S|C|P

Transportation Planning : Infrastructure Design

Travel Plan

Proposed Residential Development
Home Farm, Gresford Road, Llay

Clients: Anwyl Construction Company Ltd and Bellway Homes Ltd (North West Division)

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A PROPOSED SITE LAYOUT PLAN

1.0 INTRODUCTION

Background

1.1 This report has been prepared by SCP on behalf of Anwyl Construction Company Ltd and Bellway Homes Ltd (North West Division), to support the proposed residential development on land to the northeast of Gresford Road, Llay.

1.2 This travel plan supports the development of the above site, for 362 dwellings, together with associated parking and landscaping. This travel plan seeks to discharge Condition 16 of the outline planning permission (Wrexham County Borough Council's (WCBC) planning reference P/2014/0905) which states:-

'Prior to the occupation of each phase of the development, a Travel Plan for that phase shall be submitted to and approved in writing by the Local Planning Authority. The plan shall include the details of an annual monitoring report, which shall be submitted to the Local Planning Authority for written approval following the first anniversary of the first use of the development, and every year up to and including the fifth anniversary.'

1.3 This report sets out Anwyl Homes and Bellway Homes' commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be developed further as part of the full travel plan.

Travel Plan Approach

1.4 A travel plan is an important tool or delivering sustainable access to a development. Residential travel plans focus on a single origin (home) and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.

1.5 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.

1.6 This travel plan focuses on influencing greater use of sustainable transport by residents when travelling to and from the site, and will establish and promote the sustainable transport links available for residents. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents travel.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The plan should then continue to be implemented, for the life of the development.

2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for all users, with a variety of mobility needs;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

2.6 Technical Advice Note 18 (TAN) sets out the need for all TA supporting documents in Wales to include a Transport Implementation Strategy (TIS).

2.7 In terms of the national transport policy that is relevant to the TIS, the latest 9th edition of Planning Policy Wales (PPW) was published in November 2016 by the Welsh Government and sets out a framework for the Welsh planning authorities to prepare their development plans. Chapter 8 of PPW sets out the approach to Transport.

2.8 Paragraph 8.1.1 of PPW states that *"The Welsh Government aims to extend choice in transport and secure accessibility in a way which supports sustainable development and helps to tackle the causes of climate change by: encouraging a more effective and efficient transport system, with greater use of the more sustainable and healthy forms of travel, and minimising the need to travel. This will be achieved through integration:*

- *within and between different types of transport;*
- *between transport measures and land use planning;*
- *between transport measures and policies to protect and improve the environment; and*
- *between transport measures and policies for education, health, social inclusion and wealth creation."*

2.9 Paragraph 8.1.5 of PPW states that *"Land use planning can help to achieve the Welsh Government's objectives for transport through:*

- *reducing the need to travel, especially by private car, by locating development where there is good access by public transport, walking and cycling;*
- *locating development near other related uses to encourage multi-purpose trips and reduce the length of journeys;*
- *improving accessibility by walking, cycling and public transport;*
- *ensuring that transport is accessible to all, taking into account the needs of disabled and other less mobile people;*
- *promoting walking and cycling;*
- *supporting the provision of high quality public transport;*
- *supporting traffic management measures;*
- *promoting sustainable transport options for freight and commerce;*
- *supporting sustainable travel options in rural areas;*
- *supporting necessary infrastructure improvements; and*
- *ensuring that, as far as possible, transport infrastructure does not contribute to land take, urban sprawl or neighbourhood severance."*

2.10 In terms of the local policy context that TIS's fall under, the current adopted local plan is the Wrexham Unitary Development Plan (UDP), adopted February 2005. The following highway related policies from the UDP are considered to be relevant to the proposed development:

- "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*".

- "Policy S2 - *Outside the principal shopping streets of Wrexham Town Centre, encouragement will be given to ground floor retailing proposals*".

2.11 At the time of writing this report, WCBC is preparing the Local Development Plan (LDP) which will replace the current adopted UDP. The LDP will be a long-term land use and development strategy focused on achieving sustainable development.

2.12 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

Existing Site

3.1 The application site is known locally as Home Farm and has an area of 14.1ha.

3.2 The site is located approximately 7.1km (4.4 miles) to the north of Wrexham town centre and comprises agricultural land with some agricultural buildings and area of hardstanding, as shown in **Figure 3.1** below.

Figure 3.1 – Site Location

Source: Google Maps

3.3 Vehicular access to the site is currently provided via a gated access off Old Meadow Court which also serves a number of other residential dwellings. Two additional gated accesses are provided along Straight Mile.

Local Highway Network

3.4 Gresford Road is located along the southwestern boundary of the site and provides access to Gresford town in the southeast. Within the vicinity of the site, Gresford Road is subject to a mandatory 40mph speed limit.

3.5 Within the vicinity of the site, Gresford Road benefits from a footway on the southwestern side of the carriageway and street lighting is provided.

Development Proposals

3.6 The site plan submitted with the reserved matters includes provision for up to 362 residential dwellings including a mix of 2, 3, 4 and 5 bedroom houses as well as 1 bedroom apartments.

3.7 Vehicular access to the site is provided at two separate points, one via Straight Mile and one via Gresford Road.

3.8 The existing vehicular access will continue to serve Old Meadow Court, only.

3.9 Pedestrian / cycle access to the site will be provided from the same location as the vehicular accesses. In addition, two pedestrian-only links will be provided onto Gresford Road approximately 100m to the northwest and 200m southeast of the vehicular site access. An additional pedestrian-only link will be provided onto Straight Mile immediately to the west of the vehicular access.

