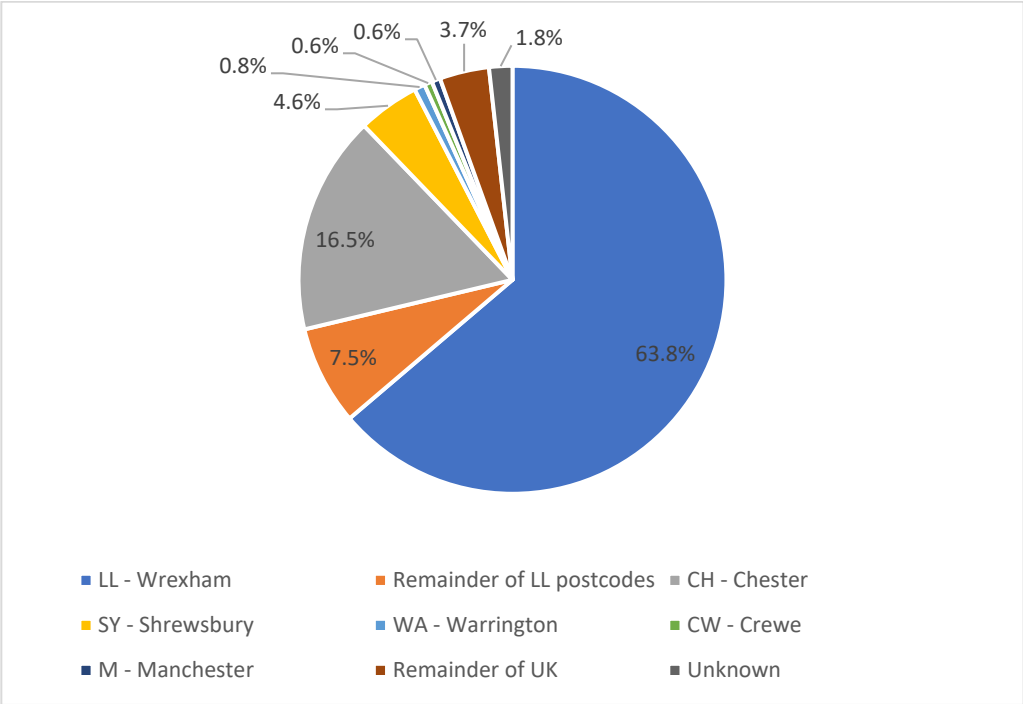


Figure 2.1 shows that many registered supporters originate from Wales and the surrounding English counties. Just over half the number of supporters registered live further afield and are therefore unlikely to attend matches on a regular basis.

Season ticket holders are more likely to be representative of supporters that regularly attend a home match. Figure 2.2 shows that the majority (63.8%) of season ticket holders live within the four postcodes that make up the urban area of Wrexham. The other key areas of origins are the rural areas surrounding Wrexham, Chester and Shrewsbury, with smaller numbers originating from Manchester and Crewe.

2.4 Existing Modes of Travel to the Stadium on Match Days

Away supporters typically arrive by a mixture of coach and car to the stadium, with the current arrangements for these coaches to park within the adjacent Plas Coch campus grounds to drop off and pick up away supporters and the team. Table 2.1 reflects the assumption that 50% of away supporters travel by coach and 50% travel by car (drive and passenger).

Existing modes of travel by home supporters who attended a home match in the 2021/22 season are also provided in Table 2.1 (based upon KSRC survey data).

Table 2.1: Existing Modes of Travel to the Stadium

Primary Mode		%	Notes
Away Supporters			
Coach		50%	Supporter and team coaches park at the campus car park
Car (Drive + Passenger)		50%	Park at campus or City Centre/elsewhere
Home Supporters			
Walk		12%	Effectively walk from their home to the stadium
Bus		4%	Arrive in city centre then walk to stadium
Rail		10%	To either Wrexham General or Central
Other		1%	Not defined
Car Mode share		73%	
Of which	Car (Drive/Passenger)	56%	Parking on campus or city centre/elsewhere
	Drop-Off	15%	9% dropped off in city centre/ 6% close to Stadium
	Taxi	2%	1% to stadium/ 1% to city centre then walk to stadium

The survey shows the majority of home supporters use the car to travel to home matches (73%), with 27% travelling by non-car modes. A total of 56% of supporters drive or are a passenger, parking either on Campus or in the city centre/elsewhere. Up to 15% of supporters are dropped off, which could include trips being made for other uses such as retail, leisure or other.

Walking (12%) and rail (10%) are also key modes of travel, reflective of the proximity of the stadium to supporters' homes, city centre and to Wrexham General Rail Station.

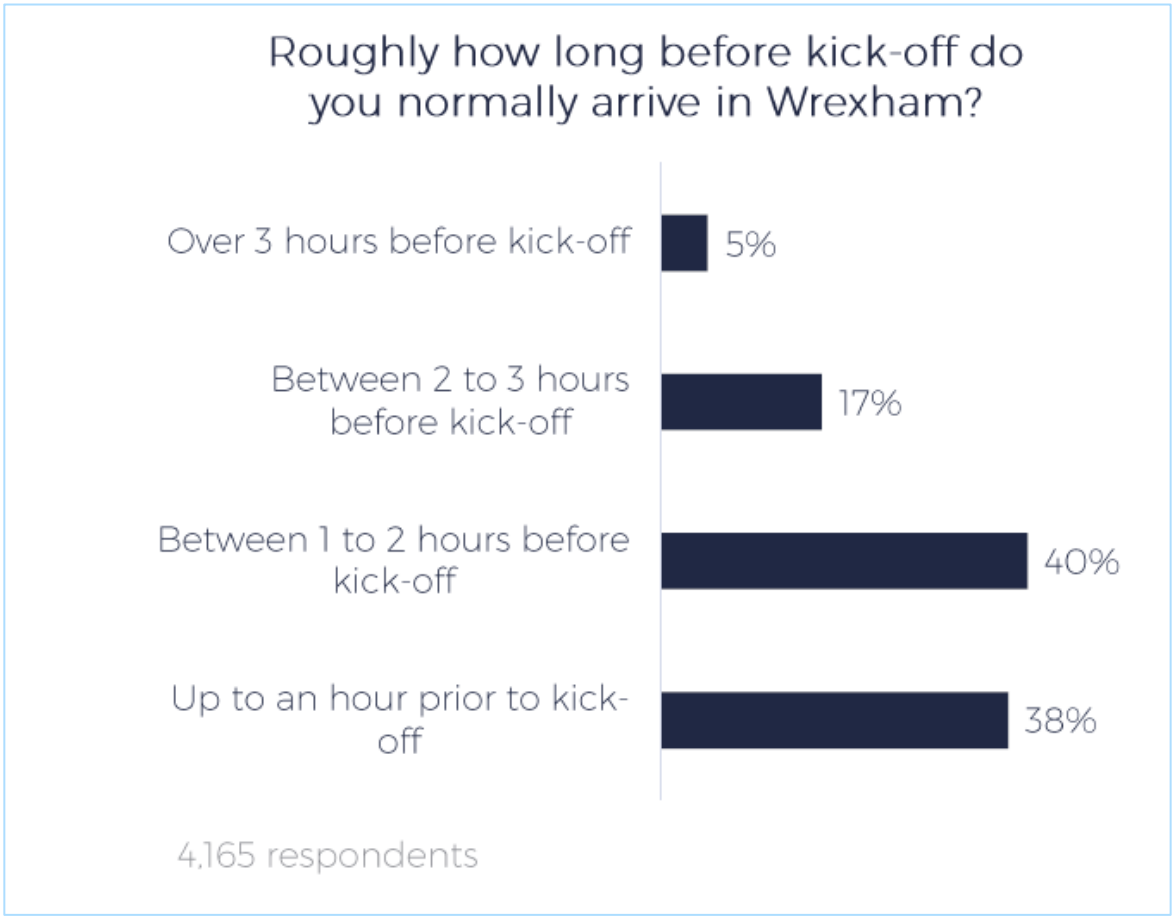
2.5 Arrival Profiles

Travel patterns for weekday and weekend matches are different as are the highway peak periods. A review of ATC data on Plas Coch Road and Mold Road from February 2021 identifies the highway peaks on weekdays during the morning (08:00-09:00) and evening (17:00-18:00) commuter peak hours, while on Saturday, the peak is between 11:00–12:00.

Based on survey data from other stadiums the majority of supporters attending weekday evening matches generally travel to the match directly from their workplace[1]. Weekday matches typically kick off around 20:00 avoiding the PM peak period.

Weekend home matches typically kick off at 15:00. The KSRC survey identified that 78% of respondents arrive up to 2 hours prior to kick-off, as illustrated in Figure 2.3. This reflects the split of supporters travelling directly to the stadium or to Wrexham city centre before walking to the ground for kick-off.

