Prime
Transport Planning
Together for Progress

Travel Plan

The Oaks,
Wrexham Industrial Estate

Client: FI Real Estate Management



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1 INTRODUCTION

1.1 Purpose of Report

1.1.1 This Framework Travel Plan (TP) considers the highway and transportation implications associated with a full planning application for a green eco-heritage park and single employment unit with integral offices, new vehicular access, car and HGV parking, servicing and storage, landscaping, heritage and ecology mitigation and ancillary development, on land to the south of Oak Road in Wrexham Industrial Estate (WIE). The proposed development has been designed to suit the operational requirements of 'HIAB', who will be the preferred operator of the site. The circa 79,000sqft unit will be predominantly manufacturing led with some warehouse space and ancillary office space.

1.1.2 Wrexham County Borough Council (WCBC) is the local highway authority and local planning authority for the area. Prime Transport Planning ('Prime') has produced this TP on behalf of the applicant, FI Real Estate Management ('FIREM').

1.1.3 The document has been prepared in accordance with *Planning Policy Wales* and *Technical Advice Note 18: Transport* as well as a number of local policy documents. It considers the accessibility of the site and safety for all modes of travel with an emphasis on walking, cycling and public transport.

1.1.4 This report should not be considered as a definitive document but as the first stage of the TP process, which will continue and evolve over time with input from the developer, HIAB and WCBC. The focus of this TP is therefore towards ensuring that opportunities to promote and encourage the use of sustainable modes of travel for future staff and visitors are actively in place prior to occupation of the development, and beyond.

1.1.5 This document has been prepared alongside a Transport Statement (TS) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TS Appendices are referenced in this document.

1.1.6 The suggestions and recommendations contained herein have been drawn based on information available and obtained in advance of the planning submission to which this report relates.

1.1.7 Reasonable checks have been carried out on any third-party information used in the preparation of this report but, nonetheless, Prime Transport Planning accepts no liability for the accuracy or otherwise of this data.

1.1.8 Third-party rights are excluded for the use of information contained within this report.

1.2 Scope of Report

1.2.1 Following this introduction, the remainder of this report is structured as follows:

- **Section 2** describes the relevant local and national TP policy and guidance and presents the objectives of this TP;
- **Section 3** describes the existing situation in terms of the site and local highway network;
- **Section 4** details the development proposals;
- **Section 5** details access to the site by sustainable modes of transport which includes walking, cycling and public transport;
- **Section 6** is a Transport Implementation Strategy (TIS), which describes the measures to be employed to promote the sustainability of the site, discusses TP management and describes how TPs should be monitored and reviewed.

2 TRANSPORT POLICY AND GUIDANCE

2.1 Introduction

2.1.1 It is important that any new developments conform to and compliment national and local planning policy. This section details the policies that are relevant to this development.

2.2 Planning Policy Wales

2.2.1 The document Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government and is supported by a series of Technical Advice Notes (TANs). The most recent version of PPW is Edition 12, published in February 2024.

2.2.2 Transport is considered in Chapter 2, Chapter 3, Chapter 4 and Chapter 5 of PPW. The document sets out a primary objective:

> *'to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales.'*

2.2.3 Chapter 2 emphasises the importance of '*maximising well-being and creating sustainable places through placemaking*'. The chapter goes on to state:

> *'Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network and public transport stations and stops are positively integrated.'*

2.2.4 Chapter 3 outlines the importance of strategic placemaking, with early decisions having the greatest impact on contributing towards a sustainable development. The chapter states:

> *'As well as ensuring all services needed for the expectant levels of growth are provided, an important consideration will be minimising the need to travel, reducing reliance on the private car and increasing walking, cycling and use of public transport.'*

2.2.5 The chapter addresses place-making within rural areas, with it being acknowledged that for rural areas:

> *'opportunities for reducing car use and increasing walking, cycling and use of public transport are more limited than in urban areas.'*

2.2.6 Chapter 4 highlights the importance of cohesive communities, with such considerations through placemaking contributing towards a 'prosperous', 'resilient', 'healthier' and 'equal' Wales. The chapter discusses transport in detail, with the need for the people to access jobs and services through:

'shorter, more efficient and sustainable journeys, by walking, cycling and public transport'.

2.2.7 Chapter 4 also addresses the following:

- Integrated planning and transport strategies;
- Sustainable transport and reduction in private car reliance;
- Active/social streets designed to be publicly orientated;
- Active travel and the encouragement of walking/cycling;
- Public transport and its availability;
- The encouragement of ultra-low emission vehicles;
- Traffic management and improved forecasting;
- The availability of car parking; and
- Transport Assessments as an important mechanism for considering traffic impact.

2.2.8 Chapter 5 discusses the economic components of placemaking and the creation of '*productive and enterprising places*'. The chapter continues to state that such enterprising places are '*designed and sited to promote healthy lifestyles*' with this being done by making them '*easy to walk and cycle to and around*', and easy to access by public transport.

2.2.9 Transport infrastructure is discussed in detail, with the importance of such infrastructure towards sustainable development stated below:

'The provision of sustainable transport infrastructure is essential in order to build prosperity, tackle the climate emergency, reduce airborne pollution and to improve the social, economic, environmental and cultural well-being of Wales. The planning system should facilitate the delivery, decarbonisation and improvement of transport infrastructure in a way which reduces the need to travel, particularly by private vehicles, and facilitates and increases the use of active and sustainable transport.'

2.2.10 Accordingly, this TS has been structured to include an assessment of accessibility by sustainable modes including walking, cycling and public transport, road safety and the impacts of the development on the local highway network.

2.3 Technical Advice Note 18: Transport

2.3.1 TAN 18 (2007) outlines the need for, and the required content of TAs, for some classifications and scales of development in Wales. The document outlines the following aims to be considered when producing a TA/TS:

- Understand the transport impacts of the development;
- Clearly communicate the impacts to assist the decision-making process;

- Demonstrate the development is sited in a location that will produce a desired and predicted output (for example in terms of target modal split);
- Mitigate negative transport impacts through the design process and secure through planning conditions or obligations; and
- Maximise the accessibility of the development by non-car mode.

2.3.2 TAN 18 provides detailed guidance on visibility standards, and essentially provides for visibility to be based upon the standards in the Design Manual for Roads and Bridges (DMRB) for roads where actual road speeds are unknown or where the speed limit is >60kph (37mph), and the standards in Manual for Streets (MfS) where speeds are known and are <60kph (37mph).

2.3.3 In relation to accessibility, TAN 18 emphasises the utility of using '*accessibility profiles*', which consider whether a site has the potential to minimise travel by the private car. In accordance with this the site's accessibility by walking, cycling and public transport has been considered.

2.3.4 TAN 18 goes on to outline the requirement for a 'Transport Implementation Strategy' (TIS) to be produced as an output of the TP. The document summarises the requirements of the TIS as follows:

> *'[The TIS] should set objectives and targets relating to managing travel demand for the development and set out the infrastructure, demand management measures and financial contributions necessary to achieve them. The TIS should set a framework for monitoring the objectives and targets, including the future modal split of transport to development sites.'*

2.3.5 In relation to how a TIS interfaces with the production of a TA/TS and TP, the guidance states that:

> *'TISs resulting from the TA process are intended to incorporate all the components of a travel plan and ensure these are integrated with design elements of the new development.'*

2.3.6 In the light of the above, a TIS is included within the contents of this TP in addition to the potential sustainable travel measures described within the report.

