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SMARTPARC LTD

Norish, Wrexham

Framework Travel Plan

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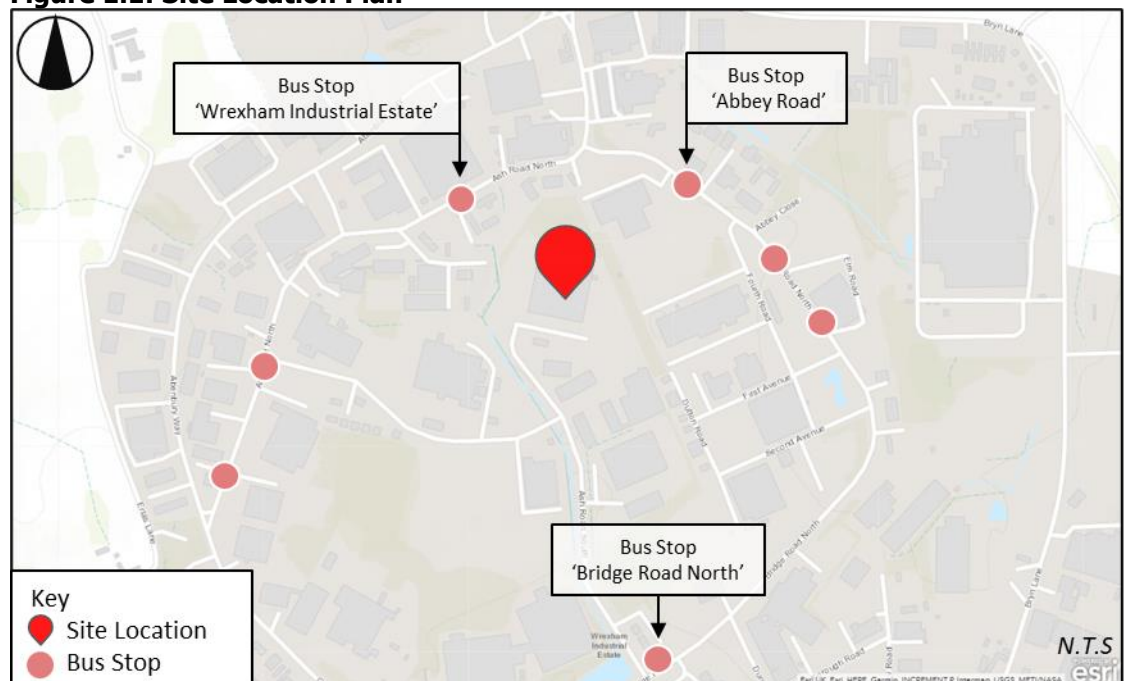
Appendix A - Travel Questionnaire

1 INTRODUCTION

Overview

- 1.1 This Framework Travel Plan has been prepared by TTP Consulting for the proposal at Norish, Wrexham ("the Site"), which is located in the planning and highway jurisdiction of Wrexham County Borough Council. This document sets out the basis for the final Travel Plan that will be implemented at the site once the building reopens.
- 1.2 The Site is located within the Wrexham Industrial Estate and located along Ash Road South, to the south of Ash Road North. A site location plan is shown in **Figure 1.1**.

Figure 1.1: Site Location Plan



- 1.3 A Travel Plan is a long-term strategy which sets out the principles and a range of measures to ensure that travel made by staff and visitors is carried out in the most sustainable means possible and to minimise the impact of the proposals on the transportation network including reducing reliance on the private car. This is achieved by setting out a strategy for eliminating the barriers keeping employees and visitors from using sustainable modes, which in effect can self-manage single-occupancy vehicle use. The Travel Plan includes a range of hard and soft measures that will be implemented by the Occupiers to promote sustainable travel.
- 1.4 The primary objective of a Travel Plan is to reduce unnecessary vehicular trips and to increase the use of alternative, more sustainable modes of transport and in particular walking and cycling. It has been prepared in accordance with Travel Plan best practice and guidance taking into account prevailing conditions.

