



Wrexham Association

Football Club

Kop Development

Interim Travel Plan

Intended for
Wrexham AFC

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WREXHAM ASSOCIATION FOOTBALL CLUB KOP DEVELOPMENT INTERIM TRAVEL PLAN

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Appendix 1

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1. INTRODUCTION

1.1 Introduction

Ramboll has been commissioned to produce this Interim Travel Plan in support of a full planning application for the redevelopment of the Kop Stand for 5,000 seats, and a 500 capacity hospitality area (giving a 15,500 stadium capacity), with a 600 capacity non-match day exhibition space, new public realm and associated works (the 'proposed development') within the existing Wrexham AFC Stadium (WAFC), on Mold Road, Wrexham. The Kop Stand will replace the existing stand of a similar capacity, which was decommissioned some 13 years ago.

In addition to this Interim Travel Plan, Ramboll have also produced a Transport Assessment and Match Day Access Strategy (MDAS) in support of the planning application. 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.

1.2 Travel Plan Purpose

The purpose of a Travel Plan is to present sustainable travel choices to and from the proposed development, in order to encourage sustainable travel amongst staff and visitors and reduce the single occupancy car journeys.

A Travel Plan can help reach these goals by setting out a package of measures to encourage site occupants to find alternatives to single occupancy car journeys. Where a development has not yet been occupied, detailed data on the travel characteristics of the end user are unknown. An Interim Travel Plan, therefore, identifies as far as possible an action plan of measures and includes a commitment to prepare an approved 'full' Travel Plan at an appropriate time.

1.3 Document Structure

The structure of this Interim Travel Plan is as follows:

- **Chapter 2 – Proposed Development** – provides details including physical measures built-in to the site which will facilitate sustainable travel choices;
- **Chapter 3 – Policy and Guidance Review** – reviews documents relevant to Travel Planning;
- **Chapter 4 – Accessibility and Existing Conditions** – provides an audit of current site accessibility;
- **Chapter 5 – Travel Surveys** – sets out an agenda for traffic surveys of site occupants;
- **Chapter 6 – Aims, Objectives, Targets and Indicators** – sets out the Interim Travel Plan aims and objectives, and provides details of the targets and indicators against which the effectiveness of the Interim Travel Plan will be measured;
- **Chapter 7 – Management, Monitoring and Review Strategy** – provides details of the management, monitoring and review strategy for ongoing implementation of the Interim Travel Plan, including appointment of a Travel Plan Co-ordinator;

- **Chapter 8 – Measures** – details the specific package of Interim Travel Plan measures proposed, including the marketing strategy which will ensure early and continuous awareness of the measures to staff and visitors; and
- **Chapter 9 – Action Plan** – summarises the Interim Travel Plan Action Plan, including commitments to continued development of Plan. Actions are timebound, with specific trigger points and/or deadlines as appropriate.

1.4 Application Site and Location

As mentioned above, the proposed stand will replace the existing decommissioned Kop Stand within the stadium. As shown on Figure 1.1, the stadium is located to the north of Wrexham city centre, in close proximity to the city centre facilities, Wrexham General rail station and Wrexham bus station, and is accessed from the A541 Mold Road and Crispin Lane, with good connectivity to the wider area via the A483.

Figure 1.1 Application Site Location



2. PROPOSED DEVELOPMENT

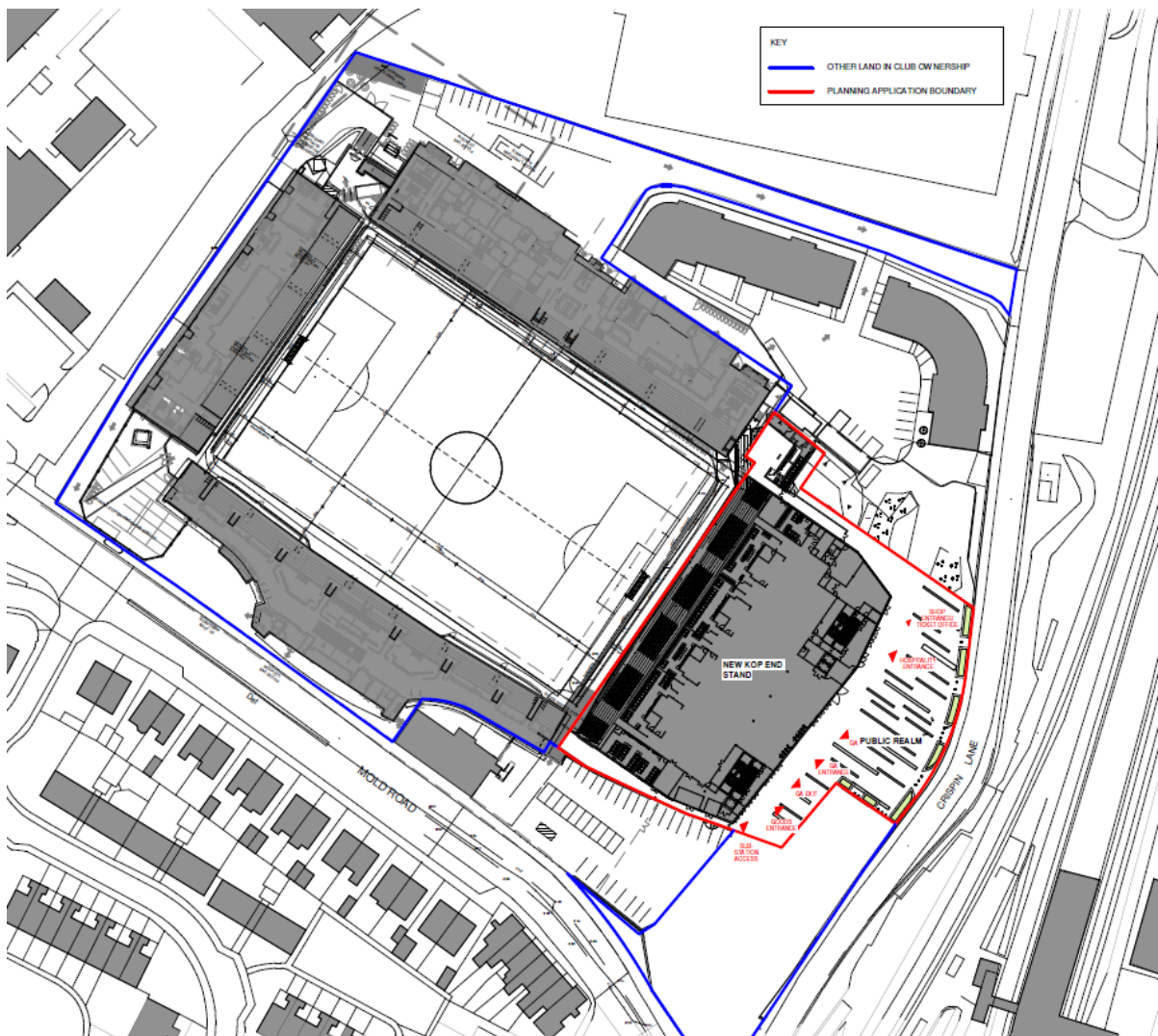
2.1 Introduction

The proposals are for a new stand for 5,000 spectator seats and a 500 capacity hospitality area (giving a 15,500 stadium capacity), with a 600 capacity non-match day exhibition space, new public realm and associated works.

2.2 Accessibility to the Stadium

Figure 2.1 provides details of the Kop Development site layout in the context of the surrounding existing highway.

Figure 2.1 Kop Development Site Layout Plan



The proposals for a new stand are in effect an expansion of the existing stadium facilities and will not significantly alter the accessibility to the stadium. Table 2.1 presents a summary of the impact of the Kop Development to accessibility of the stadium by all modes.

Table 2.1 Accessibility to the Stadium – Existing and Proposed

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.	No changes to the existing accesses are proposed but the existing dropped kerb access off Crispin Lane, south of the existing car park access, will be re-opened/widened for pedestrians and deliveries/services only to the Kop Stand.
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 (see MDAS).
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.