2.4 North Wales Joint Local Transport Plan 2015

2.4.1 As of March 2025, the Welsh Government states on their website that all local transport plans have been replaced by Regional Transport Plans (RTP), of which the draft plan pertaining to North Wales will be discussed in Section 2.5 below. The North Wales region covers Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd and Wrexham.

2.4.2 Considering that the RTP is in draft form, the North Wales Joint LTP has been used as a policy reference for this report.

2.4.3 The North Wales Joint Local Transport Plan (LTP) was prepared by the North Wales Local Authorities in response to the Welsh Government requirement for LTPs to be submitted by the end of January 2015. The LTP's stated 'vision' is to:

> *'remove barriers by delivering safe, sustainable, affordable and effective transport networks'.*

2.4.4 The LTP aims to address the following key issues for North Wales:

- The ability of the strategic road and rail corridors to provide the necessary good connectivity, for people and freight, within North Wales, to the ports and to the rest of the UK to support the economy and jobs, including tourism;
- The lack of resilience of the road and rail networks to planned and unplanned events including extreme weather;
- The need for good access to and between the three Enterprise Zones in North Wales;
- The lack of viable and affordable alternatives to the car to access key employment sites and other services; and
- The need for good road links to / from the trunk road network into the rural areas to help retain the viability of local businesses and support the Welsh language and culture.

2.4.5 This Plan therefore provides the strategic baseline for considering developments that have a transportation element within the wider area. In terms of the proposed/refurbished industrial and retail units within this application, consideration will be made of the wider integration within the highways network and access by sustainable modes.

2.5 Regional Transport Plan for North Wales

2.5.1 The Regional Transport Plan (RTP) for North Wales is currently a drafted plan that contains a framework for which future investment related to regional transport systems and infrastructure improvements will be determined. The RTP feeds into the Welsh Government's transport strategy, *Llwybr Newydd*, and will aid the local highway authorities to *'address current and future local and regional transport issues over the next 5 years (2025-2030).'*

2.5.2 Public consultation for the draft RTP was undertaken in late Winter 2024 and early Spring 2025, with the Ambition North Wales website stating that the next steps are reviewing the responses and submitting a final version of the RTP to the Welsh Government in July 2025.

2.6 Draft Wrexham Local Development Plan 2 (2013-2028)

2.6.1 The Local Development Plan 2 (LDP2) was adopted by WCBC in December 2023, but the decision was subject to legal challenge and the Court of Appeal in December 2024 ruled that the Council was not legally obligated to adopt the plan; an appeal to the Supreme Court against the ruling was dismissed. The effect is the vote to adopt the LDP2 is nullified with a new vote anticipated during 2025. Currently,

WCBC states on its website that the LDP2 is the adopted Development Plan for development management purposes; as such we give full weight to the policies of the LDP2 until and unless the Council directs otherwise.

2.6.2 The LDP2 was prepared to replace the Unitary Development Plan, and has been prepared in line with Planning Policy Wales, setting out the local authority's vision for the council up to 2028. The following policies are particularly pertinent to this report:

Policy T1: Managing Transport Impacts

2.6.3 In line with national policy, Policy T1 sets out a preference for developments which support the transport hierarchy, stating that new developments will be supported where they:

> *"Facilitate increased journeys by more sustainable modes of travel first by walking and cycling, then by public transport and finally by private motor vehicle."*

2.6.4 The policy also covers some of the more traditional aspects of development transport planning such as acceptable levels of trip generation, stating that development proposals will be supported where they:

> *"Do not compromise the safe, effective and efficient use of the highway network and do not have an adverse impact on highway safety or create unacceptable levels of traffic generation."*

2.6.5 Parking and vehicular access are also covered by this policy which states that developments should:

> *"Provide appropriate levels of parking and ensure access arrangements for the site to allow for safe manoeuvring."*

Policy T2: Active Travel

2.6.6 This policy seeks to improve Wrexham's active travel network by encouraging developers to contribute towards the provision of quality pedestrian and cycling infrastructure. It sets out that development proposals will be supported where the:

> *"Walking and cycling infrastructure is an integral part of the overall design of the scheme and makes a positive contribution to the distinctiveness of communities and places."*

Policy SP9: Wrexham Industrial Estate

2.6.7 This policy is targeted specifically at setting out the importance of WIE which is a key regional employment area. LPC2 states that:

> *"Approx. 80% of the employment land take-up in the County Borough since 2006 has been on land at the WIE."*

2.6.8 With this in mind, Policy SP9 seeks to promote WIE as the County Borough's Key Business Sector area and states that WIE will be the primary focus of the delivery of B1, B2 and B8 employment land.

2.7 Wrexham Unitary Development Plan (1996-2011)

2.7.1 Given the LDP2 is in a state of flux, the Unitary Development Plan (UDP) 1996 – 2011 has also been referenced within this report. The UDP reflects the council's corporate vision for the County Borough's future based on:

- Aspiring city status, with Wrexham centre as its civic hub;
- Rural revitalised distinct towns and villages and attractive viable hinterland;
- Modern robust economy across all sectors;
- Improve quality of life for residents with an emphasis on supporting access to a variety of education and employment opportunities; and
- Institutions of growing stature: for example, the Council itself.

2.7.2 Strategic Polices relevant to this development include:

- ***Policy PS1*** *New development for housing, employment, and community services will be directed to within defined settlement limits/employment areas;*
- ***Policy PS3*** *Development should use previously developed brownfield land comprising vacant, derelict or underused land in preference to the use of greenfield land, wherever possible, particularly so where greenfield land is of ecological, landscape or amenity value, or comprises agricultural land of grades 1, 2 or 3a quality; and*
- ***Policy PS4*** *Development should maintain the existing settlement pattern and character and be integrated with the existing transport network to help reduce the overall need to travel and encourage the use of alternatives to the car.*
- ***Policy PS8*** *The transport network will be developed by providing an integrated range of travel options to and from principal residential, commercial, employment and education centres by making the best use of the existing road and rail network, including, where necessary, the provision of facilities for both passenger and freight interchange and by the encouragement of public transport, cycling and walking.*

2.8 Wrexham Connected: Our Sustainable Urban Mobility Plan

2.8.1 The *Wrexham Connected* document sets a clear vision for the future of transport for the area. It brings together the Council's overall direction of transport planning.

2.8.2 The document outlines the importance of the council's Sustainable Urban Mobility Plan (SUMP). This is discussed in specific reference to WIE, and the Council's concern for the public's ability to connect in and around the town centre, as well as corridors outside of the town.

2.8.3 Stated within the document are the Wrexham Connected objectives, which are set to maximise how the Council can contribute to the national well-being goals contained within the Future Generations Act, being that they support a cohesive Wales and more resilient Wales. The objectives are as follows:

- Safer Places – working with partners to create safer environments for people to live, work and play;
- Sustainable Places – will embrace a 'sustainable', transport-first approach to new development;
- Healthy Places – reduce the impacts of air and noise pollution;
- Affordable Places – stimulate inward investment and regeneration that leads to job creation; and
- Well Connected Places – enhance connectivity to, from and within Wrexham to improve the attractiveness and quality of the area.