3.10 The proposed site layout is provided in **Appendix A**.

3.11 The internal road network will be designed to ensure the movements of service vehicles can be accommodated, whilst at the same time ensuring reversing distances are kept to a minimum.

3.12 The internal site layout will be designed to ensure the site is accessible by all modes of transport with the emphasis based on sustainable means of travel, including walking, cycling and accessibility to public transport connections. The layout additionally takes into account the security that natural surveillance provides.

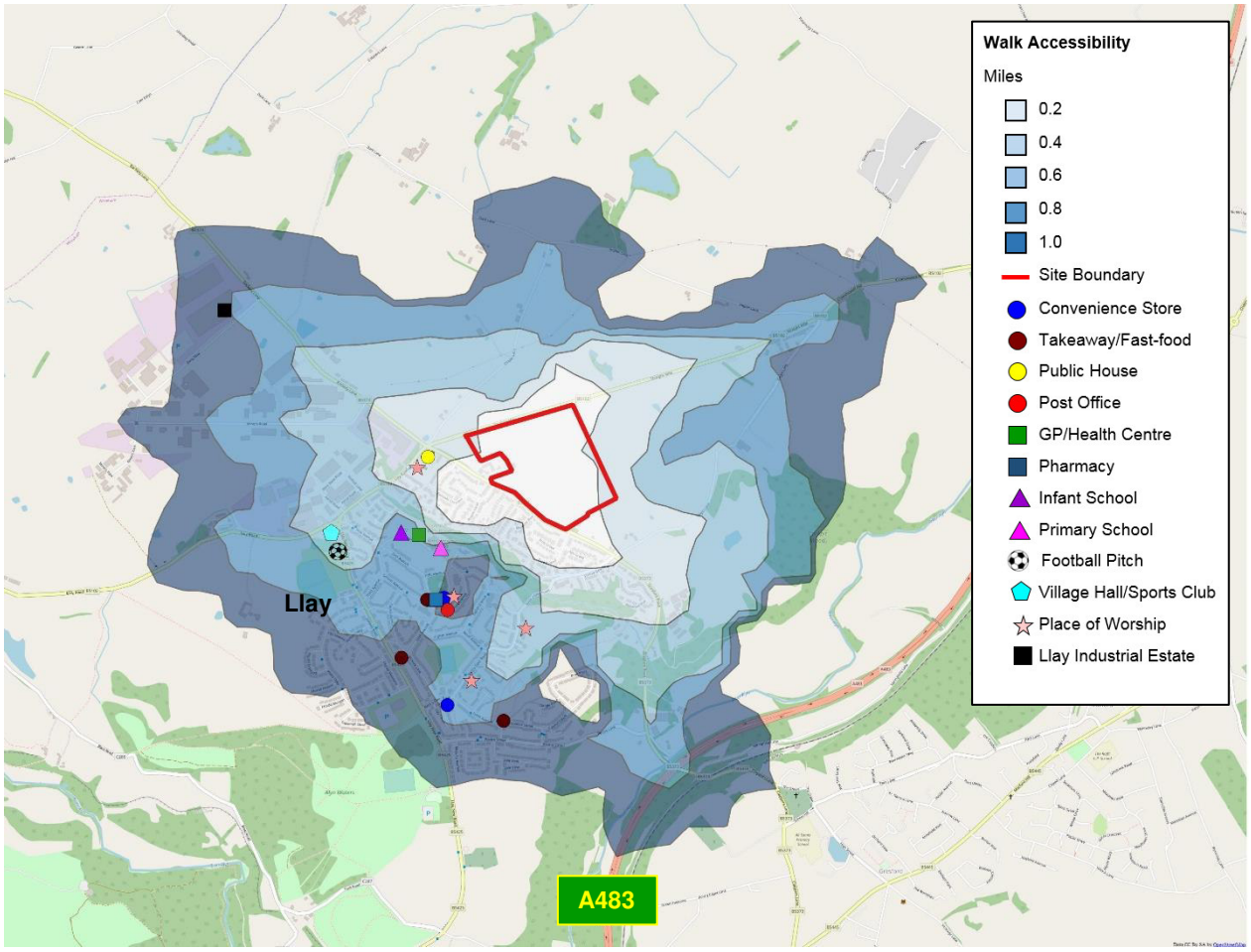
3.13 The proposed development layout would suitably integrate the proposals with the adjoining streets with 2m footways provided on either side of the proposed site accesses.

Existing Access by Non Car Modes: Walking

3.14 Reference has been made to the Walking and Cycling Strategy for Wales, dated December 2003, which indicates that the practical distance for journeys on foot are up to 1 mile.

3.15 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) software to produce isochrones mapping. The purpose of the isochrones is to demonstrate the areas within an acceptable walk distance of the site, as shown on **Figure 3.2** below:-

Figure 3.2 – 1 Mile Walk Accessibility



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3.16 As can be seen from **Figure 3.3**, the majority of Llay is within acceptable walking distance of the site, including a range of facilities. As a result, there are numerous opportunities for non-motorised access to retail, education, health, and employment facilities such as McColl's convenience store, Park Community Primary School, Llay Health Centre, Llay Post Office and Llay Industrial Estate.