Figure 2.3: Arrival profile for Saturday Home Match



For Saturday matches, 38% would travel between 14:00 and 15:00, with 57% arriving in the city between 12:00 and 14:00, all avoiding the weekend peak of 11:00-12:00.

[1] Cf TAs for Exeter Sandy Park and Liverpool FC

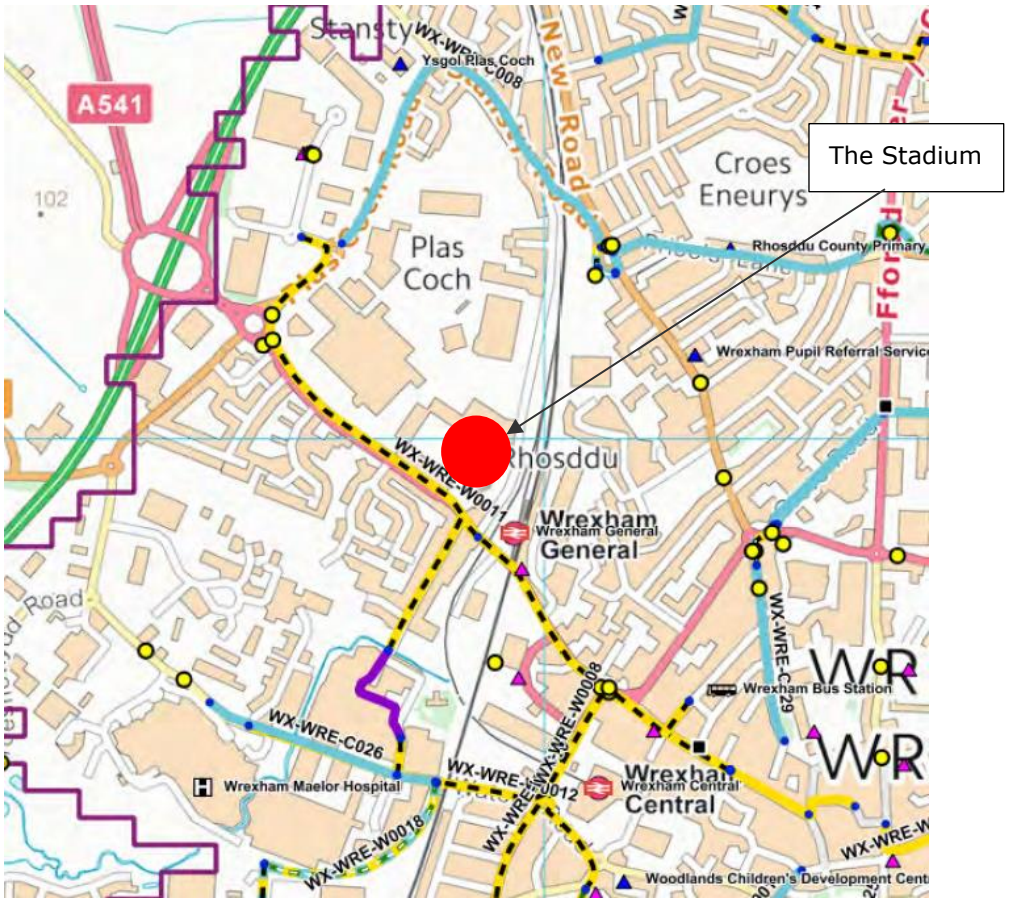
3. EXISTING TRANSPORT CONDITIONS

There is no formal transport strategy or traffic management plan in place for the stadium at present. However, WAFC currently issue communications on parking and travel information via its website and newsletters. Travel information includes details on accessing the stadium by car, train and bus.

3.1 Pedestrian Network

Wrexham has an extensive network of active travel routes, as shown on the plan attached in Appendix 2. As shown on the extract as Figure 3.1, Mold Road in particular is identified as a key desire line linking the city centre to Plas Coch retail park and University Campus.

Figure 3.1: Extract from Wrexham Active Travel Route Plan



Footways are also present on both sides of the A541 Mold Road between the stadium and Wrexham city centre, with a signalised crossing immediately west of the stadium boundary on Mold Road. A footway is also provided on the west side of Crispin Lane.

East of the rail line, Mold Road becomes Regent Street which provides a direct link to Wrexham General Rail Station and Wrexham Centre. A signalised pedestrian crossing is located on Regent Street outside the station entrance at the junction with Jacques Way. Existing pedestrian signage is located along the route to those key destinations.

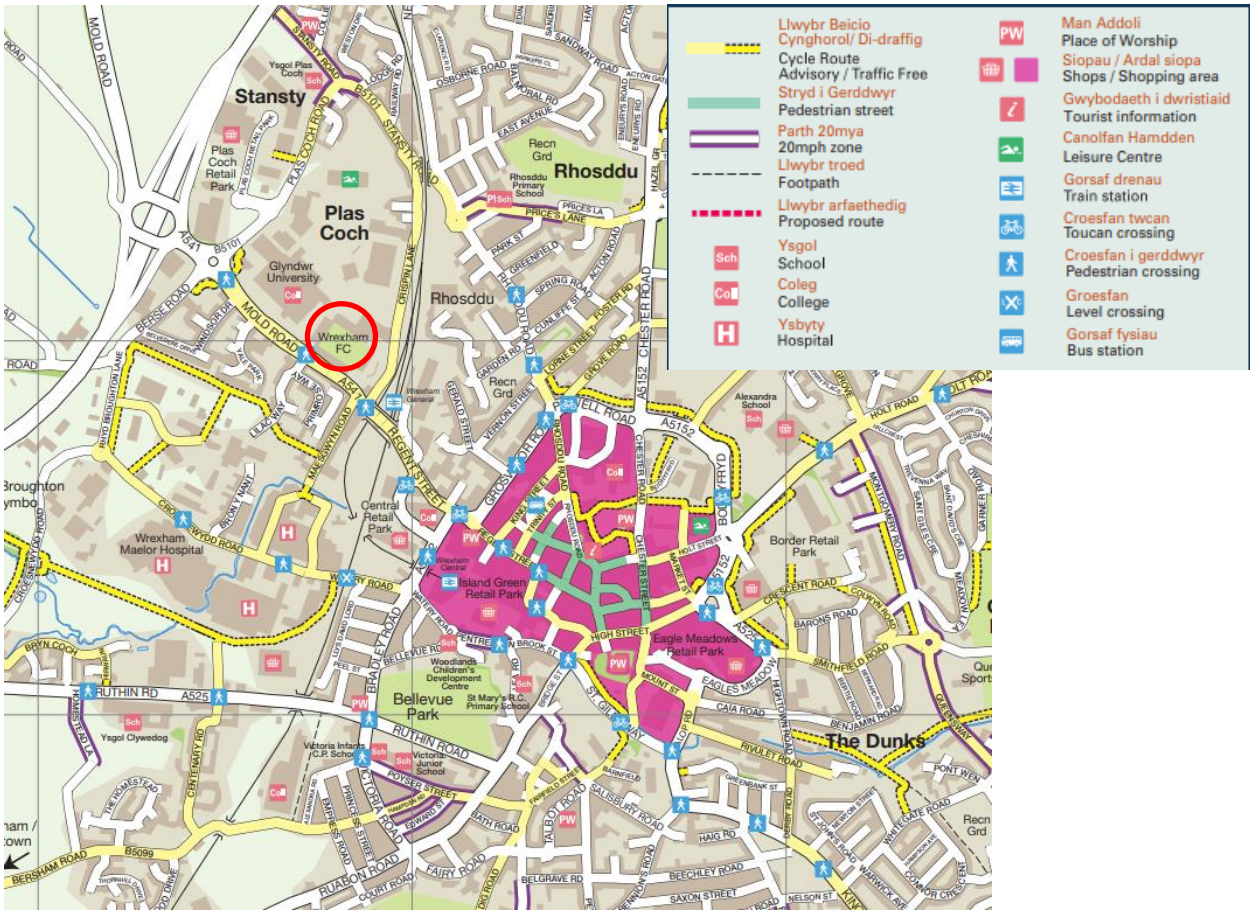
As shown on the walking isochrone attached as Appendix 3, the direct walking route along Mold Road and Regent Street means that the stadium is within the maximum recommended (for day-to-day town centre amenity trips) walking distance of 1,200m[2] to the city centre and main transport hubs, including Wrexham General and Central rail stations and Wrexham bus station located on King Street.

3.2 Cycle Network

Wrexham has a good network of cycle routes across the city, which comprise traffic free paths, low-traffic streets and cycle lanes. Figure 3.2 is an extract of Sustrans' Wrexham cycle map, which highlights both Mold Road and Crispin Lane as advisory routes for cyclists.

As detailed above, a segregated cycle lane is provided on the eastern side of Mold Road towards Plas Coch Road roundabout, providing access for cyclists travelling from the city centre to the stadium.