2.9 Local Planning Guidance Note 16

2.9.1 In line with Wrexham's Development Plan policy, a series of guidance notes published by WCBC offer specific technical guidance for developers. Local Planning Guidance Note 16 (LPG16) covers parking standards and sets out WCBC's requirements on parking dimensions and the quantum of parking spaces considered appropriate for different land use classes.

2.10 Summary

2.10.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. How the site conforms to and complements the other policies and guidance described above is discussed in the following sections of this report, where relevant.

3 EXISTING SITUATION

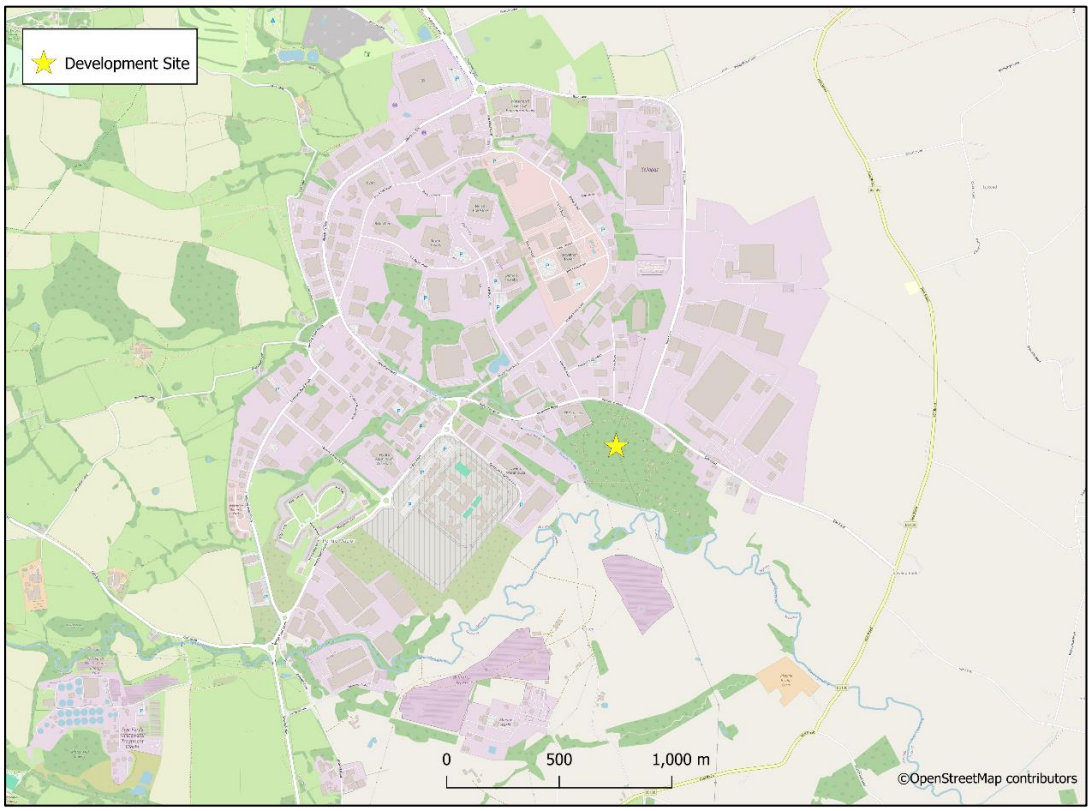
3.1 Site Description

3.1.1 The application site currently has no existing usage, consisting of woodland, scrub and unused buildings. The site has approximately 300m frontage with Oak Road, split between 200m to the north of the site and 100m to the north-east. The site is bound by open scrub to the south, with industrial units/ HMP Berwyn to the west and southwest. Some smaller industrial units exist to the east.

3.1.2 WIE is circa 3.5km east from Wrexham town centre, circa 4km north from Bangor-on-Dee and approximately 6km south-west from Farndon.

3.1.3 The location of the site in the context of WIE and the local highway network is illustrated in Figure 3.1 below.

Image 3.1: Site Location and Local Highway Network



3.2 Local Highway Network

Oak Road/Redwither Road

3.2.1 Oak Road is single carriageway, running on a generally east to west alignment, measuring circa 7m-8m in width. The road is subject to a 40mph speed limit across the site's frontage. Footways exist

along both the northern and southern verge of the road with these varying in width between 2m. The footway ceases to exist circa 200m east of the eastern section of site frontage.

3.2.2 Oak Road transitions to Redwither Road at the site frontage's western boundary. Redwither Road, similarly to Oak Road, has footways provided within both the southern and northern verge, at a circa 2m width. The road is subject to a 40mph speed limit and provides a route through to the remainder of WIE. The road is facilitated with street lighting in the vicinity of the site.

Bryn Lane

3.2.3 Bryn Lane meets with Oak Road at a ghost island right turn priority junction. Bryn Lane provides a route through to the north of WIE, is subject to a 40mph speed limit, with a carriageway of circa 7m-8m width. Circa 2m wide footways are located either side of the carriageway for approximately 500m north of the Bryn Lane/ Oak Road junction, at which point the footway in the eastern verge terminates and a traffic free cycle route in the form of a 3m wide shared cycle/footway is provided in the western verge up to the Industrial Estate Road/Abenbury Way/Ash Road North roundabout. The road is facilitated with street lighting.

4 DEVELOPMENT PROPOSAL

4.1 Development Description

4.1.1 FIREM is seeking planning permission on behalf of HIAB for the delivery of a circa 79,000sqft self-contained employment development on land to the south of Oak Road. The proposed development has been designed to suit the operational requirements of HIAB, who will be the preferred operator of the site. It is understood that the purpose of the proposed development is to consolidate HIAB's current UK operations, with the site becoming the main distribution base within the UK.

4.1.2 Given the sites existing ecological and heritage value, it is FIREM's intention to maintain and enhance the existing habitats and greenspace on the majority of the site. The proposed bespoke unit will be predominantly manufacturing led (B2) with some warehouse (B8) and ancillary office space. The unit will be located towards the north-western edge of the site, with access and operations concentrated within a relatively small area, with the remainder of the site preserved for ecology. This approach also meets HIAB's aspirations for a sustainable and environmentally friendly approach to development.

4.1.3 A site masterplan drawing has been produced by MCAU architects and forms part of the supporting documentation for the planning application. It is not included within this document as it has the potential to be revised up to the point of submission and therefore to avoid conflicting and superseded layouts being submitted within the various planning documents, it is omitted from this report. The planning documents should be available via the LPA's planning portal.

4.2 Site Access

4.2.1 Two new access points will be provided from Oak Road however the eastern access will be reserved for inbound movements only, while all outbound movements will be concentrated to the western exit. The separate ins and outs approach has been agreed with HIAB and suits their operational requirements by improving circulation through the site. Security gates will be provided at both the access and egress.

4.2.2 The eastern access will consist of an 8.5m wide carriageway including two inbound lanes, 15.0m radii and 2m footways, with the western footway extending into the site and through the car park. The western egress will also consist of an 8.5m wide carriageway including two outbound lanes, 15.0m radii and 3m shared footway/ cycleways which provide a crossing over the egress. The alignment of the egress road has been designed to avoid the root protection area of oak tree T39.