- 1.5 The responsibility for developing and progressing the various levels are as follows:
- The Site Owner is responsible for the preparation of the Travel Plan. They will appoint a Travel Plan Coordinator, likely the Site Manager, to implement the Travel Plan when the building reopens.
 - The Travel Plan Co-ordinator is responsible for overseeing the day to day operation of the Travel Plan.

Benefits of a Travel Plan

- 1.6 The achievement of the objectives will bring about a range of benefits as follows:

- 1.7 Employee benefits:

- An excellent opportunity for exercise through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car;
- Improved quality and reliability of journeys to and from work;
- Improved environment for living and working.

- 1.8 Occupier benefits:

- A demonstration of the environmental credentials of the organisation;
- Reduced infrastructure and maintenance costs associated with parking;
- An incentive to recruiting and retaining staff through travel benefits; and
- A healthier and more productive workforce.

- 1.9 Wider community benefits:

- A more measured level of traffic generated by the Site and therefore less impact on the highway network;
- Improvements to congestion levels, delay and queuing;
- On-going improvements to air quality and noise.

Travel Plan Coordinator

- 1.10 The Site Owner will appoint a Travel Plan Coordinator, likely the Site Manager, prior to the building reopening.

- 1.11 The following contact details will be included in the Travel Plan:

Name: _____

Telephone: _____

Email: _____

Policy and Best Practice

Planning Policy Wales Edition 12 (February 2024)

- 1.12 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs, MTANs and policy clarification letters comprise national planning policy.

Technical Advice Note (TAN) 18: Transport (2007)

- 1.13 TAN 18 highlights the importance of integrating land use and transport planning as a means of helping to achieve WG's wider sustainable development objectives. Travel Plans are required to promote sustainable travel activity at the site.

The Wrexham LDP

- 1.14 This document was adopted by the Council on 20th December 2023 and contains the following relevant policies as provided within the pre-application feedback.
- 1.15 Policy T1 Managing Transport Impacts states that developments that would generate significant amounts of movement should be accompanied by a Transport Assessment and Travel Plan.

Structure of Report

- 1.16 This document has been prepared as a standalone document and includes all necessary information to enable the Travel Plan to be effectively implemented and monitored. It will be implemented once the building reopens.
- 1.17 The remainder of this report is structured as follows:
- Section 2 - Describes the accessibility and travel patterns of the Site;
 - Section 3 - Sets out the objectives and targets of the Travel Plan;
 - Section 4 - Outlines the Travel Plan strategy;
 - Section 5 - Identifies the measures and initiatives that will be implemented;
 - Section 6 - Details the review and monitoring programme; and
 - Section 7 - Outlines the Action Plan for the Travel Plan.

2 SITE ASSESSMENT

Site and Surrounding Area

- 2.1 The existing Site comprises a circa 9,580sqm cold storage / temperature-controlled facility for Norish, which is a third-party temperature-controlled storage and logistics provider. The Site is located on Ash Road South, within the Wrexham Industrial Estate, to the south of Ash Road North. Access is currently provided off Ash Road South to an existing car park to the front of the existing cold store facility.
- 2.2 It is understood from the operator that the existing operation has 45 members of staff on-Site, and 5 additional contractors on-Site per day.