Figure 3.2: Sustrans Wrexham Cycle Map (2014)



3.3 Rail Facilities

Wrexham General Rail Station is located 300m (approx. 3-minute walk) to the southeast of the stadium, with lit footway access adjacent to Mold Road. The stadium is therefore highly accessible by rail and presents an alternative for some who would otherwise travel to the stadium by car.

[2] based on CIHT's *Providing for Journeys on Foot* guidance for sites in town centre locations

Wrexham General is currently operated by Transport for Wales and is situated on the Borderlands Line and the Shrewsbury to Chester Line. Avanti West Coast trains operate one direct service between Wrexham and London Euston during weekdays. Table 3.1 shows the destinations and services from Wrexham General Rail Station. Rail services are not amended or altered for match days and run a normal timetable.

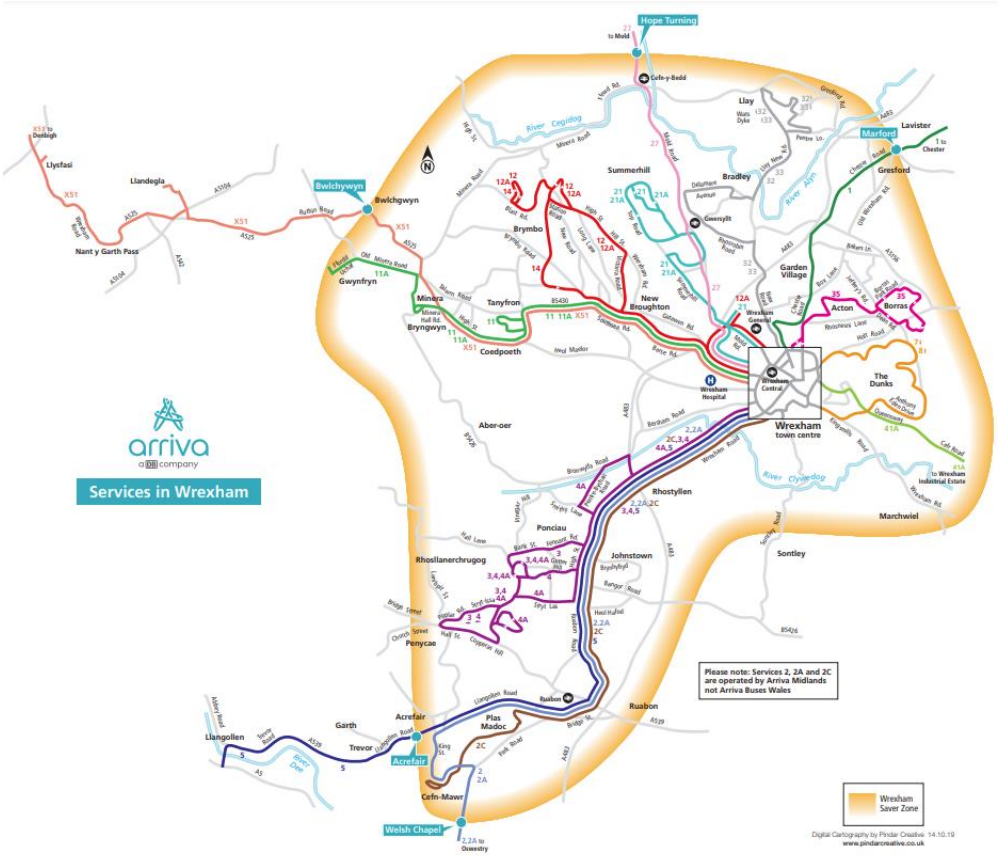
Table 3.1: Services from Wrexham General Rail Station

Destination	Frequency **Mon-Sat** (trains per hour/trains per day)
Liverpool	1tpd
Birmingham	1tp2h
Cardiff	1tp2h
London Euston	1tpd (Mon-Fri only)
Holyhead via Chester	1tph
Shrewsbury via Ruabon, Chirk and Gobowen	1tph

3.4 Bus Services

Figure 3.3 presents the Arriva bus services operating within Wrexham. These services cover the majority of the nearby communities in the Wrexham area all of which terminate in the city centre. With the Wrexham Bus Station located off King Street in the city centre some 800m walking distance from the stadium, it is considered that all bus services to Wrexham will easily be accessible for supporters on match days. The bus therefore could present an alternative for some who would otherwise travel to the stadium by car.

Figure 3.3 Wrexham Bus Map (Arriva)



The closest bus stops to the Stadium are located on Mold Road (A541) and Regent Street (A541) (both approx. 2-minute walk). A summary of the bus services accessible from these stops are summarised in Table 3.2.

Table 3.2 Bus Service Provision

Bus Number	Route	Frequency Mon-Sat
12/12A Wrexham - Brymbo	Brymbo via Ysbyty Maelor/Maelor Hopital, New Broughton, Brynteg	Every 20 mins
17 Wrexham-Moss-Lodge	Moss via Plas Coch - Gatewen - Coed Efa - Pentre Broughton	3 services per day (Wed, Fri, Sat)
21 Wrexham-Summerhill	Summerhill/Brynhyfryd via Ysbyty Maelor/Maelor Hospital	Every 1 hour

The stadium is also located approximately 644m from Wrexham Bus Station. Table 3.3 shows the bus services and frequencies that are accessible to and from the Bus Station. Supporters will have the option to walk from the Bus Station or transit to bus numbers 12/12A and 21 taking them closer to the stadium.

Table 3.3 Bus Service Provision- Wrexham Bus Station

Bus Number	Route	Frequency		Last bus fromWrexham	
		Mon-Fri	Sat	Mon- Fri	Sat
1	Wrexham- Chester Rail Station	Every 20 mins	Every 20 mins	22:50	22:50
2	Wrexham- Oswestry	Every 1 hour	Every 1 hour	21:52	21:52
2A	Wrexham- Oswestry	Every 1 hour	Every 1 hour	17:32	17:32
2C	Wrexham- Oswestry	Every ½ hour	Every ½ hour	17:52	17:52
3	Wrexham- Penycae	Every ½ hour	Every ½ hour	18:15	18:15

4A	Wrexham- Afon Eitha	Every 1 hour	Every 1 hour	16:30	16:30
5	Wrexham- Llangolen	Every ½ hour	Every ½ hour	19:00	18:50
11	Wrexham to Minera	Every ½ hour	Every ½ hour	18:25	18:25
11A	Wrexham to Minera	Once a day- 6:25am	Once a day- 6:25am	-	-
12/12A	Wrexham- Brymbo	Every 1 hour	Every 1 hour	22:55/18:11	22:55/18:11
21	Wrexham- Summerhill	Every 1 hour	-	22:15	-
21A	Wrexham- Summerhill	Every 1 hour	-	17:05	-
27	Wrexham- Mold	Every 1 hour	Every 1 hour	17:55	17:55
33	Wrexham- Llay	Every ½ hour, Every 1 hour after 18:30	Every ½ hour, Every 1 hour after 18:30	22:45	22:45
35	Wrexham- Plas	Every 1 hour	Every 1 hour	18:00	18:00
41A	Wrexham- Ridley	Every 1 hour	Every 1 hour	17:40	17:25
X51	Wrexham- Denbigh	Every 1 hour	Every 1 hour	23:00	22:53

3.5 Car Parking

Within the stadium grounds there are 38 car parking bays, including two accessible car parking bays. On match days 15 spaces are allocated to VIP guests and officials from the away team.

The Wrexham Fans supporters' group has arrangements for parking at the Wrexham Glyndwr University's Plas Coch campus car parks at a special rate of £3 per day. On match days, access to the university car park is signed directing visitors to the stadium to either of the three car park accesses off Mold Road, Plas Coch Road and Crispin Road.

Additional public parking in close proximity to the stadium is also available at Wrexham General Rail Station, although it is not proposed to encourage supporters to park here, prioritising parking for rail users. The Premier Inn also offers chargeable parking to non-guests.

This car park review has been informed by the Wrexham Gateway Access and Movement Study (WGAMS), May 2022[3].There are numerous car parks available in the vicinity of the stadium within the city centre. The majority of the city centre car parks are operated by WCBC and many are restricted to a maximum of 3 hours, but some do offer long stay parking (beyond 3 hours) and some are privately operated. Figure 3.4 shows the locations of the car parks listed in Table 3.4.

