



TRAVEL PLAN

Wrexham Industrial Estate – The Oaks
Wrexham, Clwyd

Client: Cefn Park Development Ltd



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APPENDICES AVAILABLE IN TRANSPORT ASSESSMENT

1 INTRODUCTION

1.1 Purpose of Report

- 1.1.1 This Framework Travel Plan (TP) has been prepared to accompany the planning application by Cefn Park Developments Ltd (Cefn) for the comprehensive redevelopment of Wrexham Industrial Estate (WIE).
- 1.1.2 This redevelopment will comprise of 7 different development plots, as seen below:
- Plot 1 B1 - 4000sqm GFA
 - Plot 2 B1 – 5000sqm GFA
 - Plot 3 B8 – 2700sqm GFA
 - Plot 4 B8 – 4800sqm GFA
 - Plot 5 B8 - 2400sqm GFA
 - Plot 6 B8 – 2700sqm GFA
 - Plot 7 B1 – 5000sqm GFA
- 1.1.3 The targets/measures determined within this TP are equally applicable for each of the development plots. This TP should be seen as an overarching TP, covering all of the development proposals that comprise the Cefn proposal.
- 1.1.4 This report should not be seen as a definitive document but as the first stage of the TP process which will continue and evolve over time with input from Wrexham Borough County Council (WBCC). This TP represents a commitment by Cefn to ensure that the proposed development is accessible by sustainable modes of transport and every effort will be made to ensure that opportunities to encourage the use of these sustainable modes, particularly walking, cycling and public transport, will be promoted.
- 1.1.5 This document has been prepared alongside the Transport Assessment (TA) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TA appendices are referenced in this document.
- 1.1.6 The suggestions and recommendations contained herein have been drawn based on information available and obtained in advance of the planning submissions to which this report relates.
- 1.1.1 Reasonable checks have been carried out on any third-party information used in the preparation of this report but, nonetheless, Prime Transport Planning (Prime) accepts no liability for the accuracy or otherwise of this data.
- 1.1.2 Third party rights are excluded for the use of information contained within this report.

1.2 Scope of Report

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

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

2 TRAVEL PLAN POLICY, GUIDANCE AND OBJECTIVES

2.1 Introduction

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

2.2 Planning Policy Wales

- 2.2.1 The document Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government and is supported by a series of Technical Advice Notes (TANs). The most recent version of PPW is Edition 10, published in November 2018.

- 2.2.2 Transport is considered in Chapter 3, Chapter 4 and Chapter 5 of PPW. The document sets out a primary objective *‘to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales’*

- 2.2.3 Chapter 3 outlines the importance of strategic placemaking, with early decisions having the greatest impact on contributing towards a sustainable development. The chapter continues to state:

‘Good design is about avoiding the creation of car-based developments. It contributes to minimising the need to travel and reliance on the car, whilst maximising opportunities for people to make sustainable and healthy travel choices’

- 2.2.4 The chapter addresses placing making within rural areas, with it being acknowledged that for rural areas *‘opportunities for reducing car use and increasing walking, cycling and use of public transport are more limited than in urban areas’*.

- 2.2.5 Chapter 4 highlights the importance of cohesive communities, with such considerations through placemaking contributing towards a *‘prosperous’* and *‘resilient’* Wales. The chapter discusses transport in detail, with the need for the people to access jobs and services through *‘shorter, more efficient and sustainable journeys, by walking, cycling and public transport’*.

- 2.2.6 Chapter 4 also addresses the following:

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

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

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

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

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

2.3 Technical Advice Note 18: Transport

2.3.1 Chapter 8 of PPW is supplemented by Technical Advice Note (TAN) 18 which provides detailed guidance on implementing the transport objectives contained in PPW Chapter 8.

2.3.2 TAN 18 outlines the need for, and the required content of TA’s, for some classifications and scales of development in Wales. The document outlines the following aims to be considered when producing a TA:

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

2.3.3 TAN 18 provides detailed guidance on visibility standards, and essentially provides for visibility to be based upon the standards in Design Manual for Roads and Bridges (DMRB) for roads where actual road speeds are unknown or where the speed limit is >60kph (37mph), and the standards in Manual for Streets (MfS) where speeds are known and are <60kph (37mph). Visibility at the proposed site access is considered within Section 4 of this TA.

2.3.4 In relation to accessibility, TAN 18 emphasises the utility of using ‘*accessibility profiles*’, which consider whether a site has the potential to minimise travel by the private car. In accordance with this, GIS software has been utilised to generate accessibility isochrones for walking and cycling trips, while the site’s accessibility by public transport has been considered in the context of timetabled services in the area.

