



CBO
TRANSPORT

Project: Proposed Residential Development
Land South of Holt Road, Wrexham

Client: Barratt Homes and Bloor Homes North West

Document: Travel Plan Framework



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Contents

1	Introduction	1
	Background	1
	Introduction to the Travel Plan	1
	Scope of Report	1
2	Policy and Guidance	3
	Introduction	3
	Transport Planning Policy - Accessibility Lead Approach	3
	Deposit LDP Policy – Accessibility Lead Approach	4
	National Guidance	5
3	Development Proposals	6
	Development Content and Phasing	6
	Access Framework	6
	Pedestrian and Cycle Access	7
	Parking Provision	7
4	Site Accessibility	8
	Context	8
	Access for Pedestrians	8
	Access for Cyclists	8
	Pedestrian Accessibility	8
	Cycling Accessibility	9
	Potential Offsite Improvements for Pedestrians and Cyclists	9
	Accessibility by Public Transport	10
	Overview	10
	Conclusions	11
5	Travel Plan Objectives and Targets	12
	Overview	12
	Objectives	12
	Travel Plan Targets	12
6	Measures	13
	Introduction	13
	Tier 2 – Physical Measures	13
	Tier 3 - Appointment of the Travel Plan Co-ordinator [TPC]	13
	Tier 4 – 'Soft' Measures	14
7	Delivery, Monitoring and Review	16
	Introduction	16
	Travel Plan Co-ordinator	16
	Resident Engagement	16
	Promotion of the Travel Plan	16
	Liaison with Local Authority	16
	Residents Travel Surveys	16
	Timescales	17
	Improvements	17
8	Action Plan	18



Figures

- Figure 1.1 Site Location - Strategic
- Figure 1.2: Site Location - Wrexham
- Figure 1.3: Local Context

Figure 4.1: Local Facilities

Appendices

- Appendix A Site Masterplan
- Appendix B Pedestrian Crossing Improvements at Greyhound Roundabout

1 Introduction

Background

- 1.1 CBO Transport Ltd [CBO] has been commissioned by Barratt Homes and Bloor Homes North West to undertake an assessment of the potential transport issues arising from a residential development on a site to the south of the A534 Holt Road in Wrexham, north Wales. This Travel Plan Framework has been prepared to accompany an outline planning application for the site for a development of up to 600 dwellings.
- 1.2 The location of the site at a strategic level is shown in **Figure 1.1**. This shows that the site is on the east side of Wrexham and the accessibility to the trunk road network which includes the A483 and A55 in north Wales and the connections to the northwest of England via the M53 and M56. The A534 to the east of Wrexham is less strategic and serves the rural area of west Cheshire before linking with Nantwich and Crewe. **Figure 1.1** also shows the rail connections serving Wrexham.
- 1.3 The site is a proposed allocation in the deposit version of the Wrexham Local Development Plan (LDP) which runs to 2028 and which has now been submitted to Welsh Government for Examination. It forms part of Key Strategic Site 2 (KSS2) within the LDP which is allocated for 1,580 homes in the plan period and represents an essential component of the Council's housing delivery strategy.
- 1.4 **Figure 1.2** shows the site location in a local context. This shows the site boundary and the wider boundary of the KSS2 allocation. In this context the site is bounded by Holt Road to the north, Bryn Estyn Road to the south, existing residential development to the west and open land to the east. The KSS2 allocation extends south and west of Bryn Estyn Road and has a further highway frontage with Cefn Road along its western edge.
- 1.5 **Figure 1.2** also shows the location of the site between Wrexham town centre and Wrexham Industrial Estate both of which are key destinations for people living in Wrexham. Based on 2011 census journey to work data of the existing residents in east Wrexham 40% work in the town centre including the hospital and the university while 22% work in the industrial estate. The only other districts with notable employment destinations are Flintshire (8%) and Cheshire West and Chester (6%).
- 1.6 The local context of the site is shown in **Figure 1.3**.

Introduction to the Travel Plan

- 1.7 In conjunction with Transport Assessments, Travel Plans produced at the planning application stage can play a key role in shaping travel choice at proposed developments, managing future travel demand and reducing the reliance on the private car. It is clearly not possible to derive specific and detailed measures and objectives relating to the day to day operation of the site at this early stage of its delivery given the variety of unknowns. However, it is possible to identify overarching objectives and targets to be met to ensure appropriate early action is taken and that both the developer and future residents have an understanding of the direction the full and detailed Travel Plan needs to take in the future.
- 1.8 The purpose therefore of this document is to provide a framework of measures on which a full Travel Plan will be prepared as the dwellings within the development become occupied. This document therefore identifies a package of measures and initiatives tailored to the requirements of the site with the aim of promoting more sustainable travel choice and reducing reliance on the private car. It is intended to be a dynamic document which will be continuously monitored and reviewed throughout the developments life.

Scope of Report

- 1.9 In light of the above, this Travel Plan has been produced in 8 sections including this introduction.
- 1.10 Section 2 considers the policy and guidance background to the Travel Plan, whilst Section 3 provides details of the development proposals. Section 4 then goes on to look at existing transport conditions and the site's accessibility.
- 1.11 Section 5 looks at the Travel Plan objectives and targets, whilst Section 6 outlines measures that can be implemented to support the Travel Plan.

- 1.12 Section 7 then identifies how the travel plan will be delivered, monitored and reviewed, whilst Section 8 outlines a potential Action Plan for its implementation.

2 Policy and Guidance

Introduction

- 2.1 This section considers the proposed development and its associated Travel Plan against the backdrop of current national and local policy, as it relates to sustainable travel and the requirement to reduce single occupancy vehicular trips and reliance on the private car. It also considers current guidance relating to the production of Travel Plans.

Transport Planning Policy - Accessibility Lead Approach

- 2.2 Transport Planning in Wales has a very strong focus on following an accessibility lead approach. This is developed from the national policies set out in Planning Policy Wales. In Edition 10 of Planning Policy Wales the transport policies are included in the Section entitled "Active and Social Places". Paragraph 4.1.1 introduces the transport section with:

The planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution by

- **Enabling More Sustainable Travel Choices** – measures to increase walking, cycling and public transport, reduce dependency on the car for daily travel;
- **Network Management** – measures to make best use of the available capacity, supported by targeted new infrastructure; and
- **Demand Management** – the application of strategies and policies to reduce travel demand, specifically that of single-occupancy private vehicles.

- 2.3 In the subsection of Planning Policy Wales entitled Sustainable Transport paragraphs 4.1.8 and 4.1.9 state:

The Welsh Government is committed to reducing reliance on the private car and supporting a modal shift to walking, cycling and public transport. Delivering this objective will make an important contribution to decarbonisation, improving air quality, increasing physical activity, improving the health of the nation and realising the goals of the Well-being of Future Generations Act.