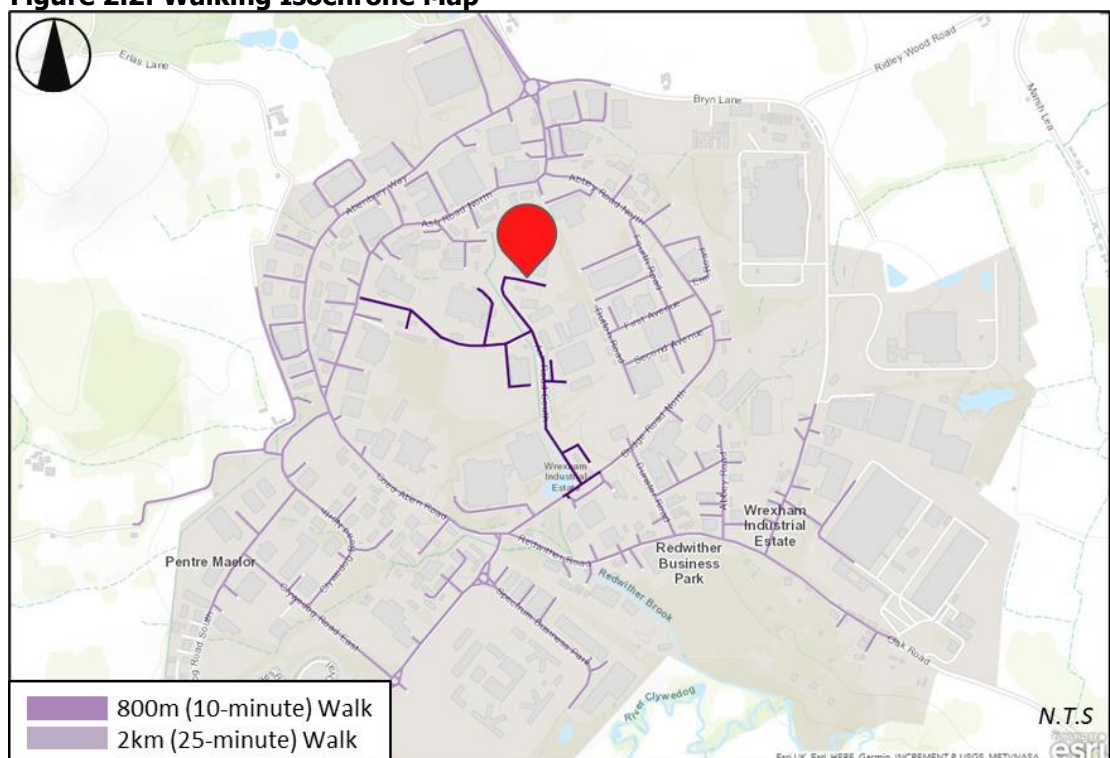
Figure 2.1: Existing Layout



Accessibility on Foot

- 2.3 Walking is considered to be a suitable mode of transport to replace short car and public transport journeys up to distances of circa 2km with factors such as health, weather, facilities and access to a car or van, along with journey purpose, influencing a person's choice to walk.
- 2.4 **Figure 2.2** provides details of an 800m (10-minute walk) and 2km (25-minute walk) catchment zone surrounding the Site. Within the 2km walking distance there are a number of commercial premises within the Industrial Estate. The Estate provides footways and crossing points at intermittent locations. Although walking is possible within the Estate, there are no footways located along parts of Ash Road South.

