

**PROPOSED INDUSTRIAL DEVELOPMENT,  
WREXHAM INDUSTRIAL ESTATE, ASH ROAD SOUTH, WREXHAM**

**ESL GROUP**

**TRAVEL PLAN**





## PROPOSED INDUSTRIAL DEVELOPMENT, WREXHAM INDUSTRIAL ESTATE, ASH ROAD SOUTH, WREXHAM – TRAVEL PLAN

### TRAVEL PLAN

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## PROPOSED INDUSTRIAL DEVELOPMENT, WREXHAM INDUSTRIAL ESTATE, ASH ROAD SOUTH, WREXHAM

### TRAVEL PLAN

#### 1.0 Introduction and Background

- 1.1 This Travel Plan (TP), has been prepared by AMNI Transportation Ltd on behalf of ESL Group to support an application to build two industrial units on land off Ash Road South, Wrexham Industrial Estate, Wrexham. The proposed development will create two industrial units with Unit A being 2350 square metres and Unit B being 1664 square metres.
- 1.2 The TP has also been prepared in recognition of national and local policy aimed at reducing the reliance upon the private car and in particular single occupancy car trips. In-line with this, the overall aim of this TP is to seek to minimise the total vehicular travel distance associated with trips to and from the proposed industrial development, especially single-occupancy car travel.
- 1.3 The TP describes the measures that are proposed to encourage and promote sustainable travel to and from the proposed industrial unit development. These aims should be realised by actively discouraging single occupancy car usage through the implementation of pro-active measures and improve travel choice for staff and visitors to the industrial units. This will be achieved by positively encouraging visitors to travel by modes including car sharing or sustainable methods to travel to / from the industrial units.
- 1.4 This is the initial Travel Plan which will be in place prior to the occupation of the industrial units and it will take into account the results of the Travel Survey that will be completed by staff members once the development comes into operation. The Travel Survey will be completed within 3 months of the building being occupied. The TP also sets out the operators' commitments to the Travel Plan process. The TP is not a one-off promotion of sustainable travel. The effects of the TP will be monitored and, if appropriate, remedial action will be taken with the aim of achieving continual improvements.
- 1.5 The ESL Group sees the TP as an integral part of the future operation of the site and has committed to its implementation through the allocation of both funds and staff time in this regard. Moreover, the operator recognises that for the plan to be successful as many measures as possible need to be in place at day 1.
- 1.6 The following Sections describe the analysis and assessment undertaken as follows :-
- Section 2 Proposed Development;
  - Section 3 Key Objectives;

- Section 4 Site Accessibility;
- Section 5 Travel Surveys;
- Section 6 Roles/Responsibilities, Marketing & Consultation;
- Section 7 Proposed Measures & Timescales;
- Section 8 Proposed Targets, Monitoring and Review;
- Section 9 Summary.

## 2.0 Proposed Industrial Unit Development

- 2.1 The proposed industrial development will create two industrial units on a plot of land located on the Wrexham Industrial Estate. The proposed development is situated on the east side of Ash Road South, Wrexham and served by an existing industrial road, which is approximately 100 metres north of Bridge Road North.
- 2.2 The two industrial units will be B2 use and will compromise :-
- Unit A
- 2.3 Unit A is proposed to be 2530 square metres. As shown on the Proposed Site Layout plan, the car parking proposals will provide 26 general car parking spaces for Unit A and there will be a further 2 disabled parking spaces provided for this unit. A covered cycle shelter will be located in Unit A which can accommodate 16 bicycles. This proposed provision is considered more than satisfactory to meet the likely demand. The proposed level of cycle parking demonstrates a strong commitment from the Applicant to sustainable travel for staff.
- Unit B
- 2.4 Unit B is being developed speculatively with the current end user unknown at this time. The Proposed Site Layout shows 15 general car parking spaces proposed for Unit B and a further 2 disabled parking spaces proposed.
- 2.5 Unit B will provide cycle parking for staff and visitors. At the current time the location of the cycle parking is not defined on the Proposed Site Plan so that this will give some flexibility in negotiations with potential end users.
- 2.6 Turning facilities are also provided within the site of Unit A and Unit B to ensure that the large vehicles that are likely to use each of the industrial units can satisfactorily manoeuvre within the site without conflict and drive in and out in forward gear.

### 3.0 Key Objectives

3.1 The key objectives of the TP are to:

- Establish the travel patterns of future staff and visitors to the proposed industrial development.
- Assess the current local environment for walkers, cyclists and public transport.
- Consider the public transport links serving the site.
- Reduce the impact and frequency of car travel, especially single occupancy vehicle use by staff and visitors to the industrial development.
- Improve travel choice for staff and visitors by enhancing and/or promoting the more sustainable modes of transport such as walking, cycling, public transport and car sharing.
- Create an awareness of, and promote, the TP prior to the occupancy of the industrial development.

### 4.0 Site Accessibility

Site Location

4.1 The site of the proposed industrial unit development is located on the Wrexham Industrial Estate, which is approximately 5km east of Wrexham town centre. The development site is situated on the eastern side of Ash Road South and located approximately 100 metres north of Bridge Road North.