The planning system has a key role to play in reducing the need to travel and supporting sustainable transport, by facilitating developments which:

- *are sited in the right locations, where they can be easily accessed by sustainable modes of travel and without the need for a car;*
- *are designed in a way which integrates them with existing land uses and neighbourhoods; and*
- *make it possible for all short journeys within and beyond the development to be easily made by walking and cycling.*

- 2.4 Locally this has been translated into Wrexham's Sustainable Urban Mobility Plan (SUMP) and informed the policies in the LDP.

- 2.5 Specifically in terms of the transport policy hierarchy sitting above the SUMP is national and regional policy including the Active Travel Act which requires Welsh authorities to provide routes and encourage people to walk and cycle and Technical Advice Note 18: Transport (TAN 18).

- 2.6 TAN 18 (paragraph 3.3) states:

The location of new residential development has a significant influence on travel patterns as the majority of trips start or finish at home.... It should be the key aim of development plans to identify residential sites that are accessible to jobs, shops and services by modes other than the car.

- 2.7 Paragraph 3.4 of TAN 18 continues with:

Settlement polices and residential allocations in development plans should therefore promote housing development at locations with good access by walking and cycling to primary and secondary schools and public transport stops.

2.8 Finally, paragraph 3.8 TAN 18 states

Locations that are highly accessible by a variety of modes offer significant opportunities to make travel patterns more sustainable.

2.9 The Vision of the SUMP itself makes it clear that transport solutions in the County will be made up of physical, technological, operational and behavioural measures. Its not just about providing road infrastructure to provide 24/7 free flowing traffic.

2.10 The SUMP has five Objectives all focused on the provision of sustainable communities within a sustainable transport network.

- *Safer Places: Wrexham Connected will work with partners to create places and environments where people from all walks of life can live, work and play safely together - both on and o. the transport network and at the final destination.*
- *Sustainable Places: Wrexham Connected will embrace a 'sustainable', transport-first approach to new development through the planning process. It will facilitate and manage the County Borough's growth agenda in the most sustainable and efficient way possible, strengthening its economy and improving access to jobs, education, services and tourism.*
- *Healthy Places: Wrexham Connected will reduce the impacts of air and noise pollution, greenhouse gas emissions and energy consumption. It will contribute to raising health standards through the promotion of active travel, particularly along the 'last mile'. By connecting communities we will make it easier for people to access open spaces and the countryside.*
- *Affordable Places: Wrexham Connected will stimulate inward investment and regeneration that leads to job-creation across a wide skill-base, using the planning process to ensure that a.ordable housing and employment needs are met.*
- *Well Connected Places: Wrexham Connected will enhance connectivity to, from and within Wrexham. Transport solutions will improve the attractiveness and quality of the environment both on key transport corridors and in the town centre.*

Deposit LDP Policy – Accessibility Lead Approach

2.11 The policies in the LDP continue this theme of the accessibility lead approach.

2.12 Four of the Strategic Objectives of the Plan are relevant to the development of KSS2 in this context.

- *Strategic Objective 4: Promote active travel and use of public transport by locating new development in the most accessible and sustainable locations; and seek to alleviate known highway infrastructure capacity constraints on the road network within the County Borough.*
- *Strategic Objective 6: Promote and encourage a healthy, active and safe lifestyle.*
- *Strategic Objective 8: Ensure all development is supported by the necessary provision of, or improvements to infrastructure, services and facilities in an effective and timely manner to make development sustainable and minimise its effect upon existing communities.*
- *Strategic Objective 10: Reduce carbon emissions and maximise our resilience to and mitigate and adapt to the impact of climate change.*

2.13 In this context the planning of KSS2 will follow an accessibility led approach. This theme has formed the basis for the site specific LDP policies (set out in Policy SP5: KSS2: Land to the East of Cefn Road) and for this Transport Assessment.

2.14 Wrexham has also commissioned ITP to provide a Sustainable Travel and Connectivity Assessment for KSS2 which includes their advice on Travel Planning for large residential developments and the benefits this can bring in terms of reductions in trip generation. ITP have a particular specialism in this field.

National Guidance

- 2.15 The Department for Transport [DfT] have produced a number of documents providing guidance on Travel Plans, including "Making residential travel plans work: guidelines for new development" (2007) and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).
- 2.16 These guidelines include a Travel Plan pyramid, which sets out five key tiers to a successful residential Travel Plan. This Pyramid is reproduced and discussed below.



- 2.17 Considering the above tiers, the first tier considers site location. This is seen as a key element by the guidance and one that underpins "all the other aspects of accessibility of the site".
- 2.18 The second tier "comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and bus use". This effectively relates to the physical measures that can be delivered as part of the development to ensure it ties into the sustainable transport network as effectively as possible.
- 2.19 The third tier puts in place "the resource to facilitate and develop the measures in the plan". This effectively means the identification of a suitable person to lead the Travel Plan process and ensure the effective management and development of the Travel Plan.
- 2.20 The fourth tier then goes on to consider "the services that will need to be obtained for the site" and primarily relates to the 'soft' travel planning measures, whilst the fifth and final tier looks at "promotion, marketing and awareness raising to ensure adequate take-up of these services and to communicate the travel plan to residents".

3 Development Proposals

Development Content and Phasing

- 3.1 The site will accommodate a development of up to 600 dwellings. This will be made up of a mix of 2, 3 and 4 bedroom units with an indicative split of 20% 2 bed, 60% 3 bed and 20% 4 bed.
- 3.2 Up to 40% of the units would be affordable housing split between the 2 and 3 bedroom properties.
- 3.3 First occupation is anticipated in 2020 with a six year build out programme and therefore completion in 2026.

Access Framework

- 3.4 The main access to the application land, or in other words the northern section of KSS2 will be from the southern side of the A534 Holt Road / A5156 roundabout. This is a relatively new roundabout constructed as part of a scheme to improve access to the industrial estate, a scheme which included upgrading the A534 to the east of junction to a dual carriageway and providing a further new roundabout and dual carriageway access road into the industrial estate. These roads are shown in **Figure 1.3**.
- 3.5 There is no existing connection to the roundabout on its southern side so there is plenty of space to accommodate a new access although the levels between the site and the roundabout provide some constraint to the location which can be addressed.
- 3.6 The access will feed a main site spine road as shown in the masterplan for the northern site in **Appendix A**.
- 3.7 The spine road has been designed to provide a future link through to the southern section of KSS2 and provide a new road link to Cefn Road. The provision of connectivity between the northern and southern parts of the site is an LDP policy requirement for KSS2 (Policy SP5). The provision of the link road would provide a new bus route and a traffic route to relieve the existing road network most notably the Greyhound roundabout.
- 3.8 The main site spine road would have a carriageway width of 7.0m, suitable for bus use and a moderate level of traffic flow. It is envisaged that 3m wide shared footway/cycleways would be provided alongside the main route. It is envisaged the road would have a 30mph speed limit with frontage access to provide an urban feel to the road and act as a form of natural traffic calming.
- 3.9 The masterplan shows there is the potential to provide a secondary access to the northern site through Thornhurst Drive. There would be notable accessibility benefits of providing access for pedestrians, cyclists and buses. The masterplan shows a loop road arrangement in the site to maximise the opportunity for bus penetration. The access could potentially be used as an emergency access and a secondary access for vehicles.
- 3.10 Note that Planning Policy Wales supports the integration of new development with existing neighbourhoods. Paragraph 4.1.9 states
The planning system has a key role to play in reducing the need to travel and supporting sustainable transport, by facilitating developments which:
 - are sited in the right locations, where they can be easily accessed by sustainable modes of travel and without the need for a car;
 - are designed in a way which integrates them with existing land uses and neighbourhoods; and
 - make it possible for all short journeys within and beyond the development to be easily made by walking and cycling.
- 3.11 With the arrangement shown the existing bus (service 35) which serves the residential area to the west could be diverted into the site via the main A534 access, circulate within the site and leave via Thornhurst Drive. This would minimise the disruption to the existing service and maximise the proportion of the site with close access to a 30 minute bus service to and from Wrexham.