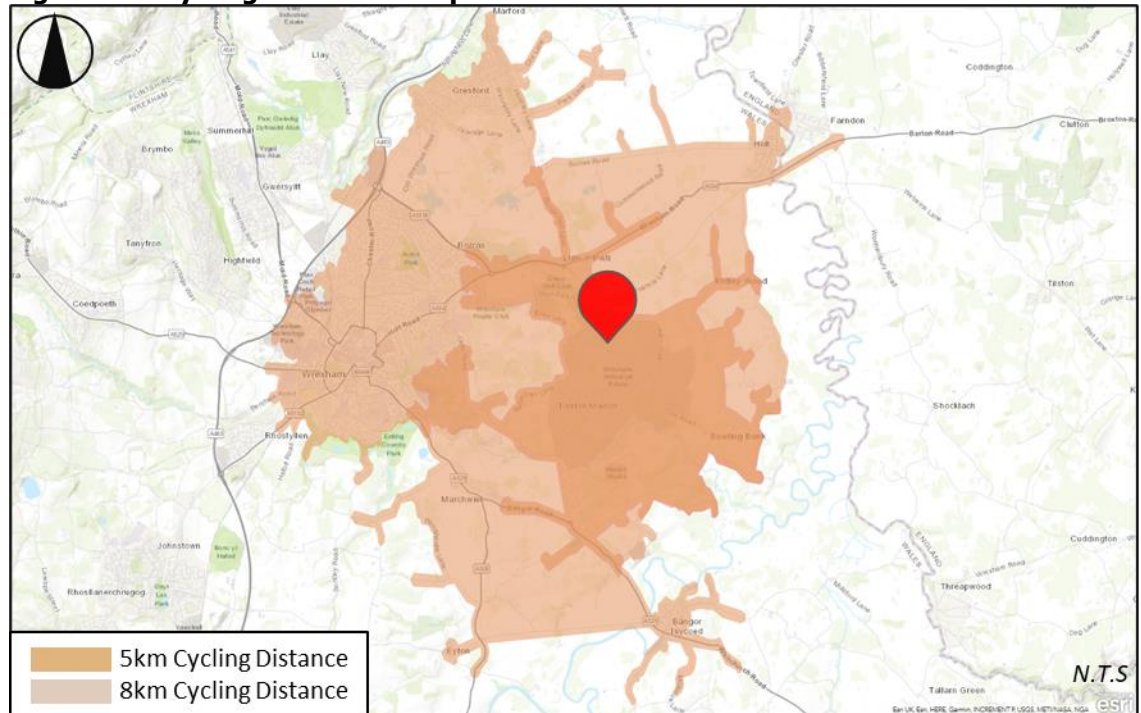
Figure 2.2: Walking Isochrone Map



Access by Bicycle

- 2.5 It is generally accepted that cycling is a sustainable mode of travel for journeys up to 8km in length, with factors such as health, weather, facilities and access to a car or van along with journey purpose influencing a person's choice to cycle. **Figure 2.3** shows a 5km and 8km cycling catchment from the Site; the map shows that the Site is accessible by bicycle from Wrexham and surrounding residential areas / villages.

Figure 2.3: Cycling Isochrone Map



Access by Public Transport

Bus Services

- 2.6 There are a number of bus stops in the local area including along Bridge Road North, Ash Road South and Coed Aben Road. These stops are located within 600 – 900m of the Site and provide access to bus routes 41 and 42 between Wrexham and Redwinter Business Park. Services operate Monday to Saturday throughout the morning, afternoon and evening periods. The services offer connections to Wrexham Central and Wrexham General.

Rail Services

- 2.7 The closest train stations are Wrexham General and Wrexham Central located circa 5km west of the Site, which are accessible by bus or bike. The stations provide access to services to Bidston, Birmingham International, Holyhead and Cardiff Central.

Travel to Work Data

- 2.8 The 2011 Census has been examined to establish the method of journey to work taken for the workplace population. Where 2021 Census travel to work data is available, it is not considered representative given that many people were either working at home or on furlough at the time due to the ongoing COVID-19 pandemic. **Table 2.1** provides a summary for the super output area – middle layer (Wrexham 020) in which the site is located.

Table 2.1: 2011 Method of Travel to Work (Wrexham 020)

Mode	Number	Percentage
Metro	9	0%
Train	54	0%
Bus	479	3%
Taxi	61	0%
Motorcycle	143	1%
Car Driver	11,105	79%
Car Passenger	1,421	10%
Bicycle	307	2%
Walking	415	3%
Total	13,994	100%

Local Highway Network

- 2.9 Ash Road South is located to the south of the Site and provides access to the existing warehouse, the staff car park and HGV yard. It runs between the Site in the north, Bridge Road North in the south and Ash Road North in the west. It is a two-way road providing one lane in each direction and with areas of intermittent footways with street lighting provided at regular intervals. A bellmouth has been created adjacent to the existing site access for a future secondary vehicle access to be provided from Ash Road South.
- 2.10 There are a number of roads that serve the Industrial Estate including Ash Road North, Abenbury Way, Bridge Road North and Abbey Road, amongst others. These roads provide access to other roads serving the Estate as well as providing direct access to the industrial units on the estate. The roads are two-way, providing one lane in each direction and provide street lighting at regular intervals.
- 2.11 Industrial Estate Road is located to the north of the Site and provides access to the A534 which runs between Nantwich / Crewe in the east and Wrexham in the west; it also connects to the A41 and A483 providing strategic links north and south.