4.2.3 The inbound eastern access will be located approximately 50m east of the Abbey Road S junction and has been positioned to avoid the overhead cables which run through the site from Oak Road. The western outbound exit will be positioned circa 50m to the west of Abbey Road S and circa 100m to the east of Dunster Road. Drawing P24012-001C in Appendix C of the TS shows 4.5m x 120m visibility splays in accordance with TAN 18 for a 40mph are deliverable within the adopted highway from the

western exit. The existing vegetation along the site frontage which falls within the visibility splays will be cut back/ removed to ensure a suitable level of visibility can be achieved.

4.3 Proposed Pedestrian/Cycle Access

4.3.1 The existing footway along the site frontage will be widened to a 3m combined footway/cycleway, with a pedestrian/ cycle connection into the site provided between the two vehicular access points. The proposed cycleway will meander through landscaping and the proposed car park, providing access to the proposed cycle store and main entrance.

4.3.2 Dropped kerbs and tactile paving will be provided over each access and through the car park to delineate safe pedestrian movements along the site frontage and within the site itself. Dropped kerb crossing points will also be provided over Oak Road to enhance pedestrian connections to the closest bus stops.

4.4 Internal Site Circulation

4.4.1 A loop style arrangement will be provided through the site for both the service yard and the car park. The eastern access will continue southwards, providing access to the eastern service yard, which will then loop around the southern end of the proposed unit, before continuing north through the western service yard to the western exit.

4.4.2 Access to the car park will be provided circa 30m south of the eastern access, providing a one-way route through the proposed car park to the western exit. The car park access/ exit will consist of a 6m carriageway and appropriate junction radii to enable vehicular movements through the circulatory.

4.4.3 Signage and road markings will be provided throughout the site and at the entrance/ exit to ensure drivers adhere to the one-way circulatory.

4.5 Parking Provision

Trailer Parking

4.5.1 A total of 70 trailer parking bays will be provided, this being in accordance with HIAB's current requirements.

Car Parking

4.5.2 A total of 82 car parking spaces, including 5 accessible bays will be provided, this being accordance with HIAB's operational requirements. Whilst it is recognised this falls below WCBC 'maximum' standards for B2 usage, the proposed level of parking has been based on HIABs specific requirements, and reflects local and national policy which aims to reduce car dependency.

4.5.3 Should it be deemed necessary to provide additional parking in the future for a different end user, two areas have been identified which can be converted to parking if required: one via the extension of the northern car park aisle; and another via the extension of the eastern aisle down the eastern side of the proposed building, resulting in a slight reduction of trailer parking bays. The combined areas identified are large enough to accommodate an additional 66 spaces, resulting in a total of 148 car parking spaces, with this level of parking aligning with WCBC's *'Local Planning Guidance Note No.16'* parking standards for a 100% B2 unit.

4.5.4 An indicative 'Additional Parking' layout produced by MCAU is provided in Appendix D of the TS. As mentioned previously, the 82 spaces currently shown are in accordance with HIAB's specific requirements and are based on their current operations, however the above exercise has been undertaken to demonstrate to WCBC Highways that the site could accommodate additional parking if required in the future.

4.5.5 The applicant is willing to provide an appropriate level of electric vehicle charging facilities within the car park, compliant with WCBC standards and The Building Regulations 2010 Approved Document S (Infrastructure for the charging of electric vehicles).

Cycle Parking

4.5.6 16 cycle parking spaces in the form of 8 sheffield stands are also to be provided within a safe and secure cycle shelter, this being in accordance with WCBC's standards of 1 space per 500sqm and in line with HIAB's aspirations to promote sustainable travel. The cycle stands will be located near to the entrance of the proposed unit.

5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction

5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel or where sustainable modes of travel can be introduced. The *National Design Guide* (2021) defines sustainable transport modes as:

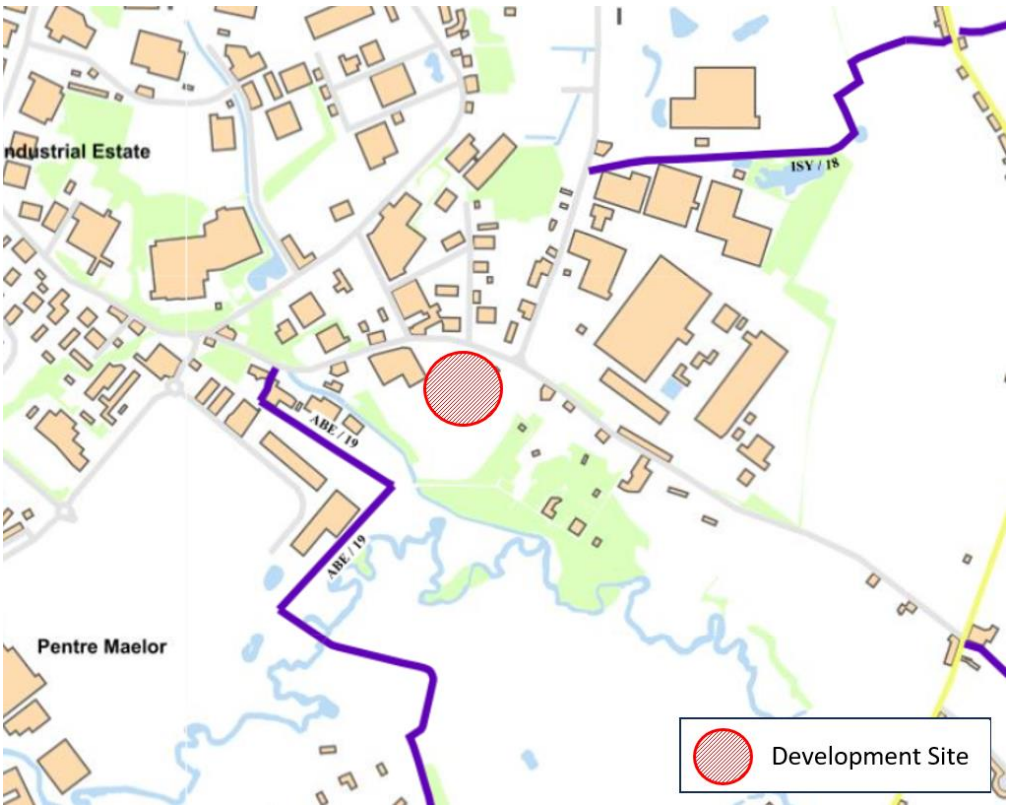
> *'Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport.'*

5.1.2 Walking, cycling and public transport are commonly regarded as the most sustainable modes of transportation. This section of the report will describe how accessible the site is by these modes.

5.2 Access by Foot

5.2.1 As discussed in section 3, the roads connecting the proposed development to the adjacent highway network are well facilitated with footways, pedestrian crossings and street lighting. There are also two Public Rights of Way (PRoW) that run near the site. These are illustrated below in image 5.1.

Image 5.1: PRoW Near Site



Source: [Public rights of way | Wrexham County Borough Council]

5.2.2 The above shows that ABE/19 and ISY/18 are the two PRoW in the site's immediate vicinity. ABE/19 runs south from Redwither Road and into the open countryside to the south of WIE before terminating whilst ISY/18 runs east from Bryn Lane and through open countryside to the B5130 where it connects to the wider PRoW network.