As noted above, with the exception of improved accessibility to the new stand from Crispin Lane, the proposals for the new stand in itself will not result in any significant changes to accessibility by all modes.

3. POLICY AND GUIDANCE REVIEW

3.1 Introduction

This section outlines the key national and local transport policies and guidance relevant to this Interim Travel Plan.

3.2 National Legislation and Policy Review

Llwybr Newydd The Wales Transport Strategy 2021 seeks to deliver *an accessible, sustainable and efficient transport system*. The strategy actively aims to achieve a shift away from private car use to more sustainable transport modes for the majority of journeys. Where new transport infrastructure is required the Sustainable Transport Hierarchy will give priority to interventions that support walking and cycling, public transport and ultra-low emissions vehicles over other private motor vehicles.

The National Development Framework is published as **Future Wales** – the National Plan 2040 and **Planning Policy Wales** (PPW) Edition 11, February 2021 set out the Welsh Government's land use priorities and provides a national land use framework for Strategic Development Plans (SDPs) and Local Development Plans (LDPs).

Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes. Both documents were recently revised to reflect the UK Government's Climate Change Declaration and the impact of the Covid-19 pandemic as set out in the Welsh Government's **Building Better Places** which considers the Government's priorities in terms of place making, decarbonisation and well-being. It is expected that PPW will be reviewed further to better integrate this recent work.

Legislation within PPW secures a presumption in favour of sustainable development in accordance with the development plan unless material considerations indicate otherwise.

PPW 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. The **Transport Technical Advice Note 18 (2007)** in particular includes advice on walking and cycling, public transport, planning for transport infrastructure, assessing impacts and managing implementation. TAN 18 places emphasis on sustainability and sustainable development that can be achieved through:

- promoting resource and travel efficient settlement patterns;
- ensuring new development is located where there is, or will be, good access by public transport, walking and cycling thereby minimising the need for travel and fostering social inclusion;
- managing parking provision;
- ensuring that new development and major alterations to existing developments include appropriate provision for pedestrians (including those with special access and mobility requirements), cycling, public transport, and traffic management and parking/servicing;
- encouraging the location of development near other related uses to encourage multi-purpose trips;
- promoting cycling and walking;

- supporting the provision of high quality, inclusive public transport;
- encouraging good quality design of streets that provide a safe public realm and a distinct sense of place; and
- ensuring that transport infrastructure or service improvements necessary to serve new development allow existing transport networks to continue to perform their identified functions.

TAN 18 should be read in conjunction with Planning Policy Wales (2018), section 4.1 sets out the objectives for 'Transport' to 'enable more sustainable travel choices', 'network management' and 'demand management'. The policy refers to The Wales Transport Strategy, the National Transport Finance Plan and the Local Transport Plans. It also refers to the Active Travel (Wales) Act 2013 and the Well-being Future Generations (Wales) Act (2015). The Policy considers a number of areas including, but not limited to, integrated planning and transport strategies, sustainable transport, active travel, traffic management and transport assessments.

The **Active Travel (Wales) Act, (2013)** legislation requires *"...Welsh Ministers and local authorities to take reasonable steps to enhance the provision made for, and to have regard to the needs of, walkers and cyclists; for requiring functions under the Act to be exercised so as to promote active travel journeys and secure new and improved active travel routes and related facilities; and for connected purposes"*.

The **Well-Being of Future Generations (Wales) Act (2015)** is about improving the social, economic, environmental and cultural well-being of Wales. It sets out the long-term goals, while it looks how to prevent problems and take a more joined-up approach. The 7 well-being goals as stated in the document are:

- a) A prosperous Wales;
- b) A resilient Wales;
- c) A healthier Wales;
- d) A more equal Wales;
- e) A Wales of cohesive communities;
- f) A Wales of vibrant culture and thriving Welsh language; and,
- g) A globally responsible Wales.

3.3 Local Policy Review

Wrexham UDP and Emerging Wrexham Local Development Plan 2013-2028

Wrexham's Unitary Development Plan (UDP) was adopted in February 2005. It was originally intended to expire in 2011, however consultation is ongoing for its replacement, therefore, it continues to form the current statutory planning document for Wrexham County Borough Council. Notwithstanding, the Wrexham Local Development Plan (LDP) 2013-2028 is currently being prepared and once adopted, will replace the UDP.

The timescales for adoption of the LDP were delayed by the Covid-19 pandemic. A number of changes to the LDP have emerged as a result of the matters arising from the hearings conducted as part of the LDP Examination in Public. Public consultation on the Schedule of Matters Arising Changes commenced on 23 May 2022 until 6 July 2022. Proposed changes are not in respect to transport. An early review will almost certainly be required in line with WG guidance but in the meantime, the EIP Inspector has confirmed that the current draft LDP and the supporting evidence base are "sound" therefore no material changes are expected and the LDP and can be afforded due weight in the determination of the planning application for this scheme.

4. BASELINE CONDITIONS

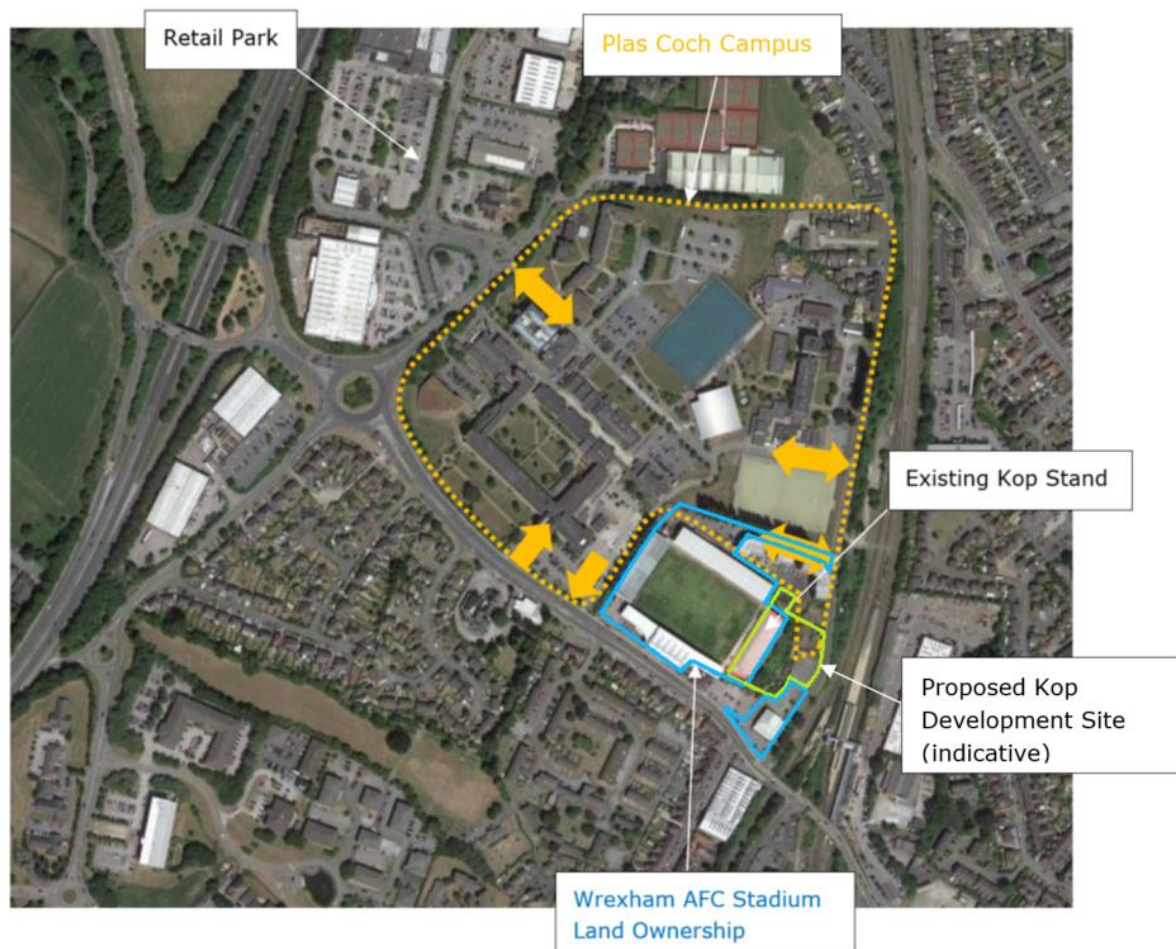
This section presents an overview of existing local transport conditions, including the nature and description of the surrounding environs, the surrounding pedestrian and cycle infrastructure, the local public transport network and local car and cycle parking provision.