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

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

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

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

2.3.7 In the light of the above, a TIS is included within the contents of the Framework TP which has been produced to accompany this TA, and draws upon the findings and conclusions of this TA, in addition to the potential sustainable travel measures described within the TP.

2.4 North Wales Joint Local Transport Plan 2015

2.4.1 The North Wales Joint Local Transport Plan (LTP) was jointly prepared by the North Wales Local Authorities in response to the Welsh Government requirement for LTPs to be submitted by the end of January 2015. The LTP’s stated ‘vision’ is to ‘*remove barriers by delivering safe, sustainable, affordable and effective transport networks*’.

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

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

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

2.5 Wrexham Unitary Development Plan (1996-2011)

- 2.5.1 The Unitary Development Plan (UDP) 1996 - 2011 was adopted by WCBC on the 14th February 2005. The Plan covers the administrative area of the WCBC. It supersedes previous adopted development plans, namely the Wrexham Maelor Local Plan: Forward to 2001, the Glyndwr District Local Plan, and the Clwyd Structure Plan: First Alteration.

- 2.5.2 The document reflects the council's corporate vision for the County Borough's future based on:

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

- 2.5.3 Part 1 of the strategic policies within this document outlines policy PS1, PS2, PS3, PS4. These policies outline the broad locations of where developments should be sought:

- **Policy PS1** New development for housing, employment, and community services will be directed to within defined settlement limits/employment areas;
- **Policy PS2** Development must not materially detrimentally affect countryside, landscape/townscape character, open space, or the quality of the natural environment;
- **Policy PS3** Development should use previously developed brownfield land comprising vacant, derelict or underused land in preference to the use of greenfield land, wherever possible, particularly so where greenfield land is of ecological, landscape or amenity value, or comprises agricultural land of grades 1, 2 or 3a quality; and
- **Policy PS4** Development should maintain the existing settlement pattern and character and be integrated with the existing transport network to help reduce the overall need to travel and encourage the use of alternatives to the car.

- 2.5.4 In addition to these, Policy PS5 outlines the need for housing provision between 1996 – 2011, with Policy PS8 outlining the development targets for transportation:

- **Policy PS5** Provision will be made for the development of 5775 dwellings between 1996 and 2011.
- **Policy PS8** The transport network will be developed by providing an integrated range of travel options to and from principal residential, commercial, employment and education centres by making the best use of the existing road and rail network, including, where necessary, the provision of facilities for both passenger and freight interchange and by the encouragement of public transport, cycling and walking.

2.5.5 It is noted that the Unitary Development Plan (1996-2011) is currently outdated, however, the Wrexham Local Development Plan 2 (2013-2028) is still undergoing consultation and is yet to be released. As such, the Unitary Development Plan (1996-2011), as the only document available, shall be used for reference when completing this Statement.

2.6 Wrexham Local Development Plan 2 (2013-2028)

2.6.1 Wrexham County Borough Council is preparing the Local Development Plan (LDP) which will replace the current adopted Unitary Development Plan. The LDP will be a long-term land use and development strategy focused on achieving sustainable development and will:

- guide development for housing, employment, retail and other uses;
- set out policies that will be used to decide planning applications; and
- safeguard areas of land requiring protection or enhancement

2.6.2 The LDP is due to be fully adopted as the statutory Development Plan for the LA in Spring 2019.

2.7 Local Planning Guidance Note 16- Parking Standard

2.7.1 This guidance note explains the parking standards the Council applies to new development. It amplifies Unitary Development Plan (UDP 1996-2011) policies and will be a material consideration in the determination of planning applications. This guidance note was revised by the Council in July 2011, subject to external consultation in September 2011 and was formally adopted for use by the Executive Board in November 2011.

2.7.2 It is noted through a review of this document the parking standards required for the B1 and B8 land uses proposed for the development. Given that this application is for outline planning permission and the final mix of development is not known and subject to future submissions, calculations relating to parking provision are liable to change.

2.7.3 Reserved Matters applications will be expected to provide sufficient parking to comply with the relevant standards at the time of submission. These standards can be seen below within **Table 2.1** and 1 car parking space per 30m² required for B1 land use, and 1 car parking space per 100m² required

for B8 land use. The expected final mix of parking provision is further discussed within **Section 4** of this report and is also included with any site plans submitted for this application.

