

Plas Coch Campus

Framework Travel Plan

July 2018

Wrexham Glyndŵr University

Plas Coch Campus

Framework Travel Plan

Version 1-0

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Produced by:



For:



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1. Introduction

- 1.1 Wrexham Glyndŵr University's two town campuses at Plas Coch and Regent Street benefit from their excellent locations close to the heart of the town and are accessible by a wide range of transport options. The role of this Framework Travel Plan is to formalise the steps that will be – and, in many cases, are already being – taken across the campus to further promote sustainable travel behaviour.
- 1.2 By the introduction of a package of suitable measures, the University can make a valuable contribution to sustainability by encouraging its staff and students to use alternatives to single-occupancy car journeys; to offer real benefits not only to the University's population, but also to the local community and environment.
- 1.3 This document has been produced to accompany a number of concurrent planning applications that are associated with various redevelopment across the campus. This has given the university an opportunity to review how the campus acts as a whole, therefore all elements of the existing and proposed campus are included under this one Framework Travel Plan.
- 1.4 As a Framework Travel Plan this document has also considered the proposed PRS apartments development in the northwest of the existing campus. This element is being submitted as an outline application.
- 1.5 The Framework Travel Plan will seek to achieve the following objectives:
 - To reduce the proportion of trips made by single occupancy private car
 - To increase the proportion of trips made by active modes, such as walking and cycling
 - To increase the proportion of trips made by public transport, such as rail and bus
 - To help deliver the university's wider ambitions to become a healthier and more environmentally responsible organisation
 - To ensure accessibility of the campus by all, by offering the widest range of transport options possible

Travel Plan

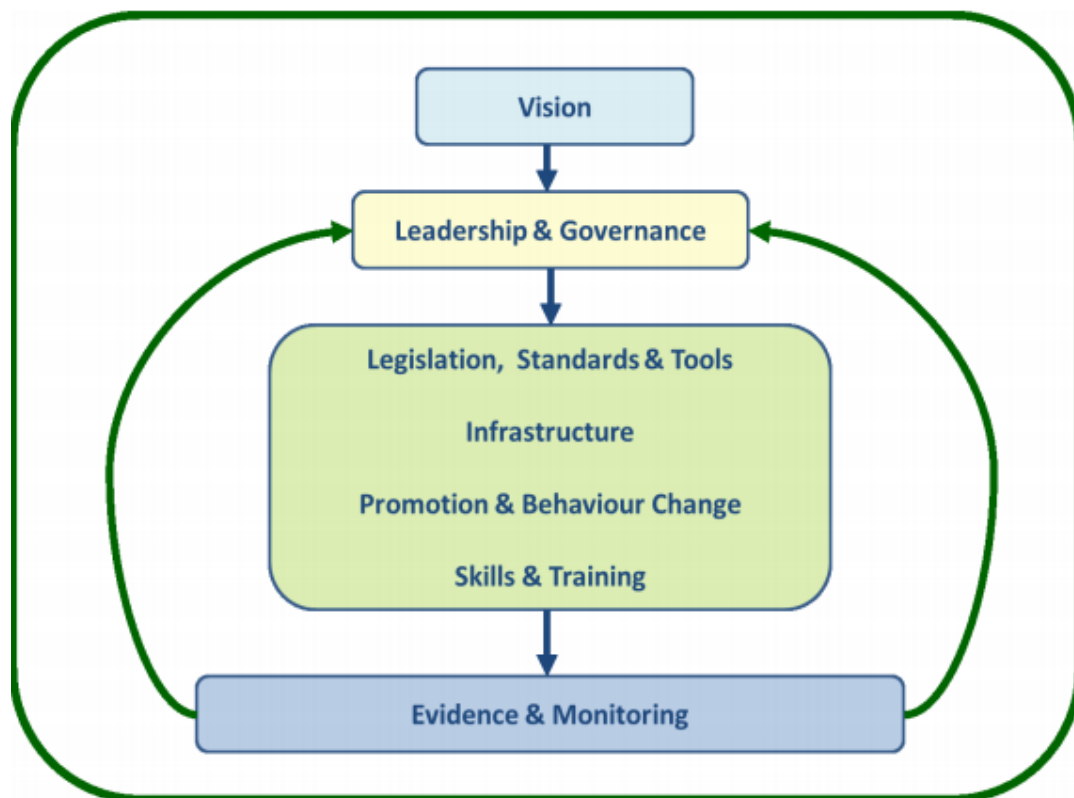
- 1.6 Travel Plans are an increasingly important tool to facilitate sustainable development. Together with Transport Assessments, they provide the mechanism for assessing and managing access to new or redeveloped sites.
- 1.7 Travel Plan benefits include an increasing choice of travel mode, reducing journey times, and money saving for site users. The local environment can benefit from improved air quality, and less congestion and noise. A Travel Plan also has the benefit of making the development more accessible to all users, whether they have access to a car or not, and therefore helps to promote social equality within the local community.
- 1.8 This Framework Travel Plan has been informed by Transport Assessments and contains various objectives, targets and measures to promote the use of more sustainable modes of travel and to reduce the use of private cars. It provides an overarching strategy for improving sustainable travel behaviour across the site. For the elements for which outline permission is being sought, Full Travel Plans will be produced at reserved matters planning stage, with reference to the Framework Travel Plan as a tool of coordinating and maximising the effectiveness across multiple uses.
- 1.9 The Travel Plan Coordinator will be responsible for the implementation of the Travel Plan across the University's assets. This includes the responsibilities set out in this document, such as monitoring and reporting, as well as the majority of steps included in the action plan.
- 1.10 Effective travel plans are dynamic and involve a continuous cycle of action-monitoring-review to ensure that they remain relevant.