Table 3.4 Car Parks in the Vicinity of the Stadium

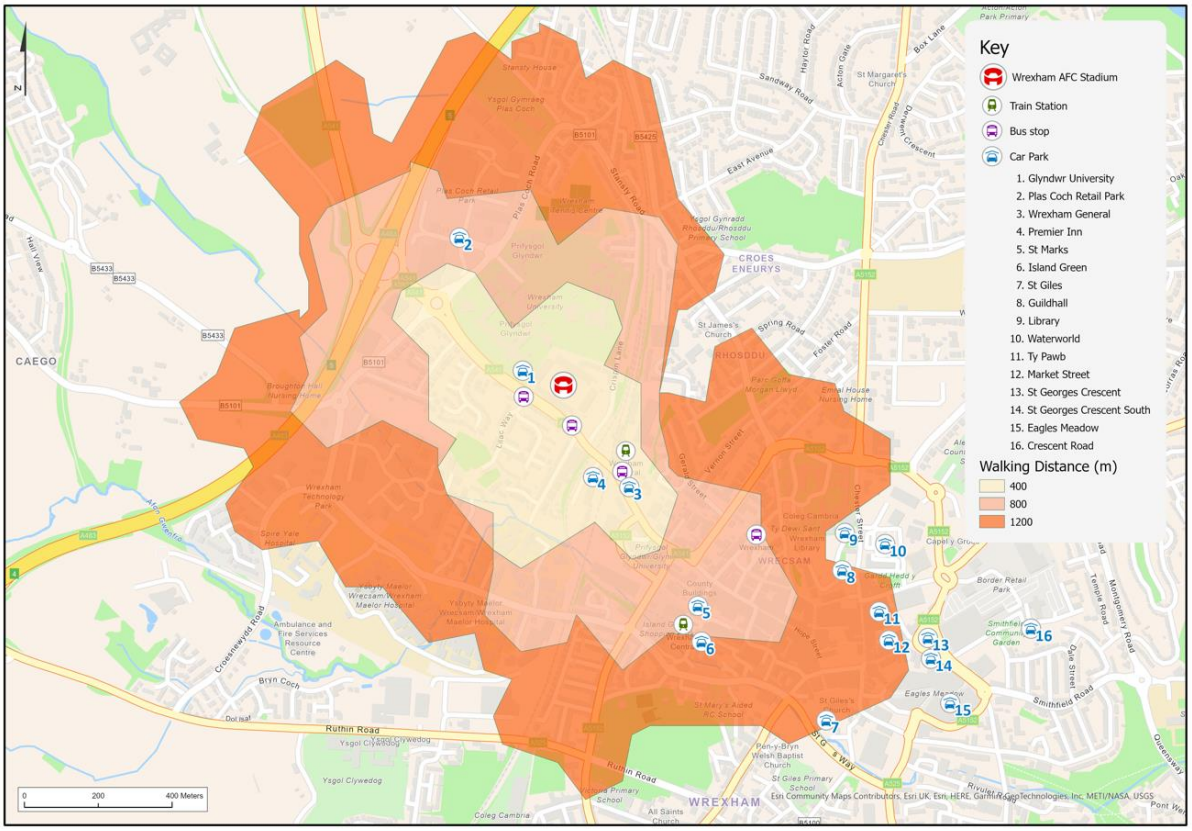
Ref	Car Park	Spaces	Cost	Comment
1	Glyndŵr University	921[4] (reducing to 568)	Free (£3 on match days)	Assumed not available during the week
2	Plas Coch Retail Park			Parking for retail shoppers only
3	Wrexham General	62	£4.50 per 24 hours	Parking prioritised for rail users
4	Premier Inn	80	£4 per 24 hours	Long stay parking offered
5	St Marks	306		Closed at the time of WGAMS survey Operates till 8pm on a weekday

[3] Wrexham Gateway Access and Movement Study, Parking Demand Study Report, 10051332-ARC-XX-XX-RP-0006 P03, Arcadis, May 2022

[4] This TA is based on the Wrexham Gateway Access and Movement Study (May 2022) existing Plas Coch campus car parking numbers

6	Island Green	376	£10 for 5 hours (maximum stay)	Long stay parking offered
7	St Giles	65	£1.80 for 3 hours (max. stay)	Charges apply daily from 8am to 11am Free outside these hours Does not offer long stay parking
8	Guildhall	77	8am – 11am £1.80 for 3 hours (max. stay)	Weekends only but does not offer long stay parking
9	Library	95	8am – 11am £1.80 for 3 hours (max. stay)	Does not offer long stay parking
10	Waterworld + Waterworld (crown Weekends only)	417	£1.80 for 3 hours (max. stay)	Charges apply daily from 8am to 11am Free outside these hours Long stay parking offered
11	Ty Pawb	320	7am – 10pm £3 for over 3 hours	Long stay parking offered
12	Market Street	68	8am – 11am £1.80 for 3 hours (max. stay)	Does not offer long stay parking
13	St Georges Crescent	62	8am – 11am £1.80 for 3 hours (max. stay)	Charges apply daily from 8am to 11am Does not offer long stay parking
14	St Georges Crescent South	16	Free parking for 1 hour	Does not offer long stay parking Mon-Sat 8 am -6 pm Free outside these hours
15	Eagles Meadow	970	£5 for 12 hours (overnight parking £1.50)	Long stay parking offered
16	Crescent Road	146	8am – 11am £1.80 for 3 hours (max. stay)	Charges apply daily from 8am to 11am Free outside these hours Long stay parking offered

Figure 3.4 Car Park Locations



There is on-street parking available within the vicinity of the stadium, however the WAFC website discourages supporters from parking on-street and seeks to remind supporters to be *'respectful of our neighbours when choosing where to park. Cars must not be parked in permit-only areas around the ground. We know supporters are proud of our place in the community, and we ask everybody to respect that when parking their cars so as to avoid disruption to our neighbours'.* WAFC also works with the local councillor to prevent on-street parking on the local residential roads, including signage. On days when the fixture is sold out, road closures are also put in place, with support from the Police.

4. PROPOSED DEVELOPMENT

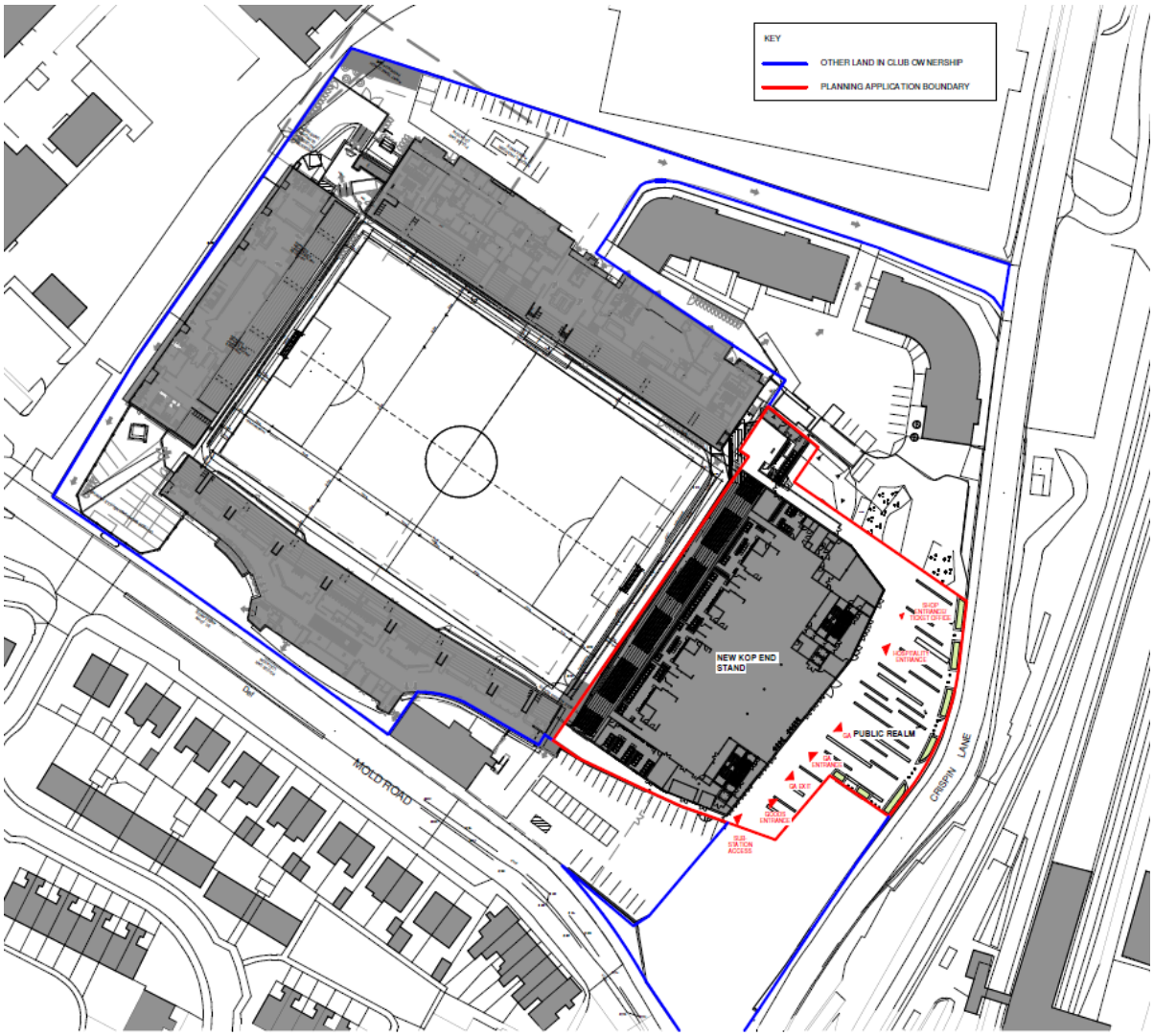
This section summarises the proposed development and considers the potential impact on accessibility by all travel modes.