Table 2.1 Parking Standards

Type of Development	Parking Standard	Cycle Parking Standard
B1 Business and light industry	1 car space per 30m ² gross floor space	1 cycle space per 300m ² gross floor space
B2 General Industry	1 car space per 50m ² gross floor space	1 cycle space per 500m ² gross floor space
B8 Storage and Distribution	1 car space per 100m ² gross floor space	1 cycle space per 1000m ² gross floor space
An area suitable for HGVs to load/unload and turn within the site will normally be required for B2 and B8 uses, particularly for sites accessed from a classified road. Any extensions to industrial or warehouse premises should not result in the loss of HGV loading/unloading/turning spaces unless an adequate alternative can be provided within the site.		

2.8 Wrexham Connected: Our Sustainable Urban Mobility Plan 2016

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

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

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

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

2.9 Summary

2.9.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. The production of this TA is consistent with the requirement for TAs set out in

PPW, TAN 18 and the UDP for Wrexham. How the sites conform to and complement the other policies and guidance described above is discussed in the following sections of this report, where relevant.

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3 EXISTING SITUATION

3.1 Site Description

- 3.1.1 The application site currently has no existing usage and exists as grasslands and trees, with some unused building structures present. The site is bounded to the north by Oak Road, with an approximate 500m frontage to the carriageway. To the south, the site is bounded by open grassland, with industrial units/ HMP Berwyn to the west and south west. Some smaller industrial units exist to the east.
- 3.1.2 WIE is circa 3.5km east from Wrexham town centre, circa 4km north from Bangor-on-Dee and approximately 6km south west from Farndon.
- 3.1.3 The location of the site in the context of WIE and the local highway network, as well as the accident study area, is illustrated in **Figure 1** in **Appendix B** of the **TA**

3.2 Local Highway Network

Oak Road/Redwither Road

- 3.2.1 Oak Road is single carriageway, running in a general east to west alignment, circa 7m/8m in width. The road is subject to a 40mph speed limit across the site's frontage, with this increasing to national speed limit approximately 400m to the east from the site boundary. Footway exists along both the northern and southern verge of the road, with this footway varying in width between 2m to 3m. The footway ceases to exist in the approximate same location as the speed limit change to the east. A site visit was undertaken on the 27th February 2019, to which it was noted street lighting is present.
- 3.2.2 Oak Road transitions to Redwither Road in the approximate location of the development sites western boundary. Redwither Road, similarly to Oak Road, has footway provided within both the southern and northern verge, at a circa 2m width. The road is subject to a 40mph speed limit and provides a route through to the remainder of WIE.

Bryn Lane

- 3.2.3 Bryn Lane meets with Oak Road at a priority junction. Bryn Lane provides a route north through WIE, subject to a 40mph speed limit, with a carriageway of circa 7m/8m width. An out of carriageway cycle route exists along this stretch of carriageway within the eastern verge, before swapping to the opposite side of the carriageway, continuing north to the 4-armed roundabout of Industrial Estate Road/Abenbury Way/Ash Road N and beyond. A site visit was undertaken on the 27th February 2019 to which it was noted street lighting is present.

3.3 Road Safety

- 3.3.1 Personal injury accident data has been obtained from WCBC to cover the five-year period from 1st January 2012 and 31st December 2016, this being the latest data available at the time of our request. A 3rd party website (www.crashmap.co.uk) has been consulted in order to provide an up to date assessment of the local highway network, years 2017 and 2018.
- 3.3.2 The information provided can be viewed within **Appendix D** of the **TA**. The study area extends from the Bryn Lane junction with Oak Road, west to the Coed Aben Road/Abenbury Way junction with Clywedog Road N. The accident study area is shown in **Figure 1** in **Appendix B** of the **TA**.
- 3.3.3 In total there were 4 accidents, of which 1 were classed as serious and 3 were classed as slight. The annual breakdown of numbers and type of classification is shown in **Table 3.2** below.

Table 3.2: Summary of Reported Personal Injury Accidents

Year	Severity			Total
	Slight	Serious	Fatal	
2012	-	-	-	-
2013	1	-	-	1
2014	-	1	-	1
2015	1	-	-	1
2016	1	-	-	1
2017	-	-	-	-
2018	1	-	-	1
Total	4	1	-	5
Severity %	80%	20%	-	100%

- 3.3.4 The serious accident occurred at the junction of Coed Aben Road/Abenbury Way with Clywedog Road N. The details state that the weather was fine occurring in daylight, and only 1 motorcycle was involved. The motorcycle is said to have been travelling along Abenbury Way when the rider manoeuvred to turn right, and for unknown reasons, fell from the bike.
- 3.3.5 The remaining accidents were all classed as slight, occurring across the study area, with a number of contributory factors. Some of these factors have been stated at a failure to look properly, failure to judge another vehicles path/speed and careless/reckless driving.