2. Policy

An Active Travel Action Plan for Wales

- 2.1 The key legislative instrument to promote active travel in Wales is the Active Travel (Wales) Act 2013, which became law in November 2013.
- 2.2 The Act requires local authorities to continuously improve facilities and routes for pedestrians and cyclists and to prepare maps identifying current and potential future routes for their use.
- 2.3 The purpose of the Active Travel Action Plan for Wales Plan is to:
- *Set out the Welsh Government's vision for active travel and how it relates to our wider aims*
 - *work with others to achieve the changes required*
 - *embed consideration of active travel across different portfolios*
 - *monitor progress against these actions and the rates of active travel across Wales*

Figure 2-1: Structure of Active Travel Action Plan



2.4 The vision of the Active Travel Action Plan for Wales is:

- *For people in Wales, we want walking and cycling to become the preferred ways of getting around over shorter distances.*

2.5 To realise the vision, the Active Travel Action Plan for Wales aspires to:

...achieve a culture shift in Wales at a policy and at the population level. At present, too many people in Wales rarely or never make active travel journeys, and too often active travel is not a mainstream consideration when new services or facilities are delivered.

2.6 Section 5 discusses the availability of good quality walking and cycling infrastructure, setting out the requirement for new infrastructure to consider the needs of pedestrians and cyclists at design stage:

- *Availability of good quality walking and cycling infrastructure in places across Wales is essential to achieve our vision.*
- *We need to move from a situation where people walk and cycle despite a lack of suitable infrastructure, to a situation where people choose to walk and cycle, because it is easy, safe and convenient and desirable.*
- *Good quality environments are key to this vision as it is proven that people are more likely to walk and cycle if the environment around them is a desirable place to be.*

People, Places, Futures – The Wales Spatial Plan

- 2.1 The Wales Spatial Plan is a high-level document that's purpose is:
- *Making sure decisions are taken with regard to their impact beyond sectoral or administrative boundaries and that the core values of sustainable development govern everything we do*
 - *Setting the context for local and community planning*
 - *influencing where we spend money through understanding the roles of and interactions between places*
 - *providing a clear evidence base for the public, private and third (voluntary) sectors to develop policy and action.*
- 2.2 The Wales Spatial Plan defines sustainable development as:
- ...improving wellbeing and quality of life by integrating social, economic and environmental objectives in the context of more efficient use of natural resources.*
- 2.3 In regard to travel and climate change, The Wales Spatial Plan supports the development of spatially targeted responses. This includes:
- ...reducing the need to travel by co-locating jobs, housing and services, for instance, and changing behaviour in favour of 'greener' modes of travel, such as car sharing, public transport, walking and cycling.*

Planning Policy Wales (Edition 9, November 2016)

- 2.4 Planning Policy Wales sets out the land use planning policies applicable to Wales, as devolved to the Welsh Government. Its overriding aim is to translate the Welsh Government's commitment to sustainable development into the planning system.
- 2.5 In regard to transport, planning policy intends to help to achieve the Welsh Government's objectives through:
- *reducing the need to travel, especially by private car, by locating development where there is good access by walking, cycling and public transport;*
 - *locating development near other related uses to encourage multi-purpose trips and reduce the length of journeys;*
 - *improving accessibility by walking, cycling and public transport;*

- *ensuring that transport is accessible to all, taking into account the needs of disabled and other less mobile people;*
- *promoting walking and cycling;*
- *supporting the provision of high quality public transport;*
- *supporting traffic management measures;*
- *promoting sustainable transport options for freight and commerce;*
- *supporting sustainable travel options in rural areas;*
- *supporting necessary infrastructure improvements; and*
- *ensuring that, as far as possible, transport infrastructure does not contribute to land take, urban sprawl or neighbourhood severance.*

2.6 Section 8.7 discusses development management and transport, setting out the following policy position for the determination of planning applications in regard to transport:

When determining a planning application for development that has transport implications, local planning authorities should take into account:

- *the impacts of the proposed development on travel demand;*
- *the level and nature of public transport provision;*
- *accessibility by a range of different transport modes;*
- *the opportunities to promote active travel journeys, and secure new and improved active travel routes and related facilities, in accordance with the provisions of the Active Travel (Wales) Act 2013; 124 Planning Policy Wales Edition 9 – November 2016 – Chapter 8 Transport*
- *the willingness of a developer to promote travel by walking, cycling or public transport, or to provide infrastructure or measures to manage traffic, to overcome transport objections to the proposed development (payment for such measures will not, however, justify granting planning permission to a development for which it would not otherwise be granted);*
- *the environmental impact of both transport infrastructure and the traffic generated¹² (with a particular emphasis on minimising the causes of climate change associated with transport); and*
- *the effects on the safety and convenience of other users of the transport network.*

Wrexham's Unitary Development Plan

2.7 Wrexham's Unitary Development Plan 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.

2.8 The plan contains four key themes, which sit above the strategic policies:

- Sustainable development
- Countryside, Landscape and Biodiversity
- Settlement Growth
- Housing

2.9 Policy PS8 covers transport and states:

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.