4.2 The site is served by an existing industrial access road from Ash Road South, which currently serves access to office development and an industrial unit.

4.3 The location of the development site is shown in Figure 1. **Appendix A** shows the Proposed Site Layout for the industrial units.

Figure 1 - Site Location



#### Local Highway Network

- 4.4 The site is served by an existing industrial access from Ash Road South which currently serves the adjacent office and industrial development. Currently there is only a footway along the south side of the industrial access road but this footway has not received the final surface course. This footway has dropped kerbs installed but tactile paving is not present as the footway construction has not been completed. Photograph 1, located in **Appendix F**, shows the site access road. The layout of the road along Ash Road South is shown in **Photograph 2**.
- 4.5 Ash Road South connects into Bridge Road North at its southerly end. The junction control is laid out as a priority junction with road users on Bridge Road North having priority. Street lighting is present along Ash Road South and a 40-mph speed limit applies to the road. The proposed development site is fairly centrally located within the Wrexham Industrial Estate. Wrexham Industrial Estate has two orbital roads – the outer road formed by Coed Aben Road, Abenbury Way and Bryn Lane and the inner route formed by Bridge Road North, Abbey Road and Ash Road North which then connects into Coed Aben Road.
- 4.6 Bridge Road North is constructed to industrial layout standard. This road has a 40-mph speed limit and street lighting present. Bridge Road North connects into Redwither Road and then Redwither Road has a junction with Bryn Road approximately 775 metres to the east.
- 4.7 Bryn Lane is also subject to a 40-mph speed limit and has street lighting present. This road acts as a link to the A534 Wrexham Road, located to the north. Bryn Lane, on its western side, has a shared use footway / cycleway for a considerable part of its length.

4.8 At the southerly junction of Bridge Road North, and to the east, is Coed Aben Road which continues to Abenbury Way and then enables access to A534 Wrexham Road in the north.

#### 4.9 Public Transport

##### Bus

4.10 The site is served by public transport with bus services passing along Ash Road South, Bridge Road North and Bridge Road. There are bus stops located on Ash Road South to the north of the proposed development but the closest bus stops are located within 175 metres of the proposed development on Bridge Lane North. The bus stop on Bridge Lane North, to the east of Ash Road South, has a bus shelter, with a seat and the stop has raised kerbs. The bus stop to the west of Ash Road South has a bus stop pole. There are footways where these two bus stops are located. The Figure below shows the bus service access to the proposed industrial units.

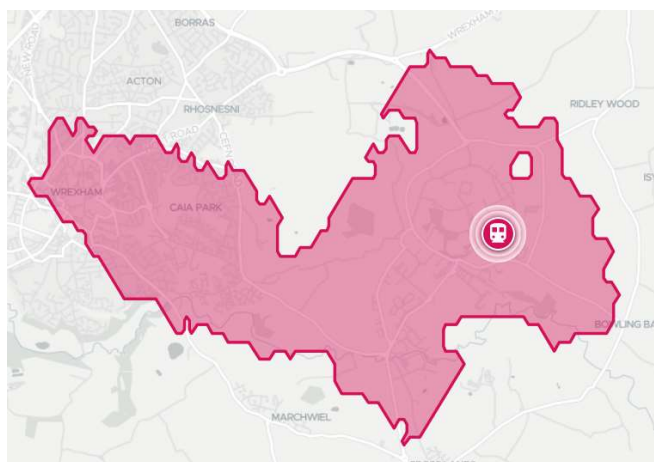


Figure 2 - Bus Access to the Proposed Industrial Units  
([www.app.traveltimeplatform.com](http://www.app.traveltimeplatform.com))

4.11 The bus service that operates along Bridge Road North to and from Wrexham Industrial Estate are shown on the bus timetable in **Appendix B** and summarised in Table 1, below.

4.12 Bus infrastructure on Bridge Road North is depicted in **Photographs 3 and 4**.

Table 1 Bus Services to / from Wrexham Industrial Estate

| Service | Route                               | First Bus | Last Bus | Frequency  |
|---------|-------------------------------------|-----------|----------|------------|
| 41      | Wrexham – Wrexham Industrial Estate | 05:30     | 17:40    | 1 per hour |
| 41      | Wrexham Industrial Estate - Wrexham | 06:05     | 18:10    | 1 per hour |

4.13 The bus stops on Bridge Lane North are comfortably located within the 400-metre desirable walking distance recommended for accessing public transport (CIHT,

Providing for Journeys on Foot, 2000). Routinely these closely located bus stops would be considered to have the potential to provide an alternative to car trips but due to the lack of footways along Ash Road South and the 40 mph speed limit on the road then staff and visitors may not see bus travel as an attractive, alternative travel option.

#### Rail

- 4.14 Wrexham General and Wrexham Central Rail Stations are located approximately 5km away to the west of the proposed industrial development off Ash Road South. The Table below sets out the weekday rail service frequency from the station.