5.2.3 Research has indicated that acceptable walking distances depend on several factors, including the quality of the street environment, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' (2000) suggests walking distances which are relevant to this application. These distances are shown below in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

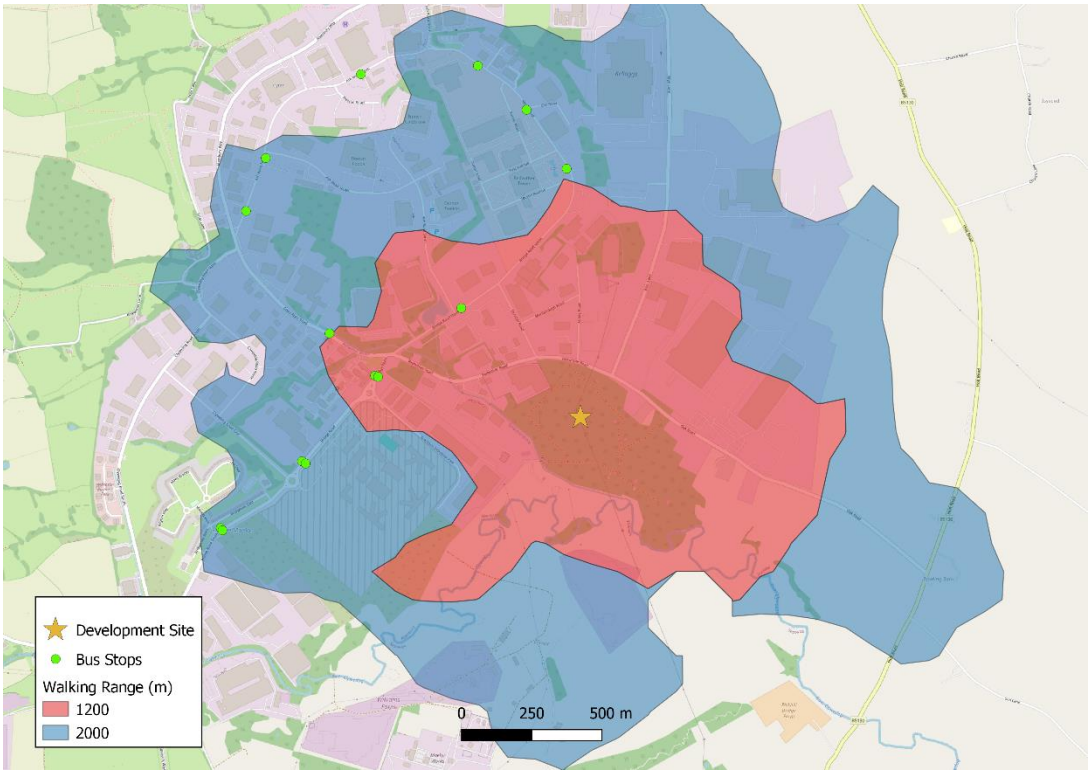
Criteria	Commuting (m)	Local Services (m)
Desirable	500	400
Acceptable	1000	800
Preferred Maximum	2000	1200

Source: CIHT Document *'Providing for Journeys on Foot'* (2000)

5.2.4 In order to highlight the site's accessibility on foot, an indicative walking isochrone has been produced using the Geographic Information System (GIS) software Basemap TRACC. To provide an accurate representation of the future highway network the site's proposed access points has been manually added to the network used for the isochrone.

5.2.5 It should be noted that the accessibility distance is based on an origin/destination point in the approximate centre of the proposed development. Image 5.2 represents the site's walking catchment with the CIHT's 'Preferred Maximum' walking distances of 1,200m for local services and 2,000m for commuting journeys illustrated.

Image 5.2: Walking Isochrone



5.2.6 A number of local amenities such as a Greggs bakery, Nora Johns' café and a Nisa convenience store sit within the CIHT's recommended 1200m walking range and can be easily accessed via the footways on the surrounding road network. These are subject to refurbishment as per planning application P/2022/0065. Having such local amenities reduces the trip numbers and distances for ancillary retail use, such as lunchtime meals, tea/coffee breaks and convenience shopping, which is more sustainable than staff and visitors having to travel further distances, particularly by car, for such trip types.

5.2.7 The Maes Brenin/Pilgrim Way residential access to the south-west of the site falls within an approximate 2000m walking range. The amenities associated with this residential area, i.e. Post Office and Rise and Shine Day Nursery, are also within a convenient walking distance of the site.

5.2.8 The local bus stops to the site are also illustrated in Image 5.2. The services provided by these bus stops are further detailed in Section 5.3 below.

5.2.9 Given the evidence presented above, walking can be considered a realistic method of travel from the site to access the surrounding industrial, manufacturing and residential areas of WIE, and vice versa.

5.3 Access by Cycle

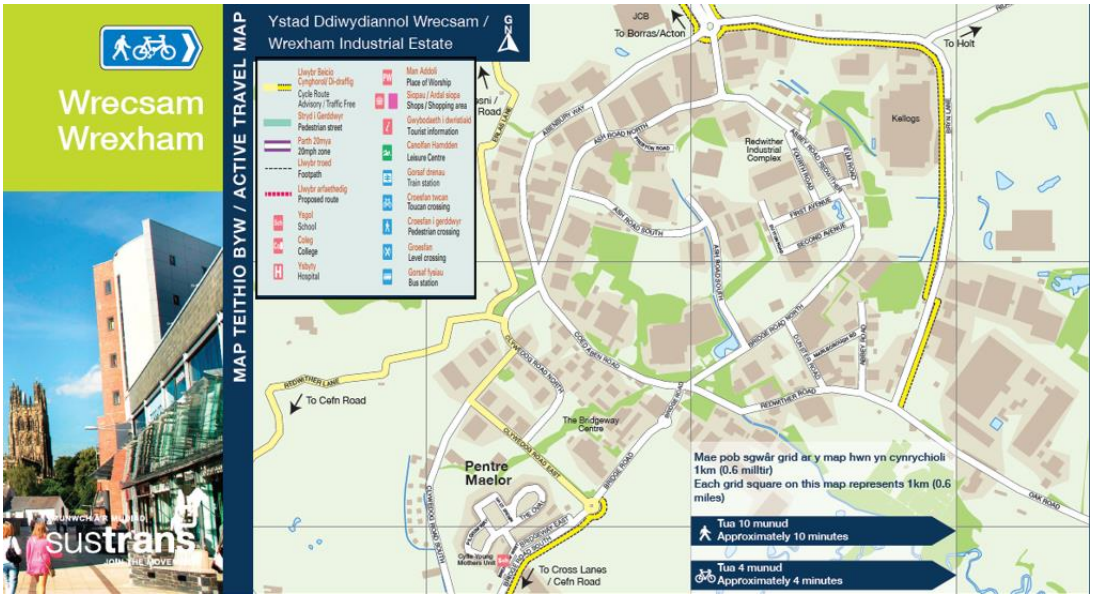
5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 5km, and also as part of longer journeys by public transport.

5.3.2 The DfT's Local Transport Note 2/08 Cycle Infrastructure Design states that:

'The road is the most basic (and important) cycling facility available, and the preferred way of providing for cyclists is to create conditions on the carriageway where cyclists are content to use it, particularly in urban areas.'