3 OBJECTIVES AND TARGETS

- 3.1 This section sets out the overarching objectives and targets for the Travel Plan along with indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review can be found in **Section 6**.
- 3.2 **Objectives** are the high-level aims of the Travel Plan which help to give it direction and provide a clear focus.
- 3.3 **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Travel Plan Coordinator will seek to reach within the period covered by this Plan.

Objectives

- 3.4 The Travel Plan's over-riding objective is:
- To engage with and encourage employees to use the most sustainable way of travelling to their workplace through more effective promotion of active modes. This will minimise the impact on surrounding roads and reduce pressure on the local highway network during peak hours.
- 3.5 The sub-objectives are to:
- Increase employee awareness of the advantages and availability of sustainable / active modes of transport;
 - Promote the health and fitness benefits of active travel to all users;
 - Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
 - Reduce unnecessary car journeys.

Targets

- 3.6 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 6**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).
- 3.7 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Travel Plan relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

3.8 The Travel Plan Action Targets will include the following:

- Appoint a Travel Plan Coordinator 1 month prior to opening;
- Launch the Travel Plan within 1 month of opening;
- Promote Walk to Work and National Cycle Week;
- Promote public transport;
- Monitor the condition and use of cycle parking and changing facilities;
- Carry out the Baseline Travel Survey (Year 0) within 3 months of opening;
- Undertake a Travel Survey within 12 months of the Year 0 Baseline travel survey;
- Prepare a Monitoring Report and submit to the Council for approval within 1 month of the Year 1 survey;
- Undertake Travel Surveys on the 3rd and 5th anniversary of the Year 0 Travel Survey; and,
- Prepare Monitoring Reports within 1 month of the Year 3 and 5 surveys.

Aim Targets

3.9 The Travel Plan recognises that it is not possible to set accurate targets so far in the future (even when based on the actual Year 0 survey) and as such it should be acknowledged that the targets will change over time as results from on-going monitoring becomes available which will be discussed with the Council.

Table 3.1: Summary of Assumed Baseline Main Mode Share and Target			
Mode	Assumed Base Mode Share*	Year 5 Target	% Change
Public Transport	3%	5%	+2%
Driving a car or van	81%	74%	-7%
Passenger in a car or van	10%	13%	+3%
Bicycle	2%	5%	+3%
On foot	3%	5%	+2%

**based on 2011 Census*

3.10 **Table 3.1** outlines the targets for a Full Travel Plan to be achieved within 5 years of the launch of the Travel Plan. The targets will be revised up (or down) if necessary, following the receipt of the various Travel Surveys acknowledging that travel patterns change with time due to a number of factors including employee home origin and opportunities for sustainable travel. The initial target is to reduce the mode share of private car use by 7% during the course of the Plan with a 12% increase in car sharing, bicycle, walking and public transport trips.

4 TRAVEL PLAN STRATEGY

Travel Plan Management

- 4.1 The Site Manager will take the role of Travel Plan Coordinator at the building with the aim of ensuring that they are aware of their responsibilities to promote sustainable travel.
- 4.2 The Travel Plan Coordinator will be responsible for overseeing the management, development, implementation and review of the Travel Plan. The primary responsibilities of this role include:
- The implementation of measures as set out in the Travel Plan;
 - To undertake Travel Surveys in Years 0 (baseline), 1, 3 and 5 where applicable;
 - To oversee the development and implementation of the Travel Plan;
 - Promoting the objectives and benefits of the Travel Plan;
 - Regular updating of this Travel Plan to ensure the travel information available is up to date;
 - Liaison with the Council;
 - Acting as the point of contact for information with employees.
- 4.3 The Travel Plan Coordinator will liaise with staff in relation to promoting sustainable travel, providing each employee with a paper or digital copy of the Travel Information Pack.