Table 2 Frequency of Rail Services from Wrexham Stations

| Route                         | AM Peak    | Off-Peak   | PM Peak    |
|-------------------------------|------------|------------|------------|
| Wrexham General to Cardiff    | 1 per hour | 1 per hour | 1 per hour |
| Wrexham General to Shrewsbury | 1 per hour | 1 per hour | 1 per hour |
| Wrexham General to Holyhead   | 1 per hour | 1 per hour | 1 per hour |
| Wrexham Central to Bidston    | 1 per hour | 1 per hour | 1 per hour |

#### Cycle

- 4.15 In relation to cycling, it is widely recognised that cycling can be a substitute for car trips particularly for journeys under 5km. Such a catchment area takes in a wide area around the proposed site as shown in **Figure 2**.

Figure 3 - Cycle Access to the Proposed Industrial Units  
([www.app.traveltimeplatform.com](http://www.app.traveltimeplatform.com))



- 4.16 There are no dedicated cycle facilities in the vicinity of the site but there are a number of shared use cycle / walking facilities along Bryn Lane and advisory cycle routes in

the area, as shown on the local cycle map. The proposed development will provide secure cycle parking facilities for staff. A map of the local routes is shown in the Figure below.

Figure 4 - Cycle Map (Source : Sustrans)



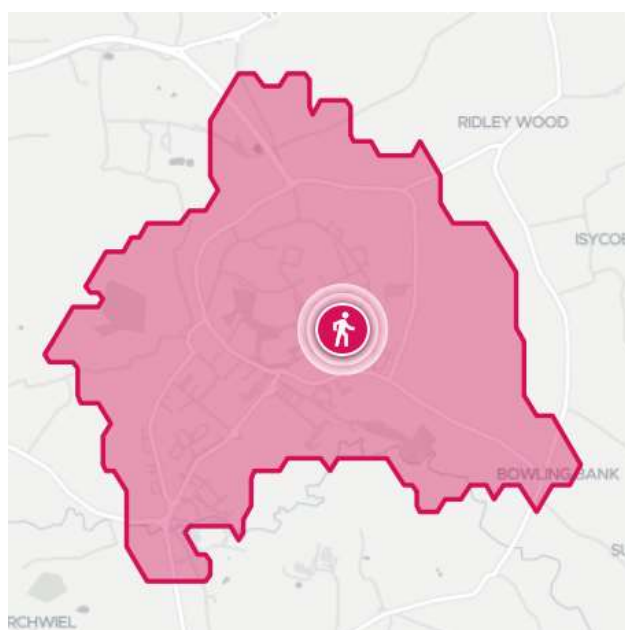
- 4.17 With the wider network of cycle facilities and the secure cycle parking provision, cycling may offer some potential to replace some car trips to, and from, the proposed development for all trip purposes. However, the roads in the area are mainly subject to a 40-mph speed limit and there are no specific cycle facilities near the development site so this may deter cycle journeys.

#### Walking

- 4.18 With respect to walking distances, the Chartered Institution of Highways and Transportation (CIHT) produced their 'Guidelines for Journeys on Foot' in 2000 which suggests that around 80% of walking journeys and walk stages in urban areas are less than 1 mile with the average length of a journey on foot being just 1km (0.6 miles). The former PPG13 also recognised that walking is the most important mode of travel at the local level and has the greatest potential to replace car trips for distances up to 2 kilometres.
- 4.19 The walking distance to existing bus stops is also clearly important in determining the accessibility of a site. A walking distance of up to 400 metres to a bus stop is generally considered to represent a desirable level of provision. As described above, the nearest bus stops are located on Bridge Road North and these are located within 175 metres of the site. These are considered to be an acceptable walking distance to bus services.
- 4.20 **Figure 3** illustrates the 2 km walking access to / from the site.

- 4.21 There are hot food establishments / public houses selling food located on the complex near the junction of Bridge Road / Coed Aben Road and in close proximity to the proposed industrial development to allow walking trips to be made by staff during their lunch break.

Figure 5 – Walking Access to the Proposed Industrial Units  
([www.app.traveltimeplatform.com](http://www.app.traveltimeplatform.com))



- 4.22 There is an uncompleted footway along the south side of the industrial access road that will serve the proposed industrial development. The Proposed Site Layout indicates the land at the eastern edge of Ash Road South and the northern edge of the industrial access road to be retained for future footway. On the southern side of the industrial access road there are dropped kerbs but no tactile paving has been installed.
- 4.23 On either side of Ash Road South there are grass verges but no footways have been constructed. Bridge Road North has footways on each side of the road but these footways are not continuous along the length of each side of the road. Redwithier Road and Coed Aben Road have footways on each side of the road.
- 4.24 Bridge Road has footways on each side of the road and there is a signal controlled crossing facility located on the road.
- 4.25 There may be some potential for walking to provide an alternative to car trips for some journeys to/from the site but the number of walking trips may be limited by the lack of continuous footways between the proposed development site and bus stop facilities and other parts of the industrial estate.

## Summary

- 4.26 The site is served by an existing bus service and there are some cycle and walking facilities in the vicinity of the proposed development site. The lack of continuous footways and cycle facilities in the immediate vicinity of the proposed industrial development could limit the potential to encourage trips to be made by public transport, by bicycle or on foot.