2.10 Policy T8 covers parking delivered as part of a development and states:

Development granted planning permission will be required to provide vehicle parking spaces either on site or nearby, in accordance with the Council's current parking standards. Special regard will be paid to the following factors, as appropriate: -

- a) the availability of public transport nearby,*
- b) proximity to public car parking,*
- c) proximity to local services and facilities,*
- d) road safety hazards and amenity considerations arising from on-street parking in the vicinity of the site.*

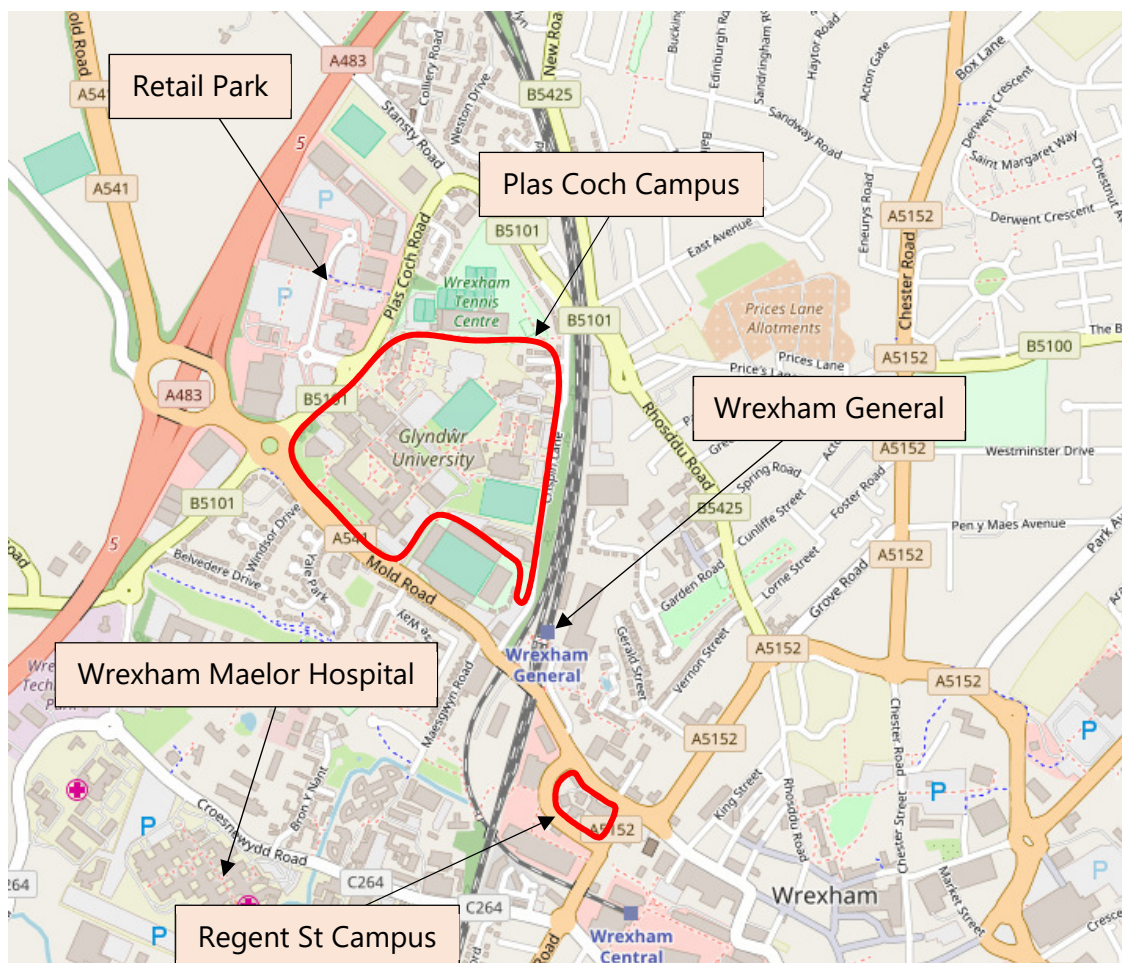
Where implementation difficulties arise in making parking provision on-site or nearby, the Council will require a developer to make financial contributions for measures to assist public transport, or walking and cycling as appropriate.

3. Accessibility

Site Location

- 3.1 Wrexham Glyndŵr University's two town campuses, at Plas Coch and Regent Street, are both located close to the centre of Wrexham and are highly accessible by multiple modes of transport.
- 3.2 Figure 3-1 demonstrates the Plas Coch campus's proximity to Wrexham Town Centre, Wrexham General Railway Station, Plas Coch Retail Park and Wrexham Maelor Hospital. The smaller Regent Street Campus is also just 600m from the Plas Coch campus and closer to the town centre, Wrexham Central station, additional retail parks and Wrexham Bus Station.

Figure 3-1: Site location



Source: Open Street Map Contributors

Figure 3-2: Proposed Plas Coch campus masterplan



Source: TPM Landscape

Walking

- 3.3 Internally the Plas Coch campus is highly walkable with an extensive network of pedestrian routes connecting the cluster of teaching, academic and sports buildings and facilities. The campus is also highly permeable with pedestrian access to the surrounding neighbourhoods on three of its four sides.
- 3.4 Footways are provided along all of the roads surrounding the campus and provide direct connections to nearby destinations, a number of which are summarised in Table 3-1 below.