4.1 Site Context

As shown on Figure 4.1, the Application Site is located within the existing stadium, the proposed Kop Stand will broadly follow the footprint of the original stand, although it will include an extended area to the rear to comply with current evacuation regulations.

There is only limited parking within the confines of the stadium (total of 38 bays, of which two are accessible bays), which is reserved for staff and customers/visitors to the Club shop. On match days, some 15 spaces are allocated to VIP guests and officials from the away team. The car park, known as the Yale car park, is located to the rear of the stadium and served from Crispin Road.

Figure 4.1 Application Site Context (for illustrative purposes only)



Source: Google Maps (2021)

Wrexham Glyndŵr University's main campus at Plas Coch, lies to the north and west of the stadium. Although the University has recently been granted consent to redevelop the campus site, the main vehicular accesses will remain, as shown by the orange arrows on Figure 4.1. This

includes sharing access with the stadium staff car park off Crispin Lane, which also serves the existing student accommodation located immediately north of the stadium.

The Plas Coch campus currently includes 921 free spaces, open to all staff, students and the general public. Given its proximity with the city centre and rail station, the university car park is regularly used by commuters. On an average weekday however, the typical occupation of the university car parks is maximum of 620 spaces, falling to 590 cars after midday. The TA for the campus redevelopment also highlighted some car parking areas which, due to the convoluted internal arrangements, are not well used, while other areas are over-subscribed. The recently consented scheme for redevelopment of the campus proposes to redesign the car parks and improved signage. This will result in an overall reduction in parking provision to 568 spaces but an increase in the number of Accessible Bays. As part of the planning permission, the university has recently submitted a Car Park Management Plan¹, which provides additional justification for the proposed reduction in parking but also details of measures to ensure greater accessibility of the available parking on a daily basis.

For over 30 years, the Wrexham Fans supporters group have had an agreement with the University to utilise the Plas Coch Campus parking on match days and it is expected that this arrangement will continue following redevelopment of the campus.

4.2 Highway Network

The stadium is located to the northwest of Wrexham city centre. The site is bounded 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 network at Junction 5.

A541 Mold Road

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 rural dual carriageway however, past the stadium and further east, the road transitions to a single carriageway and becomes increasingly urban in nature. Past the application site, the road is subject to the mandatory 30mph speed limit, which is enforced by speed cameras.

An advisory on-street cycle lane is provided in the westbound direction, with segregation provided at key locations, such as the roundabout with Plas Coch Road. A signalised pedestrian crossing is provided directly in front of the campus exit off Mold Road.

Servicing access to the stadium is currently provided at the western end of the stadium frontage with Mold Road in the form of a gated dropped kerb access. This provides full visibility at present but requires vehicles to turn around within the servicing area to be able to exit in forward gear. Although standard height kerbs line the remainder of the stadium's frontage, there is evidence that some vehicles occasionally park on the forecourt.

Crispin Lane

Crispin Lane is an unclassified minor road, with limited frontage access along much of its length. To the east, the road is bounded by the railway line and palisade fencing. A footway is provided

¹ Curtins (May 2021) Wrexham Glyndŵr University Car Park Management Plan (Report Ref 076352-CUR-00-XX-TP-001)

along the western side of the carriageway. As with all roads within the urban fabric of the city, the road is subject to the 30mph speed limit.

Access to the Yale car park to the rear of the stadium is shared with that to the university and the Wrexham Village student accommodation block. Waiting restrictions are in place along the eastern side of the carriageway, which retain sufficient width for two vehicles to pass when vehicles are parked along the western side. Where parking is available, it is currently uncontrolled by duration and uncharged.

Mold Road Roundabout

Some 400m to the west of the stadium, Mold Road connects with the B5101 Plas Coch Road and Berse Road at an at-grade signalised roundabout. Plas Coch Road is a single carriageway functioning as a distributor route and serving the Plas Coch Retail Park, Stansty residential neighbourhood, Tennis Centre and Entrance B of the Wrexham University Glyndŵr Campus. The roundabout is reasonably large with all approaches widening to three lanes and with the predominant flow towards the A483 accommodated by two of these lanes.

A483 Junction 5

Immediately west of the Mold Road roundabout, lies the grade-separated roundabout junction with the A483 (Junction 5). The A483 acts as a key bypass around the western side of Wrexham, with grade separated access at four locations and is part of the trunk road network providing a key strategic route in the northeast of Wales, facilitating onward connections to destinations such as Chester and Oswestry and more widely Liverpool.

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. It is understood that the signals at Junction 5 and at the Mold Road roundabout are linked and can alter their timings based on traffic flows at any given time.

Junction 5 is part of developing proposals from the Welsh Government to improve the A483 corridor between and including Junctions 3 to 6 which also include Active Travel measures. This scheme is currently on hold whilst the Roads Review of highway schemes across Wales is carried out.

4.3 Pedestrian Network

Wrexham has an extensive network of active travel routes, as shown on the plan attached in Appendix 1. As shown on the extract as Figure 4.2, Mold Road in particular is identified as a key desire line linking the city centre to Plas Coch retail park and University Campus.

Figure 4.2 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 2, 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 1,200m² to the city centre and main transport hubs, including Wrexham General and Central rail stations and Wrexham bus station located on King Street.