- 3.12 Any access to Thornhurst Drive would have a carriageway width of 6.5m which is consistent with its existing width and suitable for bus and lighter traffic use.
- 3.13 The Local Plan policy requires the provision of a primary school on the KSS2 site.
- 3.14 There would be no vehicular access to Byrn Estyn Road. It is envisaged that once the link road has been provided into the site to the south, there would be a prohibition of driving on a short section of Bryn Estyn Road to the west of the link road to prevent access to the Greyhound junction. Access to Bryn Estyn Road to the east of the link road would then be provided by site roads as indicated by the secondary access on the masterplan.

Pedestrian and Cycle Access

- 3.15 The masterplan identifies an illustrative network of pedestrian and cycle routes which provide internal connectivity and linkage to external networks. The provision of infrastructure to promote active travel is another policy requirement of the LDP (Policy SP5).
- 3.16 As well as pedestrian and cycle access via the vehicular access points there would be pedestrian and cycle access to each end of Byrn Estyn Road and an access to the cycle route which runs along the southern side of the A534. This access links into a key north south cycle route through the site which would be provided within a green corridor.

Parking Provision

- 3.17 Parking would be considered on the site in the context of Wrexham Council parking standards. The details of parking cannot be shown on the indicative Masterplan but will be addressed through future reserved matters applications.

4 Site Accessibility

Context

- 4.1 As set out in the introduction, the Holt Road site is a proposed allocation for residential development in the draft LDP. As part of the process Wrexham Council went through in determining the site allocations, consideration will have been given to site sustainability, based on its proximity to Wrexham town centre and industrial estate. It therefore follows that the inclusion of the site with a residential allocation indicates an acceptance of the principle that the site is accessible and sustainable.
- 4.2 Notwithstanding the above, this section of the Travel Plan considers the accessibility of the site by the sustainable modes and describes how the development of the site will enhance this level of accessibility.
- 4.3 **Figure 1.2** shows the location of the site in the context of Wrexham and the industrial estate. **Figure 1.3** shows the local context including designated cycle routes and bus stops. **Figure 4.1** shows the location of local facilities such as schools and shops.

Access for Pedestrians

- 4.4 The site can be accessed on foot from the existing footways on Holt Road and Thornhurst Drive and from Bryn Estyn Road. The footways on Holt Road and Thornhurst Drive link to the junction of Holt Road and St Mellion Crescent from where the general footway provision on the urban network provides pedestrian access to the local area. There are a number of controlled crossing points on Holt Road to the west of the site.
- 4.5 Bryn Estyn Road has the nature of a country lane. Although there are no footways provided the lightly trafficked nature of the road means it is a safe walking route. To the east of the site driving is prohibited over the section of road to Sandy Lane and Erlas Road so this section of the lane is solely for the use of pedestrians and cyclists.

Access for Cyclists

- 4.6 Bryn Estyn Road and the footway which runs around the southern side of the A534 / A5156 roundabout, extending west along the Holt Road corridor are both identified and signed cycle routes in the Wrexham cycle route network. The site can be accessed from either of these cycle routes.
- 4.7 To the west these cycle routes converge at the Greyhound Roundabout and a signed route continues along the Holt Road to the town centre.
- 4.8 To the east the signed cycle route on Bryn Estyn Road continues to the industrial estate, although there is no vehicular connection to the industrial estate. The section between the site and the junction of Sandy Lane and Erlas Road is a cycle / pedestrian route only and the section to the east of the junction is very lightly trafficked so it provides a very convenient and safe cycle route to the industrial estate particularly in daylight hours.
- 4.9 Sandy Lane and Erlas Road are also very lightly trafficked so provide safe and convenient cycle routes. Erlas Road provides a link to the southern section of the industrial estate and Sandy Lane provides a link back to the cycle route which follows the A534 corridor.
- 4.10 As well as these cycle route connections to the site cyclists would be able to access the site from the general highway network. Other than the A5156 and dual carriageway section of the A534 the roads in the vicinity of the site are suitable for general on carriageway cycling. Access to the network could be provided via Thornhurst Drive as well as Bryn Estyn Road and Holt Road.

Pedestrian Accessibility

- 4.11 Considering the site's accessibility on foot, it is commonly accepted that walking has the greatest potential to replace short car trips, particularly those under two kilometres, whilst the Institution of Highways and Transportation [IHT] "Guidelines for Providing for Journeys on Foot" states that "Walking accounts for over a quarter of all journeys and four fifths of journeys less than one mile".

- 4.12 The "Guidelines for Providing for Journeys on Foot" also includes a table which suggests that 800 metres is an acceptable maximum walking distance in a town centre and that 1.2km is an acceptable maximum walking distance elsewhere. It also suggests a distance of 2km is an acceptable maximum for commuter and education journeys, although statutory guidance indicates that just over 3km is an acceptable walk distance for primary school pupils, with secondary school pupils being expected to walk up to 5km.

Local Schools

- 4.13 The closest primary schools to the site are the Borrass Park schools on Borrass Park Road. They are about a 1.1 km walk from the site. There are other existing Primary Schools located to the west of Cefn Road.
- 4.14 The allocation of KSS2 requires the provision of a primary school on site. Once this is in place a primary school would be located much closer to the site.
- 4.15 The closest secondary schools are Rhosnesni High School (1.2km walk from the site) and Ysgol Morgan Llwyd (1.4km walk from the site)
- 4.16 These schools are well within the recognised 2km walk distance for educational journeys.
- 4.17 In the context of the above, the site is well placed to allow future pupils to walk to and from school.

Local Shops

- 4.18 There are local shops on Dean Road which includes a post office which are a 1km walk from the site. There are also local shops on Borrass Park Road which include a Coop supermarket and a chemist. These are a 1.2km walk from the site.
- 4.19 The closest main supermarkets are Tesco and ASDA located on the eastern edge of the town centre and are a 2km walk from the site.