Table 3-1: Local destinations on foot

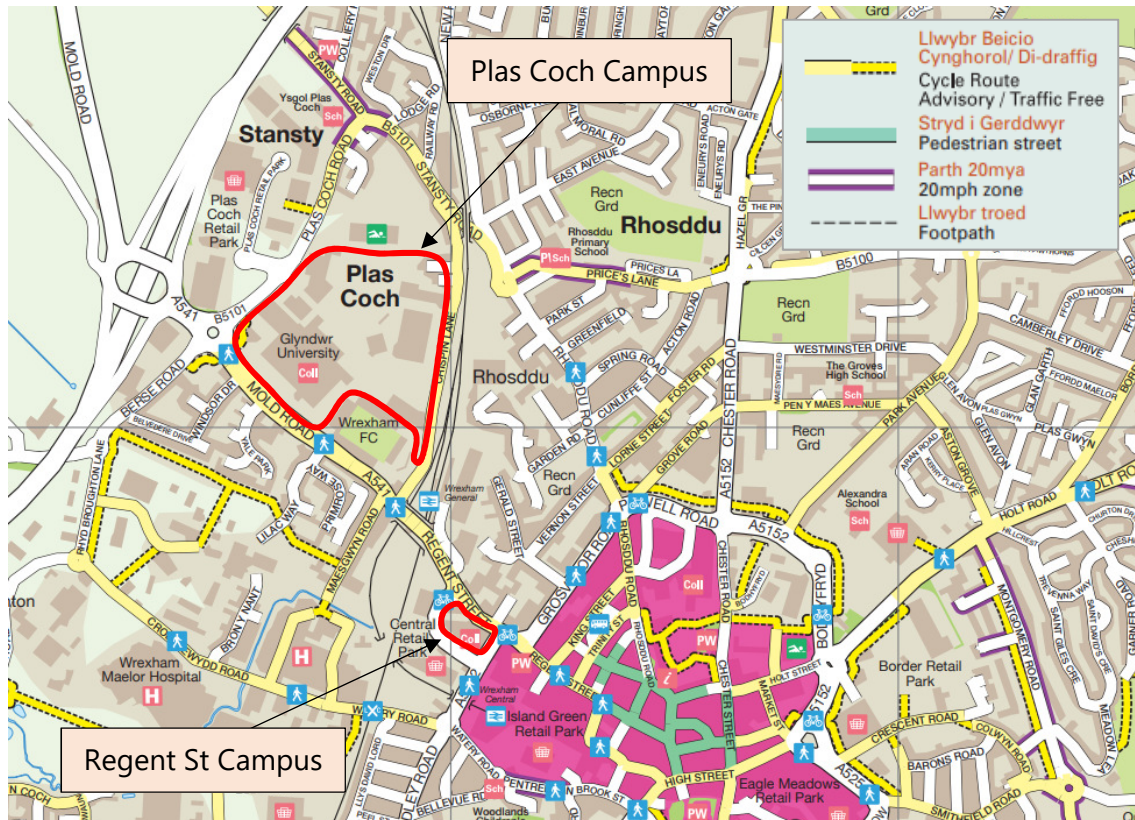
Destination	Distance from the centre of the campus	Walking time
Plas Coch Retail Park (incl. Sainsburys, Aldi, etc.)	300–700 m	4–8 minutes
Wrexham General Station	800 m	10 minutes
Regent Street Campus	1.0 km	12 minutes
Wrexham Maelor Hospital	1.2 km	16 minutes
Wrexham Bus Station	1.3 km	16 minutes

- 3.5 The campus is also only located a short distance from Wrexham town centre, which offers a full range of shops and amenities. The direct walking route along Mold Road and Regent Street means that all of the town centre is within 2km of the centre of the campus on foot, which is considered to be an acceptable walking distance based on CIHT's *Providing for Journeys on Foot* guidance. Existing pedestrian signage is located along the route for those unfamiliar with the area.

Cycling

- 3.6 Wrexham has a good network of cycle routes across the town, which comprise traffic-free paths, low-traffic streets and cycle lanes. Figure 3-3 shows an extract of the Wrexham cycle map, on which both Mold Road and Crispin Lane are highlighted as advisory routes for cyclists.