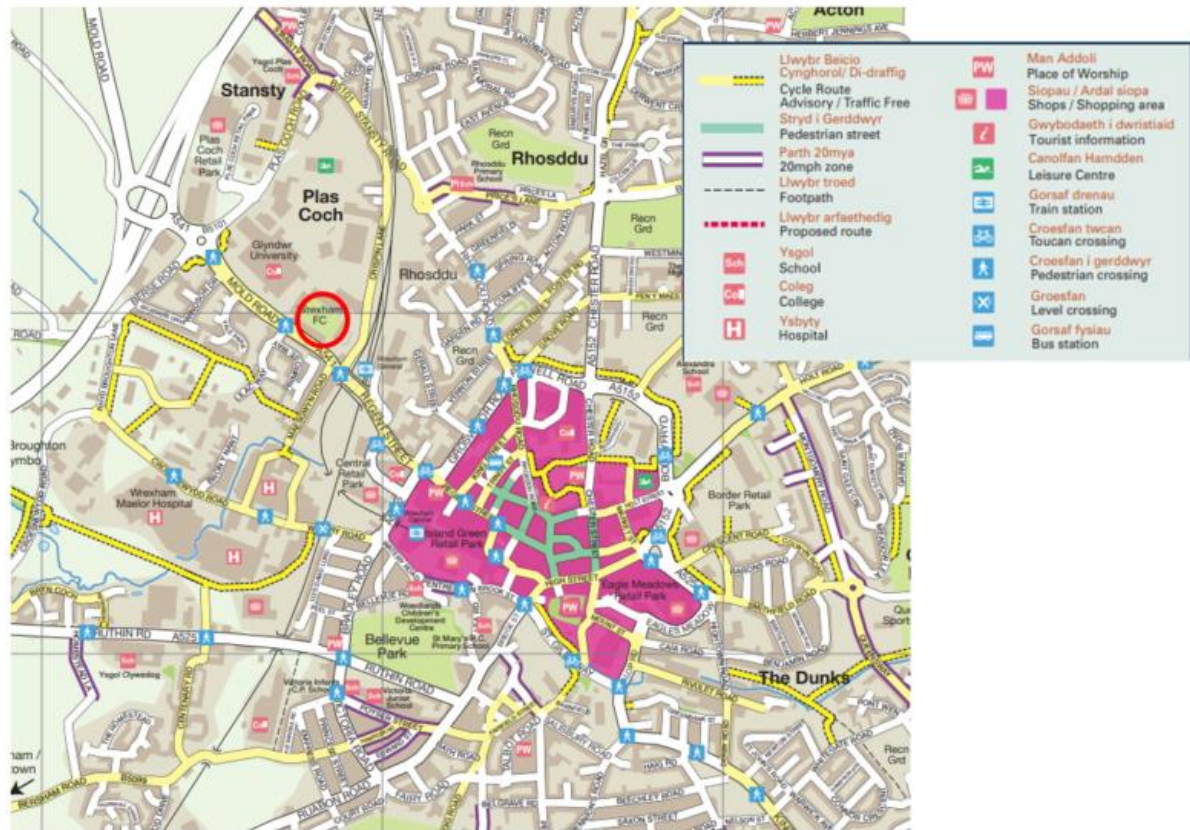
4.4 Cycle Network

Wrexham has a good network of cycle routes across the city, which comprise traffic free paths, low-traffic streets and cycle lanes. Figure 4.3 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, which is particularly useful for cyclists travelling from the city centre to the stadium.

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

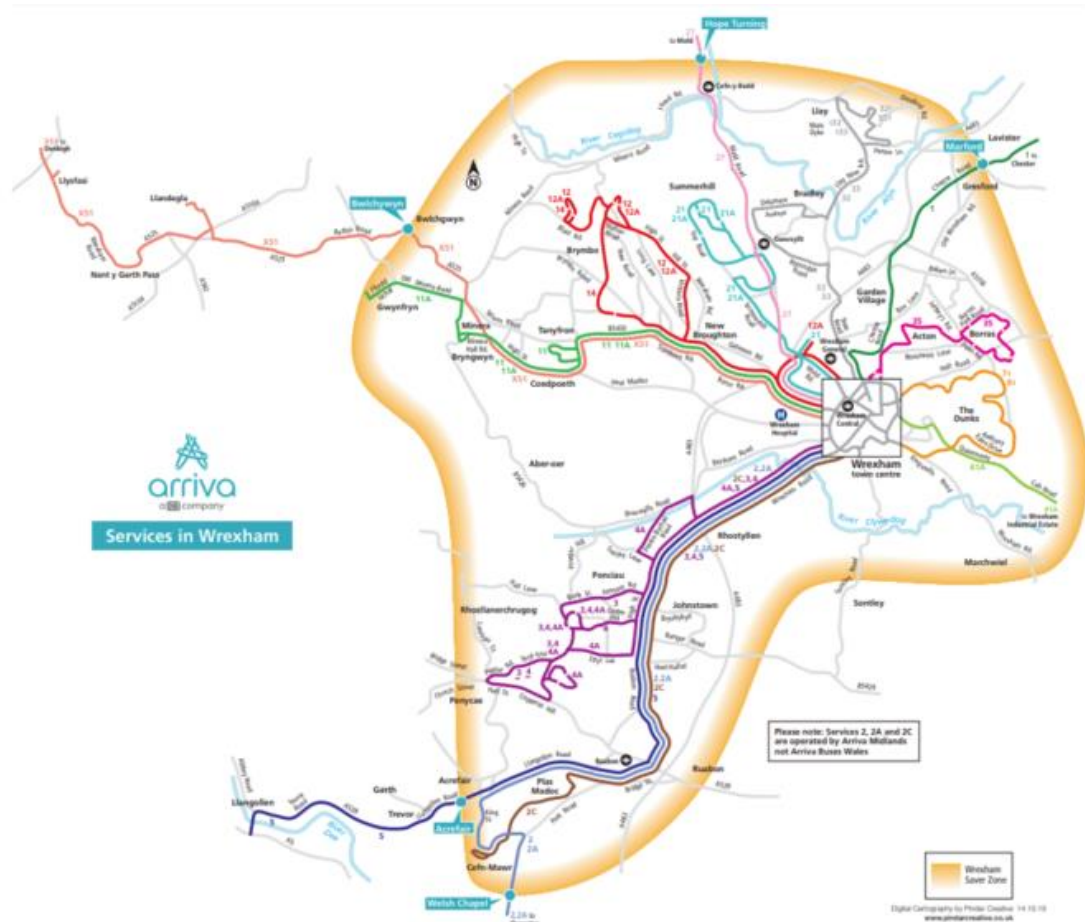
Figure 4.3 Sustrans Wrexham Cycle Map (2014)



4.5 Bus Services

The services provided by Arriva (Figure 4.4) 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 on 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 users and staff of the grounds, particularly on match days.

Figure 4.4 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 4.1.

Table 4.1 Bus Service Provision

Bus Number	Route	Frequency Mon-Sat
12/12A Wrexham - Brymbo	Brymbo via Ysbyty Maelor/Maelor Hospital, 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 4.2 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 4.2 Bus Service Provision- Wrexham Bus Station

Bus Number	Route	Frequency		Last bus from Wrexham	
		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- Llangollen	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

4.6 Rail Services

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

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 4.3 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 4.3 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

4.7 Parking

4.7.1 On Street Parking

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 local councillors to prevent on-street parking on the local residential roads, including signage.

4.7.2 Car parks

Within the stadium grounds there are 38 bays, including two Accessible Bays, which are reserved for staff and customers/visitors to the Club shop on non-match days. 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 Glyndŵr University’s the Plas Coch campus car parks at a special rate of £3 per day, which is similar to the cost of parking at the Council’s Tŷ Pawb car park. 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 2022³.

There are numerous car parks available in the vicinity of the stadium within the city centre⁴. 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.

Table 4.4 Car Parks in the Vicinity of the Stadium

Ref	Car Park	Spaces	Cost	Comment
1	Glyndŵr University	921 ⁵ (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
6	Island Green	376	£10 for 5 hours	Long stay parking offered