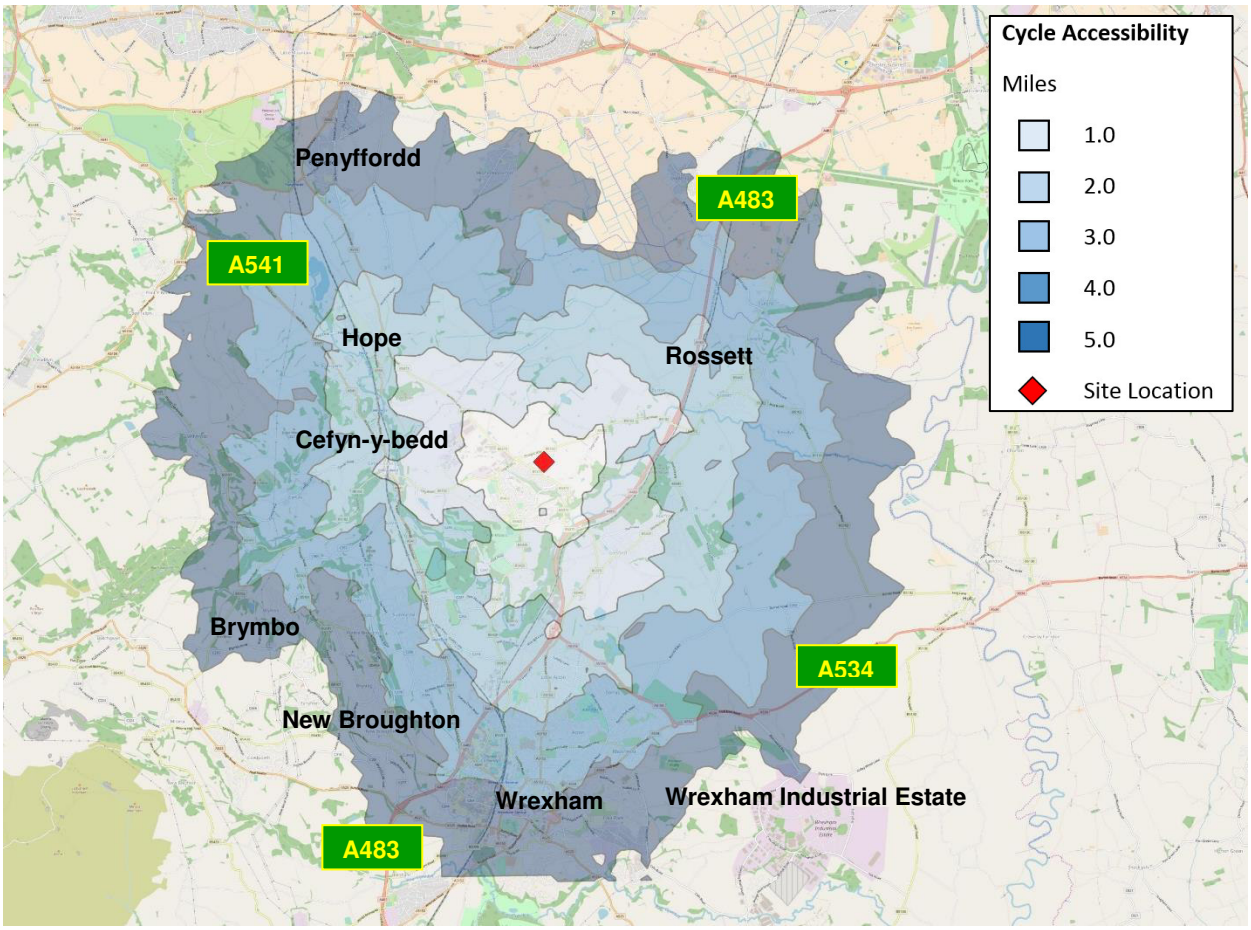
3.17 Generally, the topography of the area is conducive to walking and the existing residential areas located to the southwest of the application site provide pedestrians with safe and lit walking routes in order to access the local facilities.

Existing Access by Non Car Modes: Cycling

3.18 Again, reference has been made to the Walking and Cycling Strategy for Wales, dated December 2003, which indicates that the practical distance for cyclists are up to 5 mile.

3.19 GIS software has been used to model 5 mile cycle catchment from the site and is shown on **Figure 3.3** below. The plan demonstrates that a number of locations such Penyffordd, Wrexham Industrial Estate and Wrexham town centre, amongst others are within 5 miles of the development.

Figure 3.3 – Cycle Accessibility for the Development Site



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3.20 Cefn-y-Bedd Railway Station is also within 5 miles and has cycle parking provision, to facilitate multi-modal journeys.

Existing Access by Non Car Modes: Public Transport

3.21 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) "Guidelines for Planning for Public Transport in Developments" document identifies, at section 6.20, that "Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."

3.22 The nearest bus stop to the site is located along Gresford Road along the sites frontage and is therefore within the recommended walking distance.

3.23 Further bus stops are located along Llay Road approximately 650m (0.4 miles) to the northwest of the centre of the site.