## 5.0 Travel Surveys

- 5.1 Travel surveys will be undertaken with staff within 3 months of the proposed industrial unit development becoming operational. The travel surveys will be carried out using the Travel Questionnaire shown in **Appendix C**.
- 5.2 Travel to Work Census data has been analysed for the super output area containing the development. This data shows that 76% of people travel to work by driving a car or van. The data is summarised below in Table 3.

Table 3 Travel to Work Census Data

| Method of Travel to Work                 | 2011  | %    |
|------------------------------------------|-------|------|
| All categories: Method of travel to work | 6,663 | 100% |
| Work mainly at or from home              | 482   | 7%   |
| Underground, metro, light rail, tram     | 10    | 0%   |
| Train                                    | 60    | 1%   |
| Bus, minibus or coach                    | 243   | 4%   |
| Taxi                                     | 13    | 0%   |
| Motorcycle, scooter or moped             | 31    | 0%   |
| Driving a car or van                     | 5,051 | 76%  |
| Passenger in a car or van                | 284   | 4%   |
| Bicycle                                  | 103   | 2%   |
| On foot                                  | 340   | 5%   |
| Other method of travel to work           | 46    | 1%   |

- 5.3 When the travel survey has been completed, the questionnaires will be examined and the results will be summarised and presented in **Appendix D**. The completed questionnaires will be retained for further examination to develop the TP measures for walking, cycling, public transport and car use.
- 5.4 The Travel to Work data shows there is a high level of single occupancy car use but there are good levels of sustainable transport usage by people travelling to work in the local area. The TP will seek to reduce the number of single occupancy car trips and increase the use of sustainable transport to, and from, the development site.

- 5.5 The results of the travel surveys will be used to develop the proposed TP measures that are described later in the Framework TP and will be used to develop further measures during the life of the TP.

## 6.0 Roles / Responsibilities, Marketing and Consultation

### Site Operator

- 6.1 The Operator of the site, will:
- Provide leadership and commitment to the implementation of the TP at senior site management level.
  - Make staff and visitors aware of TP for the site and the principles and measures therein.
  - Actively manage the car parking areas to meet the overall objectives of the TP.
  - Appoint an overall Travel Plan Co-ordinator (TPC) to manage the development, implementation and monitoring of the TP at the initial stages of development and beyond.

### Travel Plan Coordinator (TPC)

- 6.2 The TPC will be responsible for the administration of the TP, the implementation of the TP measures, the ongoing monitoring of the TP, and the annual reviews.
- 6.3 It should be noted that the duties of the TPC may be encompassed within the function of the Site Operator management team however, for the purposes of this document; it is assumed that the role will be undertaken by an individual.
- 6.4 The role of the TPC will be greatest during the early stages of the site's development. Initially the TPC will manage the development, implementation and monitoring of the TP up until occupation of the facility. To this end the TPC will be in place prior to occupation and will remain in place for at least 5 years.
- 6.5 The TPC will be instrumental in dealing with the main site issues that will be vital in the early years in the development of the TP. He/she will establish the foundations of the TP. The responsibilities of the TPC are therefore as follows:
- To develop the Travel Plan in conjunction with the Operator management team.
  - To oversee the promotion and marketing of the site Travel Plan.
  - To be the first point of contact for staff and visitors and other outside organisations in all matters regarding travel to/from the site. He/she will maintain an up-to-date file containing all correspondence relating to the Travel Plan.
  - To develop and oversee the implementation of initiatives outlined in the plan.
  - To monitor progress of the plan, develop systems for measuring change against targets, and report to the participating organisations.

- 6.6 The Travel Plan Co-ordinator role for the industrial development will be undertaken by:

**Richard Evans**  
**Group Managing Director**  
**ESL Group**  
**01978 263668**

#### **Travel Plan Administration**

- 6.7 A filing system will be established and maintained, for recording all correspondence relating to the Travel Plan, including the results of periodic monitoring, and the outcome of each annual review.
- 6.8 The TPC will be responsible for setting up and maintaining the Site Travel Database, which will compile the results of the travel surveys.
- 6.9 In the interests of confidentiality, the TPC alone will hold the database and will be responsible for the release of the information. Any such data would be held in accordance with relevant Data Protection legislation.
- 6.10 The travel database will be reviewed annually. New staff will be entered into the database and those leaving will be removed.

#### **Marketing**

- 6.11 A digital 'Staff Travel Guide' will be provided to all staff before they occupy the site in order to ensure they are aware of the TP's objectives at the earliest possible opportunity, the modes of transport available other than the car and of accessibility to local facilities. The Staff Travel Guide will contain the following, site-specific information:
- Maps of the Site and surrounding area detailing walk, cycle and public transport routes and locations of bus stops and key local facilities;
  - Bus timetable information for local stops and information on local bus connections to rail services;
  - Information on train services and travel options from local stations to the industrial development;
  - Information on travel tickets and how to obtain them; and
  - Information on local and national car sharing opportunities.

## **Consultation**

- 6.12 Liaison with Wrexham County Borough Council officers, e.g. those responsible for cycling and public transport, and public transport providers will be necessary throughout the life of the Travel Plan.