From a review of the data provided, it is therefore concluded that there are no deficiencies in the existing highway network, or existing safety issues within the vicinity of the site, that would be exacerbated by the development proposals

4 DEVELOPMENT PROPOSAL

4.1 Development Description

4.1.1 This document has been produced to accompany a planning application by Cefn Park Development Ltd for a development comprising up to 7 separate plots with associated parking. The development site is currently vacant comprising largely of overgrown vegetation, with some unused building structures present. Below details the development split in terms of B1/B8 land use within the development:

- Plot 1 B1 - 4000sqm GFA;
- Plot 2 B1 – 5000sqm GFA;
- Plot 3 B8 – 2700sqm GFA;
- Plot 4 B8 – 4800sqm GFA;
- Plot 5 B8 - 2400sqm GFA;
- Plot 6 B8 – 2700sqm GFA; and
- Plot 7 B1 – 5000sqm GFA.

4.1.2 WIE currently accommodates in the region of 300 companies, which combined employ approximately 8000 people. The estate is the largest employment site in Wales, the second largest in the UK and as a result is one of the largest in Europe.

4.1.3 A detailed breakdown for the development, including access arrangements, can be found within the TA.

4.2 Parking

4.2.1 Each of the plots have adopted the parking standards outlined within LPGN 16 (seen within **section2**) were possible for the evolution of the planning applications. A breakdown of the proposed parking levels can similarly be found within the TA.

4.3 Summary

4.3.1 Additional details as to the differing sites development sites accesses, parking provisions and overall description are provided within the respective TA.

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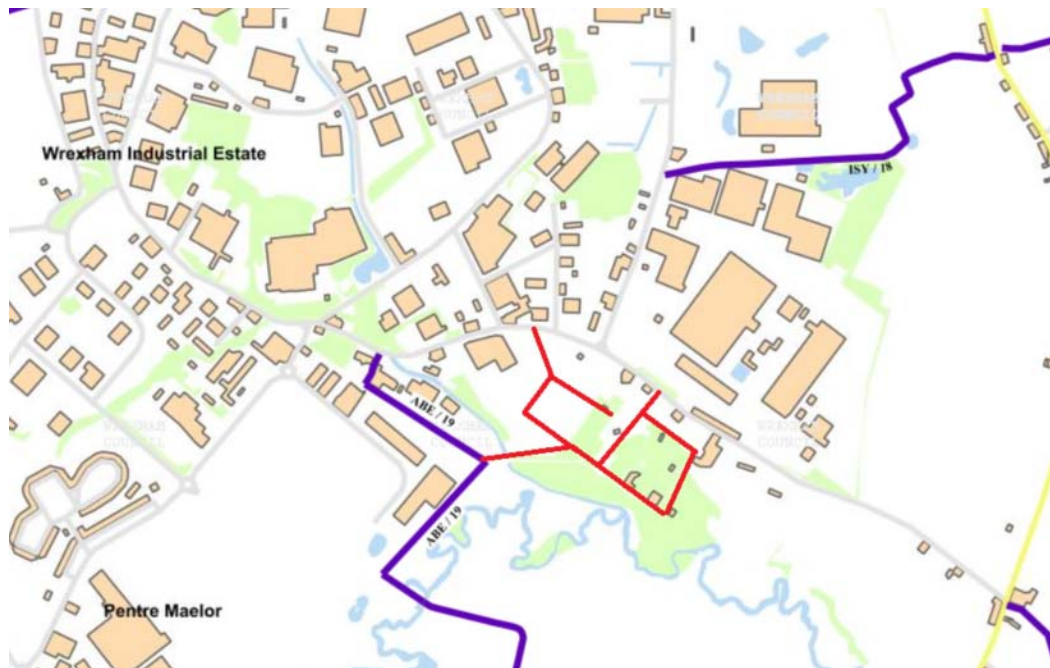
5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction

- 5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel, or where sustainable modes of travel can be introduced. These sustainable modes include walking, cycling, public transport, car sharing and use of low emission vehicles (electric/hybrid).
- 5.1.2 Walking, cycling and public transport are commonly regarded to be the most sustainable modes of transportation. This section of the report will describe how accessible the site is by these modes.