3.24 A summary of the services provided from these bus stops is summarised in **Table 3.1** below.

Figure 3.1 – Bus Timetable Summary

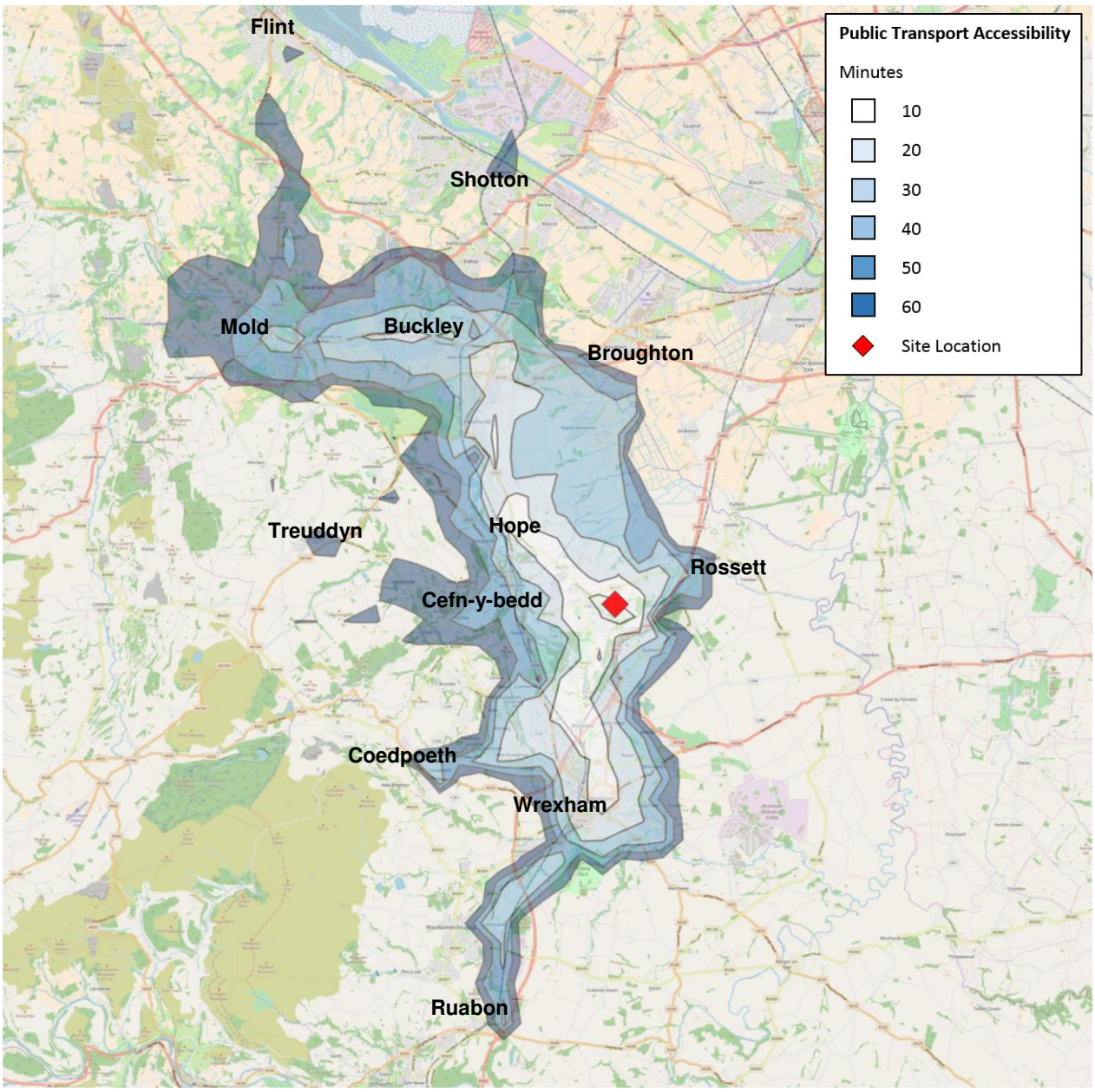
Service Number	Bus Stop Locations		Route	Average Service Headway			Additional Information
	Gresford Rd	Llay Rd		Mon - Fri	Sat	Sun	
28A		✓	Wrexham – Penyffordd – Buckley – Mold – Flint	4 services per day either way	4 services per day either way	-	
34	✓	✓	Wrexham – Pandy – Llay – Burton - Trevalyn	3 services per day either way*	-	-	*Only Wednesday, Friday, Saturday (Except Public Holidays)
PC1		✓	Coedpath – Brynteg – Gwersyllt – Bradley – Llay Industrial Estate	1 AM and PM peak service	-	-	
PC2		✓	Gatewen – Wrexham – Hightown – Rhosrobin – Llay Industrial Estate	1 AM and PM peak service	-	-	

3.25 In terms of rail, Cefn-y-Bedd Railway Station is located approximately 4.8km (1.9 miles) west from the centre of the site and cycle parking is available at the station.

3.26 Cefn-y-Bedd Railway Station is on the Bidston to Wrexham line with stations at Wrexham General, Wrexham Central, Buckley, Heswall and Upton. Train services run at approximately one per hour in either direction throughout the week. The average journey time from Cefn-y-Bedd Railway Station to Wrexham Central Railway Station is approximately 16 minutes.

3.27 **Figure 3.4** overleaf indicates a number of locations which are within a 60 minute public transport (bus and rail) commute from the proposed site. The time includes the walk to the bus stops and rail station and demonstrates that key areas of Mold, Flint and Wrexham are within an acceptable 60 minute public transport commute.

Figure 3.4 – 60 Minute Public Transport Accessibility



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Conclusion

3.28 As such, it can be seen that the site is in a reasonably accessible location and has potential for sustainable travel to and from the development, with a number of local amenities in close proximity.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This travel plan forms a framework for future development once the development is occupied.

Travel Plan Coordinator

4.2 Management of the travel plan will be achieved through identification of a suitable person to act as Travel Plan Coordinator (TPC). A TPC provides a key role in delivering a successful travel plan, by helping to ensure stakeholder buy-in and ownership of the process is in place. A TPC is not a full time role but requires an individual with time to implement and monitor the TP, with the requisite communication skills to deliver information to all residents. The role of TPC can be undertaken by an overall management company for the site, or by a third party.