## **Updating**

- 6.13 The Travel Plan is a strategy for the future, and as such, will evolve over time. The objectives of the Travel Plan, to educate staff and visitors to facilitate travel by sustainable means, will not change. However, the Travel Plan will be reviewed annually and updated accordingly. The Operator is fully committed to developing this Plan with the aim of submitting an updated Plan within 6 months of occupation of the site. Thereafter the Travel Plan will be reviewed annually for a period of 5 years.

## **7.0 Proposed Measures and Timescales**

### **Site Travel Database**

- 7.1 It is confirmed that travel surveys will be undertaken at the site within 3 months of the proposed industrial development being occupied to build a comprehensive picture of travel demand and characteristics. These will provide details such as the frequency and types of journeys made, travel mode and barriers/dis-incentives to the use of more sustainable modes of transport.
- 7.2 The TPC will collate the travel survey data into a database which will be further developed as additional information is gathered and becomes available. Further travel surveys will be undertaken every year for a period of 5 years to establish how travel patterns have changed.
- 7.3 The TPC will also collate and analyse the travel method for visitors to the site. This data will feed into the review and analysis of the TP targets.
- 7.4 This survey data will assist in more accurately defining travel requirements for the site and in defining the specific measures to be implemented to maximise the success of the Travel Plan.

### **Information Board**

- 7.5 It is proposed to make bus route and timetable information easily accessible to visitors to the industrial development from information boards within the building. The boards will also include cycling and walking facilities within the area. The TPC will be responsible for the setting up of these travel information boards, and their maintenance, at prominent positions within the building. The existing bus service information is included in **Appendix B**.

### **Pedestrian Access**

- 7.6 As part of the development of the Travel Plan, the TPC will liaise with the local authority to encourage them to appropriately maintain and signpost appropriate pedestrian routes. The TPC will also encourage the local authority to develop further routes to improve walking to and from the site.
- 7.7 Staff will be provided with information and advice concerning pedestrian routes to/from the site.
- 7.8 Prior to occupation of the site it will be necessary for the Operator to undertake an audit of pedestrian routes to/from the site. Such an audit would also consider other modes (i.e. cycle, public transport etc.) and would identify actual or perceived barriers to access for these modes together with any opportunities presented.

### **Cycle Access**

- 7.9 As noted in the previous section, it is evident, that there is some potential for cycling to be a mode of travel for accessing the site and this is reflected in the measures outlined below.
- 7.10 The TPC will liaise with the local authority to encourage them to appropriately maintain and signpost cycle routes in the vicinity of the site. There are no specific cycle facilities in the immediate vicinity of the proposed development site and the TPC will encourage the local authority to develop further cycle routes in the area to encourage local cycle journeys.
- 7.11 Staff and visitors will be provided with information and advice concerning appropriate cycle routes to/from the development including on the website for the development site uses.
- 7.12 It is also proposed to incorporate secure facilities for the storage of cycles within the site.
- 7.13 The Operator will also undertake a comprehensive audit of cycle facilities/access in the vicinity of the site prior to occupation.
- 7.14 The potential for a Cycle2Work scheme to be established will be investigated by the TPC in conjunction with the Operator. This enables staff to buy a new bike for commuting to work without paying tax or National Insurance on the cost of the bike and spreading the cost over 5 years.

### **Public Transport Measures**

- 7.15 The site is accessible by public transport with bus stops located on Ash Road South and Bridge Road North and the bus stops located on Bridge Road North are both located within a short walking distance of 175 metres of the site.
- 7.16 It is proposed to make bus route and timetable information easily accessible to staff and visitors. Staff will be provided with travel information packs when they start their employment. The TPC will be responsible for producing and issuing travel information packs to staff. Timetable information for bus services is located in **Appendix B**.
- 7.17 The nearest rail stations are located in Wrexham town centre. Rail travel will only be a convenient form of travel to the proposed development site on Wrexham Industrial Estate if it is combined with another mode (bus journey, car share, taxi or cycle trip). Rail timetable information can be accessed :- <https://tfwrail.wales/timetables/train-timetables>
- 7.18 To complement improved public transport information for access to and from the site, the TPC will investigate/advertise initiatives for improving staff opportunities to purchase season tickets/discounted tickets.
- 7.19 A personalised journey plan will be available, on request, for each member of staff from the TPC.
- 7.20 Prior to occupation of the new uses, the Operator will undertake an audit of access to the site by public transport.

### **Car Sharing**

- 7.21 Car sharing is one of the most effective means of reducing the number of cars arriving at the site. Car sharing is seen as one of the key travel options for reducing single car occupancy travel to the proposed industrial development site. The digital Travel Pack will, therefore, include details of the national lift share database ([www.liftshare.com](http://www.liftshare.com)) to encourage the potential use of this option to reduce single-occupancy car journeys. The potential for car sharing between staff would also allow staff to travel to, and from, work together and the TPC will identify staff that could benefit from this.

### **Taxi Coach and Mini-Bus**

- 7.22 The TPC will investigate opportunities to establish a travel scheme using mini-buses or taxis for transporting staff to / from the proposed industrial development site. The TPC will explore opportunities with other employers to determine if there is potential to develop a joint travel scheme.

## Car Park Management

- 7.23 In order to support the aims and objectives of the Travel Plan, the car parking provision will need to be managed. The potential for designated car parking spaces for car sharers will be investigated to encourage car sharing at the site. The potential for a designated electric vehicle and hybrid vehicle parking area will also be investigated.