Figure 3-3: Wrexham cycle map



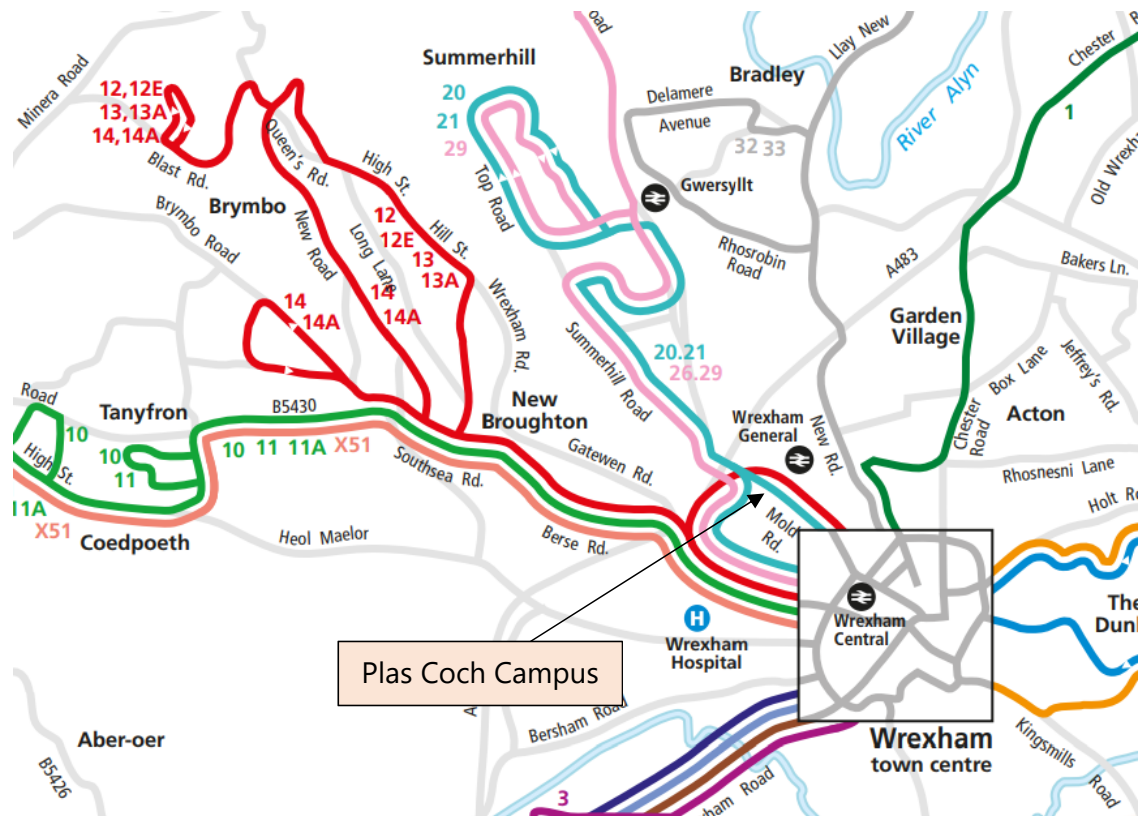
Source: Sustrans Cymru

- 3.7 Segregated cycle facilities are also provided on the eastern side of the Mold Road / Plas Coch Road roundabout, which are particularly useful for cyclists travelling from the north-west of the campus towards Wrexham Maelor Hospital.
- 3.8 Within the campus, staff and student already benefit from access to secure cycle parking facilities in a number of locations, as well as access to lockers, showers and changing rooms provided in the sports centre.
- 3.9 The university's sports centre also offers a free cycle hire scheme, with students and staff able to borrow a bike, lock and safety equipment for up to 7 days at a time. This is particularly useful for those who want to try cycling to work before committing to buy a bicycle.

Bus

- 3.10 Figure 3-4 shows an extract of Arriva bus's network map for Wrexham. The Plas Coch campus is served by four major routes – 20, 21, 26 and 29.
- 3.11 The Regent Street Campus is located closer to the town centre and Wrexham Bus Station. It therefore benefits from its access to the full range of bus services across Wrexham, including those passing the main Plas Coch campus.

Figure 3-4: Wrexham bus service map

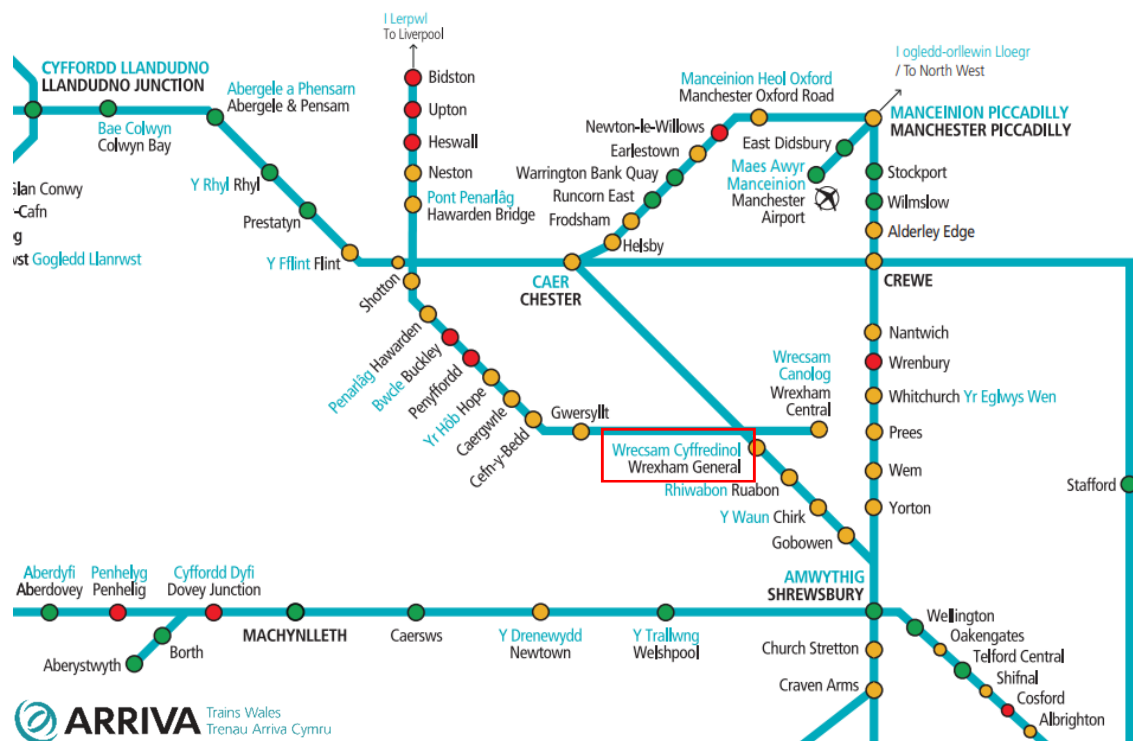


Source: Arriva

Rail

- 3.12 Wrexham General Station is located between 300m and 700m from all parts of the Plas Coch and Regent Street campuses, equivalent to a walking duration of up to 9 minutes. The campuses are therefore highly accessible by rail and presents an attractive alternative for those who would otherwise travel to the site by car.
- 3.13 Wrexham General is currently operated by Arriva Trains Wales, but is also served by long-distance services operated by Virgin Trains West Coast on a limited basis. The network maps of both operators are shown below.