4.3 The TPC role will be established at least one month prior to site occupation and will lead development of the travel plan measures and the day to day operation of the action plan. Once appointed, the TPC will act as the main contact for the travel plan, and will be responsible for implementing measures, maintaining a database and monitoring implementation. The TPC will be encouraged to work closely with the local authority's travel planning team.

4.4 The TPC will be the first point of contact in all matters relating to travel to and from the site. Where possible, liaison with TPCs from other developments and sites is encouraged, to ensure consistency across the local area.

4.5 The TPC will be responsible for setting up and managing the action plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.

Funding

4.6 Appropriate funding will be allocated by Anwyl Homes and Bellway Homes at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.

4.7 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of a travel plan review to the Local Planning Authority.

Contacts

4.8 Travel plan success is dependent on ownership of the plan being taken, alongside commitment to implement the contained measures. To ensure any difficulties encountered are addressed efficiently, contact details for the interim travel plan coordinator are identified below, until an individual is appointed.

4.9 Travel Plan Coordinator: SCP Transport

info@scptransport.co.uk

0161 832 4400

5.0 TRAVEL SURVEY

5.1 Travel surveys will be undertaken three months after occupation in order to understand how residents currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time.

5.2 In order to understand how residents are travelling, along with changes to those journeys over time as a result of the travel plan, regular residents' travel surveys are required. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

5.3 To capture resident contact information, the TPC will set up a resident database upon first occupation, containing household contact details. The TPC will then issue a travel survey within the welcome pack for resident completion. Surveys will be commissioned within three months of achieving 50% occupancy of the site.

5.4 The survey will be disseminated to all households, to collect the following data:

- Household profile, including number of occupants and children;
- Work postcode;
- Mode of travel to work and other trip purposes;
- Measures that would encourage use of active travel modes or public transport;
- Barriers to use of active travel modes / public transport.

5.5 The responses received from the surveys will be entered into the resident database to enable modal shift to be tracked and allow future comparison of travel patterns for each household, as well as providing information on which measures are most likely to encourage modal shift.

5.6 All data collected from the travel will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will manage the database and be responsible for the release of information; all data held will be used solely for the purposes of the travel plan.

5.7 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible).

5.8 Information contained within the database and the travel patterns derived from the data will inform the annual review process. The TPC will submit the results of the annual review along with the survey data to the local authority for their review and discussion. However, in the interests of security, all personal details will be anonymised.

6.0 OBJECTIVES AND TARGETS

Objectives

6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.

6.2 The travel plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.

6.3 This travel plan has been prepared to achieve the following objectives:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing; and
- Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

6.4 The proposed development is located in the Wrexham 020 Middle Super Output Area (MSOA). The table below indicates the current modal share in Wrexham 020 MSOA compared with the Wrexham Local Authority District, based on 2011 census data, while setting out the initial targets for the development along with the relevant indicators and monitoring methods that will be used to establish the progress towards these targets.

Target Type	Baseline (Wrexham 020)†	Wrexham Local Authority	5 Year Target	Indicator	Monitoring Method
% of trips made by single car occupancy	82%	72%	Maximum of 72%	Number of single car occupancy trips	Travel surveys
% of trips made by car sharing	5%	9%	Minimum of 9%	Number of car sharing trips	
% of trips made by public transport	5%	7%	Minimum of 7%	Number of public transport users	
% of trips made by walking and cycling	7%	11%	Minimum of 11%	Number of walk trips Number of cycle trips	

† Source: Office for National Statistics
Note: the baseline figures may not equal 100% as the census data includes taxi and motorcycle

6.5 If the initial travel survey results demonstrate that the existing single occupancy car travel at the site is greater than the existing 82% for the Wrexham 020 MSOA, then the initial short term targets will be to reduce the single occupancy vehicle travel to that level. Once car usage is at 82% then the short term annual targets will be reassessed to bring levels down further in line with the Wrexham Local Authority District as a whole.

6.6 In addition to single occupancy car travel targets, if the travel survey questionnaires demonstrate that the number of existing trips by walking and cycling for the site is less than the 5% for the Wrexham 020 MSOA, then the initial short term targets will be to increase travel by non-car modes to that level. Once public transport usage from the development site is at 5%, the short term annual targets will be reassessed to try and increase public transport usage levels further.

6.7 The targets will be revised accordingly, in agreement with the local highway authority, to ensure that they remain SMART. In subsequent years, the results of further monitoring will allow the targets to be reviewed and identify where further initiatives could be implemented to increase the effectiveness of the travel plan in order to reach the objectives.

Indicators

6.8 The TPC will be responsible for implementing measures at the development, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.

6.9 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of a travel plan information pack to all residents within two weeks of occupation;
- Negotiation of discounts at local cycling shops within 3 months of occupation;
- Negotiations with local public transport operators to secure discounted travel for residents within 6 months of occupation;
- Working with local schools to set up Safer Routes to Schools joint working arrangements.

6.10 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 MEASURES AND MARKETING

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular. As such, the below measures may be subject to change following occupation of the site and the successful completion of resident travel surveys. Changes will be agreed with the local authority.

Travel Information and Marketing

7.2 Good accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful travel plan.

7.3 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. As properties are sold, all residents will be made aware of the travel plan and the key measures to be implemented through their welcome packs.

7.4 The TPC will promote the sustainable travel opportunities through the distribution of travel information packs to residents. The travel welcome packs for residents will include the following:

- An introductory leaflet to the travel plan providing a summary of the contents and key measures for implementation, as well as the contact details of the TPC;
- Details of the travel survey process, a copy of the survey to be completed and returned, along with confidentiality and privacy clauses with regard to the data;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
  - Bus timetables covering services from nearby bus stops;
  - Current bus fare information;
  - Information on how to obtain concessionary bus travel passes;
  - Details of routes and destinations served by trains from nearby rail stations;
  - Contact details for bus and rail service providers.