## General Measures

- 7.24 Liaison between the Operator, TPC, the Local Authority and the public transport providers will assist coordination of wider transport initiatives. This will be particularly important to ensure consistency and compatibility with other initiatives and measures in the vicinity of the site.
- 7.25 The TPC for the site will be keen to explore opportunities with the Council to ascertain if there is potential to work with other employers on the Wrexham Industrial Estate to develop Travel Plan measures and learn from their experience of developing and implementing sustainable travel measures on the industrial estate.
- 7.26 Clearly there will be a cost implication associated with the implementation of the Travel Plan – as identified above, the Site Operator is committed to this process and will accordingly allocate an appropriate budget. Similarly, this commitment extends to ensuring that the TPC is allocated sufficient time to ensure that his/her responsibilities can be adequately discharged.
- 7.27 The proposed TP measures are summarised in the Action Plan in **Appendix E**.

## 8.0 Proposed Targets, Monitoring and Review

- 8.1 A programme of monitoring and review has been designed to generate information by which the success of the Travel Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.
- 8.2 The major objective of the Travel Plan is to affect a reduction in the use of private cars accessing the site and especially single-occupancy car trips for commuting. A suitable indicator of the success of the Plan is therefore the mode-split of travel.
- 8.3 The initial targets for modal split are based on the Travel to Work Census data and should be considered as indicative at this stage and are shown in Table 4. The travel survey, when completed, will be used to establish actual travel targets. These will be SMART targets for mode split i.e. Specific, Measurable, Achievable, Realistic and Timed.

Table 4 Initial Targets for Modes of Travel for Employees (Year 1)

| Means of Travel             | Baseline Forecast (%) | Target (%) Year 1 | % Change Year 1 |
|-----------------------------|-----------------------|-------------------|-----------------|
| Car (as driver only)        | 76%                   | 66%               | -10.00%         |
| Car (as a passenger)        | 4%                    | 9%                | 4.75%           |
| Taxi                        | 0.2%                  | 0.8%              | 0.55%           |
| Scooter / moped / motorbike | 0.5%                  | 1.00%             | 0.50%           |
| Bus                         | 3.65%                 | 5.0%              | 1.35%           |
| Bicycle                     | 1.6%                  | 3.0%              | 1.45%           |
| Train                       | 0.90%                 | 0.90%             | 0.00%           |
| Walk                        | 5.10%                 | 6.50%             | 1.40%           |
| Others                      | 1%                    | 1%                | 0.00%           |
| TOTAL                       | 100%                  | 100%              | 0.00%           |

### Annual Review

- 8.4 Within 12 months of occupation of the proposed site, travel surveys will be repeated at the site with the resulting data being made available to the Council. Thereafter these surveys will be repeated annually for a period of 5 years from occupation.
- 8.5 It should be stressed that the Travel Plan is a 'living' document which will develop continually taking cognisance of both the factors on site and periodic surveys. Each year, on or about the anniversary of the introduction of the full Travel Plan, the TPC will undertake a review of the Plan. These annual reviews will take place for at least 5 years.

### Remedial Action

- 8.6 Should the Annual Review indicate that the Travel Plan Targets are not likely to be met then the following remedial action will be required:
- 8.7 Review of the appropriateness of the targets – to be undertaken in conjunction with the TPC and the management team.
- 8.8 If the targets are still considered to be appropriate, then a Remedial Action Plan will be developed by the TPC in consultation with the management team to identify how the Travel Plan Objectives/Targets may be achieved.
- 8.9 There may be limited scope to change the travel patterns to and from the proposed industrial units due to the lack of continuous provision of footways and the lack of cycle facilities in the vicinity of the site. Furthermore, the one-hour bus frequency may not be considered as an attractive travel proposition by staff.

## 9.0 Summary

- 9.1 This Travel Plan (TP), has been prepared for the ESL Group for the proposed industrial unit development on land off Ash Road South on Wrexham Industrial Estate.
- 9.2 The TP describes the existing transport infrastructure and the facilities that are available for each mode of transport. As noted in the previous sections, the Travel Plan will continually evolve. Consequently, the measures set out are by no means exhaustive: more may be identified as the plan is implemented. However, the main aim of this Travel Plan is to minimise the total vehicular travel distance associated with the development site, especially single-occupancy car trips. The TP will improve travel choice for staff and visitors.
- 9.3 The TP will reduce the reliance of staff and visitors on the private car and in particular single occupancy car trips, and improve the awareness and usage of alternative travel, including walking, cycling, public transport, car sharing and taxi / mini-bus travel. As explained in earlier sections within this TP there are some limitations in infrastructure provision within the Wrexham Industrial Estate which staff may consider that some forms of sustainable travel are not a viable travel option.