5.3.3 In terms of cycling, there are both on-road and off-road/ traffic free cycle routes within WIE, these being highlighted in Image 5.3 below. There is an on-road/ advisory cycle route running along the western side of WIE (depicted in pale yellow on Image 5.3) which runs via Erlas Lane, onto Redwither Lane leading south to Cefn Road. There is also an on-road / advisory route from Erlas Lane, via Clywedog Road South and Clywedog Road East towards Cefn Road and Cross Lanes. This route then meets with the traffic free route on Bridge Road South (shown in bright yellow, with dotted black edges in Image 5.3). The cycling map also shows the traffic free route along Bryn Lane which provides a connection north towards Wrexham.

Image 5.3: Cycling map / route from Sustrans Website



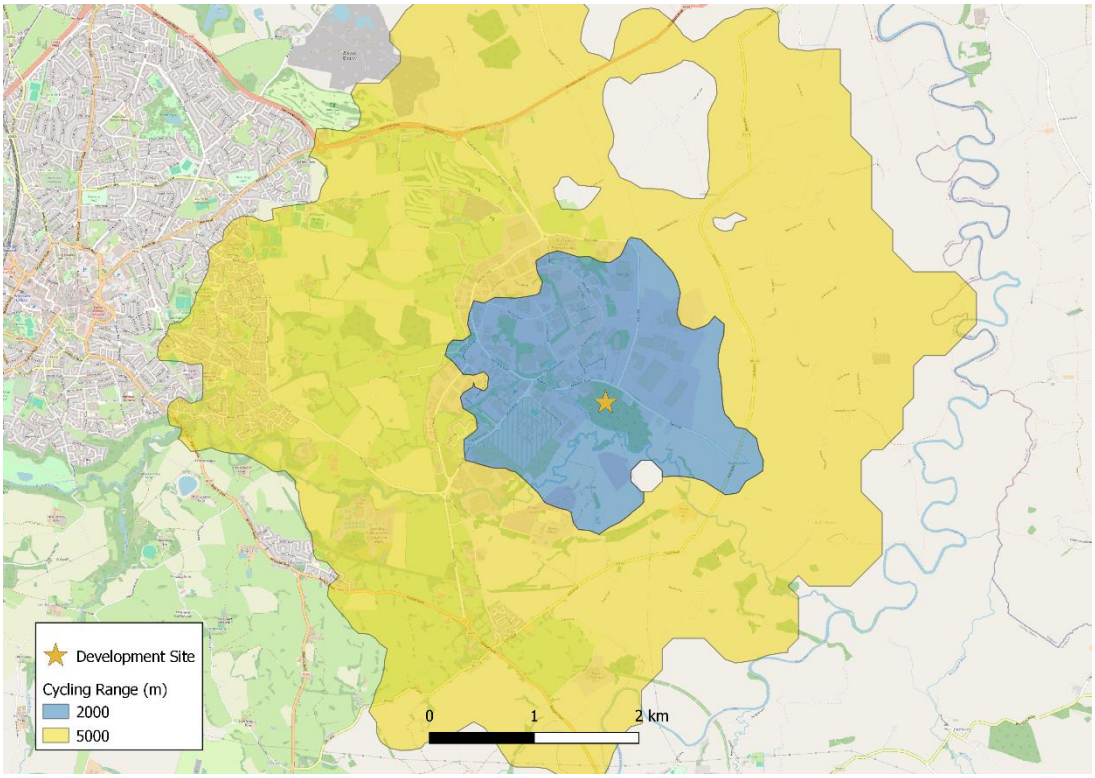
Source: wrexham-web-2014.pdf (sustrans.org.uk)

5.3.4 There were signposts to the on-road and traffic free routes observed during the site visit, particularly around Clywedog Road South and East, nearby the residential dwellings of Maes Brenin/Pilgrim Way. In addition to the localised routes, there are a number of National Cycle Network Routes (NCNs) relatively close to WIE. Regional Route 70 is an on-road route, this being located circa 5km to the east of WIE. This links with NCN45 to the east of the site and continues northwards towards Chester and southwards towards Whitchurch and beyond.

5.3.5 A cycling isochrone showing the site's catchment has also been produced using TRACC and is shown as below in image 5.4. The figure illustrates 2000m and 5000m catchment ranges, which equate to 10-minute and 25-minute journey times respectively which are based on the somewhat conservative

cycle speed of 12kph. Commuting cyclists are in fact more typically considered to travel at speeds between 15-20kph, so a greater catchment may be more realistic.

Image 5.4: Cycling Isochrone



5.3.6 In addition to all of the amenities that are within walking range of the site, the above demonstrates that the eastern boundary of Wrexham also fall within a 5000m cycling range. This has the potential to create employment opportunities for the residents of the nearby residential areas of Hightown and Rhosnesni which fall within the 5000m cycling range.

5.3.7 Additionally, the smaller residential village of Marchwiel falls within the 5000m cycling range as well as Cross Lanes and the smaller hamlets of Hugmore and Bowling Bank.

5.3.8 Due to the accessible location of the site, and the cycling infrastructure providing in close proximity to the site, it is considered that commuting to the site via cycling is a viable option for future employees and no additional off-site cycling measures are considered to be necessary.

5.4 Access by Public Transport

5.4.1 The CIHT document 'Planning for Public Transport in Developments' (1999) recommends a walking distance of up to 400m to bus waiting facilities from new developments, which is equivalent to a five-minute walk based on approximately 1.4m/s walking speed.

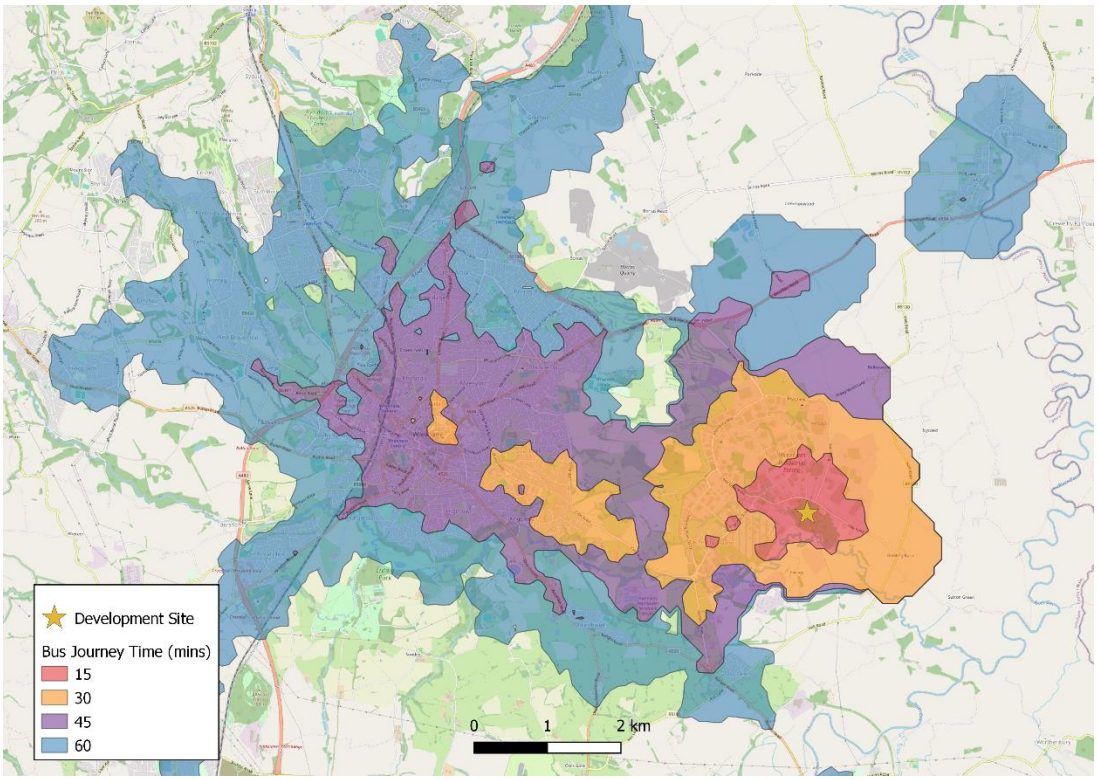
5.4.2 The nearest bus stops to the site are '*Bridge Road nr Barclays Bank, Pentre Maelor*' and '*Bridge Road nr Barclays Bank, Ridley View*' located circa 600m from the site frontage. It is acknowledged that this