Health Facility

- 4.20 The closest health facilities are about a 2km walk from the site on Holt Road and Prince Charles Road.

Bus Stops

- 4.21 The closest existing bus stops are located on St Mellion Crescent. With a pedestrian access to Thornhurst Drive these stops would be within 400m of the majority of the site.

Summary

- 4.22 The above demonstrates that the site is well placed in terms of local pedestrian connectivity and that walking represents an alternative to the car for future residents undertaking educational, retail and other key journeys, as well as linking to the local bus network.

Cycling Accessibility

- 4.23 Considering the site's accessibility by bicycle, it is commonly accepted that cycling also has the potential to substitute for short car trips, particularly those under five kilometres, and to form part of a longer journey by public transport.
- 4.24 This puts the whole of Wrexham town centre, including the university and hospital within cycling distance of the site.
- 4.25 It also puts the whole of the industrial estate within cycling distance of the site. As described earlier in this section the industrial estate is accessible from the site via lightly trafficked lanes and there is a cycle route which follows the A534 corridor to the town centre.

Potential Offsite Improvements for Pedestrians and Cyclists

- 4.26 The following are potential improvements to pedestrian and cycle facilities which could be funded by contributions from all KSS2 developers and where they improve access to the industrial estate developers of KSS3 – the strategic employment site on the north side of the industrial estate:
- Improvements to pedestrian facilities on Holt Road between the site and St Mellion Roundabout. This could be in the form of a new footway on the south side of the road (to replace the existing grass verge) or a controlled crossing to the existing footway on the north side.

- Improvements to pedestrian crossing facilities at the Greyhound junction. An indicative scheme showing the provision of pedestrian islands on Holt Road east and Cefn Road and improved dropped crossings on other approaches is shown in **Appendix B**.
- Provision of lighting on the Bryn Estyn Road cycle route to the industrial estate.

Accessibility by Public Transport

Bus

- 4.27 As set out above the closest bus stops to the site are situated on St Mellion Crescent. These stops are served by bus 35 which operates a circular service between the town centre and the residential areas to the east of Wrexham. The route of the bus is shown in Figure 4.1.
- 4.28 Based on the current timetable the service runs from 08:00 to 18:00 Monday to Saturday on a 30 minute frequency. The travel time to and from the town centre is about 15 minutes.
- 4.29 This bus services would provide future residents with opportunities to use buses for a range of journey purposes including employment, retail and leisure.
- 4.30 There would be the opportunity to divert this service through the site which would enhance the accessibility of the eastern part of the site particularly by bus. The diversion would be particularly effective with access to Thornhurst Drive as this would allow the service to loop through the site via the main access to the A534 roundabout.
- 4.31 There are a number of other services in east Wrexham which provide access to the Industrial Estate. These are not currently accessible from the site but with the provision of the link road from the A534 to Cefn Road there are the opportunities to divert existing or provide new services through the site.

Rail

- 4.32 There are two stations in Wrexham, Wrexham Central and Wrexham General. Both are about 3.5km from the site so within cycling distance rather than walking.
- 4.33 Trains from Wrexham Central run on an hourly frequency to and from Bidston on the Wirral from where there is a connecting service into Liverpool. All these trains stop at Wrexham General as well.
- 4.34 Wrexham General is also served by Welsh cross country trains providing links to Cardiff, Holyhead and Birmingham International. These train stop at Chester and there tends to be one train an hour between Chester and Wrexham in each direction.
- 4.35 In terms of the daily use of the train as a means to get to work Chester is the main destination served.

Overview

- 4.36 The proposed allocation of the site indicates Wrexham Council consider the site to be in an accessible location, to the east of Wrexham.
- 4.37 The analysis of local facilities shows that there are a number of local schools and shops, including two high schools, within walking distance of the site. There is an existing primary school within walking distance and a new primary school will be provided on the KSS2 site.
- 4.38 The town centre and Wrexham Industrial estate are within easy cycling distance with cycle routes provided to both.
- 4.39 Contributions to improve accessibility could be made by KSS2 developers and where they benefit access to the industrial estate KSS3 development as well. Potential improvements could include the provision of a footway and or crossing on Holt Road to the west of the site; crossing improvements at Greyhound roundabout and lighting on the cycle route to the industrial estate.
- 4.40 There is the opportunity to serve the site by bus through a relatively straight forward diversion of an existing town centre service. Once the link road is provided to Cefn Road there will be the opportunity to provide additional bus services and link the site to the industrial estate by bus.
- 4.41 There would be a comprehensive travel plan in place for the site. This would outline the improvements which would be made to enhance existing linkages and the measures that would be put in place to increase the use of walking, cycling and public transport.

Conclusions

- 4.42 This section of the Travel Plan demonstrates that there is a good provision of pedestrian, cycle and public transport infrastructure surrounding the site and, in conjunction with the diversion of an existing bus service, provide good links to local employment, education, retail and leisure services. These provisions mean the site is well placed in terms of pedestrian, cycle and public transport connectivity and ideal for encouraging travel by the sustainable modes.
- 4.43 In light of the above, it is suggested that the proposed site's location adequately meets tier 1 'Location – proximity to existing facilities and services' of the DfT's Travel Plan Guidance pyramid and *"provides the foundation for good accessibility, by ensuring proximity to existing facilities and services, including shops, health facilities, schools and public transport"* (as set out in Section 2).

5 Travel Plan Objectives and Targets

Overview

- 5.1 In Sections 3 and 4 of this Travel Plan the physical elements of providing an accessible site are described both in the context of existing provision and how this would be enhanced through the development of the site.
- 5.2 This shows that the site is accessible to all main modes of transport and there are realistic opportunities for future residents to make many journeys without having to use their cars. In the context of the Travel Plan pyramid this represents tiers one and two.
- 5.3 Tiers three, four and five of the pyramid deal with how the travel plan can encourage the use of these modes and how this process can be effectively implemented, managed and monitored.

Objectives

- 5.4 Travel Plans offer a package of measures to encourage site users to choose alternatives to single-occupancy car use. They can deliver real benefits to residents, site users and the local community and can help improve issues associated with health, accessibility and air quality. The objectives of this Travel Plan are:
 - To encourage sustainable transport and increase the use of walking, cycling and public transport, as well as car sharing;
 - To improve access to the site by all modes and promote viable alternatives to the car; and
 - To ensure safe access and help improve site user health.

Travel Plan Targets

- 5.5 Travel Plans include targets against which the success of the plan can be monitored over time. Targets should be ambitious yet realistic. There are two main types of targets that are applicable to this Travel Plan Framework: "action type" and "aim type" targets.
- 5.6 Action targets include the commitment to deliver a package of measures to help promote and encourage sustainable travel. Possible measures are discussed further in Section 6 and will be reviewed and agreed following the residents travel surveys.
- 5.7 Aim targets are aspirational and set out a target for the changes in travel modes used by residents. These are typically defined by a reduction in the number of single occupancy car journeys or targets for non-car modes of travel.
- 5.8 Aim targets are site specific and cannot be set until the dwellings start to be occupied and peoples travel characteristics determined through surveys. These targets would be subject to agreement with the Council.
- 5.9 The developer will set interim targets.