The proposals are for a new stand comprising 5,000 spectator seats, and a 500 capacity hospitality area, (giving a total stand capacity of 5,500 supporters), with a 600 capacity non-match day exhibition space, new public realm and associated works.

The proposed Kop Stand will replace the existing stand that is no longer fit for purpose to allow Wrexham AFC to be able to make full use of the historical 15,500 stadium capacity. Opportunities to expand ancillary facilities such as a new supporters store, toilets and increased exhibition/VIP facilities have also been taken as part of this proposal.

The site layout plan is shown in Figure 4.1 (attached as Appendix 4) which provides details of the Kop Stand site layout in the context of the surrounding existing highway.

Figure 4.1 Site Layout Plan



A summary of the impact of the Kop Stand to accessibility of the stadium by all modes is presented in Table 4.1.

Table 4.1 Summary of Existing and Proposed Access

Accessibility Criteria	Existing	Proposed
Vehicular access inc. deliveries	Vehicular access points from Mold Road for deliveries and maintenance and from Crispin Lane to the rear stadium car park	The existing dropped kerb access off Crispin Lane, south of the existing car park access, will be re-opened/widened for pedestrians. Deliveries/services and fire access will also be provided here via drop down bollards.
On-site Parking	There is limited on-site parking, which is primarily restricted to full-time staff and some disabled parking, with match day use for VIPs/away support team. There is also an area of car parking fronting Mold Road, which is served by a gated access directly off the road and adjacent to the exit from the Plas Coch campus car park (access location B)	No changes to existing car park provision are proposed. The on-site 38 parking spaces will be retained (of which two are accessible bays). On a Match Day c.15 of these spaces will be allocated for VIP/away support team parking, leaving up to c.23 spaces which could be reserved for disabled parking by supporters in advance, as part of any future WAFC match-day permit parking scheme.
Pedestrian access	The main entrance to the stadium is from Mold Road via the existing footway network	A new entrance to the Kop Stand is proposed from Crispin Lane, which will be mainly for use by pedestrians (and deliveries). Aside from this, the proposal for the new stand will not result in any significant changes to access by foot.
Access by bicycle	No cycle parking facilities (inc. motorcycles) are available on-site.	No changes to the cycle parking facilities are proposed as part of the new stand. The proposal for the new stand will not result in any changes to access by bicycle or motorcycle.
Rail and Bus Access	Bus services can be accessed from bus stops off Mold Road adjacent to the stadium and/or from the bus station within the city centre Access to rail services will be from either Wrexham General or Central stations, both accessible by foot to the stadium	The new entrance off Crispin Lane will provide an alternative desire line for supporters travelling by public transport, and particularly to those from the city centre or Wrexham General station. Aside from this, the proposal for the new stand will not result in any significant changes to access by public transport.

5. PROPOSED DEMAND

This section builds on the baseline identified in the travel survey in Section 2 and considers future demand once the Kop Stand is developed and the stadium provides full capacity for 15,500 supporters. For each mode, the current and future demand is presented. At present this does not take into account intervention measures to change modal shift (this MDAS).

The main impact of the Kop Stand on travel demand will therefore be from those attending a home game on Saturday match days. Applying the observed home supporter mode split and assumed away supporter mode split (see Section 2.4) to the existing and forecast levels of attendance provides an estimate of the number of person trips by mode, as summarised in Table 5.1.

Table 5.1: Total Modal Split Trip Generation over 3 hours (prior to kick-off)

Total Person Trip Generation by Mode	Person Mode Split (%)	Average Match Day Attendance		
		Existing	Future inc. Kop Stand	Difference
PERSON TRIPS				
Away Supporter Person Trips	**2.7%**	**229**	**411**	**182**
Coach	50%	115	205	91
Car (Drive + Passenger)	50%	115	205	91
Home Supporter Person Trips	**97.3%**	**8,411**	**15,089**	**6,678**
Walk	12%	1009	1811	801
Cycle/M'cycle	1%	84	151	67
Rail	10%	841	1509	668
Local Bus	4%	336	604	267
Taxi	2%	168	302	134
Car (Drive + Passenger)	56%	4710	8450	3740
Dropped off	15%	1262	2263	1002
Person trips (non-car modes)		***2,554***	***4,581***	***2,028***
Person trips (car modes)		***6,086***	***10,919***	***4,832***
TOTAL PERSON TRIPS		**8,640**	**15,500**	**6,860**
VEHICLE TRIPS (ARRIVALS)				
Car (2.4 persons per vehicle)		2,010	3,606	1,596
TOTAL CAR PARKING DEMAND		**2,010**	**3,606**	**1,596**
Car (drop-off) (3 persons per veh)		421	754	334
Buses (40 persons per veh)		8	15	7
Coaches (50 persons per veh)		2	4	2
Taxis (2 persons per veh)		84	151	67
Vehicle trips (non-car modes)		***95***	***170***	***75***
Vehicle trips (car modes)		***2,431***	***4,361***	***1,930***
TOTAL VEHICLE TRIPS (ARRIVALS)		**2,526**	**4,531**	**2,005**

A vehicle occupancy of 2.4 has been assumed for the purpose of the assessment. This has been based upon similar data from Liverpool Football Club[5] which is considered comparable due to the nature of the facility being assessed.

The future person and vehicular trips estimated above represent a worst-case scenario based on current mode share data which is pre-MDAS and based on the stadium operating at-capacity.

[5] Anfield Road Stand Expansion, Transport Assessment, Mott MacDonald, November 2020.

6. POTENTIAL INTERVENTION MEASURES

6.1 Opportunities for Change in Mode of Travel on Match Days

An analysis of the postcodes of season ticket holders has shown that the majority (63.8%) live within Wrexham itself and that a further 17.9% originate from surrounding areas. Figures 6.1 and 6.2 provide a more detailed analysis of postcode data in relation to available modes of travel (also included in Appendix 5).