stop is outside of recommended CIHT distance, however the route between the stop and the site consists of good quality footways with decent width and can be considered conducive to walking.

5.4.3 From these stops, passengers can access the 41 bus service. The 41 is an hourly service which provides a connection between WIE and Wrexham town centre every day of the week except Sunday. On route, the 41 passes through large residential areas, meaning potential future employees will be able to access the site without relying on a private vehicle. The 41 terminates at Wrexham bus station where passengers can connect to a significant number of other services.

5.4.4 Again, TRACC has been used to produce a bus travel isochrone from the site which is presented below in image 5.5.

Image 5.5: Bus Isochrone



5.4.5 The above demonstrates that almost all of Wrexham is accessible from the site in under an hour by bus and most is accessible in under 45 minutes. A number of neighbouring settlements, such as Farndon, will also be able to access the site in under an hour by transferring at Wrexham bus station.

5.4.6 Wrexham's two railway stations can be reached as part of a multi-modal journey including the use of the above-mentioned bus services and a short walk from Wrexham Bus Station These stations provide access to a wide range of locations, with Cardiff Central, Holyhead, Bidston, Birmingham International, Shrewsbury, Chester and Manchester all having services from this station. These stations are also facilitated with bicycle storage and car parking spaces.

5.4.7 In summary both bus and rail services (combined with walk/cycle as part of a multi modal commute) are likely to provide a realistic travel option for commuters and visitors at the proposed development at both peak times and throughout the day.

5.5 Summary

5.5.1 This section of the report has demonstrated that the site is in a reasonably sustainable location where access to public transport is available and where local amenities fall within reasonable walking and cycling distances. The vast majority of WIE falls within a reasonable walking distance, indicating that the site itself is accessible within the local area and is commutable from the Maes Brenin/Pilgrim Way residential site. The local bus service provides connections both locally around WIE and towards Wrexham town centre at traditional working times and throughout the day, making bus travel a viable option to and from the proposed development. Therefore, the development proposals accord with the philosophy set out in '*Wrexham Connected: Our Sustainable Urban Mobility Plan'* (2016) and the *'Wrexham Local Development Plan 2'* (2013-2028).

5.5.2 Chapter 3 of PPW, sets out the aim of '*maximising opportunities for people to make sustainable and healthy travel choices*'. The document states that these aims can be achieved in numerous ways, such as reducing the need to travel and developing/maintaining places that support healthy active lifestyles. Given the location of the site and the existing walking, cycling and public transport infrastructure it is considered that there are good opportunities for access to the site by sustainable modes.

6 TRANSPORT IMPLEMENTATION STRATEGY

6.1 Introduction

6.1.1 It is important that TP measures are appropriate for the development and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that they can influence people in the short, medium and long term.

6.1.2 Not only should measures be realistic but it is important that resources are made available to help deliver them. Therefore, the roles and responsibilities of all parties involved, particularly WCBC Highways and the eventual Travel Plan Co-ordinator for the site, should be presented, discussed and agreed at the earliest opportunity.

6.1.3 This section presents potential measures to help maximise the accessibility of the site by sustainable model of travel. Some of these measures are collective and apply to all modes of sustainable transport while others are specific to each mode.

6.2 Welcome Packs

6.2.1 Welcome Packs will be provided for all staff upon first occupation of the development. These will be produced by FIREM/HIAB (or their consultant) with input from the WCBC Sustainable Travel team. Such packs will be essential to educating and informing future staff of both the sustainable transport modes available to them and the benefits they can have for them and their families including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint. They are therefore essential to the promotion of what this Framework TP aims to achieve.

6.2.2 Typically, the content of a Welcome Pack would include:

- Introduction to the TP concept dealing with objectives and benefits;
- Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
- Maps highlighting local walking and cycling routes and catchment plans indicating typical walking and cycling times to key destinations;
- The provision of information on public transport routes and timetabling of services; and
- Details of the appropriate TP Co-ordinator.

6.3 Other Methods of Awareness Raising and Marketing

6.3.1 Aside from Welcome Packs, there are other effective ways to raise the awareness of and market the benefits of sustainable travel including:

- Personalised travel planning for individuals/staff, often arranged by a TP Co-ordinator;

- Establishment of local sustainable transport forums or groups where issues can be shared and solutions discussed. This could be at physical meeting or by using social media with websites such as Twitter, Facebook and Streetlife having mass appeal and membership, yet having localised content and discussion groups;
- Set-up of travel notice boards in communal areas displaying information such as lists of sustainable travel websites, local taxi services and car clubs; and
- Promotion of events such as National Bike Week and Living Street's series of walking events including Walk to Work Week.

6.4 Measures to Encourage Walking

6.4.1 Walking is considered to be the most sustainable and accessible mode of travel. It also has the benefit of zero carbon emissions and significant health benefits, with doctors recommending 150 minutes of activity per week to keep your body healthy and prevent illness including heart disease, cancer and diabetes (https://www.nhs.uk/live-well/exercise/). The 150 minutes could be achieved by walking leisurely for 30 minutes per day, five days a week, or briskly for 10 minutes per day (https://www.nhs.uk/live-well/exercise/walking-for-health/). Furthermore, recent research from the University of Cambridge has discovered that just a brisk 20-minute walk each day, burning between 90 and 110 calories, could reduce the risk of premature death by between 16-30% for inactive individuals (http://www.cam.ac.uk/research/news/lack-of-exercise-responsible-for-twice-as-many-deaths-as-obesity).

6.4.2 Potential measures to encourage walking include the following:

- Raise awareness of the health benefits of walking for all ages of people of fair health, emphasising how it is a cost-effective alternative to other exercise methods such as gym membership and does not involve a considerable change to people's day-to-day lifestyles;
- Promote the local walking routes available (through Welcome Packs and notice boards) including off-road public rights of way;
- Ensure the clear signage of pedestrian routes within and adjacent to the site;
- Provision of discount vouchers for redemption at local outdoor wear retailers; and
- Promotion of a 'walking buddy' scheme (through Welcome Packs, notice boards and social media).

6.5 Measures to Promote Cycling

6.5.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits.

6.5.2 As mentioned above, the NHS website (https://www.nhs.uk/live-well/exercise/) suggests that adults should do at least 150 minutes of moderate intensity activity a week, such as riding a bike, or 75 minutes of vigorous intensity activity a week such as riding a bike at speed or on hills. Therefore, like

walking, this could be broken down into 30 minutes five days a week, or a 30-minute bike ride could contribute towards the recommended weekly activity target.