## Appendix A    Proposed Site Layout



## Appendix B   Public Transport Information

#### 41A Wreccsam/Wrexham - Queensway - Ystad Ddiwydiannol Wreccsam / Wrexham Industrial Estate

Monday to Saturday except Bank Holidays : Llun i Sadwrn henblaw Gwyliau Cyhoeddus

| Days / Dyddiau:          |      |      |      |      |      |      |      |      |      |      |      |      |      |      | S    | NS | S | NS |
|--------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|----|---|----|
| Wrexham, Bus Station [2] | 0530 | 0630 | 0725 | 0825 | 0925 | 1025 | 1125 | 1225 | 1325 | 1425 | 1525 | 1625 | 1645 | 1725 | 1740 |    |   |    |
| Market Street            | 0533 | 0633 | 0728 | 0828 | 0928 | 1028 | 1128 | 1228 | 1328 | 1428 | 1528 | 1628 | 1648 | 1728 | 1743 |    |   |    |
| Queensway (West)         | 0540 | 0640 | 0735 | 0835 | 0935 | 1035 | 1135 | 1235 | 1335 | 1435 | 1535 | 1635 | 1655 | 1735 | 1750 |    |   |    |
| Pentre Maelor            | 0545 | 0645 | 0740 | 0840 | 0940 | 1040 | 1140 | 1240 | 1340 | 1440 | 1540 | 1640 | 1700 | 1740 | 1755 |    |   |    |
| Redwither Tower          | 0550 | 0650 | 0747 | 0847 | 0947 | 1047 | 1147 | 1247 | 1347 | 1447 | 1547 | 1645 | 1707 | 1745 | 1802 |    |   |    |

ARRIVA BUSES WALES

#### 41A Ystad Ddiwydiannol Wreccsam / Wrexham Industrial Estate - Queensway - Wreccsam / Wrexham

Monday to Saturday except Bank Holidays : Llun i Sadwrn henblaw Gwyliau Cyhoeddus

| Days / Dyddiau:      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | S | NS |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|---|----|
| Redwither Tower      | 0605 | 0700 | 0750 | 0850 | 0950 | 1050 | 1150 | 1250 | 1350 | 1450 | 1550 | 1650 | 1710 | 1810 |   |    |
| Pentre Maelor        | 0610 | 0705 | 0757 | 0857 | 0957 | 1057 | 1157 | 1257 | 1357 | 1457 | 1557 | 1655 | 1717 | 1817 |   |    |
| Queensway (West)     | 0615 | 0710 | 0802 | 0902 | 1002 | 1102 | 1202 | 1302 | 1402 | 1502 | 1602 | 1700 | 1722 | 1822 |   |    |
| Market Street        | 0622 | 0717 | 0809 | 0909 | 1009 | 1109 | 1209 | 1309 | 1409 | 1509 | 1609 | 1707 | 1729 | 1829 |   |    |
| Wrexham, Bus Station | 0625 | 0720 | 0812 | 0912 | 1012 | 1112 | 1212 | 1312 | 1412 | 1512 | 1612 | 1710 | 1732 | 1832 |   |    |

ARRIVA BUSES WALES

NS: Dim ar ddydd Sadwrn / Not Saturday  
S: Dydd Sadwrn yn unig / Saturday Only

## Appendix C Travel Questionnaire

**Proposed Industrial Units, Wrexham Industrial Estate, Ash Road South,  
Wrexham**

**Travel Questionnaire for Employees**

As part of a planning application for the new industrial units, it is necessary to try to promote sustainable travel such as walking, cycling and public transport trips with a Travel Plan. This will improve environmental and traffic conditions at a local and national level. You have probably seen the problems of traffic congestion and environmental pollution widely reported in the media etc., and this is your opportunity to think about how you travel and whether you can reduce the number of car journeys that are made.

**Questionnaire**

1. Home Address (Post Code only) .....

**Travel distance**

2. How far do you estimate that you travel to work ?

Less than 1 mile ☐    1 – 2 miles ☐    3 – 5 miles ☐    6 – 10 miles ☐  
over 10 miles ☐

3. Please indicate how you normally travel to work ?

|                               |  |
|-------------------------------|--|
| Mode                          |  |
| Car (as single occupant)      |  |
| Car (as a passenger)          |  |
| Car (as a driver with others) |  |
| Scooter/Moped/ Motorbike      |  |
| Bus                           |  |
| Bicycle                       |  |
| Train                         |  |
| Walk                          |  |
| Other please specify          |  |

**If you travel by car**

4. What are your main reasons for using a car to get to, and from, work ? (tick all that apply)

|                                                     |                                                                        |
|-----------------------------------------------------|------------------------------------------------------------------------|
| Time savings <input type="checkbox"/>               | Alternatives not available / realistic <input type="checkbox"/>        |
| Cost savings <input type="checkbox"/>               | Distance travelled too far to use alternative <input type="checkbox"/> |
| Disability/ Health reasons <input type="checkbox"/> | Personal safety <input type="checkbox"/>                               |
| Carer responsibilities <input type="checkbox"/>     | Other (please specify) <input type="checkbox"/>                        |

(PTO)

### **Journey by non car users**

5. What are your main reasons for not using a car to get to, and from, work ? (tick all that apply)

No car available ☐

Enjoy using the alternatives ☐

Environmental concerns ☐

Avoid congestion ☐

Cost savings ☐

Other (please specify)

Health/Fitness reasons ☐

Most practical method ☐

### **Public transport**

6. What improvements would encourage you to use public transport ?

.....