Marketing Strategy

- 4.4 Each employee will be provided with a Travel Information Pack upon commencement of employment which will include a summarised version of the Travel Plan along with information on car sharing, public transport, the local walking and cycling network, and contact details for taxi operators.
- 4.5 Employees will, as a consequence, be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking. In conjunction with the Travel Information Pack, marketing activity will be undertaken.
- 4.6 Visitors will be provided with information on how to travel to the Site using public transport when arranging a meeting. Additionally, travel information will be provided on the Tenant's website.

5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

- 5.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core of the Travel Plan. The measures are considered as being suitable for the Site. However, the list is not exhaustive and the Travel Plan Coordinator will be free to investigate other potential initiatives.

Measures for Employees

Travel Information Packs

- 5.2 Travel Information Packs will be distributed to all employees either digitally or in paper format. This will be prepared by the Travel Plan Coordinator. The packs will contain a summary of the information provided below that will be useful for employees to make decisions about how to travel in the most sustainable and active manner and will contain the following information:

- Car sharing database;
- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of walk routes and key destinations e.g. local amenities; and
- Details of the Travel Plan Coordinator and Travel Plan.

Travel by Car

- 5.3 Given the location, it is recognised that many employees will need to drive to work. However, it is not necessary that each employee who needs to drive travels alone each day, with car sharing a convenient way to reduce the number of vehicles on the road. The Travel Plan Coordinator will promote the benefits of car sharing for when employees may need to use a car.
- 5.4 The site will be accessible for all, with disabled parking provided. There will also be Electric Vehicle charge facilities. The car parking provision has been provided in accordance with local policy requirements and is considered appropriate by the operator. The provision will be as follows:

Main Car Park

- 34 standard bays
- 3 disabled bays with EV charge facilities
- 2 disabled bays

Overspill Car Park

- 14 standard bays

Encouraging Walking

- 5.5 Walking is free and one of the most sustainable methods of travel having a number of physical and psychological benefits. Furthermore, walking features in most people's journeys, including those who use public transport or those without access to a car.
- 5.6 Walking offers reliable journey times and has an important role to play for journeys made to the workplace, particularly for short journeys.

Encouraging Cycling

- 5.7 Cycle parking is provided within two stores adjacent to the existing office, providing space for 16 bikes in accordance with policy requirements. The Travel Plan Coordinator will monitor the condition of the cycle parking to ensure that they are maintained to a suitable standard. The Site Owner will be responsible for maintenance or repairs.
- 5.8 The Travel Plan Coordinator will promote cycling as a viable transport option by supporting those interested in cycling in terms of promoting good routes and maintaining and / or establishing the physical facilities required.
- 5.9 The Travel Plan Coordinator will:
- Promote the health benefits of cycling;
 - Publicise the availability of cycle parking;
 - Promote events such as National Bike Week and Cycle Training; and
 - Investigate the potential for implementing a "Cycle-to-Work" scheme whereby employees can purchase a bicycle or cycling equipment up to a certain value in a more tax efficient manner.

Encouraging Public Transport

- 5.10 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and train services, including route information and service frequencies, will be made available to employees. Traveline and Council travel websites and enquiry phone numbers will also be promoted through the Travel Packs and at the reception.

Provision for People with Disabilities

- 5.11 There are disabled parking spaces with level access provided between the parking spaces and entrances to the building.

6 MONITORING AND REVIEW

- 6.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

Monitoring

- 6.2 The monitoring of the Travel Plan will take place through the five-year life span of the plan. All monitoring will follow the most relevant up to date guidance and will be the responsibility of the Travel Plan Coordinator.
- 6.3 The monitoring process will start with the implementation of the Travel Plan with the Travel Plan Coordinator monitoring the condition of the cycle parking on a frequent basis along with liaising with staff on travel related subjects.
- 6.4 Year 0 Baseline surveys will be undertaken within 3 months of the building reopening. Further Travel Surveys will be undertaken on the 1st, 3rd and 5th anniversary of the Year 0 Baseline survey.
- 6.5 The Travel Plan Coordinator will submit a Monitoring Report to the Council within 2 months of each Travel Survey. The Monitoring Report will include the results of the survey along with details of any new measures introduced and a general summary.
- 6.6 A copy of the draft Travel Survey Questionnaire is included at **Appendix A**.