- Active travel information, including:
  - Map indicating potential walk and cycle routes to the local facilities, along with details of cycle parking in the local area;
  - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
  - Health information and details of local walk buddy and bike buddy groups.
- Details of "Safer Routes to School", any Yellow Bus scheme and associated "Walking Buses" for access to local education;
- Details of local taxi firms;
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Summary of options and delivery costs for home shopping.

7.5 The TPC will review the information provided within the travel information pack on a 6-monthly basis to align with public transport seasonal timetable changes, to ensure that residents are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will disseminate this information to all households via leaflets.

7.6 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPC will inform the relevant authority.

Walking

7.7 The proposed development includes provision of footways along the entrance to site, connecting to the footways provided. In addition to the design improvements, the TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
- Provide a map showing walking routes as part of the welcome pack, indicating distances and times to key local facilities near to the site;
- Encourage residents to sign up to the 'WalkBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone for journeys to work, or want to join in with regular exercise;
- Liaise with local schools in relation to their travel plans and identify any opportunities for improving walk routes to schools and / or implementing a "walking bus";

- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace a regular walk journey; and
- Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.

Cycling

7.8 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Provision of cycle storage for residents in accordance with local authority guidelines;
- Negotiate discounts on cycles and equipment with local cycle shops in return for advertising their details in the welcome pack;
- Provide information on any local cycle proficiency 'Bikeability' courses;
- Liaise with local schools to ensure provision of safe and secure parking for bicycles;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website;
- Encourage residents to sign up to the 'BikeBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the regular cycle journey;
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site; and
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority.

Public Transport Information

7.9 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport locations (including bus stops), together with route and timetable information in the welcome packs; this will be updated by leaflet drop, as necessary to align with seasonal timetable changes;
- Details of community transport options and concessionary ticket availability;
- Liaise regularly with public transport operators to ensure that information remains valid;

- Provide details of routes and destinations served by trains from nearby rail stations;
- Distribute details of the Traveline Journey Planning tool for Wales. Future residents can contact Traveline by phoning 0871 200 2233. They can also explore the Traveline website at www.traveline-cymru.info;
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the regular/work bus/train journey.

Car Sharing Scheme

7.10 The TPC will set up an informal car sharing register within 3 months of site occupation. Information about the scheme will be placed in the welcome pack; an application form will also be provided within the welcome pack for residents to complete and return to the TPC, if a car share is wanted.

7.11 The TPC will then identify any suitable matches for residents for journeys to and from work, shopping trips and/or school run.

7.12 Should sufficient demand be present, the TPC will set up a 'formal' car share scheme for residents using online software. This will be assessed as part of the first annual review of the travel plan.

7.13 'Lift Share' is an example of an online car share database which has members throughout Wales. The site can be accessed at www.liftshare.com/wales.

Personalised Journey Planning

7.14 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

7.15 The TPC will assist residents in the development of a personalised journey plan for regular journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):

- Maps showing the location of the bus stops to use at either end of the journey, along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel;
- Suggestions of how to incorporate elements of the journey to sustainable modes; and
- Timetable information for public transport services used on their journey.

7.16 Journey plans will initially be generated using the Travelline journey planning service.

Alternatives to Travel

7.17 Alternatives to regular trips, such as the commute to work and supermarket visits, present the potential to reduce single occupancy trips greatly. Residents should be encouraged to consider all journeys they make and identify whether an alternative is present.

7.18 Working from home even just one day per week can reduce traffic by as much as 20%; this is made possible by high speed internet connections, multiple points within the homes for telephone and internet, and home office space.

7.19 Similar provisions enable a vast majority of shopping goods to be ordered from the home and delivered. Home shopping represents significant opportunities for reducing the need to travel.

7.20 The TPC is responsible for ensuring the development postal address is recognised for home shopping/delivery.

Car Parking Management

7.21 Car and cycle parking for residents will be provided in accordance with local parking standards as agreed with Wrexham County Borough Council (WCBC), the local planning authority.

Marketing Summary

7.22 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.

7.23 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory leaflet for the travel plan, providing a summary of the travel plan contents and key measures for implementation, to be disseminated to residents;
- Welcome packs will be populated with a range of sustainable transport information and distributed to all residents upon occupation;
- Leaflet drops will take place, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.
- Regular leaflets and flyers will also be developed and posted to residents, to promote new and ongoing measures along with events at the site, for example, Walk to School Week and European Mobility Week.

8.0 DEVELOPER ACTION PLAN

8.1 The developer action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with WCBC	As per planning agreements with WCBC	Developer / WCBC	Developer
Appointment of TPC	At least 1 month prior to occupation	Developer	Salary
Exchange contact details with relevant officers	At least 1 month prior to occupation	TPC	Staff time
Review walking and cycling routes within the site	At least 1 month prior to occupation	TPC	Staff time
Set up travel plan working file	1 month prior to occupation	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to occupation	TPC	Staff time + materials
Prepare resident baseline travel survey and agree with LA	2 weeks prior to occupation	TPC/WCBC	Staff time + printing
Liaise with local schools re walking buses, cycle parking facilities etc.	2 weeks prior to occupation	TPC	Staff time
Confirm delivery location with retailers	2 weeks prior to occupation	TPC	Staff time
Negotiate with local taxi firm for reduced price travel	2 weeks prior to occupation	TPC	Staff time
Upon Occupation			
Issue welcome packs to residents	Upon occupation	TPC	Staff time + printing
Within 3 Months of Occupation			
Set up residents' database	As units occupied	TPC	Staff time
Negotiate discounts and deals with local cycle shops, public transport operators etc.	Within 3 months of 50% occupation	TPC	Staff time
Promote any local area cycle training and maintenance courses	Within 3 months of 50% occupation	TPC	Staff time