5.2 Access by Foot

- 5.2.1 As described in **Section 4** of the **TA**, the site is proposed to take access from Oak Road in the form of a priority junction, with 2m footways provided either side of the carriageway. This priority access is circa 50m to the west of Abbey Road and circa 100m to the east of Dunster Road. Footway currently exists along the site frontage, with streetlighting also present.
- 5.2.2 The sites footways are proposed to adjoin to the existing footway provision along Oak Road. Footways will also be provided internally within the site along both sides of the carriageway, with pedestrian crossing points also provided internally to further aid pedestrian movements within the site.
- 5.2.3 Footpaths are to be delivered within the development sites heritage mitigation zone. These footpaths will provide an additional connection to Oak Road, with a further connection also being provided to the west of the site, to an existing public right of way, Footpath 19. Footpath 19 provides a pedestrian route through to Bridge Road to the west, before transitioning to Footpath 25 to the south, with additional southern connections then also being possible.
- 5.2.4 **Figure 5.1** highlights the public rights of ways which currently exist within the vicinity of the development site, as extracted from the WCBC online '*Public rights of Way Definitive Map*'. The purple lines highlight these existing footpaths, with the red lines highlighting indicatively the new footpaths to be provided in line with the development. It can be seen that pedestrian connectivity within WIE as a whole will be improved following the provision of the site's new footway network.

Figure 5.1: Existing Public Rights of Way and site proposed new footway

SOURCE: https://www.wrexham.gov.uk/english/leisure_tourism/prow/definitive_map.htm

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

Table 5.1: Suggested Acceptable Walking Distances

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

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

- 5.2.6 Whilst **Table 5.1** provides useful guidance on walking distances, Manual for Streets provides a context for interpreting them. Manual for Streets states that:

'The propensity to walk is influenced not only by distance, but also by the quality of the walking experience. A 20-minute walk alongside a busy highway can seem endless, yet in a rich and stimulating street... it can pass without noticing.'

- 5.2.7 The accessibility for pedestrians to and from the site, in relation to WIE has been considered in the above context. **Figure 2 Appendix B** of the **TA** demonstrates the area which is realistically achievable to walk to and from the site, in accordance with the CIHT guidance.

- 5.2.8 Seen within **Figure 2 Appendix B** of the **TA**, the site is accessible by the vast majority of WIE, with only a handful of units falling outside of the 2000m walking range, this being the preferred CIHT maximum distance.
- 5.2.9 The Clubhouse Wrexham falls well within the 1200m walking range, with the existing amenities to the west of the site (local row of shops, Gourmet Café and Barclays Bank), also falling within this walking range and can be easily accessed by utilising the footways on the surrounding road network. The Maes Brenin/Pilgrim Way residential access to the south west of the site falls within an approximate 2000m walking range, this being within the preferred maximum commuting distance, seen within **Table 5.1**. The amenities associated with this residential area, i.e. Post Office and Scallywags Day Nursery, are within a similar walk distance.
- 5.2.10 The local bus stops to WIE are further highlighted within **Figure 2 Appendix B** of the **TA**, as can be seen these bus stops fall within a 1200m walking distance, with the closest being the 'Bridge Road N' stop, at a circa 950m walk from the site. The services provided by these bus stops are further detailed in **Section 5.3** below.
- 5.2.11 All footways, as described within **Section 3**, are of reasonable width and quality. With street lighting provided to aid in pedestrian movements and contribute towards a conducive walking environment.
- 5.2.12 Given the evidence presented above, walking can be considered a realistic method of travel from the site to access the surrounding industrial, manufacturing and residential areas of WIE, and vice versa.