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

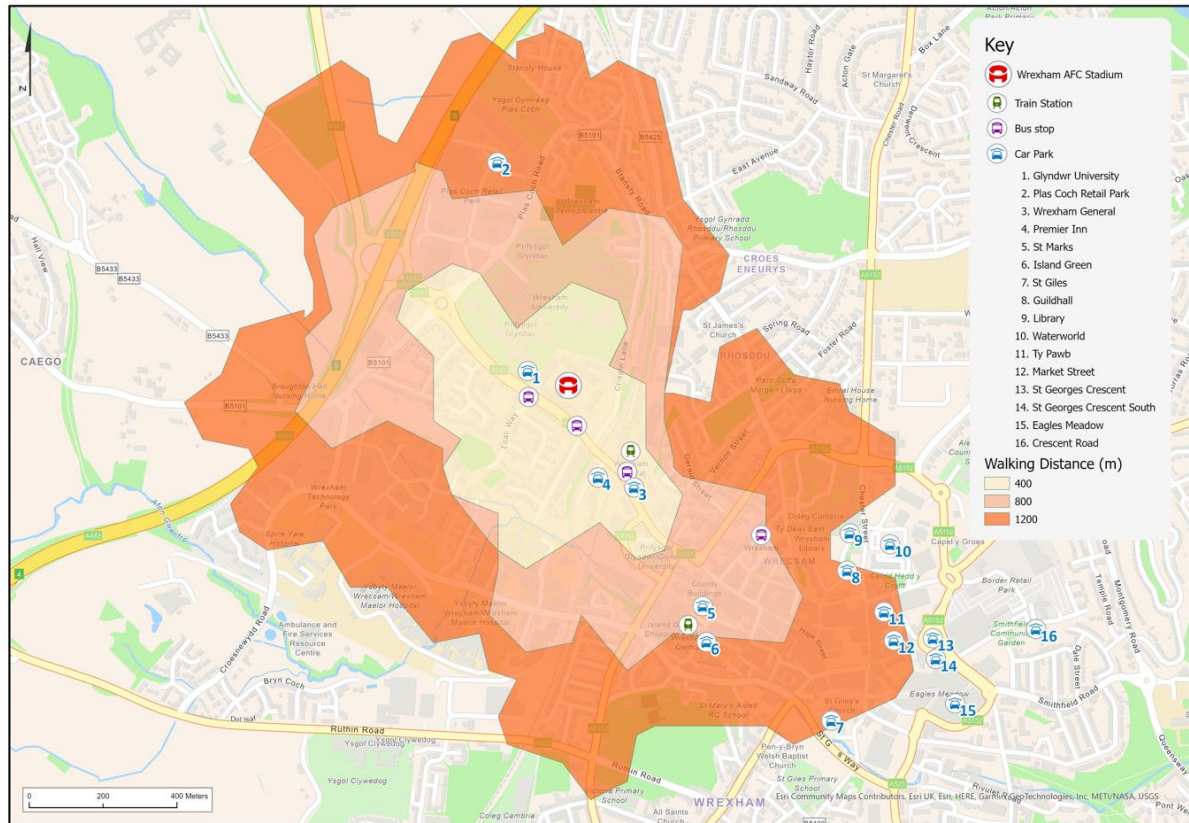
⁴ [Find a car park | Wrexham County Borough Council](#)

⁵ This TA is based on the Wrexham Gateway Access and Movement Study (May 2022) existing Plas Coch campus car parking numbers

			(maximum stay)	
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 4.5 shows the locations of the car parks listed in Table 4.4.

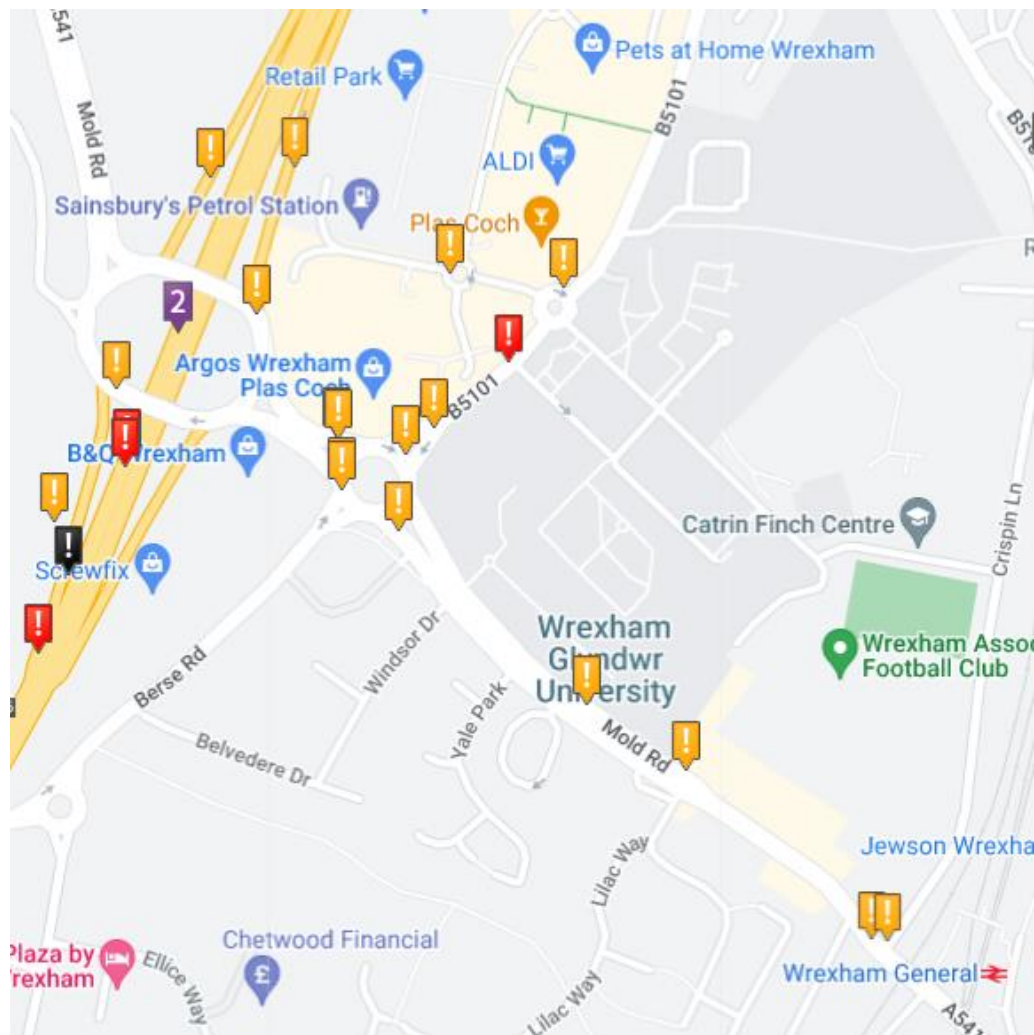
Figure 4.5 Car Park Locations



4.8 Highway Safety

Personal Injury Accident (PIA) data for the local highway network in the vicinity of the proposed development site has been obtained from CrashMap for the most recent five-year period available (2017-2021 inclusive). The area includes the A483 Junction 5, B5101/Mold Road roundabout, B5101/Plas Coch roundabout and Crispin Lane/Mold Road junction. The location and severity of the reported accidents are shown in Figure 4.6.

Figure 4.6 Location of Traffic Accidents 2016-2020 around Application Site



Source: <https://www.crashmap.co.uk/>

Twenty four accidents were observed in the study area over the five-year period, eighteen classed as slight, four classed as serious and one fatality. Table 4.5 presents a summary of the accidents.

Table 4.5 Summary of Recorded Accidents

Year	Severity			Total Accidents
	Slight	Serious	Fatal	
2017	8	0	0	8
2018	5	2	0	7
2019	2	0	0	2
2020	2	2	0	4
2021	1	1	1	3
Total	18	4	1	24

Source: Crashmap.co.uk

One slight incident involved a cyclist on the A483 Junction 5 roundabout/A483 off slip. One serious and one slight incident involved a pedestrian on the A483, where pedestrians are not

permitted. One serious incident involved a pedestrian on the B5101 between the B5101/Mold Road roundabout and the B5101/Plas Coch retail park roundabout. 3 slight incidents involved pedestrians with one outside the Racecourse Ground on Mold Road, and two at the junction of Crispin Lane/Mold Road.

One fatal incident was recorded in 2021 on the A483 Junction 5. Whilst there are a number of accidents clustered around the A483 Junction 5 and B5101/Mold Road roundabout this isn't considered exceptional due to the volume of vehicles passing through the junction and the number of opposing movements.

5. TRAVEL SURVEYS

5.1 Background

At present, there is no existing Travel Plan in place for the stadium. Therefore, there is not yet a base travel survey data of site users. There will also be a new intake of 60 staff associated with the Kop Stand and Exhibition Area. Ultimately, a travel survey of the site staff, supporters and exhibition visitors will inform the further development of meaningful Travel Plan measures and targets. For a survey to be representative and beneficial to this end, a substantial level of activity will need to be established at the site i.e., a match day and exhibition event day.

5.2 Initial Survey

It is proposed, therefore, that an initial baseline travel survey of permanent staff should be carried out within 6 months of the proposed development beginning operations. The survey will need to be undertaken firstly on a non-match day; and on a match day and an exhibition event day as soon as possible thereafter, in order to be representative of the maximum travel activities of staff, supporters and exhibition visitors to the development. This balances the requirement to acquire survey data as soon as possible with the need for the survey to be carried out during a representative period.