Figure 6.1: Registered Supporter Origins in relation to Rail Access

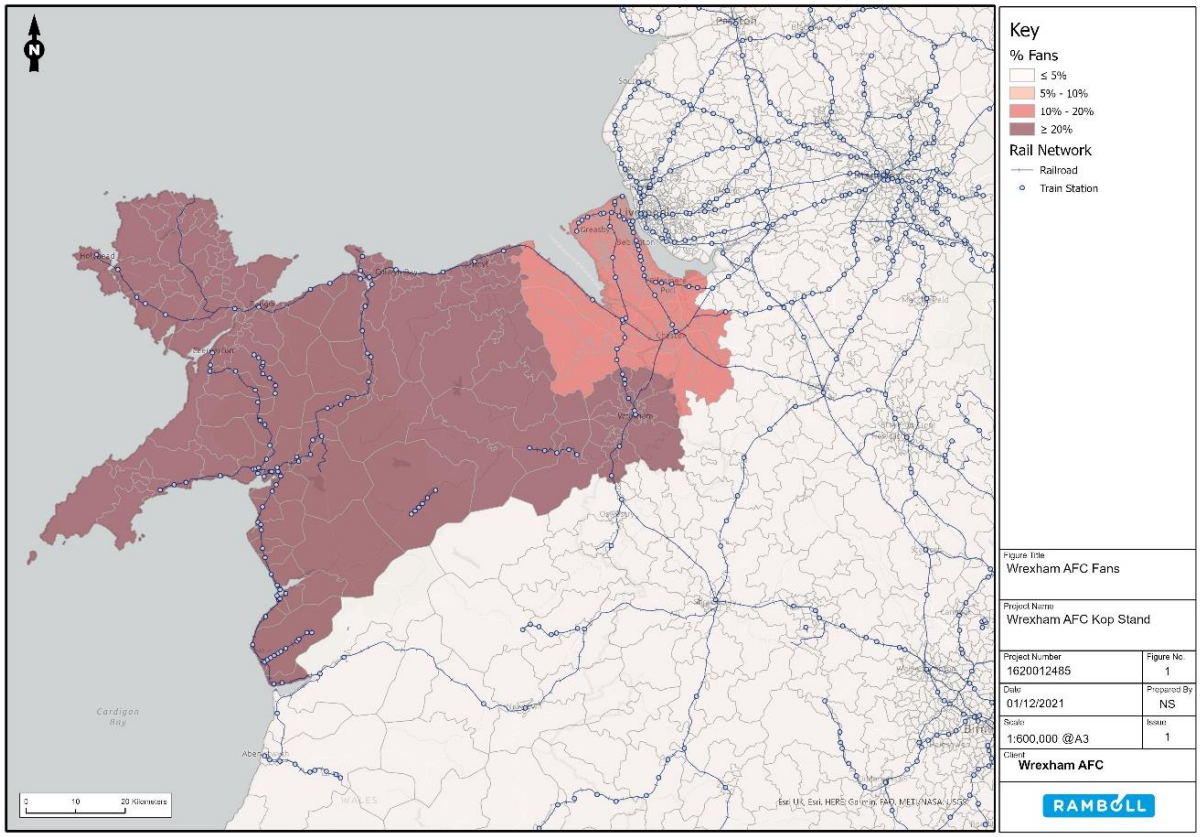
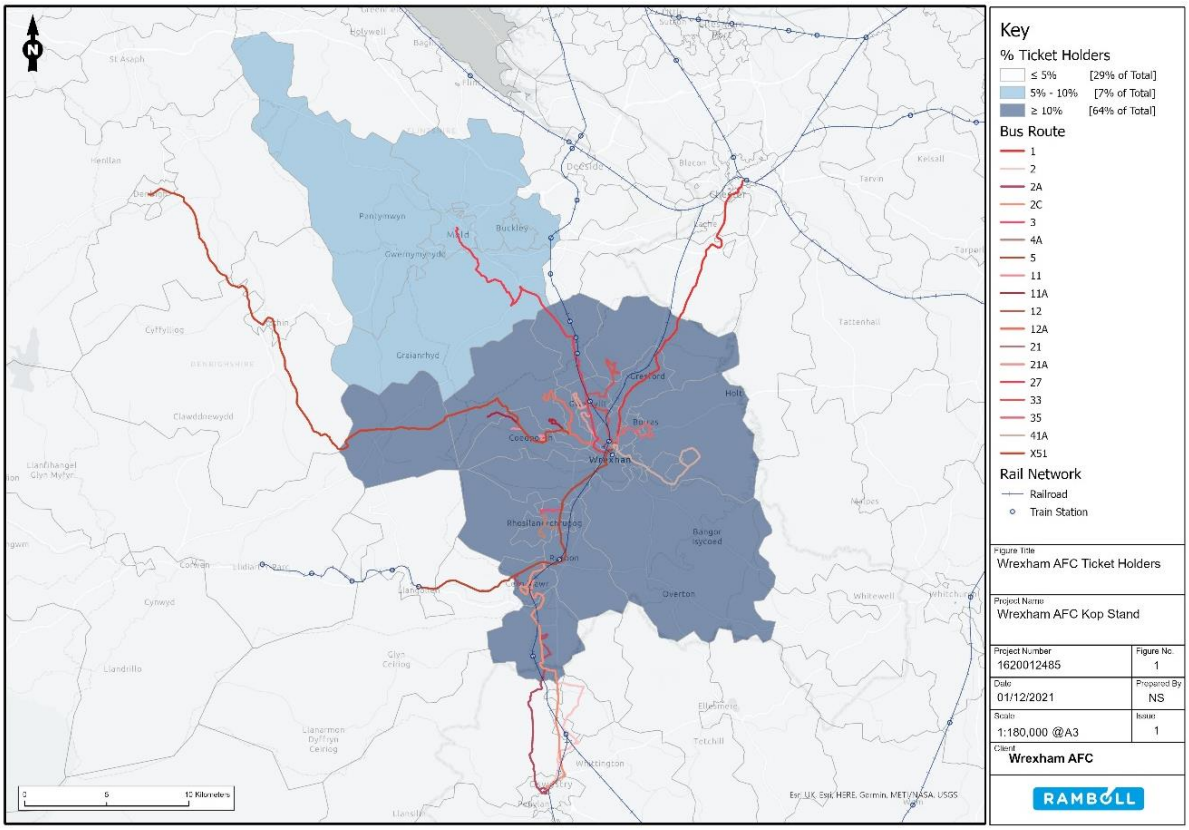


Figure 6.2: Ticket Holder Origins in relation to Rail and Bus Access



6.1.1 Bus Users

The KSRC survey data identifies 4% of supporters use the bus to travel to the stadium on match days. A review of the KSRC survey data indicates there are 2003 supporters who live within 400m[6] of a bus stop, providing access to Wrexham city centre. Note some supporters live beyond 400m and travel by bus, however 400m is considered a reasonable distance for users to travel to bus stops and the analysis has been based on this accordingly.

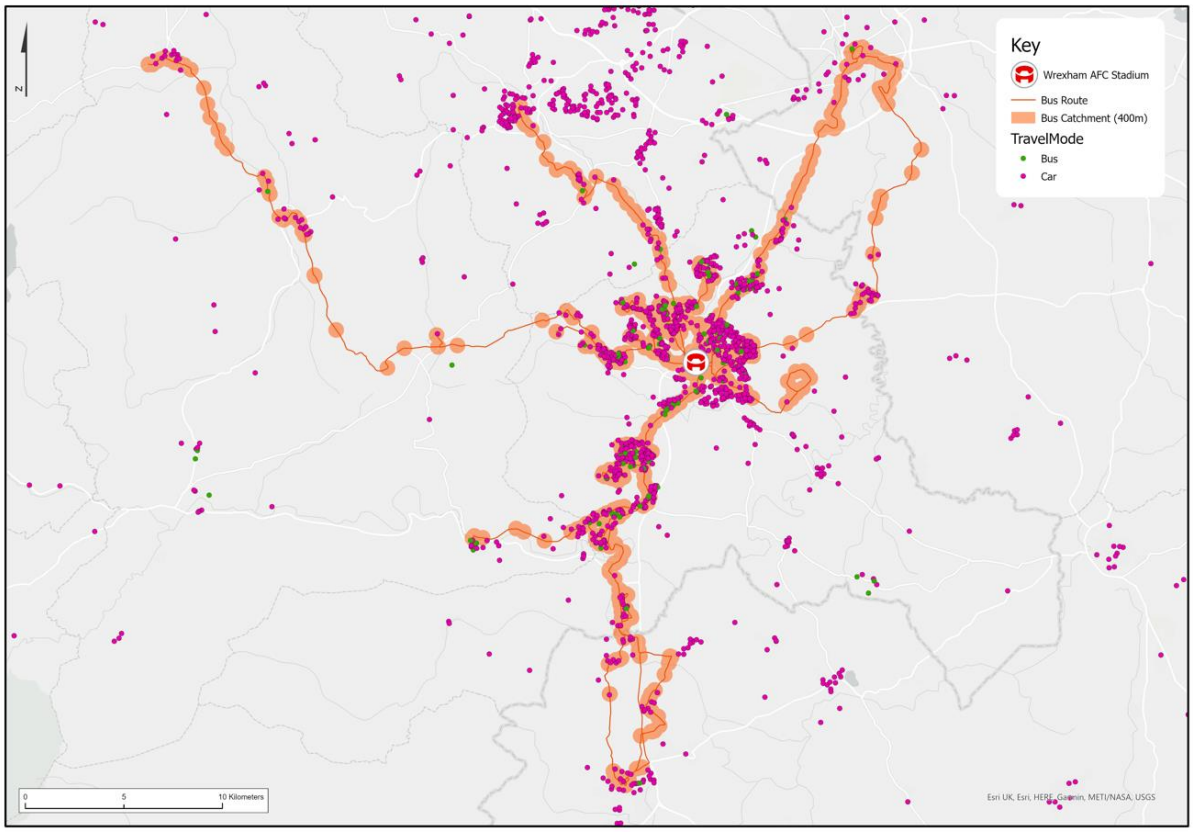
The number of supporters who responded to the KSRC survey who live within 400m of a bus stop are identified in Figure 6.3. The data as presented in Table 6.1 indicates that 64% of the supporters who live within 400m of a bus stop currently travel to the stadium by car. With the measures as considered in Sections 6.2-6.4 there is the real potential to encourage a modal shift of these supporters from travelling by car to travel by bus.

Table 6.1: Respondents Living within 400m of Bus Stop

% of respondents living within 400m from Bus Stop currently travelling by:	**Car**	**64%**
	Taxi	3%
	Bus	7%
	Train	4%
	Walking	21%

6 Department of Environment Circular 82/73 (DOE, 1973) gives 400 metres as the recommended maximum walking distance along the footpath system, which represents a 5-minute walk at about 5 kph (roughly the average walking speed in the National Travel Survey).