6 Measures

Introduction

- 6.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that can be implemented during construction or by the site management team post construction.
- 6.2 This chapter sets out general measures for the site and potential measures that could be taken forward to encourage sustainable travel and reduce reliance on the private car.

Tier 2 – Physical Measures

Sustainable Provision

- 6.3 A number of physical measures would be implemented as part of the development to enhance sustainable access, including:
 - The provision of 3m wide shared footway / cycleways to both sides of the site spine road from the A534 Holt Road / A5156 roundabout;
 - The potential provision of a secondary access to the northern site through Thornhurst Drive, for pedestrians, cyclists and potentially vehicles including buses;
 - The potential provision of a loop road arrangement in the site to maximise the opportunity for bus penetration;
 - The provision of a network of pedestrian and cycle routes which provide internal connectivity and linkage to external networks;
 - The provision of pedestrian and cycle access to each end of Byrn Estyn Road and an access to the cycle route which runs along the southern side of the A534. This access links into a key north south cycle route through the site which would be provided within a green corridor;
 - The ability to provide cycle parking within each property curtilage.
- 6.4 In addition to the above, contributions to improve accessibility could be made by KSS2 developers and where they benefit access to the industrial estate KSS3 development as well. Potential improvements could include the provision of a footway and or crossing on Holt Road to the west of the site; crossing improvements at Greyhound roundabout and lighting on the cycle route to the industrial estate
- 6.5 The existing bus (service 35) which serves the residential area to the west could be diverted into the site via the main A534 access, circulate within the site and leave via Thornhurst Drive. This would minimise the disruption to the existing service and maximise the proportion of the site with close access to a 30 minute bus service to and from Wrexham.
- 6.6 These facilities will enhance the development's accessibility and help promote additional use of sustainable transport.

Tier 3 - Appointment of the Travel Plan Co-ordinator [TPC]

- 6.7 The Travel Plan will be implemented under the control of a Travel Plan Co-ordinator [TPC] who will work in conjunction with the planning and highway authorities for the continuing progression of the Travel Plan. The TPC will be appointed by the developer and will be appointed prior to the first dwelling becoming occupied.
- 6.8 The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan at the site. On appointment the TPC will contact the relevant officers at the Wrexham Council [WC].
- 6.9 The role of the TPC will be as follows:
 - Provision of walking information to and from the site to all residents;
 - Provision of cycling information to and from the site to all residents;
 - Providing information on appropriate public transport routes to travel to and from the site;
 - Ensuring that all relevant information is provided to all new residents;

- Providing information for new residents within standard welcome packs to encourage them to travel to and from the site, where possible, by alternative modes of transport to the private car;
- Participation in the annual multi-modal travel survey of residents;
- To liaise with WC to assist with the development and implementation of the Travel Plan.

Tier 4 – ‘Soft’ Measures

- 6.10 Set out below are a number of ‘soft’ travel planning measures which will be explored to assist in meeting the developers objectives. These will be continually reviewed / investigated as the development progresses and the Travel Plan evolves.

Car Share

- 6.11 Given the scale of development proposed, together with the further development planned to come forward as part of the full KSSS2 allocation, a dedicated car share scheme for site residents could potentially be effective. The TPC would therefore investigate the interest in such a scheme through the residents travel surveys and, once there is a sufficient number of residents / interest, investigate the potential for such a scheme to be implemented.
- 6.12 In addition and in the first instance, there are a number of car share websites and smartphone apps on the internet therefore details of these schemes would be provided to new residents through the welcome pack.

Public Transport Awareness

- 6.13 The TPC will make residents aware of local bus services, and direct them to websites and applications to assist planning their journey by these modes.

Take Part in National Sustainable Travel Events

- 6.14 Throughout the year a wide range of sustainable travel events take place including bike / walk to work week, car free day, national liftshare day and others associated with health such as world health day or obesity awareness week. The TPC should promote these events.

Measures to Educate Residents to Travel More Sustainably

- 6.15 Travel information would be provided in the residents welcome packs.
- 6.16 The welcome pack would offer a range of information on travel by non-car modes. This may include local walking and cycling maps, details of safe walking and cycling routes, local bus timetables and details of car share schemes. They should also be used to promote the measures discussed below. Details would also be provided in the welcome pack in relation to current journey planning websites and applications.

Provide travel information

- 6.17 The TPC would liaise with WC to identify readily available information such as maps and timetables, or website links to these maps and timetables, and arrange for these to be circulated to residents via the residents welcome pack.
- 6.18 To ensure that all residents understand their travel options, a Travel Plan summary with associated plans would be distributed to all residents through the welcome pack. The summary should clearly state the name and number of the TPC, allowing those who need extra help to plan their journeys to easily contact them.

‘Buddy’ schemes / Bicycle User Group

- 6.19 The TPC could investigate the interest in walking and cycling buddy schemes and, if appropriate, set up a scheme that caters for any identified need. The TPC could also inform residents of websites designed to put people in touch with others who may be walking and cycling the same routes.
- 6.20 The TPC could also investigate the potential for a bicycle user group within the site, and research other clubs and groups in the area, to help provide opportunities for future residents to cycle as part of a group and not individually.

Providing skills and incentives

-
- 6.21 The TPC could review the potential for a cycling training scheme, a “try a bike” scheme and maintenance checks.

School Travel

- 6.22 The TPC could review the potential for promoting measures specifically aimed at school travel, such as walking buses and scoot to school arrangements. The TPC may also speak to local schools to link any identified measures to the aims and objectives of individual School Travel Plans within the local catchment.

7 Delivery, Monitoring and Review

Introduction

- 7.1 A Travel Plan is a site specific document and remains a live document influenced by continuous improvement. As such, travel plans need to be based on surveys and monitoring. This section therefore sets out a suggested process for delivering, monitoring and reviewing the Travel Plan.

Travel Plan Co-ordinator

- 7.2 The TPC will be responsible for co-ordinating the travel survey as well as launching, promoting and monitoring the Travel Plan.

Resident Engagement

- 7.3 Information on the Travel Plan, for example new initiatives, should be disseminated to residents via the appropriate mechanism.

Promotion of the Travel Plan

- 7.4 The Travel Plan should be promoted to all residents with a focus on the objectives of travel planning and the benefits for individuals, the site and the local community. All residents should be able to access this Travel Plan via the TPC.
- 7.5 Findings of the travel surveys and on-going monitoring and review should be communicated to residents via appropriate mechanisms.
- 7.6 Following the residents surveys, the approach to marketing may be reviewed to respond to local issues.
- 7.7 The TPC will liaise with WC to obtain leaflets, posters and other marketing information that may help with promoting non-car modes.