5.3 Travel Surveys Specification

The travel surveys are expected to be in the form of questionnaires for staff, supporters and exhibition visitors. The questionnaires will be based loosely on the TRICS Standard Assessment Method, formatted and tailored to the proposed development.

The travel survey will offer multi-choice responses to record information concerning demographics, disabilities (if any), daily travel commitments and mode choices. The travel survey will be fully accessible in a variety of media, version types and delivery/completion formats to ensure all staff and visitors are able to take part. Entry into a prize draw could be offered as an incentive to participate, to help achieve a high response rate. The travel survey should, as a minimum, collect information on each respondent's:

- Origin point/destination point
- Main mode of travel to / from the site;
- Distance travelled;
- Usual arrival / departure times; and
- Attitudes to travel (e.g. reasons for travel choices, willingness to consider sustainable modes).

Questions should be broken down to gather data on how staff travel to the stadium across five scenarios:

- Weekday match days;
- Weekday non-match days;
- Weekend match days;
- Weekend non-match days; and
- Exhibition event day,

Questions should be broken down to gather data on how visitors travel to the stadium across three scenarios:

- Weekday match days;
- Weekend match days; and
- Exhibition event day.

5.4 Follow-up Actions and Repeat Surveys

Following the initial survey, the 'full' Travel Plan should be produced within 6 months.

A travel survey of all site users should be carried out every 12 months thereafter, as a means of regularly updating the Travel Plan. The annual surveys will be undertaken at similar times of the year, to ensure comparable data as far as practicable. This data will also be used to inform the Match Day Access Strategy.

6. AIMS, OBJECTIVES, TARGETS AND INDICATORS

6.1 Interim Travel Plan Aim

The aim of the Interim Travel Plan is to promote, and make available, to staff, supporters and exhibition visitors, sustainable travel choices to and from the stadium.

6.2 Interim Travel Plan Objectives

This aim is to be achieved through the following objectives:

1. Reduce the number of staff, supporters and exhibition visitors accessing the site in single occupancy vehicles by encouraging greater use of sustainable modes;
2. Ensure good accessibility and improved choice to the site by non-car modes to all staff, supporters and exhibition visitors;
3. Actively promote non-car travel choices, through facilities and information provision within the development; and
4. Market and raise awareness of the Interim Travel Plan and its purpose.

6.3 Travel Plan Targets

The targets for this Interim Travel Plan link to the aims and objectives of the Travel Plan and provide a measure of how well they are being achieved.

To enable monitoring of progress against the objectives, SMART targets have been defined. SMART targets are Specific, Measurable, Achievable, Realistic and Time bound.

Targets are put forward prior to occupation of the development and actual travel behaviour information becoming available to inform the target setting process. Targets, proposed measures and actions will, therefore, be reviewed after the initial surveys. As described above, non-match day surveys should be undertaken within 6 months of the development beginning operations, and match day and exhibition event day surveys undertaken as soon as possible thereafter. A 'full' Travel Plan, including updated targets, measures and actions, should be produced once initial surveys have been finalised. Further reviews should then be undertaken annually.

The targets presented here should, therefore, be seen as preliminary targets, to be aligned more closely with the specific requirements of the site as it becomes occupied. It will be important to check at the first and subsequent reviews that the targets are achievable yet stretching.

The following preliminary targets, shown in Table 6.1 and linked to the objectives stated above.

Table 6.1 – Travel Plan Targets

Target Number	Users	Targets (within one year from initial travel survey)
1	Stadium and Hospitality Staff	
	Increase Car Sharing	+10%
	Increase PT usage	+10%
2	Home Supporters	
	Increase Car Sharing	+10%
	Increase PT Usage	+5%
3	Exhibition Visitors	
	Increase PT Usage	+5%

7. MANAGEMENT, MONITORING AND REVIEW STRATEGY

To remain fit for purpose and ensure its long-term sustainability, the Interim Travel Plan will be managed by a nominated Travel Plan Co-ordinator (TPC).

A programme of monitoring and review will be implemented to generate information by which the success of the Interim Travel Plan will be evaluated. This will help to establish whether the agreed objectives and targets are being met. Monitoring and review will be the responsibility of the TPC.

7.1 Travel Plan Co-ordinator

To ensure site wide adoption of the Travel Plan, a permanent TPC should be appointed by WAFC, ideally prior to the completion of the Kop Stand. Organisations can employ a person specifically for the role, or more usually assign an existing employee, usually someone with an interest in sustainable transport.

The responsibilities of the TPC should be written into the job description of the appropriate role, to ensure continuation of the role when staff turnover occurs.

The TPC will be responsible for the implementation and monitoring of the schemes defined within this document, in accordance with the stated timescales.

The TPC will become the source of advice on a range of transport issues ranging from local bus routes and times, to local cycle routes as well as personal travel planning for staff and visitors wanting to use alternative travel modes. Additionally, the TPC will be able to administer initiatives such as a car share scheme. A primary role, however, will be that of promoting alternative and sustainable travel amongst staff and visitors, as well as talking to site users about how transport facilities can be enhanced.

The TPC should work closely with WCBC and hold meetings to agree strategies and solutions for ensuring the success of the Interim Travel Plan. The TPC will liaise with staff on a wide range of common travel related issues both on- and off-site such as cycle facilities, altered bus routes or cycle path maintenance.

Further specific duties of the role include:

- Liaising with stakeholders;
- Organising travel surveys;
- Organising collective meetings for the purpose of reporting information;
- Producing marketing material for the site users;
- Detailing the Interim Travel Plan processes to site users;
- Establishing the individual measures;
- Monitoring the implementation of the Interim Travel Plan;
- Reviewing the Interim Travel Plan; and,
- Answering site users' questions on transport as they arise.

Administration of the Interim Travel Plan will involve the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are permanent and regular updates of the Interim Travel Plan document are part of the role.

A programme of monitoring and review would be implemented to generate information by which the success of the Interim Travel Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

7.2 Travel Plan User Group

A Travel Plan User Group will be set up by the TPC. This will be composed of staff and stakeholder representatives who will be invited to attend meetings of the Travel Plan User Group as required. This group will inform and action the continued development and monitoring of the Interim Travel Plan through the regular review process, bring to light concerns, views and issues regarding travel and consider possible improvements to the Interim Travel Plan.

The purpose of meetings of this group, to be held at least biannually (including prior to any reviews), will be to:

- Discuss the effectiveness of the Interim Travel Plan and possible ways of improving its deliverability as required;
- Consider progress towards achieving targets;
- Generate discussion about new or extended measures and initiatives, to help achieve the agreed targets; and
- Provide an opportunity to discuss transport related issues that might be addressed through the Interim Travel Plan.

7.3 Monitoring

The TPC will be responsible for monitoring the Travel Plan and travel survey results on an annual basis.

Analysis of travel survey results will indicate whether the measures and incentives introduced are achieving the required targets, or if sustainability objectives are not being met.

Where targets are not being achieved, new research will be introduced to identify why the targets are not being met and what further action is required to reach the targets. The measures and incentives can be reviewed and adjusted accordingly, as well as the potential introduction of new initiatives, managed through the Travel Plan.

The Monitoring Reports will, in effect, inform the updated Action Plan to the Interim Travel Plan.

Key points arising from travel surveys and Interim Travel Plan review will be communicated to site occupants via information boards in foyers/communal areas and the Travel Plan User Group.

7.4 Review

The Interim Travel Plan will be reviewed every year by the TPC, or sooner should significant changes occur to the site, occupation or travel mode options.

8. MEASURES

This section outlines measures which will be implemented throughout the site in order to achieve the Interim Travel Plan objectives identified.