6.5.3 Websites such as 'We are cycling UK' (https://www.cyclinguk.org) offer general advice, information and inspiration for all cyclists including beginners. Cycling UK highlights that cycling has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment.

6.5.4 Potential measures to encourage cycling include the following:

- Raise awareness of the health benefits of cycling for all ages of people with fair health, again emphasising how it is a cost-effective alternative to other exercise methods and promoting the 'fun' element of cycling;
- Promote the local cycling routes available and cycle storage facilities at key destinations (through Welcome Packs and notice boards);
- Promotion of events such as National Bike Week (https://www.cyclinguk.org/bikeweek);
- Promotion of a Bicycle User Group (BUG) (through Welcome Packs, notice boards and social media) which could include cycle proficiency courses; and
- Discounts on cycles and cycle accessories.

6.6 Measures to Encourage Public Transport

6.6.1 Public transport use and accessibility is an important element of TPs. Public transport can often be effective options for many trip types, particularly mid to long distance journeys. Section 5 of this report and the TS has demonstrated that bus travel, when combined with walking/cycling as part of a multi modal commute should be a suitable and convenient mode of transport for visitors/staff travelling to/from the sites.

6.6.2 The key measure to promote bus use will be through the provision of route and timetable information in Welcome Packs, on notice boards located in publicly accessible areas and at the stops themselves. Discount tickets or other fare incentives could potentially be provided in Welcome Packs for a period of time.

6.7 Measures to Reduce Single Occupancy Car Trips

6.7.1 Car/lift sharing can be an effective way to reduce single occupancy car trips. These trips can often be arranged between friends and neighbours or by using lift sharing websites including the following:

- Liftshare (https://liftshare.com/uk); and
- BlaBlaCar (https://www.blablacar.co.uk).

6.7.2 The Liftshare websites enable users to register and search for lifts in their area. Users typically have to be over 18 years of age but do not always have to have driving licences (as passengers). Websites such as these can be promoted through Welcome Packs, notice boards and social media.

6.7.3 Staff could also manage their own lift sharing as many staff are likely to travel to and from destinations within close proximity of each other. There is potential for the TP Co-ordinator to co-ordinate this through the provision of a database containing staff address details, mode of travel to work, and their willingness to car share, collected for all existing staff and new joiners.

6.8 Measures to Promote Taxi Use

6.8.1 Taxi use is considered to be a sustainable mode of travel, particularly in terms of an infrastructure provision perspective as it reduces the need for car parking. The local area is currently well-served by taxis, including app and phone based private hire and Hackney cabs.

6.8.2 Details of local taxi operators could be included in Welcome Packs and on travel notice boards to encourage travel by taxi. The proposed car park will create an ideal location for taxi drop off/ pickups avoiding conflicts with HGVs accessing and leaving the site.

6.9 Reducing the Need and Distance to Travel

6.9.1 Section 5 of this TP has described how the site is well-located in terms of being within walking and cycling distance to existing residential areas. It also demonstrated how public transport services may provide a viable and convenient mode of travel. Furthermore, the site's access strategy maximises the potential for the attractiveness of travel via sustainable modes by providing convenient connections along existing desire lines.

6.10 Management

6.10.1 The overall responsibility for TP implementation will lie with HIAB, who would appoint a member of staff to take on the role of TP Co-ordinator. The appointment and role of a TP Co-ordinator is covered more in Section 6.11 below.

6.10.2 The TP Co-ordinator will take ownership of the Travel Plan, ensuring the measures and initiative outlined herein are implemented and staff encouraged/ incentivised to travel by alternative modes of transport to the private car.

6.10.3 The TP co-ordinator will be expected to be the point of contact with the local planning/ highway authority who together will ensure the continual progression of the TP.

6.11 Appointment of a Travel Plan Co-ordinator

6.11.1 It is envisaged that future occupants of the sites will appoint a Travel Plan Co-ordinator (TPC) prior to opening of the new facility. It is likely that the individual appointed to undertake the role would be a

member of the company's senior management team as they will be a key decision maker on day-to-day matters of the TP implementation. The management level status of the TPC will also ensure that credibility is given to the adoption of measures that are implemented to encourage use of non-car modes.

6.11.2 The role of the TPC is likely to include but not be exclusive to the following:-

- To promote and encourage the use of travel modes other than the car, including the distribution of publicity material;
- To provide a point of contact and travel information for staff;
- To ensure that all relevant information is provided to all new members of staff and that up to date information is clearly displayed on the Travel Plan boards;
- To ensure that relevant information is made available to customers via the customer travel notice board (if applicable) and updated as necessary;
- To co-ordinate the company car-sharing scheme, bicycle user group and walking buddy scheme;
- To arrange for travel surveys to be undertaken where necessary; and
- To provide a point of contact with transport operators and officers of the council.

6.11.3 It is difficult to estimate the resource requirement for the TPC and what proportion of their working time will be required for the management of the TP, as much of the input will be required on an intermittent basis. Therefore, for the first year of the plan's operation it is proposed that the TPC will review and programme necessary TP work in conjunction with their other responsibilities on a monthly basis. The success of this approach will be evaluated as part of the first annual review of the plan.

6.12 Monitoring and Review

6.12.1 It is important that TP implementation is monitored at regular intervals to assess success and help to evolve TP measures. It is envisaged that the TPC will monitor the TP at regular intervals over a period of time and will most likely be post 100% occupation. Following the agreed 'trigger point', this should be undertaken on an ongoing basis by the TPC.

6.12.2 The most effective form of review will be the undertaking of staff travel surveys which would not only ask how individuals travel to work at that time but also if they have considered the use of other modes previously or would consider them in the future. The main purpose of the surveys is to gain an understanding of the numbers travelling by the various modes of transport but also to ascertain what barriers exist to using more sustainable modes of travel. Understanding the barriers is helpful in determining if there are solutions to those barriers being removed.

6.12.3 The TP will need to be reviewed at regular intervals after monitoring is complete, looking at the take-up of each measure and progress against modal share targets. The review should entail the removal

of any unsuccessful incentives and replace them with measures that will help to achieve the TP targets. If a TP is shown to be underachieving, a remedial strategy will need to be outlined which should consider measures to address any failing aspects of the TP. Any changes to a TP will need to be made in agreement with WCBC.

6.13 Interim Action Plan

6.13.1 We have produced an interim action plan of actions likely to be undertaken prior to and following the occupation of the site. It should however be noted that this is only indicative at this stage as HIAB/ the TPC should produce a Full Travel Plan following occupation, which should provide more detailed information on the TP actions and measures.

Table 6.1: Interim Action Plan

Stage	Action
3 months prior to occupation	Appoint Travel Plan Coordinator (TPC) and inform WCBC of contact details
	Prepare Welcome Packs and arrange printing
Occupation of unit	Arrange for Welcome Packs to be presented to owners/ staff with keys to unit
	Provide sustainable travel vouchers on request and collate information on feedback forms
3 months after occupation	Undertake travel surveys, collate and report results to WCBC
Annually for five years	Repeat travel surveys and if targets are not met, provide further sustainable travel vouchers and personal travel planning advice