Figure 6.3: Supporters Travel Mode (Car/Bus) Living within 400m of Bus Stop



6.1.2 Train Users

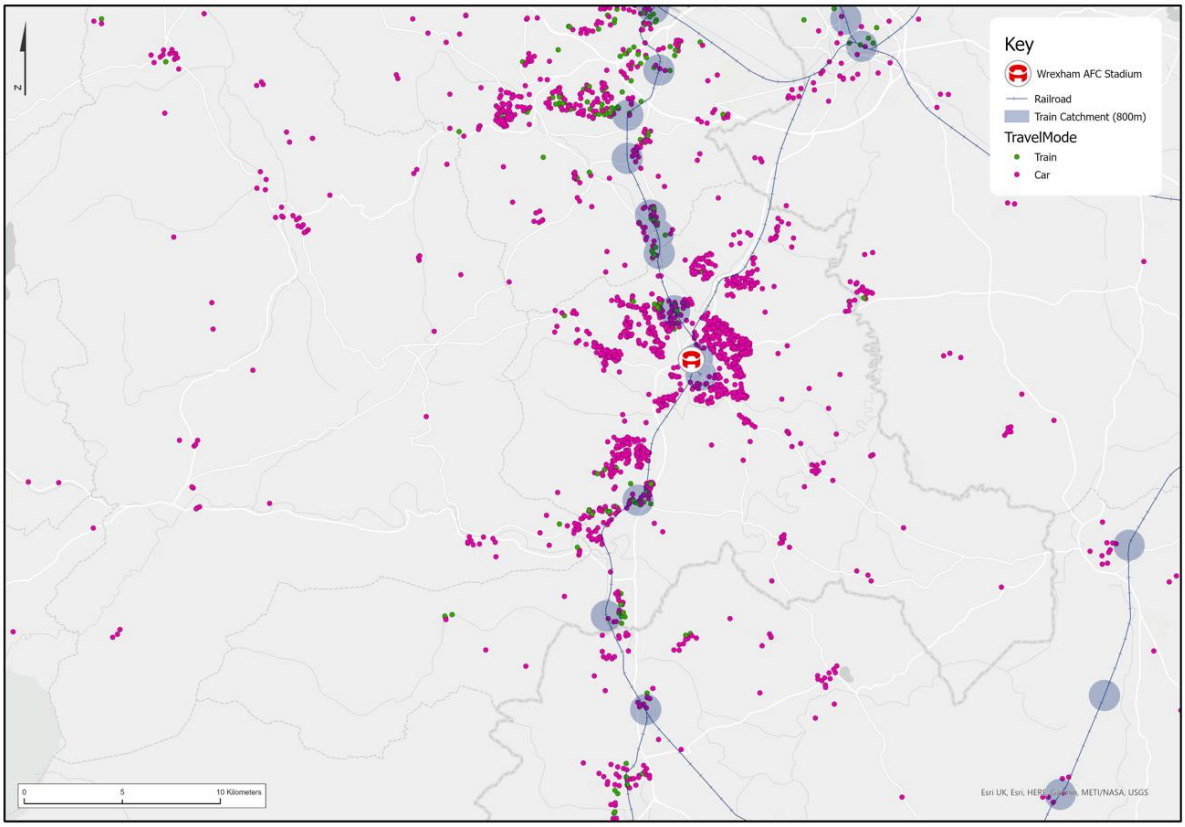
Similarly, the KSRC data identifies 10% of supporters use the train to travel to the stadium on match days. A review of the KSRC survey data indicates there are 732 supporters who live within 800m[7] of a train station, providing access to Wrexham Central or Wrexham General rail stations. Note some supporters live beyond 800m and travel by rail, however 800m is considered a reasonable distance for users to travel to train stations and the analysis has been based on this accordingly.

Table 6.2: Respondents Living within 800m from Train Station (other than Wrexham General or Wrexham Central)

% of respondents living within 800m from Train Station currently travelling by:	**Car**	**67%**
	Taxi	2%
	Bus	4%
	Train	24%
	Walking	3%

[7] CIHT Planning for Walking, Kit Mitchell and Terence Bendixson, March 2015 states *people will walk up to 800m to get to a railway station*

Figure 6.4: Supporters Travel Mode (Car/Train) Living within 800m of Train Station



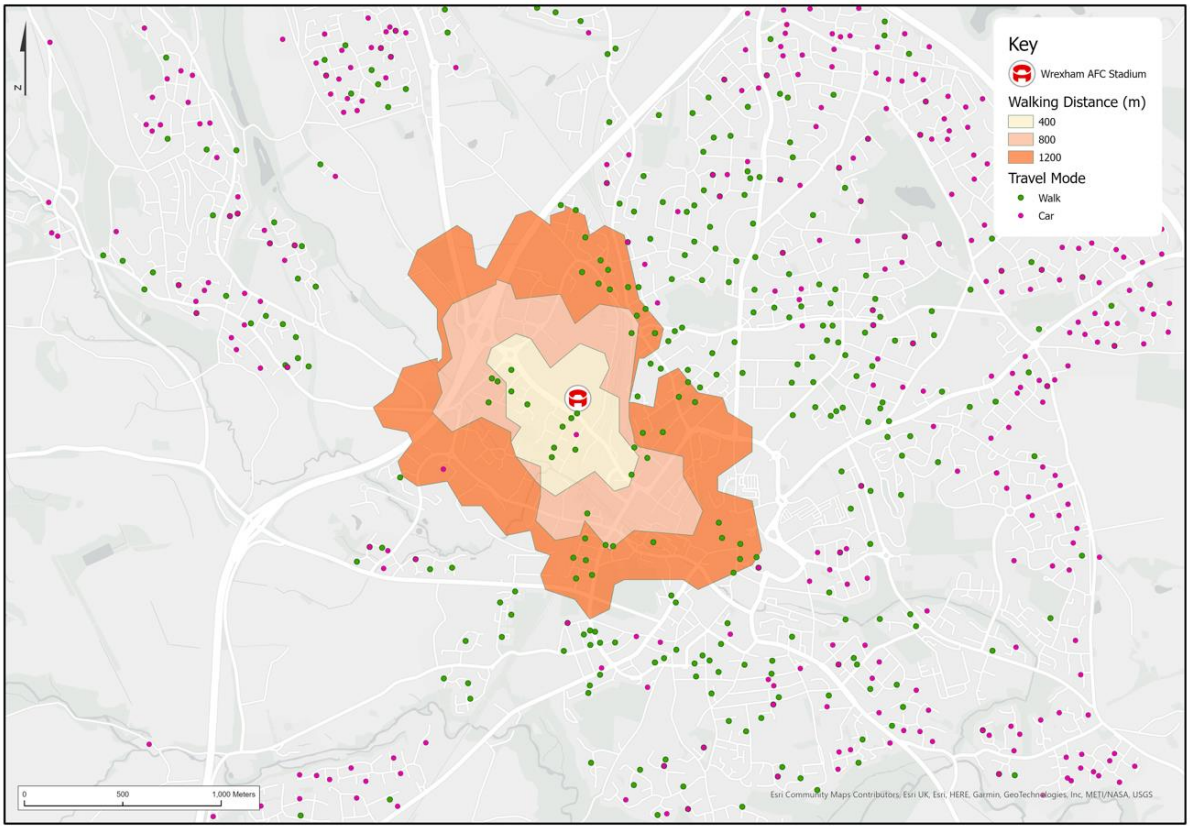
The number of supporters who responded to the KSRC survey, who live within 800m of a train station are identified in Figure 6.4. Table 6.2 above indicates that of the supporters who live within 800m of a train station, 67% currently travel by car. With supporting measures as considered in Sections 6.2-6.4 there is the real potential to encourage a modal shift of these supporters from travelling by car to travel by rail.

6.1.3 Pedestrians

The number of supporters, who responded to the KSRC survey, who currently walk to the stadium on match days is presented in Figure 6.5 (note a few outliers are not captured in this figure). The figure demonstrates that almost all supporters who live within the 1,200m isochrone walk to the stadium on match days. It is also clear that a number of supporters walk from much further than 1,200m with neighbouring supporters travelling by car. This indicates that there is a potential for a shift in travel mode from car to walking for some supporters, whilst acknowledging there may be some limitations of the elderly, disabled and those with health issues.

On review it is considered that there is some opportunity to encourage more supporters to walk to the stadium on match days. Walking routes and the benefits of sustainable travel to the stadium will continue to be promoted by WAFC, through the travel information provided on the website.

Figure 6.5: Supporters Travel Mode (car/walk) within walking distance of the Stadium



6.2 Proposed Interventions to be Considered

To support the MDAS objectives discussed above and help manage the movement of additional supporters travelling to and from the stadium, a wide range of deliverable transport interventions are considered. It is expected that the MDAS will be reviewed on a regular basis, particularly following the baseline and other monitoring surveys in future and that a wider range of interventions may be required.

Proposed interventions for implementations prior to Kop Stand use:

- **Access Improvements by Foot** – a new access directly onto Crispin Lane to the Kop Stand entrance will be provided as shown on the General Arrangement drawing.

- **Development and Promotion of Travel Access Information to the Stadium on the WAFC website** – Comprehensive promotion of the MDAS and the availability of various travel options and any new traffic management area on the day, will be required to help people become familiar/informed, and to help avoid undue congestion and delays occurring outside of the road closure zone(s).