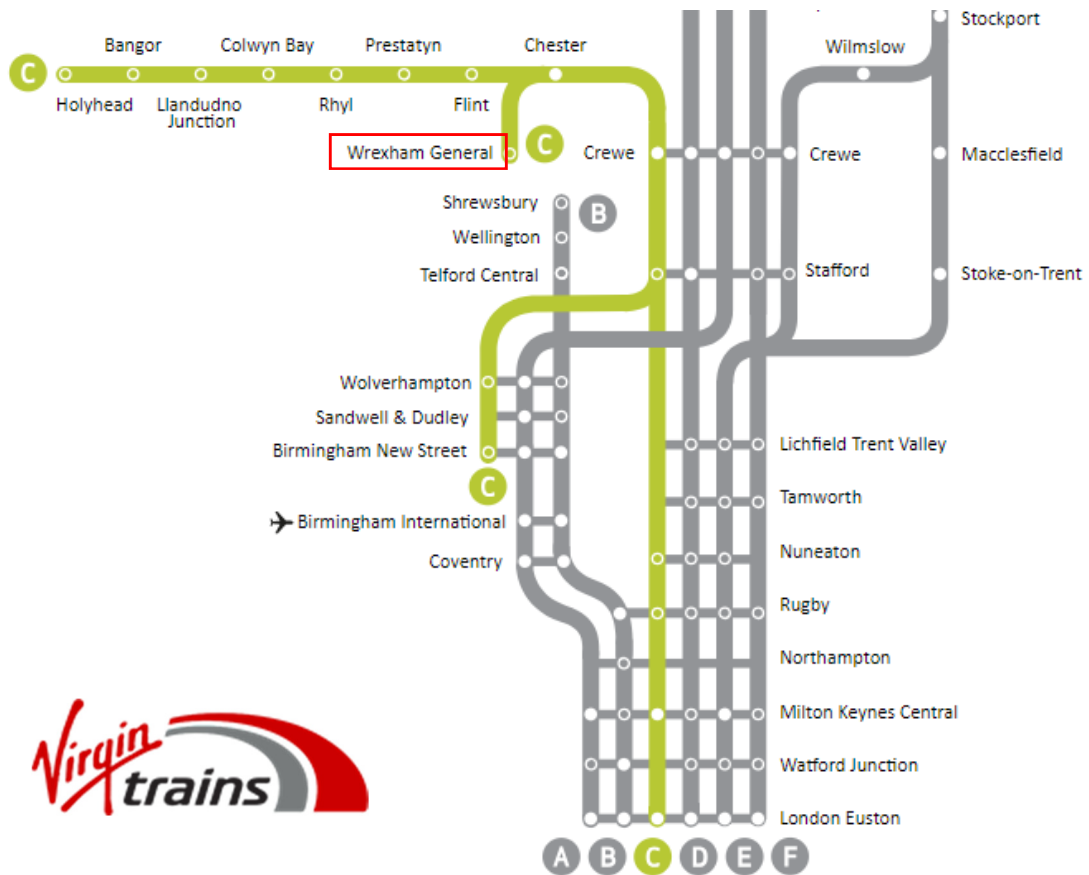
Figure 3-5: Arriva Trains Wales network map extract



Source: Arriva Trains Wales

- 3.14 Arriva Trains Wales operates two routes through Wrexham: Shrewsbury–Chester and Wrexham–Bidston (for connections to Liverpool). Direct services are also available to Holyhead, Birmingham International and Cardiff. Services run at hourly intervals during weekdays, with an enhanced service at peak hours.
- 3.15 Virgin Trains currently operate one direct service between Wrexham and London Euston every weekday morning with a return service in the evening.

Figure 3-6: Virgin Trains West Coast network map extract



Source: Virgin Trains

- 3.16 Wrexham is also set to benefit significantly from the recently-announced Wales and Borders franchise, which will commence in October 2018. This will include investment in new services, trains and stations, including the acceleration of a North Wales Metro, which will see improved connectivity between Wrexham, Chester and Liverpool – a key growth corridor.

Private Car

- 3.17 Wrexham Glyndŵr University are keen to implement new control to reduce abuse of their car parks and encourage a modal shift to sustainable travel behaviour where possible. It must, however, be remembered that many of the staff and students who attend the university live in rural areas without reliable transport alternatives. An appropriate level of on-site parking must therefore be retained to prevent overspill onto the local highway network.

4. Roles and Responsibilities

Wrexham Glyndŵr University

- 4.1 Wrexham Glyndŵr University has shown a strong commitment to encouraging sustainable development in all areas of its work¹. This includes promoting a shift away from private car use in favour of active travel and public transport.
- 4.2 The University's strategy specifically incentivises the success of the Framework Travel Plan as its failure would require the university to construct additional on-site parking, which would have an impact on the space available for future development, sports or another amenity. This would also have a clear cost disincentive for the university.
- 4.3 The University as part of its commitment to the Framework Travel Plan will be responsible for providing sufficient resources and to appoint a Travel Plan Coordinator. It will also review the progress of the Framework Travel Plan at least annually at board level and provide additional resources as required.

Travel Plan Coordinator

- 4.4 A Travel Plan coordinator will be appointed to implement and develop the Travel Plan. It is important that the coordinator is given sufficient support at the most senior level of management so that they can pursue initiatives with sufficient resources and support. It is also important that the person that is appointed has the communication skills and enthusiasm to be able to get people at all levels to 'buy in' to the Travel Plan.
- 4.5 The coordinator will also need to have the practical skills to be able to develop and implement a car sharing scheme that works for the University, and to be able to work with staff in Estates Management and Security to coordinate the car park management, Masterplan phasing and other schemes such as public transport and cycle route improvements.
- 4.6 Specific roles for the University Travel Plan Co-ordination will include:
 - Overseeing introduction of this Travel Plan and car parking management measures;
 - Develop a marketing package for the Travel Plan;
 - Overseeing future travel surveys to check progress against the Targets;

¹ <https://www.glyndwr.ac.uk/en/aboutglyndwr/sustainability/>

- Liaising with different groups and stakeholders (both internal and external to the University); and
- Working with the local authority and other external organisations to develop joint initiatives.

Residential Developer

- 4.7 In the case of the PRS apartments development, for which permission is being sought at outline level, it will be the role of the developer to progress a full Residential Travel Plan as part of any reserved matters application. Whilst this Framework Travel Plan has focused in most part to the university, elements will impact on the residential element and therefore provide a useful framework.