.....

### **Cycling**

7. Would you be likely to cycle if any of these facilities were provided?

Measures to improve cycle safety along the nearby roads ☐

Improved cycle network in local area ☐

Training, advice or guidance on safer cycling ☐

### **About You**

8. What is your age? Under 20 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ Over 60 ☐

9. Are you? Male ☐ Female ☐

10. Are you registered disabled? Yes ☐ No ☐

11. How many cars are there in your household? 0 ☐ 1 ☐ 2 ☐ 3 ☐ +3 ☐

**Please note that the information you provide will only be used to assess the travel patterns to the industrial units and develop measures within the Travel Plan.**

*Thank you for completing the Travel Questionnaire*

## Appendix D Results of Travel Survey (to be provided later)



## Appendix E    Action Plan

**Proposed Industrial Units, Wrexham Industrial Estate, Ash Road South, Wrexham**

**Action Plan**

| <b>Action</b> |                                                                                      | <b>Responsibility</b>     | <b>Timescale</b>                 |
|---------------|--------------------------------------------------------------------------------------|---------------------------|----------------------------------|
| 1.            | Travel Plan Coordinator (TPC)                                                        |                           |                                  |
|               | ○ Agree brief of appointment/responsibility with management team                     | Operator                  | ○ prior to occupation            |
|               |                                                                                      | Operator                  | ○ prior to occupation            |
|               | ○ Appoint Site Travel Plan Co-ordinator                                              |                           |                                  |
| 2.            | Liaison                                                                              |                           |                                  |
|               | ○ Commence liaison/consultation with Wrexham Council/ PT Operators                   | TPC                       | ○ Prior to occupation/ commenced |
| 3.            | Access Audit                                                                         |                           |                                  |
|               | ○ Audit of pedestrian, cycle and public transport access to the site                 | TPC                       | ○ prior to occupation/ commenced |
| 4.            | Prepare digital Staff Travel Guide/TP Marketing Literature                           |                           |                                  |
|               | ○ Information and advice concerning pedestrian/cycle routes to/from the development. | TPC                       | ○ prior to occupation            |
|               | ○ Bus route maps and timetables                                                      | TPC                       | ○ prior to occupation            |
|               | ○ Details of car sharing schemes                                                     | TPC                       | ○ prior to occupation            |
|               | ○ Contact details of TP Co-ordinator                                                 | TPC                       | ○ prior to occupation            |
| 5.            | Investigate Discounted monthly bus travel pass (subject to Bus Operator)             | TPC                       | ○ prior to occupation            |
| 6.            | Investigate taxi / mini-bus travel scheme                                            | TPC /Site Management Team | ○ prior to occupation            |
| 7.            | Investigate 'cycle to work' scheme                                                   | TPC                       | ○ prior to occupation            |
| 8.            | Prepare staff and visitor transport literature/information                           | TPC                       | ○ prior to occupation            |

|    |                                                                                                                                                                |                           |                                       |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------------|
| 9. | Design Travel Plan Infrastructure into development                                                                                                             | Operator                  | ○ provided as part of the development |
|    | ○ Cycle/Motorcycle storage facilities                                                                                                                          |                           |                                       |
|    | ○ Changing rooms, showers and lockers                                                                                                                          |                           |                                       |
|    | ○ Travel information notice boards                                                                                                                             |                           |                                       |
| 10 | Travel Surveys                                                                                                                                                 |                           |                                       |
| .  | ○ Undertake initial TP surveys and analysis                                                                                                                    | TPC                       | ○ within 3 months of occupation       |
|    | ○ Carry out 1 <sup>st</sup> Annual Travel Survey.                                                                                                              | TPC                       | ○ within 12 months of occupation      |
|    | ○ Make results available to Management Team                                                                                                                    | TPC                       | ○ within 2 months of survey           |
| 11 | Set up site wide staff travel database                                                                                                                         | TPC                       | ○ within 2 months of occupation       |
| .  |                                                                                                                                                                |                           |                                       |
| 12 | Personalised journey plan available for each member of staff.                                                                                                  | TPC                       | ○ within 2 months of occupation       |
| .  |                                                                                                                                                                |                           |                                       |
| 13 | Mode Split Targets                                                                                                                                             |                           |                                       |
| .  | ○ Agree SMART targets with Management Team and Council                                                                                                         | TPC                       | ○ within 6 months of occupation       |
| 14 | Travel Plan Development                                                                                                                                        |                           |                                       |
| .  | ○ Develop Travel Plan to 'Final' status – to include results of travel surveys, revised mode share targets (as appropriate) and details of confirmed measures. | TPC /Site Management Team | ○ within 6 months of occupation       |
|    | ○ Implement 'Final' Travel Plan                                                                                                                                | TPC                       | ○ within 6 months of occupation       |

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## Appendix F Site Photographs

## **Proposed Industrial Units, Wrexham Industrial Estate, Ash Road South, Wrexham Site Photographs**

Photograph 1 – Site Access Road



Photograph 2 – Ash Road South Highway Layout



Photograph 3 – Bus Stop Infrastructure  
Bridge Lane North



Photograph 4 – Bus Stop Infrastructure  
Bridge Lane North