- **Signage Contribution** – funding for the implementation of a signed walk route between the stadium and the interchange facilities in the city centre and nearby rail stations will ensure that supporters (especially those who do not regularly attend matches) have clear directions to the stadium and use appropriate and safe routes (including crossings). This will follow the guidance of 'pathway finder' routes.

- **Taxi and drop-off zones** – formalise the arrangements for drop-off (including taxis) on Crispin Lane and Mold Road. This will also need to consider pick-up as well as drop-off and the requirement to include some form of booking system may need to be considered.

- **Road Closures and Traffic Management** – investigate the need to formally apply for road closure of the inbound lane along Mold Road. The road closure on the inward bound Mold Rd land will be operated between the petrol garage and the entrance to Yale Park, to minimise the road closure impact on residents of Windsor Drive and Yale Park, Mold Road will be left open to outbound traffic for resident access. This will need to be introduced in line with any signage (above) to ensure a coherent traffic management of the surrounding areas. Traffic management at various junctions affected will also be required to minimise delays on the local road network. This will require additional manned resources from WAFC and possibly from privately qualified traffic management personnel. It is expected that the Police will still be present but would not be required to man the closures or traffic management measures. It is also expected that additional marshals along various walking routes will also be required to ensure that supporters walking to the stadium remain on appropriate footway corridors and crossings to minimise potential issues with road safety.

- **Disabled Parking** – For on-street frontage parking, consider option for permit only disabled drop-off and disabled parking permits for Crispin Lane and Mold Road as part of any future WAFC match-day permit parking scheme. For on-site parking, consider option for up to c.23 spaces which could be reserved for disabled parking by supporters in advance, again as part of any future WAFC match-day permit parking scheme.

- **A Travel Plan** – a Travel Plan (interim) will be produced and submitted with the application to ensure that staff, supporters and visitors (whether employed or not by the Club) are aware of the access strategy and alternative modes to the car. The Travel Plan will also cover access on non-match days as well as match days. The way all visitors travel to the stadium is proposed to be measured and monitored by a Travel Plan Co-ordinator (TPC) who will work with the Transport Working Group (see below) to address any arising transportation and access issues.

- **Transport Working Group** – overseeing, guiding and maintaining the MDAS will be the Transport Working Group, which will include, as a minimum, representatives from the following organisations and will meet regularly to review the performance of the MDAS, and evolve / change it where necessary as well as address any transport concerns which have arisen:

    - Wrexham Football Club including the Club's appointed Traffic Management company; and/or Travel Plan Coordinator;
    - Wrexham Fans Association;
    - Wrexham County Borough Council;
    - North Wales Police;
    - Arriva and other local bus providers;
    - Transport for Wales; and
    - Key Taxi operators.

- **Supporter coaches** – no changes are expected to the current arrangements of using the Glyndwr University Plas Coch campus car park. Consider engaging with away supporters to identify opportunities to improve access arrangements, coach facilities and to understand how away supporters currently travel. Noting, this will vary depending on the location of the away team.

- **Temporary Car Parking Arrangements**- consider options for temporary supporter car parking in the short term whilst other initiatives within this MDAS, the Travel Plan and wider improvements come into effect.

6.3 Future Additional Interventions for Consideration

As attendance to home matches increases over time and following completion of the Kop Stand, there are additional interventions that WAFC may need to consider. The following list is not part of the proposed scheme and is not intended as exhaustive, but is presented as an indication of supplementary measures that may be considered as part of the on-going review of the MDAS:

- **Football Match Parking Zones (FMPZ)** – a review of the impact of on-street parking on the residential communities surrounding the stadium may highlight the need to include additional protection. FMPZ can have a positive impact upon car use and may also include the introduction of bespoke residential parking passes for residents and other permitted users (such as disabled supporters?).

- **Special Buses** – a further analysis of postcode data may identify the need for one or more specific 'soccerbus' services. These may be a combination of new services to destinations outside of Wrexham which are not currently well served by existing services, new service linking various existing rail interchanges (mainly Central Wrexham) or changes to timetables of existing service routes to be consistent with match day timings. The latter may also incorporate changes to routing of existing scheduled buses on match days.

- **Footway Improvements** – the Wrexham Town Centre Masterplan recognises that there are existing barriers from the ring road for pedestrians within and to the city centre areas and has highlighted Regent Street in particular as a corridor for improvements to pedestrian flows. These schemes and any other improvements schemes to the pedestrian network in the city centre may be of benefit to supporters in future.

- **New footbridge between Wrexham General rail station and Crispin Lane** – as part of the Gateway Scheme, there may be an opportunity for the footbridge over the rail line to be extended east, providing a level and direct access between the rail station and Crispin Lane. This would improve accessibility for supporters to the stadium and help promote use of rail.

6.4 External Interventions

The following list of external interventions do not form part of the proposed scheme (as are reliant upon third parties to deliver) but are identified as future opportunities which if delivered would be expected to further improve sustainable accessibility to the stadium.

- **North Wales Metro** – the North Wales Metro programme seeks to transform rail, bus and active travel services across North Wales. Proposals include making it easier to change between rail and bus services at Wrexham General.

- **Rail** - It is noted that rail links are currently poor but there are ambitions to increase the number of trains into Liverpool and Deeside Industrial Park, while Wrexham General also plays an important role in the interchange from borderlands lines to Shrewsbury or Chester and to North Wales.

- **A483 Wrexham Active Travel Improvements (junctions 3 to 6) –** this scheme is currently under the Roads Review however; the Welsh Government have developed proposals to improve A483 Junctions 3 to 6 with a focus on reducing severance for active travel across the A483 by including strong Active Travel measures as part of the improvement scheme. The preferred option for each junction is as follows:

    - **Junction 3 (Wrexham Road)** minor changes to the existing junction incorporating active travel improvements including:
        - Active travel enhancements by upgrading/widening footway to a shared use route between B5098 and Croesfoel Industrial Park to include new/improved crossing facilities; and
        - Additional flare lane on B5605 approach to roundabout.

    - **Junction 4 (Ruthin Road)** major highway improvements incorporating active travel improvements:
        - Replacing the existing junction 4 arrangement with a new gyratory roundabout to the immediate south of the existing junction;
        - Retention of the existing A525 bridge over the A483 traffic;
        - New active travel shared use route and improvements to pedestrian and cyclist provision along the A525 between Heritage Way and Croesnewydd Road.

    - **Junction 5 (Plas Coch Roundabout / Mold Road)** proposed active travel improvements include:
        - Signals proposed for Mold Road entry to Junction 5 to provide improved opportunity and safety for pedestrians/cyclists to cross A483 south on-slip road;
        - Upgrade existing pedestrian crossings to signalised crossings on Plas Coch Roundabout and Berse Road;
        - Active travel enhancements by upgrading/widening footway to shared use route between Berse Road and Summerhill Road.

    - **Junction 6 (A5156 / Gresford Interchange)** Minor changes to the existing junction incorporating active travel improvements:
        - Active travel enhancements by upgrading/widening footway to shared use route on majority of roundabout to include new/improved crossing facilities.
        - Additional lane on Chester Road southbound approach and the Blue Bell Lane approach;
        - Additional circulatory lane between the A483 northbound off-slip and industrial estate access road

Should this scheme progress, any improvements to the active travel network at Junction 5 in particular will benefit visitors and staff of the stadium and therefore encourage a greater modal share from walking and cycling in future.

7. PROPOSED MATCH DAY ACCESS STRATEGY

This section details the future interventions presented in Section 6 and identifies those measures to be taken forward initially. This strategy sets out the proposed MDAS for further consultation and ongoing review with WCBC taking into consideration the future interventions in Section 6. The MDAS will be monitored, reviewed and amended as required throughout the 2022/23 season during WAFC home matches.

Road Closures

To be discussed with WCBC but formalisation of inbound lane closure on Mold Road is advised pre and post matches. This will assist with creating additional space for pedestrians, and for emergency service vehicles.

Bus

There will be no changes to the existing strategy for regular bus services. Improved communication with supporters on bus services will be provided through WAFC website.

Rail

There will be no changes to rail services on match day, although it is noted that independent to this scheme there are ambitions to increase the number of trains into Liverpool and Deeside Industrial Park. Improved communication with supporters on rail services will be provided through WAFC website.

Coaches

Home Team and Away Team coaches will be directed to the car park to the rear of the stadium. Away supporter coaches will be directed to Plas Coch Campus Car Park, with direct pedestrian access to the stadium.

Taxi and Private Hire and Drop off

It is proposed to formalise the existing drop off/pick up arrangement on Crispin Lane/Mold Road.

Car

There will be no change to car arrangements with clear signage to preferred car parks. No further parking provision is proposed as part of the scheme.

Cycle and walk

No changes are proposed to walking or cycling routes as part of the scheme. Proposed to contribute to improved signage for pedestrian routes between bus and rail interchange facilities and the stadium.