Wrexham County Borough Council

- 4.8 Wrexham County Borough Council, in determining the planning application, has a role to ensure that it can provide adequate support and monitoring of the Framework Travel Plan. This is particularly important should the outcomes of the Framework Travel Plan be secured through the use of planning conditions.
- 4.9 As previously mentioned, Wrexham Glyndŵr University is committed to the success of the Framework Travel Plan and would therefore welcome the opportunity to work with Wrexham CBC to ensure its success.

5. Measures

Action Plan

- 5.1 The following action plan, shown in Table 5-1, summarises the steps that are proposed to achieve the aim and objectives of this Framework Travel Plan.
- 5.2 For each action an indication has been given as to the target audience, i.e. staff and students at the main university campus, students living in the on-site accommodation, or residents within the PRS development.
- 5.3 Each action also has a suggested deadline and person responsible for its implementation. In the case of the latter, whilst it may not be the identified person who is able to fully implement the action, they should take overall ownership. This ensures that actions are deliverable and time-bound.
- 5.4 The actions focus on the University's car parking management, as well as encouraging multiple alternatives to car use. The car park management scheme is instrumental in encouraging staff and students to re-think how they travel, and is therefore likely to have the greatest impact.
- 5.5 Along with promoting any infrastructure improvements made on campus, a marketing and awareness scheme will help highlight the availability of more sustainable travel options and will illustrate the possible health and financial benefits of these modes.
- 5.6 Improving accessibility by non-single-occupancy vehicles will help the University remain accessible as it grows, helping to minimise any possible pressures on car parking that may arise in response to this growth.

Table 5-1: Action Plan

Action	Impact			Responsibility	Deadline
	University	Student accomm.	PRS Resi.		
Introduce a car parking management strategy and permit scheme	✓	✓	✓	University Management	September 2019
Limit access to car parks to staff and students that live near to the campus or have alternative options for travelling by public transport	✓			University Management	September 2019
Introduce car share bays close to main entrances	✓	✓		University Management	September 2019
Update travel information on the University's website and literature to favour the use of sustainable modes	✓	✓		Travel Plan Coordinator	September 2018
Promote the use of public transport in the lead up to student open days, for example by welcoming students at the railway station	✓	✓		Travel Plan Coordinator	Prior to every open day
Discourage students from bringing a car with them to university by limiting access to campus and student accommodation car parks to those with the greatest need only	✓	✓		University Management	September 2018
Provide a free shuttle bus between Wrexham and Northop campuses during term time	✓	✓		University Management	Ongoing

Action	Impact			Responsibility	Deadline
	University	Student accomm.	PRS Resi.		
Expand the campus bike loan scheme, providing more bikes for longer periods to staff and students	✓	✓		University Management	September 2018
Offer salary sacrifice bike purchase schemes to eligible staff	✓			University Management	September 2018
Offer salary sacrifice season ticket loan to eligible staff	✓			University Management	September 2018
Promote student travel offers such as Arriva Bus Wales's student ticket and 16-25 Railcard	✓	✓		Travel Plan Coordinator	Ongoing
Install live information public transport screens in appropriate locations across the campus, student accommodation, and residential scheme	✓	✓	✓	University Management / Developer	September 2019
Provide support and advice to staff and students who want to use sustainable modes, for example through drop-in sessions or online chat	✓	✓		Travel Plan Coordinator	At least monthly
Encourage and support the development of a Bicycle User Group	✓	✓	✓	Travel Plan Coordinator	December 2018
Continue to support and publicise national travel events, such as National Walking Month and Bike Week	✓	✓		Travel Plan Coordinator	Annually

Action	Impact			Responsibility	Deadline
	University	Student accomm.	PRS Resi.		
Provide sufficient space for the secure storage of bicycles and review annually	✓	✓	✓	University Management / Developer	September 2019
Provide changing facilities, including lockers, showers and drying rooms	✓	✓		University Management	September 2019
Run free cycle maintenance courses for staff, students and the local community	✓	✓	✓	Travel Plan Coordinator	At least termly
Provide arrivals slot for students at the start of term to limit impact of drop-offs		✓		University Management	Termly
Organise welcome week walking and cycling tours	✓	✓		Travel Plan Coordinator	September 2018
Provide details of local taxi companies, particularly around late-night events	✓	✓		Travel Plan Coordinator	As required
Provide feedback on the success of the Framework Travel Plan with a range of data including quick statistics, such as equivalent calories burnt	✓	✓	✓	Travel Plan Coordinator	Annually

Communication

- 5.7 It is essential that both staff and students at the University have a strong awareness of the Travel Plan and respective initiatives. The Travel Plan Coordinator will be responsible for the publicity of the Travel Plan, promoting the latest developments associated with the delivery of the Travel Plan initiatives.
- 5.8 A primary tool for increasing the awareness of the Travel Plan is to produce a regular Sustainability Newsletter, distributed electronically to University staff and students. It is also recommended that details are displayed on the University's intranet, with a particular focus on the first few weeks of the new academic year, to encourage the uptake by the new cohort of students.
- 5.9 The Newsletter may include the following:
- Recent developments to transport infrastructure;
 - Reminders of University schemes that already exist but may not have been publicised for a long time (these are outlined individually in the later targets);
 - A section for mode-specific user groups; and
 - Other related environmental issues such as energy, waste and water.

Car Parking

- 5.10 Parking management measures form an integral part of the Framework Travel Plan by potentially being the most effective tool to encourage both staff and students who currently drive to their Campus to change their travel behaviour. It is recognised that this is not possible for all therefore the strategy is designed to prioritise access to those who need it the most.
- 5.11 The car park strategy is closely linked to the Travel Plan, which aims to encourage active modes of travel and support Wrexham Glyndŵr University's sustainability agenda.
- 5.12 By reducing the demand for parking, through encouraging and enabling alternative modes of transport, the requirement to turn-over extensive areas of the campus to car parking is avoided, allowing more attractive spaces and enabling future growth, whilst limiting the impact on the surrounding highway network.
- 5.13 From a baseline of no parking controls, it is considered that the implementation of any management scheme will result in a shift in travel behaviour, simply by making people think more about their journey.