8.1 'Hard' Measures

Physical aspects of the scheme design will influence the travel patterns of staff, supporters and exhibition visitors from the outset. Measures incorporated into the design of the proposed development include:

- Access Improvements by Foot – a new access directly onto Crispin Lane to the Kop Stand entrance will be provided;
- Notice boards for travel information in foyers or other communal areas where practicable.

It should be noted that the 'hard' measures listed above will be implemented during construction, i.e. prior to occupation and prior to commencement of site operations, funded by the developer.

8.2 'Soft' Measures

Further 'non-physical' measures which can be considered include:

- Development of Travel Access Information to the stadium on the WAFC website promoting sustainable travel;
- Promotion of sustainable access modes in event literature/marketing;
- Promote walking routes to the City Centre/ Railway Station and in surrounding areas within the WAFC website and intranet by providing a walking map;
- Provide information relating to cycle parking and routes through the WAFC website and intranet;
- Provision of up-to-date travel information on notice boards and intranet sites;
- Provide a link to www.liftshare.com or similar ride sharing site from the WAFC stadium website;
- Develop marketing campaign to promote sustainable travel to the stadium, in conjunction with supporter travel campaign;
- Information to be provided on walking and cycle routes via email, staff newsletter, leaflets, information in staff common areas, website & intranet.;
- Encouraging staff car sharing and the use of electric vehicles;
- Negotiate the provision of discount bus and train tickets with local public transport operators to encourage staff car users to switch to more sustainable modes;
- Work with local and regional transport bodies and operators to improve public transport access and viability for staff, supporters and exhibition visitors;
- Provide an in-house personalised travel planning assistance service;
- Set up an employee car share scheme (including Free Taxi Home in an emergency) or join national scheme (such as 'Liftshare');
- Explore options to offer financial incentives or interest free loans towards bicycle purchase or bus and rail tickets;
- Provision of puncture repair kits / cycle maintenance training;
- Set up a Bike User Group, arrange adult cycling courses and cycle repair workshops; and,
- Promote national and local travel schemes and events such as Walk to Work Day, World Car Free day etc.

Implementation of each of these 'soft' measures is based on specific trigger points and/or deadlines as appropriate, as detailed in the Interim Travel Plan Action Plan (see Section 9).

8.3 Marketing Strategy

For the Interim Travel Plan to work effectively it is important that all the incentives are well promoted across the site.

Staff, supporters and exhibition visitors should be made aware of the existence of the Interim Travel Plan measures as soon as feasible, to help them with their travel choices at the earliest opportunity. For example, travel information should be made available to potential jobseekers during the recruitment process. This will give them confidence of their ability to get to the site and avoid unsustainable habits becoming ingrained from the start. This will also enhance the attraction of the site for staff recruitment and retention.

New staff should be made aware of the Interim Travel Plan measures. This will be the responsibility of the TPC and will include:

- Introduction to the measures of the Interim Travel Plan and what it means to staff, supporters and exhibition visitors;
- Information on current travel choices to the site and personalised travel planning assistance available;
- Promotional information of forthcoming initiatives, events and surveys as required; and
- Contact details for the TPC.

Travel information to be provided to staff, supporters and exhibition visitors should include:

- Advertising of the benefits of sustainable travel choices;
- Customised local facilities map with bus, walking and cycling routes available to access these and other key areas;
- Details of bus and rail services including available ticket offers;
- Information on car sharing;
- Advertising of national and local travel events, whether run by the TPC or others;
- Information on personalised travel planning assistance available;
- Contact details for TPC, Travel Plan User Group and other relevant parties and organisations; and
- Health benefits of walking, cycling and active travel, perhaps via a 'competitive' app.

Travel information should be updated and distributed on an ongoing basis. Awareness of Interim Travel Plan measures and travel information should be raised through various channels including notice boards, reception and online via the intranet.

The TPC will be responsible for hosting promotions throughout the year and reporting of the annual surveys will be made available to all give employees a sense of ownership and to maintain Interim Travel Plan momentum.

9. ACTION PLAN

Table 9.1 provides an Action Plan for the implementation of the major tasks of this Interim Travel Plan, including the ownership of responsibility and required timescales.

Table 9.1 – Interim Travel Plan Action Plan

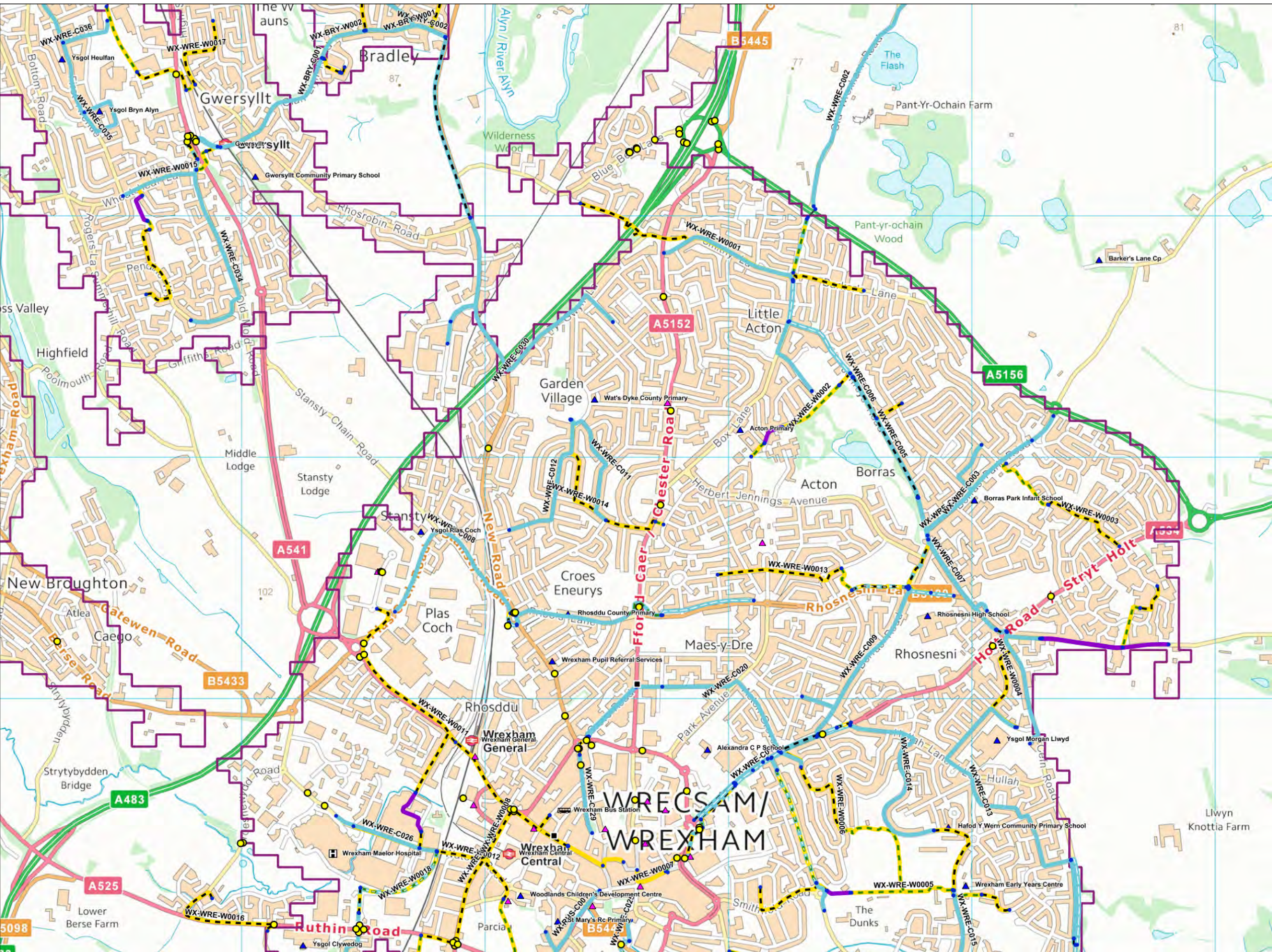
Action No.	Measure	Timescale	Responsibility
1	Appoint Travel Plan Co-ordinator	Prior to the Kop Stand and Exhibition Area being developed	WAFC
2	Populate notice boards in foyers / communal areas / intranet sites	Prior to the Kop Stand and Exhibition Area being developed	Travel Plan Co-ordinator
3	Set up Travel Plan User Group	Within 6 months of new development becoming operational	Travel Plan Co-ordinator
4	First baseline travel survey	Within 6 months of new development becoming operational	Travel Plan Co-ordinator
5	Prepare and finalise first full Travel Plan including revised targets	Once baseline surveys are finalised	Travel Plan Co-ordinator
6	Provide first full Travel Plan update to occupants	Post finalisation of full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group
7	Carry out annual surveys and update modal shift targets and measures accordingly	Annually after completion of first full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group
8	Review of Travel Plan	At 5 years after completion of first full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group

APPENDIX 1

ACTIVE TRAVEL ROUTES

Wrexham North

Produced by the Active Travel web site. Gynhyrchwyd gan y wefan Teithio Llesol.