Liaison with Local Authority

- 7.8 There will be an on-going improvement process including periodic monitoring, as necessary, by the TPC. This will include monitoring the use of facilities, ascertaining the impact on residents travel behaviour and collecting feedback.
- 7.9 The TPC will in any case, as the key point of contact, consult with the local authority on a regular basis as necessary.
- 7.10 Findings of the residents travel survey will be made available to WC and should be submitted with a short report comparing results with targets. This information should be made available annually within 3 months of the survey.

Residents Travel Surveys

- 7.11 A residents travel survey will be undertaken as part of the preparation of the Travel Plan. This survey will provide information on the existing travel patterns of residents and help identify changes to the measures if required to assist in meeting targets. Surveys will be repeated as part of the review process every 24 months for a period of up to six years. The surveys will be used to determine any changes in mode split and uptake of travel plan initiatives. The residents surveys will be shared with WC prior to the first survey and any subsequent changes agreed.
- 7.12 The first residents travel survey will be undertaken 12 months after the first occupation of the development. However, this date may be reviewed, in conjunction with WC, if this point in time does not allow a representative sample to be collected.
- 7.13 The surveys will aim to ascertain how residents currently travel and why, investigate awareness and opinions of measures to encourage sustainable travel and which factors might encourage greater sustainable travel.

Timescales

7.14 The suggested timescales for implementing the Travel Plan and monitoring are set out below.

Action	Timescale
Appointment of TPC	At least 2 months prior to first occupation
Completion of welcome packs. Agreement and implementation of initial measures.	Before first occupation
First Residents Travel Survey	12 months after first occupation (but subject to review).
Review of Travel Plan and measures and set site specific targets	1 to 2 months after completion of first travel survey
Implementation of revised measures	3 months after Travel Plan review
Updated residents survey	Every 24 months, starting 12 months after first survey for a period of up to 6 years

Improvements

7.15 Should targets not be met, discussions should be held with the local authority on ways that non-car travel can be further encouraged.

8 Action Plan

- 8.1 A summary of the key actions is set out in the Table below. This is a guide only and may be subject to change as the plan is implemented, operated and reviewed.

Action	Purpose	Timescale	Responsibility
Appointment of TPC	Effective Travel Plan Implementation	2 months before first occupation	Developer
Completion of welcome packs. Agreement and implementation of initial measures.	Disseminate information to residents	Prior to first occupation	Developer and TPC
Liaison with WC	Information sharing / approvals	First occupation and on going	TPC
Residents Travel Survey	Monitoring	12 months after first occupation (subject to review)	TPC
Updated Travel Survey	Monitoring	Every 24 months, starting 12 months after first survey for a period of up to 6 years	TPC
Setting and review targets	Monitoring	1 to 2 months after completion of first travel survey	TPC / WC



Figures

- Figure 1.1 Site Location - Strategic
- Figure 1.2: Site Location - Wrexham
- Figure 1.3: Local Context

Figure 4.1: Local Facilities

Appendices

- Appendix A Site Masterplan
- Appendix B Pedestrian Crossing Improvements at Greyhound Roundabout

Figure 1.1 Site Location - Strategic

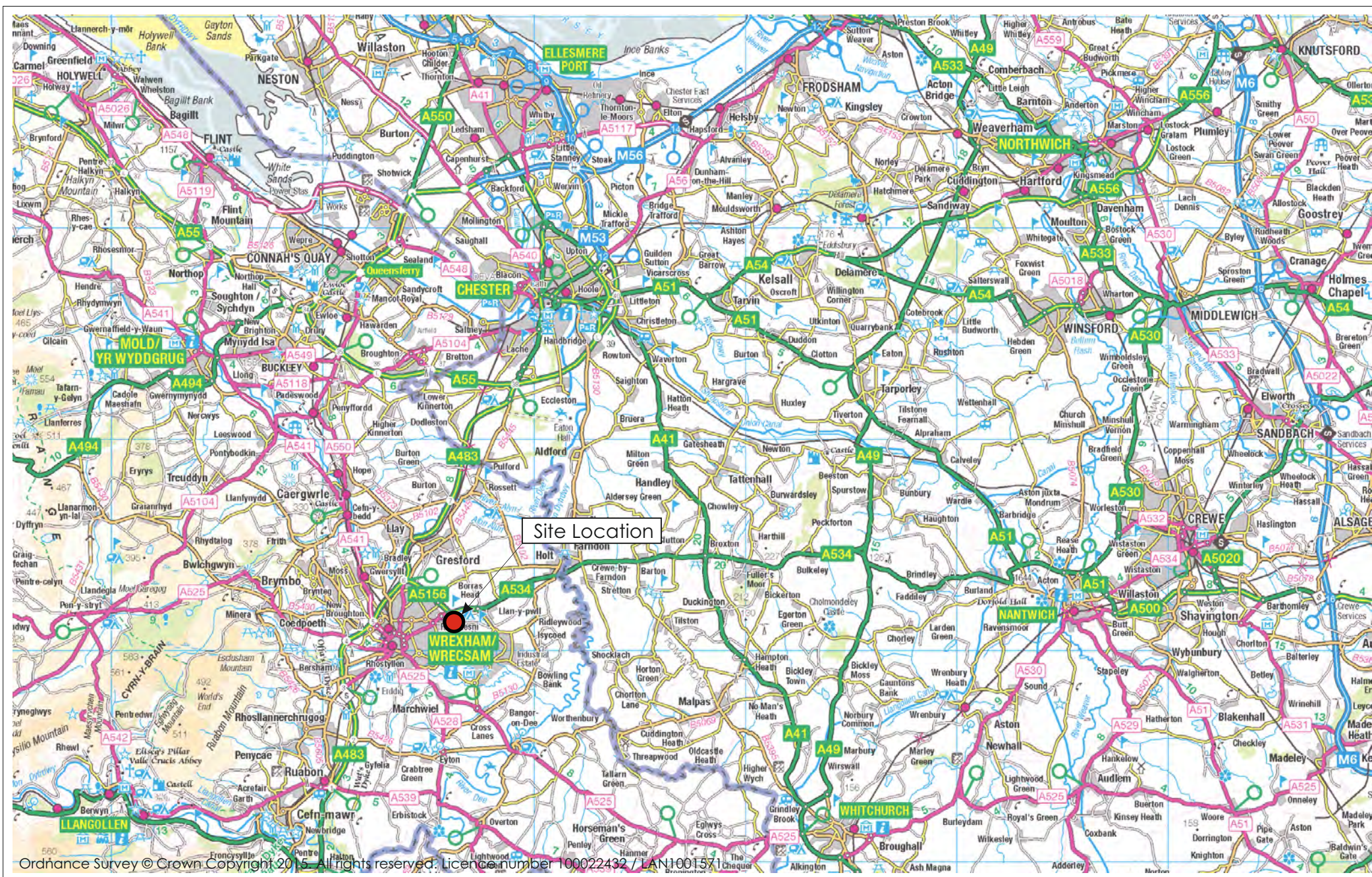


Figure 1.2 Site Location (Local)