- 5.14 Based on car park survey data the critical period for car park usage is between 10am and 3pm on weekdays. In order to introduce a transparent and logical parking scheme, it is proposed that a permit system be introduced for parking on the campus from 9am to 5pm on weekdays. Currently it is not considered necessary to introduce controls for evening and weekend periods.
- 5.15 The Travel Plan Coordinator, in consultation with the university management, should determine an appropriate policy for the issuing of car parking permits. It is suggested that the following limits could apply in order to limit the number of permits issued:
- The following groups will not be eligible for parking permits:
- Students living at on-site accommodation at either the Plas Coch or Regent Street campus
 - Staff and students with a term-time address in the Grosvenor, Stansty, Garden Village or Brynyffynnon wards (this may be extended to neighbouring wards if considered appropriate)
- The following exceptions should be considered:
- Staff and students with physical or health issues that require the use of a private car
 - Staff and students that have to travel frequently as part of their working day, when alternative transport would not be suitable
 - Staff and students who car share or use low-emissions vehicles
- 5.16 A number of short-stay visitor spaces should be designated close to the main university entrance for use by those without permits on a short-stay basis. Visitors who require longer-term parking at the campus can be issued with temporary permits when they sign it at the main reception.
- 5.17 In order to be effective, enforcement will be required to ensure that cars are not parking without permits. It is considered sensible to consider outsourcing this task to a specialist contractor, who will be able to advise regarding relevant legislation and comply with legal requirements.

6. Monitoring and Reporting

- 6.1 It is important that the success of the Travel Plan is continually monitored, to ensure progress is made towards achieving the targets outlined earlier and that value for money with capital and revenue investment is maximised. It is also important in a planning context, as Wrexham County Borough Council may require evidence of monitoring to comply with planning conditions.
- 6.2 It is important to note how mode shares are changing in response to the measures and initiatives that are introduced. Close monitoring allows for any additional initiatives to be introduced, or the balance of investment to be re-adjusted between the initiatives, and for mode share targets to be revised if necessary.
- 6.3 Overall responsibility for monitoring the success of the Travel Plan will fall to the Travel Plan Coordinator. It is the responsibility of the TPC to ensure that:
- The outcome of the Travel Plan is monitored in line with an agreed procedure;
 - Surveys are circulated to the widest possible audience and provide the opportunity for respondents to feedback appropriately;
 - The results of the survey are reviewed and remedial actions taken if appropriate;
 - They are aware of other initiatives occurring locally that could be relevant to the University; and
 - The results of the monitoring are published and are made accessible to interested parties.
- 6.4 It is usual for a non-residential Travel Plan to be updated at least annually for at least five years post-implementation, however in the case of the University an indefinite monitoring period would not be unachievable and would help in other areas such as student experience, estates management and future growth.

Annual Travel Survey

- 6.5 A survey of all students based at the site will be undertaken annually. This will collect base information, against which future comparisons can be made to assess the success of the Travel Plan. It is envisaged that the first survey will be undertaken within three months and then annually.
- 6.6 It will be important that the design of the questionnaire fully caters for the range of modes that may be used. Depending on the travel patterns of staff and students, it is

important to ascertain how this may affect the mode choice of a student. It may be useful to collect the following information:

- Home postcode;
- Typical number of journeys;
- Transport mode for each journey;
- Average journey length travel time, by time of day and by mode;
- Reasons for mode choice(s);
- Barriers to uptake of alternative forms of travel including car share, public transport, walking and cycling;
- Dual purpose trip constraints;
- Adequacy of cycle parking arrangements.

- 6.7 The survey results will form part of the revised TP and will help to identify the measures required in the following 12 months of the TP.
- 6.8 The range of measures that are identified can be defined as either 'hard' or 'soft'. Hard initiatives generally relate to the physical infrastructure works. Soft measures include a range of 'carrots' and 'sticks' to encourage a modal shift from single occupancy cars.

7. Targets

7.1 There are two general targets for the TP to achieve in its first year:

- Reduction in single occupancy vehicle trips
- Increase in use of other modes of transport

7.2 Since there is no baseline travel information for the existing campuses, the suggested targets are based on mode shares being achieved at nearby Bangor University. It is considered that this presents a relevant proxy with the university being similarly located close to the town centre, with equivalent levels of accessibility. The mode share below is what is being achieved at Bangor with a Travel Plan in place.

Table 7-1: University mode split

Mode	Percentage
Walking	30%
Cycling	9%
Public Transport	8%
Motorcycle	1%
Car	41%
Car Share	12%

Source: Campus Travel Plan

(https://www.bangor.ac.uk/eo/environment/travel_and_transport.php.en)

7.3 Following the initial travel survey being completed, the above targets should be updated to be ambitious, but achievable, in order to drive forward the Travel Plan.

8. Summary

- 8.1 The Wrexham Glyndŵr University Framework Travel Plan provides targets for achieving higher levels of sustainable travel to and from the University, amongst staff and students. The plan will be updated in response to new development on campus and will take into account the priorities of the campus and the long-term vision for the University. The plan sets out actions for achieving these targets over a 5-year timescale, in conjunction with other changes and improvements at the University, with the potential to be extended indefinitely.
- 8.2 The headline mode shift targets are for a reduction in the proportion of staff driving single-occupancy vehicles as their main mode of travel, with increases in the proportion of staff walking, cycling, using public transport and car sharing. The plan sets out actions for achieving these targets over a 5-year timescale, in conjunction with other changes and improvements at the University.



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