5.3 Access by Cycle

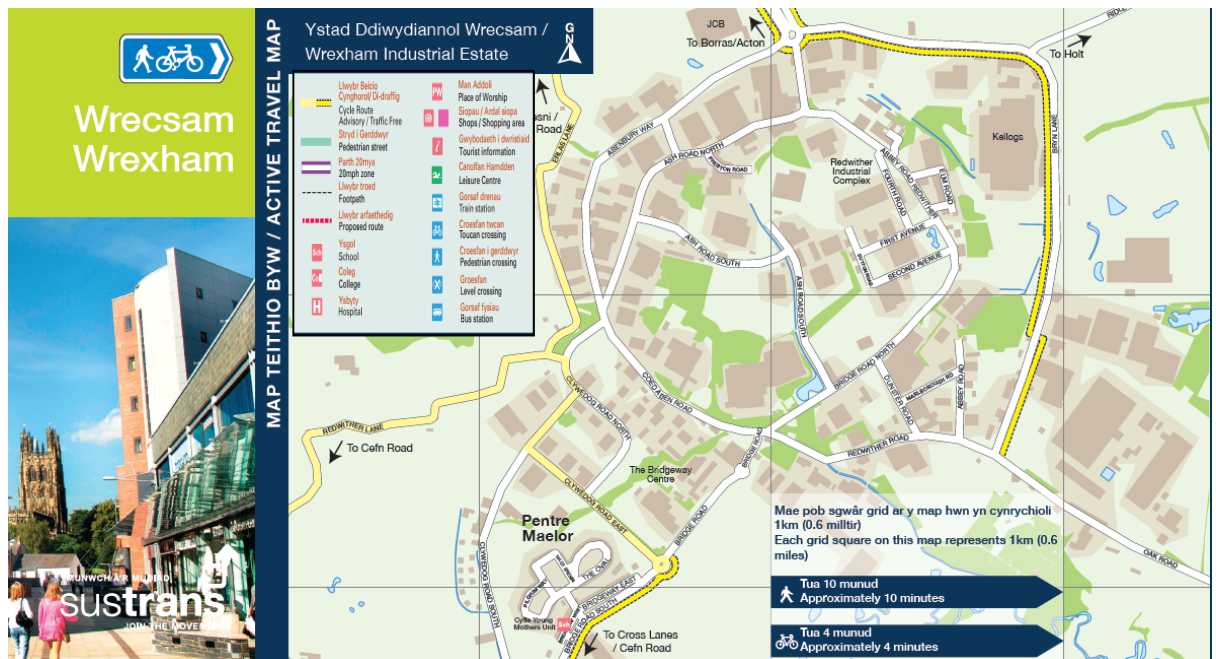
- 5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 5km, and also as part of longer journeys by public transport.
- 5.3.2 The DfT's Local Transport Note 2/08 Cycle Infrastructure Design states that:

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

- 5.3.3 In terms of cycling, there are both on-road and off-road/ traffic free cycle routes within WIE, these being highlighted in **Image 5.1** below. There is an on-road/ advisory cycle route running along the western side of WIE (depicted in pale yellow on **Image 5.1**) which runs via Erilas Lane, onto Redwither Lane leading south to Cefn Road. There is also an on-road / advisory route from Erilas Lane, via Clywedog Road South and Clywedog Road East towards Cefn Road and Cross Lanes. This route then meets with the traffic free route on Bridge Road South (shown in bright yellow, with dotted black edges in **Image 5.2**). On the eastern edge of WIE, there is a traffic free route on Bryn Lane which leads to the roundabout junction of Bryn Lane and Abenbury Way to the west. This route then leads towards Borrass/ Acton to the north, towards Wrexham.

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

Image 5.2: Cycling map / route from Sustrans Website



SOURCE: www.sustrans.org.uk

- 5.3.5 A cycling isochrone showing the site's catchment has also been produced using TRACC and is shown as **Figure 3 in Appendix B** of the **TA**. The figure illustrates 2000m and 5000m catchment ranges, which equate to 10-minute and 25-minute journey times respectively which are based on the somewhat conservative cycle speed of 12kph. Commuting cyclists are in fact more typically considered to travel at speeds between 15-20kph, so a greater catchment may be more realistic.
- 5.3.6 It is clear that the aforementioned Maes Brenin/Pilgrim Way residential site, local shops/cafe and industrial units of WIE listed in **Section 5.2** all fall within this first 2000m cycling range indicated within **Figure 3 of Appendix B** of the **TA**. Further to this, the eastern boundary of Wrexham also fall within the 5000m cycling range. This allows for the residential areas of Hightown and Rhosnesni to become accessible to the site and offer residents of these areas potential job opportunities.
- 5.3.7 In addition to this the smaller residential village of Marchwiell falls within the 5000m cycling range, as well as Cross Lanes, and the smaller hamlets of Hugmore and Bowling Bank.

5.3.8 These residential areas then allow for additional amenities found within Wrexham and the surrounding area to be accessed from the site, including but not limited to a Co-op food store and an ATM cash point.

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

5.4 Access by Public Transport

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

5.4.2 The nearest bus stops to the site can be seen to be the 'Bridge Road North' and 'Barclays Bank'. The 'Bridge Road North' stop is the closest, at circa 790m. It is acknowledged that this stop is outside of recommended CIHT distance, however the route between the stop and the site consists of good quality footways with decent width and can be considered conducive to walking. The bus stop itself consists of a flag and pole. Dropped kerbs along the footways to the stop help to facilitate pedestrian connections between the site and bus stop. The stop has northbound services only.