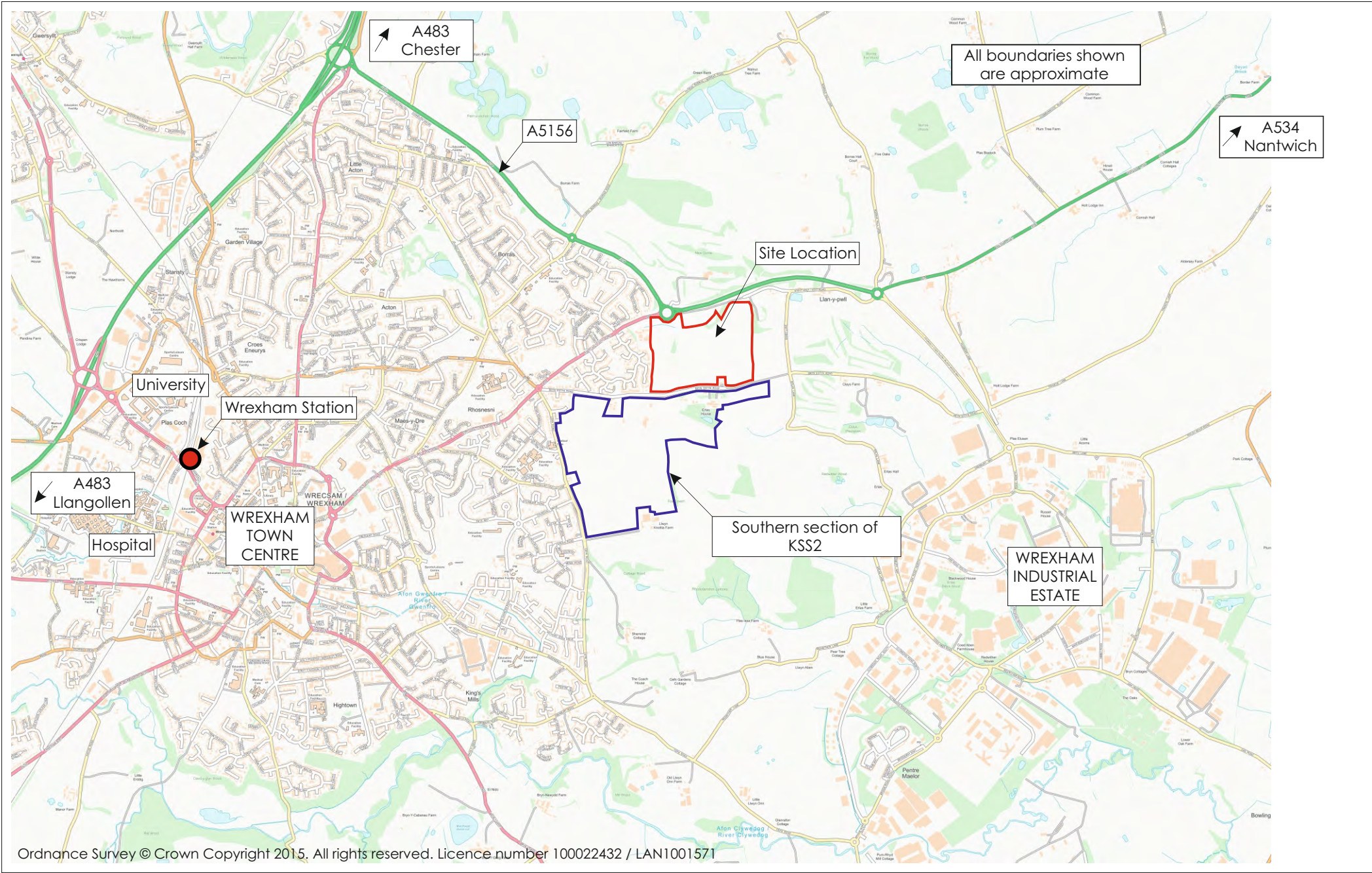


Figure 1.3 Local Context

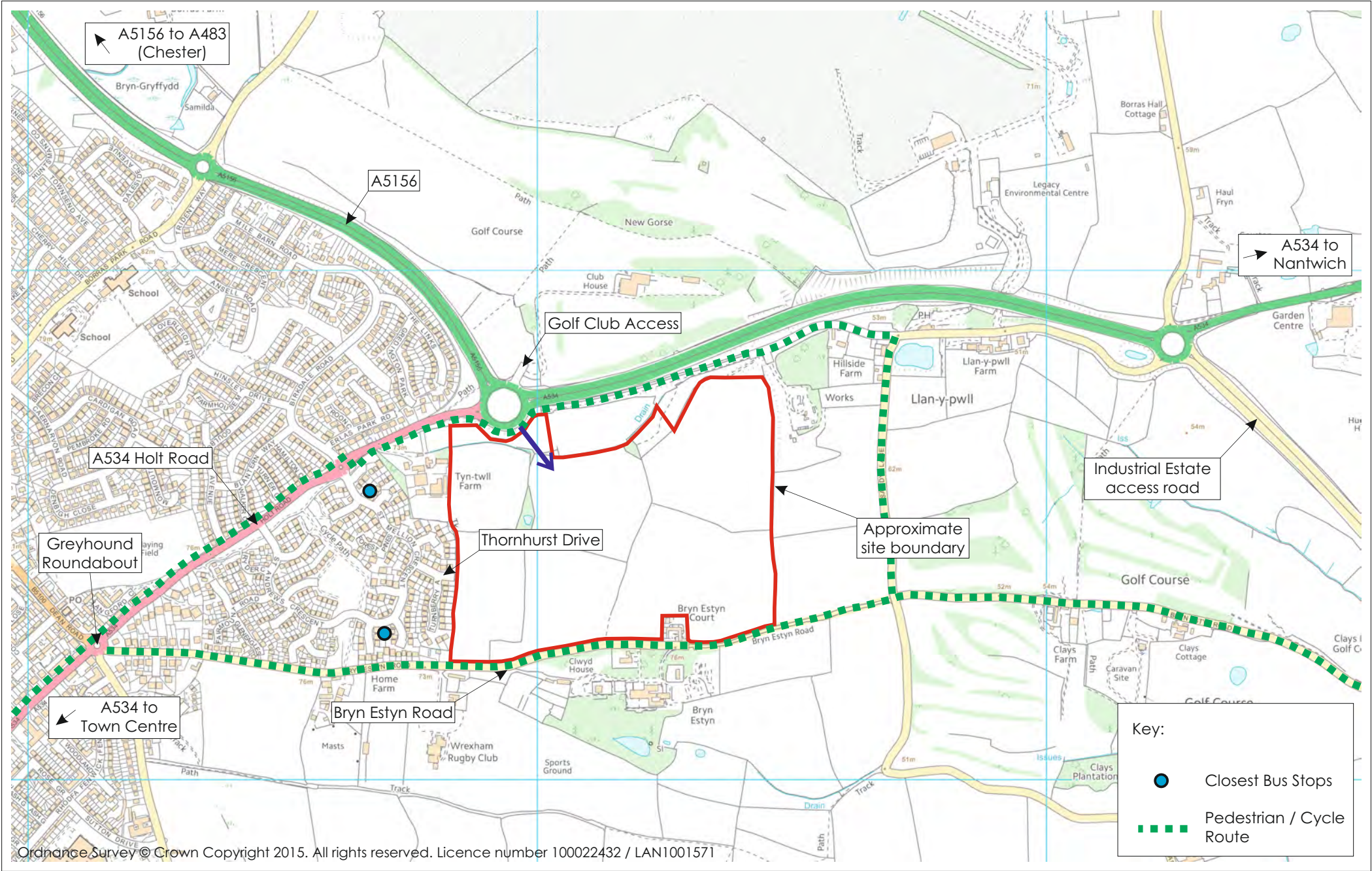
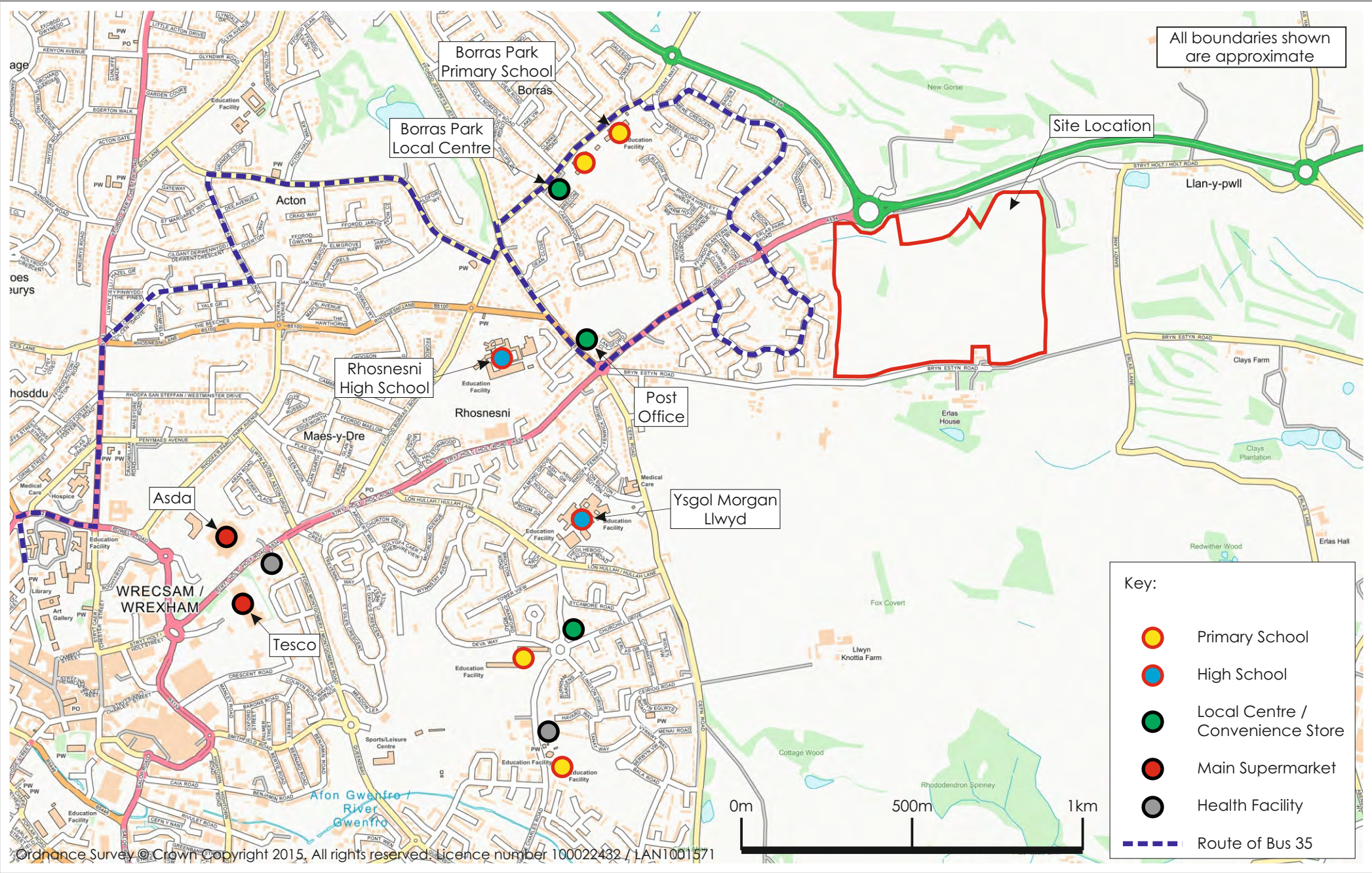


Figure 4.1 Local Facilities





Appendix A: Site Masterplan





LANDSCAPE ARCHITECTURE
ENVIRONMENTAL PLANNING
MASTERPLANNING
URBAN DESIGN

**RANDALL
THORP**

Canada House, 3 Chepstow Street, Manchester M1 5FW
0161 228 7721 mail@randallthorp.co.uk www.randallthorp.co.uk

Key:

- Site boundary
- Open space
- Undevelopable sloping land
- Potential residential development
- Primary access point (as per CBO Site Access plan ref CBO-0322-011)
- Potential secondary link
- Strategic link road
- Primary roads
- Secondary roads
- Tertiary roads
- Footpaths
- Strategic cycle link
- Existing pedestrian and cycle routes
- Existing vegetation
- Existing pond to be retained
- Proposed woodland
- Proposed trees
- Play area
- Indicative SuDs attenuation areas (if required)

**BARRATT
HOMES**
built around you

**BLOOR HOMES**

Land South of Holt Road, Wrexham

Draft Illustrative Concept Layout

Drwg No: 661B-04 C
Drawn by: SB
Rev by: SB
QM Status: Checked
Scale: 1:2500 @ A3

Date: 30.01.18
Checker: DL
Rev checker: DL
Product Status: Issue

Illustrative Land Use Summary:

Site area:	28.52 ha
Residential development:	15.55 ha
Visually prominent land:	1.99 ha
Undevelopable land (open space):	3.28 ha
SuDS ponds:	0.65 ha
Woodland buffers:	1.35 ha
Other informal open space:	5.70 ha



Appendix B: Pedestrian Crossing Improvements at Greyhound Roundabout