Legend / Eglurhad

Active Travel Route / Llwybr Teithio Llesol

-  Undefined path design / Dyluniad llwybr heb ei ddiffinio
-  Footpath (away from road) / Llwybr troed (i ffwrdd o'r ffordd)
-  Footway (alongside road) / Troedffordd (ochr yn ochr â ffordd)
-  Cycle track (away from road) / Trac beicio (i ffwrdd o'r ffordd)
-  Cycle track (alongside road) / Trac beicio (ochr yn ochr â ffordd)
-  Shared use foot/cycle path (away from road) / Llwybr cerdded/beicio a rennir (i ffwrdd o'r ffordd)
-  Shared use foot/cycle path (alongside road) / Llwybr cerdded/beicio a rennir (ochr yn ochr â ffordd)
-  Segregated foot/cycle path (away from road) / Llwybr cerdded/beicio wedi'i wahanu (i ffwrdd o'r ffordd)
-  Segregated foot/cycle path (alongside road) / Llwybr cerdded/beicio wedi'i wahanu (ochr yn ochr â ffordd)
-  Cycle route (on road, not segregated) / Lôn feicio (ar y ffordd, heb ei gwahanu)
-  Cycle lane (on road, segregated) / Lôn feicio (ar y ffordd, wedi'i gwahanu)
-  Pedestrian zone / Ardal cerdded
-  Pedestrian and cycle zone / Ardal cerdded a beicio
-  Road without footway / Ffordd heb droedffordd

-  Line end points / Pwyntiau dwedd llinell
-  Cycle Network / Rhwydwaith Beicio
-  Advanced Stop Lines / Llinellau Stopio Blaen
-  Crossings / Croesffannau
-  Related Facilities / Cyfleusterau Cysylltiedig

Landmarks / Tirnodau

-  Bus Station / Gorsaf Ffys
-  Hospital / Ysbyty
-  Railway Station / Gorsaf Reilffordd
-  Schools / Ysgolion

Labels / Labeli

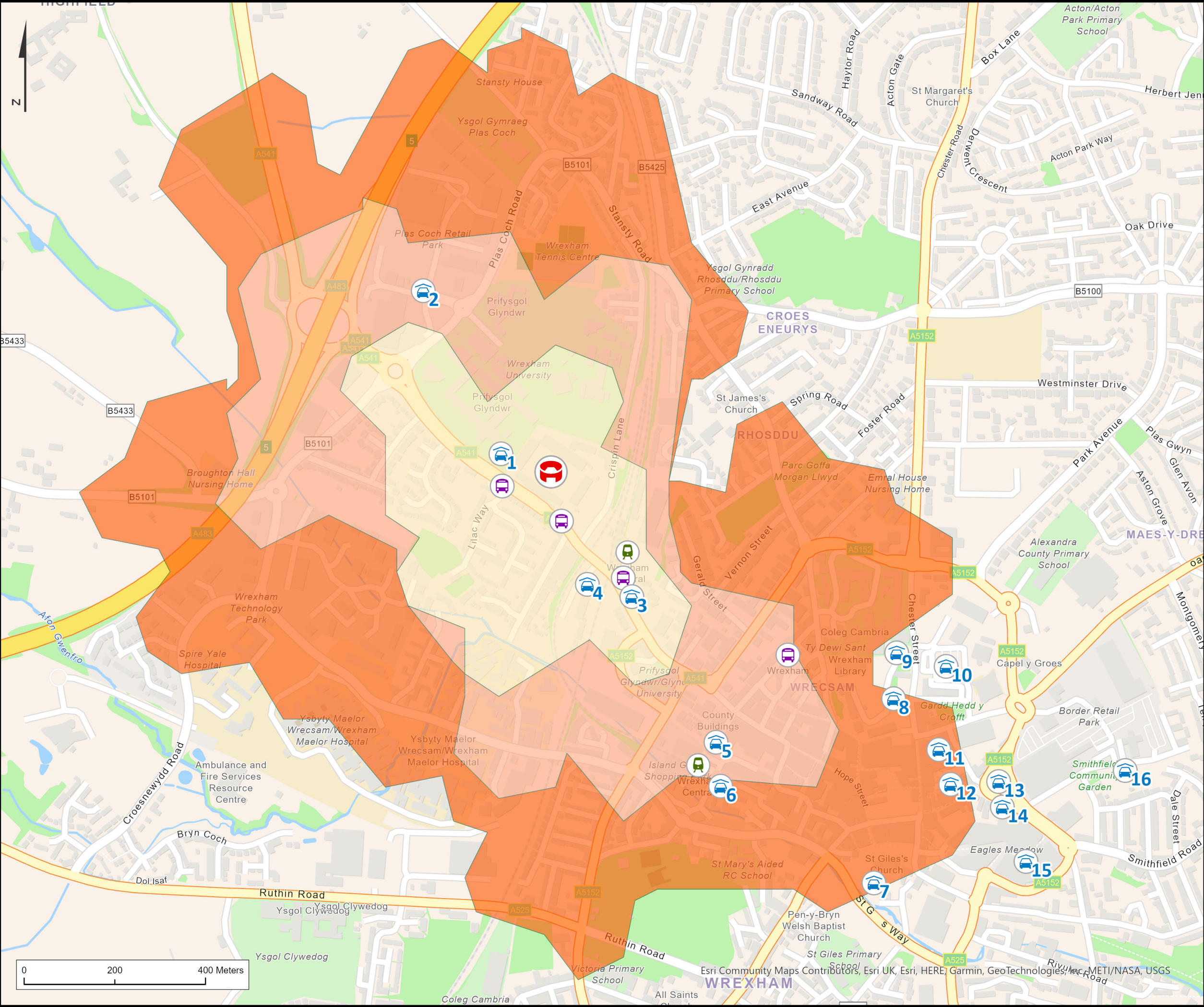
-  Built-up Areas / Ardaloedd Adeiledig
-  Admin Areas / Ardaloedd Gweinnyddol



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APPENDIX 2

WALKING ISOCHRONES



- Key
- Wrexham AFC Stadium

Train Station

Bus stop

Car Park
1. Glyndwr University

2. Plas Coch Retail Park

3. Wrexham General

4. Premier Inn

5. St Marks

6. Island Green

7. St Giles

8. Guildhall

9. Library

10. Waterworld

11. Ty Pawb

12. Market Street

13. St Georges Crescent

14. St Georges Crescent South

15. Eagles Meadow

16. Crescent Road

- Walking Distance (m)
- 400

800

1200

Figure Title	
Walking Isochrone Wrexham AFC	
Project Name	
Wrexham AFC Kop Stand	
Project Number	Figure No.
1620012485	1
Date	Prepared By
24/06/2022	NS
Scale	Issue
1:8,000 @A3	1
Client	
Wrexham AFC	
RAMBOLL	