Set up informal car share scheme	Within 3 months of 50% occupation	TPC	Staff time
Liaison with other TPCs and schools in local area	Within 3 months of 50% occupation	TPC	Staff time
Provide personalised journey plans to interested residents	Within 3 months of 50% occupation	TPC	Staff time
Undertake travel survey	Within 3 months of 50% occupation	TPC	Staff time + printing
Review travel plan objectives and set mode share targets on the basis of survey data	1 month after undertaking the survey	TPC	Staff time
Produce full travel plan document and submit to local authority	Survey will close 6 months after 50% occupation of site; review work to follow	TPC	Staff time
Liaise with WCBC to agree final travel strategy, objectives and targets	Survey will close 6 months after 50% occupation of site; review work to follow	TPC / WCBC	Staff time
Ongoing Tasks			
Update residents with any service changes with regard to local transport on six-monthly basis	6 monthly	TPC	Staff time
Promote national events e.g. Bike to Work Week, Walk to Work etc.	Annual promotion of various events	TPC	Staff time
Annual Monitoring / Review			
Undertake site audit and report any highway issues to LA	Following review by LHA	TPC / LHA	Staff time
Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to LA	Within 3 months of receipt of responses	TPC	Staff time
Report updates to all residents using leaflets	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with LHA	As agreed with LHA	TPC	Staff time
Undertake annual parking surveys	As agreed with LHA	TPC	Staff time

9.0 MONITORING AND REVIEW

9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

9.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

9.3 The TPC will monitor travel patterns associated with the site on a regular basis over a five year period, commencing at first occupation of the site, with baseline surveys to be undertaken within 3 months of 50% occupation. Monitoring will take place on a rolling basis over the first three months, with surveys issued in welcome packs. Surveys will take place on an annual basis for the first five years of site occupation; any ongoing surveys beyond the 5 year period will be agreed with the council.

9.4 As part of the annual monitoring, surveys will be distributed to all households to monitor travel to and from the site, and gain an understanding of travel habits. Survey content will be agreed with the local authority.

9.5 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate.

Reviewing

9.6 The TPC will undertake an annual review of the travel plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from residents.

9.7 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, in agreement with the local authority, in order to maintain a realistic travel plan goal.

9.8 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

9.9 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review following each monitoring period.

10.0 CONCLUSION

10.1 This travel plan reviews the existing transport facilities at the site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.

10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified should be fulfilled. These include:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing; and
- Promoting healthy lifestyles and sustainable communities which are accessible by all.

10.3 This document therefore ensures that sustainable access to the development is facilitated and subsequently seeks the discharge of Condition 16 of planning reference P/2014/0905.