5.4.3 The 'Barclays bank' stops are similarly outside the recommended CIHT walking distance, though the conditions remain the same, in that the footways connecting to these bus stops are of good quality with decent width. The bus stop consists of shelter, seating and timetable information, with northbound and southbound services.

5.4.4 The services from these stops provide connections to/from WIE from Wrexham and the Brynteg areas. These services are summarised in **Table 5.2** below.

5.4.5 Timetabling information has been obtained from 'Traveline' with the timetables reference at the time of writing this report available on request. (<https://www.traveline.info/>).

Table 5.2: Summary of Bus Services Near to the Site

Bus Service	Route	Weekday Period	Weekend	
			Sat	Sun
41A	Redwither Tower - Wrexham	06:08 – 18:15 Approx. 1 service/hr	06:08 – 18:15 Approx. 1 service/hr	-
	Wrexham - Redwither Tower	05:48 – 17:59 Approx. 1 service/hr	05:48 – 17:44 Approx. 1 service/hr	-
41B	Wrexhaam - HMP Berwyn	-	-	0907 – 1707 Approx. 1 service/hr
	HMP Berwyn - Wrexham	-	-	0915 – 1715 Approx. 1 service/hr

- 5.4.6 **Table 5.2** above demonstrates that the two services which operate from the nearest bus stop, provide a route around WIE and up towards Wrexham. The 41A is relatively frequent with a service approximately every hour and would be a viable option for commuters and visitors to the proposed development proposals with the site being reached within a circa 20-minute journey time from Wrexham town centre to the 'Bridge Road North' stop. **Appendix B Figure 4** of the **TA** visualises the journey time and areas served by these services for a typical Monday morning between 06:00 and 09:00.
- 5.4.7 **Figure 5.3** below highlights the most frequent service 41A bus route, as extracted from Arriva Wales and the bus route map provided.

Figure 5.3: Arriva Bus Service 41A Route



SOURCE: <https://www.arrivabus.co.uk/wales/services/41-41a---wrexham-to-wrexham-industrial-estate/?direction=outbound>)

- 5.4.8 In light of existing service times and frequencies, it is considered that existing bus services provide a realistic travel option for staff at the proposed development to travel to work during typical weekday working hours and also on a Saturday if it's a requirement for weekend working.
- 5.4.9 In respect of rail travel, Wrexham Railway Station can be reached as part of a multi-modal journey including the use of the above-mentioned bus services and a short walk from Wrexham Bus Station. This station provides access to a wider range of locations, with Cardiff Central, Holyhead, Bidston, Birmingham International, Shrewsbury, Chester and Manchester all having services from this station. The station provides twenty bicycle storage spaces with 68 car parking spaces also provided.

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

5.5 Summary

- 5.5.1 This section of the report has demonstrated that the site is in a reasonably sustainable location where access to public transport is available and where local amenities fall within reasonable walking and cycling distances. The vast majority of WIE falls within a reasonable walking distance, indicating that the site itself is accessible within the local area and is commutable from the Maes Brenin/Pilgrim Way residential site. The local bus services provide connections both locally around WIE and towards Wrexham town centre at traditional working times and throughout the day, making bus travel a viable option to and from the proposed development. As such, the development proposals accord with the context and thinking as outlined in Wrexham Connected: Our Sustainable Urban Mobility Plan (2016) and the Wrexham Unitary Development Plan (1996-2011).
- 5.5.2 The PPW, at chapter 3, sets out the aim of '*maximising opportunities for people to make sustainable and healthy travel choices*'. The document states that these aims can be achieved in numerous ways, such as reducing the need to travel and developing/maintaining places that support healthy active lifestyles. In light of the location of the site and the existing walking, cycling and public transport infrastructure it is considered that there are is good opportunity for access to the site by sustainable modes.

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6 TRANSPORT IMPLEMENTATION PLAN

6.1 Introduction

- 6.1.1 It is important that TP measures are appropriate for the developments and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that they can influence people in the short, medium and long term.
- 6.1.2 Not only should measures be realistic but it is important that resources are made available to help deliver them. Therefore, the roles and responsibilities of all parties involved, particularly WCBC Highways and the eventual Travel Plan Co-ordinator for the sites, should be presented, discussed and agreed at the earliest opportunity.
- 6.1.3 This section presents potential measures to help achieve a high level of sustainability for the sites. Some of these measures are collective and apply to all modes of sustainable transport while others are specific to each mode.