Review

- 6.7 The review of the Travel Plan which will be carried out after each monitoring survey in consultation with Council Travel Plan officers will consider the following:
- The success of the measures since the previous review;
 - The need to amend or introduce new targets; and
 - The need to change or introduce new measures.
- 6.8 The Travel Plan Coordinator will review the Travel Information Pack annually on the anniversary of the building reopening to ensure that it is up to date, as it will be issued to new employees.

7 ACTION PLAN

7.1 **Table 7.1** sets out a draft Action Plan which will be revised if necessary, following each Travel Plan Monitoring and Review.

Table 7.1; Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Provision of Cycle Parking	Prior to building reopening	Site Owner	On completion of the development	Site Owner
Appointment of TPC	Prior to building reopening	Site Owner	TPC appointed	Site Owner
Production of Travel Plan	Prior to building reopening	Site Owner	Travel Plan	TPC / Site Owner
Production of Travel Information Pack	Prior to building reopening	Site Owner	Completed Travel Information Pack	TPC
Launch of Travel Plan	Within 1 months of the building reopening	Site Owner	-	TPC
Travel Information Pack issued to staff	Prior to commencement of employment	Site Owner	Staff received Travel Information Pack	TPC
Baseline Travel Survey (Year 0)	Within 3 months of building reopening	Site Owner	Receipt of survey results	TPC
Update Travel Plan and issue monitoring reports to the Council	Within 2 months of receipt of survey	Site Owner	Updated Travel Plan	TPC
Promote walking & cycling	Ongoing with focus on summer months	Site Owner	NA	TPC

Appendix A

(Travel Questionnaire)

Travel Survey Questionnaire

As part of the Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact _____ on _____. Thank you in advance for your help.

1. What time do you normally arrive at work?

☐ Before 07:00 (01)	☐ 07:00-08:00 (02)	☐ 08:00-09:00 (03)	☐ 09:00-10:00 (04)
☐ 10:00-16:00 (05)	☐ 16:00-17:00 (06)	☐ 17:00-18:00 (07)	☐ 18:00-19:00 (08)
☐ 19:00-20:00 (09)	☐ 20:00-21:00 (10)	☐ After 21:00 (11)	

2. What time do you normally leave work?

☐ Before 07:00 (01)	☐ 07:00-10:00 (02)	☐ 10:00-14:00 (03)	☐ 14:00-17:00 (04)
☐ 17:00-18:00 (05)	☐ 18:00-19:00 (06)	☐ 19:00-20:00 (07)	☐ 20:00-21:00 (08)
☐ 21:00-22:00 (09)	☐ 22:00-23:00 (10)	☐ 23:00-24:00 (11)	☐ After 24:00 (12)

3. On average how long does your journey take?

☐ 0-15min (01)	☐ 16-30min (02)	☐ 31-45min (03)	☐ 46-60min (04)
☐ 61-75min (05)	☐ 76-90min (06)	☐ Over 90min (07)	

4. Approximately how far is your journey?

☐ 0-1 Mile (01)	☐ 2-3 Miles (02)	☐ 4-5 Miles (03)	☐ 6-10 Miles (04)
☐ >10 Miles (05)			

5. What mode of transport do you use for the LONGEST part of your journey to work?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

6. What alternative mode of transport would you consider if your usual mode wasn't available?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

7. What would encourage you to use an alternative mode of travel?

☐ More frequent bus services (01)	☐ Better pedestrian / cycle routes (02)
☐ A cleaner walking / cycling environment (03)	☐ A friend to walk / cycle with (04)
☐ A safer walking / cycling environment (05)	☐ Nothing (08)
☐ Better information on alternatives (07)	

8. In what age category do you fall?

☐ 25 and under (01)	☐ 26 to 40 (02)	☐ 41 to 60 (03)	☐ Over 61 (04)
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