Interim Travel Plan Coordinator Contact Details

Interim Travel Plan Coordinator: SCP Transport

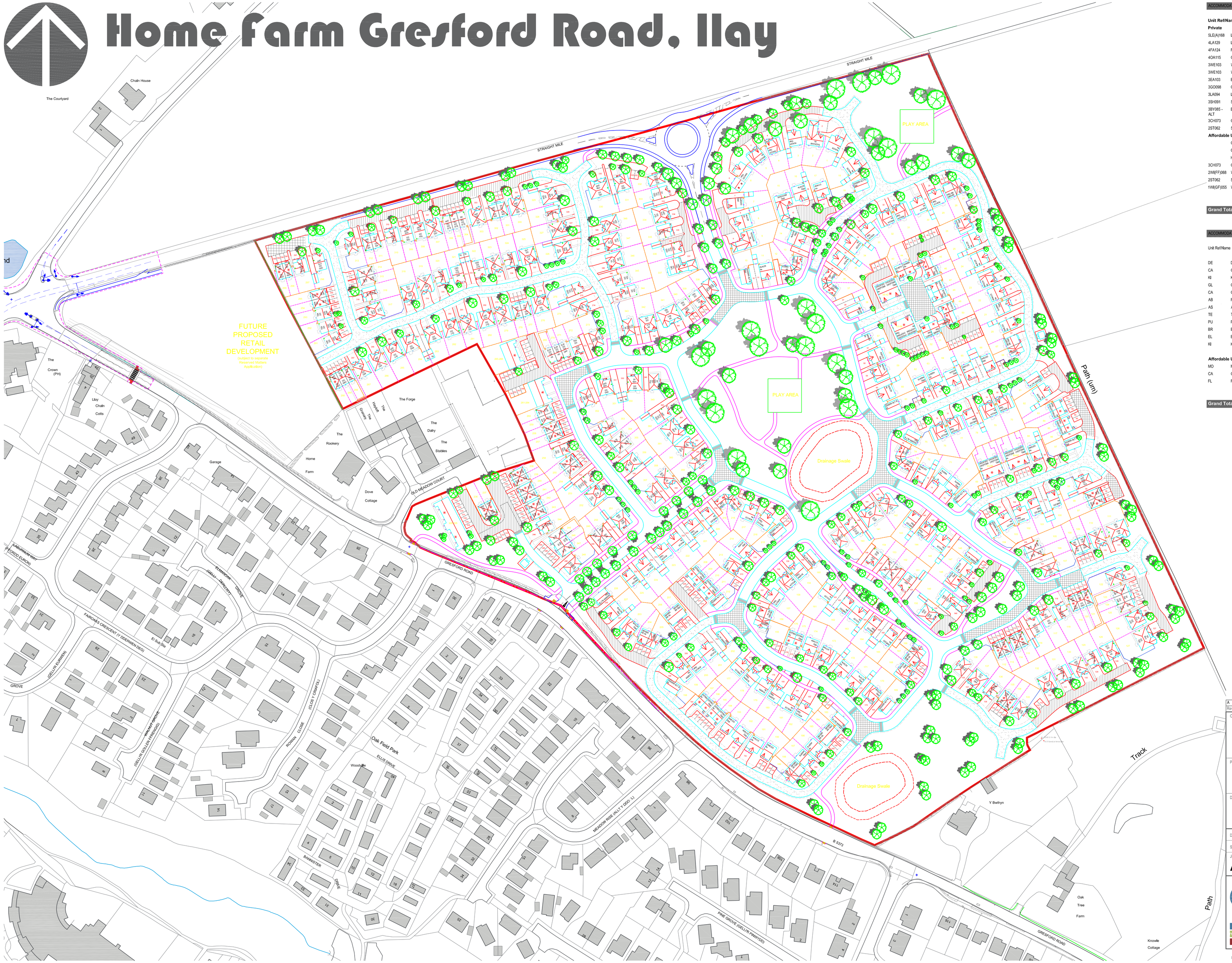
info@scptransport.co.uk

0161 832 4400

S|C|P

APPENDIX A

Home Farm Gresford Road, llay



ACCOMMODATION SCHEDULE - LLAY - BELLWAY HOMES

Unit Ref/Name		Bed No.	Unit No.	Unit ft²	ft² Total
Private					
5LE(A)168	LEWIS A	5BED/2STOREY DETACHED	3	1677	5031
4LA129	LARCH	4BED/2STOREY DETACHED	27	1293	34911
4FA124	FAIRHAVEN	4BED/2STOREY DETACHED	19	1239	23541
4OA115	OAKWOOD	4BED/2STOREY DETACHED	19	1151	21869
3WE103	WESTON	3BED/2STOREY DETACHED	2	1025	2050
3WE103	WESTON W/Garage	3BED/2STOREY DETACHED	15	1025	15375
3EA103	EASTON	3BED/2STOREY DETACHED	2	1025	2050
3GO098	GORDON ALT	3BED/2STOREY DETACHED	17	988	16796
3LA094	LANSDOWN	3BED/2STOREY DETACHED	12	943	11316
3SH091	SHELLEY	3BED/2STOREY SEMI	6	910	5460
3BY085 - ALT	BYRON ALT	3BED/2STOREY SEMI	10	855	8550
3CH073	CHATSWORTH	3BED/2STOREY SEMI	2	733	1466
2ST062	STUDLEY	2BED/2STOREY SEMI	1	619	619
Affordable Units					
	COVENTRY	2BED/2STOREY SEMI	8	811	6488
	GREENWICH	3BED/2STOREY MEWS	2	870	1740
	HAMPTON	3BED/2STOREY MEWS	2	855	1710
3CH073	CHATSWORTH	3BED/2STOREY SEMI	4	733	2932
2WI(FF)068	WISTASTON	2BED APARTMENT FF	8	684	5472
2ST062	STUDLEY	2BED/2STOREY SEMI	13	619	8047
1WI(GF)055	WISTASTON	1BED APARTMENT GF	8	551	4408
Grand Total:			**180 Units**		**179831 ft²**

ACCOMMODATION SCHEDULE - LLAY - ANWYL HOMES

Unit Ref/Name		Bed No.	Unit No.	Unit ft²	ft² Total
DE	DELAMERE	4BED/2STOREY DETACHED	6	1790	10740
CA	CAERNARFON	4BED/2STOREY DETACHED	2	1551	3102
KI	KINGSLEY	4BED/2STOREY DETACHED	10	1462	14620
GL	GLYN	4BED/2STOREY DETACHED	16	1404	22464
CA	CARDIGAN	4BED/2STOREY DETACHED	11	1175	12925
AB	PORTHMADOG	4BED/2STOREY DETACHED	13	1025	13325
AS	ASCOT	4BED/2STOREY DETACHED	18	1271	22878
TE	TENBY	3BED/2STOREY DETACHED	13	1035	13455
PU	PULFORD	3BED/2STOREY DETACHED	15	1033	15495
BR	BRETTON	3BED/2STOREY SEMI/MEWS	16	851	13616
EL	ELWY	3BED/2STOREY SEMI/MEWS	6	724	4344
KI	KINNERTON	3BED/2STOREY SEMI/MEWS	10	752	7520
Affordable Units					
MO	MONMOUTH	3BED/2STOREY SEMI/MEWS	12	804	9648
CA	CARMARTHEN	2BED/2STOREY SEMI/MEWS	18	685	12330
FL	FLAT	1BED APARTMENT	16	490	7840
Grand Total:			**182 Units**		**184302 ft²**

1:1000 0 10 20 30 50m

ISSUED FOR PLANNING

Rev.	Date	Description	By	Chd
A	30-11-2017	Issued for Planning	JNL	

Client

ANWYL thoughtful homes

Bellway

Project

Home Farm, Gresford Road Llay

Drawing Title

Overall Planning Layout

Drawn by	JNL	Checked by	-	Date	July 2017
Status	PLANNING	Scale @ A1	1:1000		
Job no.	AH085	Dwg.no.	PLA03	Rev.	A

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architecture masterplanning urban design

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