6.2 Welcome Packs

- 6.2.1 Welcome Packs will be provided for all staff, upon first occupation of the developments. These will be produced by Cefn (or their consultant) with input from the WCBC Sustainable Travel team. Such packs will be essential to educating and informing future staff of both the sustainable transport modes available to them and the benefits they can have for them and their families including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint. They are therefore essential to the promotion of what this Framework TP aims to achieve.
- 6.2.2 Typically, the content a Welcome Pack would include:
- Introduction to the TP concept dealing with objectives and benefits;
 - Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
 - Maps highlighting local walking and cycling routes and catchment plans indicating typical walking and cycling times to key destinations;
 - Public transport route maps and timetables; and
 - Details of the appropriate TP Co-ordinator.

6.3 Other Methods of Awareness Raising and Marketing

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

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

6.4 Measures to Encourage Walking

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

6.4.2 Potential measures to encourage walking include the following:

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

6.5 Measures to Promote Cycling

6.5.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits. The NHS website (<http://www.nhs.uk/Livewell/fitness/Pages/Cycling.aspx>) outlines the health benefits of cycling stating that *'the best way to build your cardiovascular fitness on the bike is to ride for at least 150 minutes every week'* which, like walking could be broken down into 30 minutes five days a week. The website also states that cycling is the third most popular recreational activity in the UK and makes the pertinent point that it has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment. Potential measures to encourage cycling include the following:

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

6.6 Measures to Encourage Public Transport

6.6.1 Public transport use and accessibility is an important element of TPs. Public transport can often be effective options for many trip types, particularly mid to long distance journeys. **Section 5** of this report and the TA's has demonstrated that bus travel should be a suitable and convenient mode of transport for visitors/staff travelling to/from the sites.

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

6.7 Measures to Reduce Single Occupancy Car Trips

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

- Liftshare (<https://liftshare.com/uk>); and
- GoCarShare (<http://gocarshare.com>).

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

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

6.8 Reducing the Need to Travel

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

6.8.2 The sites could in future see an increase in working from home given improvements in home telecommunications, such as broadband and video calling, and information technology, including cloud computing and the increase in '.com' industries. Anecdotally, more employers, often through adoption of their own TPs, are allowing increasing numbers of staff to work from home. Clearly, while the majority of travel demand associated with the sites will be production/warehouse operatives, such improvements may in future reduce travel demand associated with office-based staff.

6.9 Management

6.9.1 The overall responsibility for TP implementation will lie with future occupant of the various sites, who would appoint a member of staff to take on the role of TP Co-ordinator. The appointment and role of a TP Co-ordinator is covered more in **Section 6.10**. The TP Co-ordinator will take ownership of the Travel Plan, ensuring the measures and initiative outlined herein are implemented and staff encouraged/ incentivised to travel by alternative modes of transport to the private car.

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

6.10 Appointment of a Travel Plan Co-ordinator

6.10.1 It is envisaged that future occupants of the sites will appoint a Travel Plan Co-ordinator (TPC) prior to opening of the new facility. It is likely that the individual appointed to undertake the role would be a member of the company's senior management team as they will be a key decision maker on day-to-day matters of the TP implementation. The management level status of the TPC will also ensure that credibility is given to the adoption of measures that are implemented to encourage use of non-car modes.

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

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

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

6.11 Monitoring and Review

6.11.1 It is important that TP implementation is monitored at regular intervals to assess success and help to evolve TP measures. It is envisaged that the future occupants/The TPC of the sites will monitor the TP at regular intervals over a period of time and will most likely be post 100% occupation. Following the agreed 'trigger point' described above, this should be undertaken on an ongoing basis by the TPC for each individual element of the sites.

- 6.11.2 The most effective form of review will be the undertaking of staff travel surveys which would not only ask how individuals travel to work at that time but also if they have considered the use of other modes previously or would consider them in the future. The main purpose of the surveys is to gain an understanding of the numbers travelling by the various modes of transport but also to ascertain what barriers exist to using more sustainable modes of travel. Understanding the barriers is helpful in determining if there are solutions to those barriers being removed.
- 6.11.3 The TP will need to be reviewed at regular intervals after monitoring is complete, looking at the take up of each measure and progress against modal share targets. The review should entail the removal any unsuccessful incentives and replace them with measures that will help to achieve the TP targets. If a TP is shown to be underachieving, a remedial strategy will need to be outlined which should consider measures to address any failing aspects of the TP. Any changes to a TP will need to be made in agreement with WCBC.

6.12 Interim Action Plan

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

Table 6.1: Interim Action Plan

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

