

Highgate*Transportation*

Canalside Development, Ellesmere

Framework Travel Plan
(2314/FTP/01/A)

November 2023

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1.0 Introduction

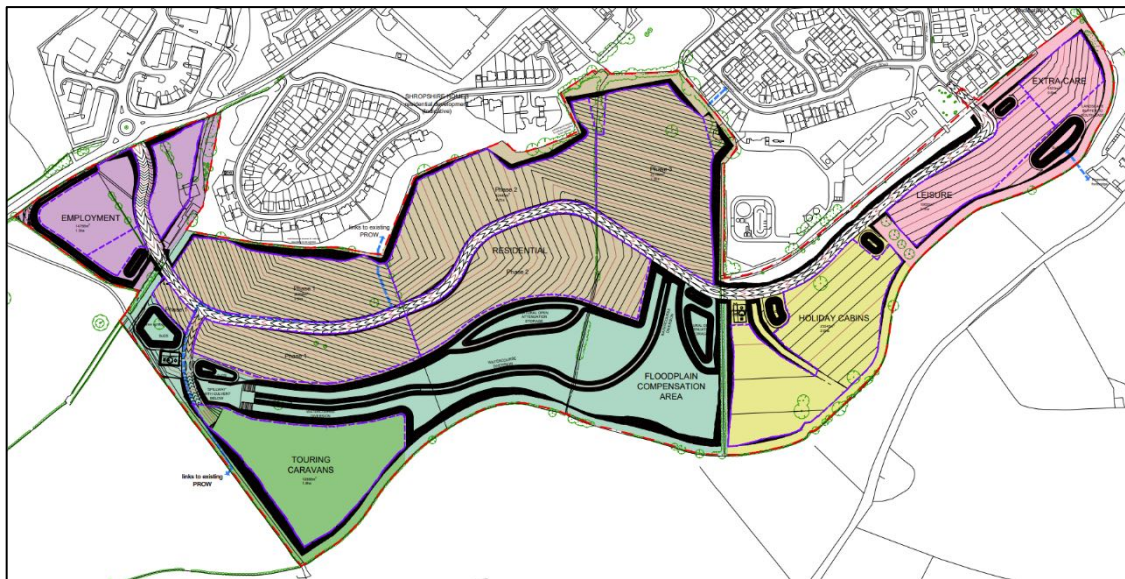
- 1.1 Highgate Transportation (HTp) have been appointed to prepare this Framework Travel Plan (FTP) in support of the planning application for a link road and associated works to facilitate a mixed-use development at Canalside, Ellesmere.
- 1.2 The development scheme is expected to comprise residential, commercial, and leisure uses as follows:
- i. Up to 350 residential dwellings
 - ii. A Foodstore up to 2,000sqm
 - iii. Up to 10,000sqm of commercial floorspace
 - iv. A 100-bed care home
 - v. An 80-bed hotel
 - vi. 70 holiday cabins
 - vii. A touring caravan site with 35 berths
 - viii. A 750sqm pub/restaurant
 - ix. A 500sqm play centre
 - x. A 210sqm drive-through coffee shop
 - xi. A 210 sqm café/bakery
 - xii. A 0.15 hectare petrol filling station
- 1.3 Vehicular access to the site will be via a newly constructed link road. The link road will be designed for low vehicle speeds, and the proposals include for the modification of the three-arm A495 Ellesmere Business Park roundabout in the west, to create a new fourth arm for the site access. The access from Canal Way, in the east, will be a continuation of the current highway layout.
- 1.4 **Table 1.1** sets out the details of the proposed development.

Table 1.1 - Details of the proposed development

Name of Development	Canalside, Ellesmere
Development Address	Land between A495 and Llangollen Canal, Ellesmere, Shropshire
Use Class	Mixed; B2, B8, C1, C2, C3, E(a), E(b), Sui Generis
Brief Description of Development	Mixed use development (~70 acres) comprising residential, commercial, and leisure uses, served by new link road
Site Location Map	Figure 2.1 provides the context of the development site
Travel Plan – Co-ordinator	The Travel Plan Co-ordinator (TPC) role and responsibilities are set out in Section 7.0

- 1.5 The Architect's indicative masterplan is contained in **Appendix 1** and an extract is provided at **Figure 1.1**.

Figure 1.1 – Extract from Architect's indicative masterplan

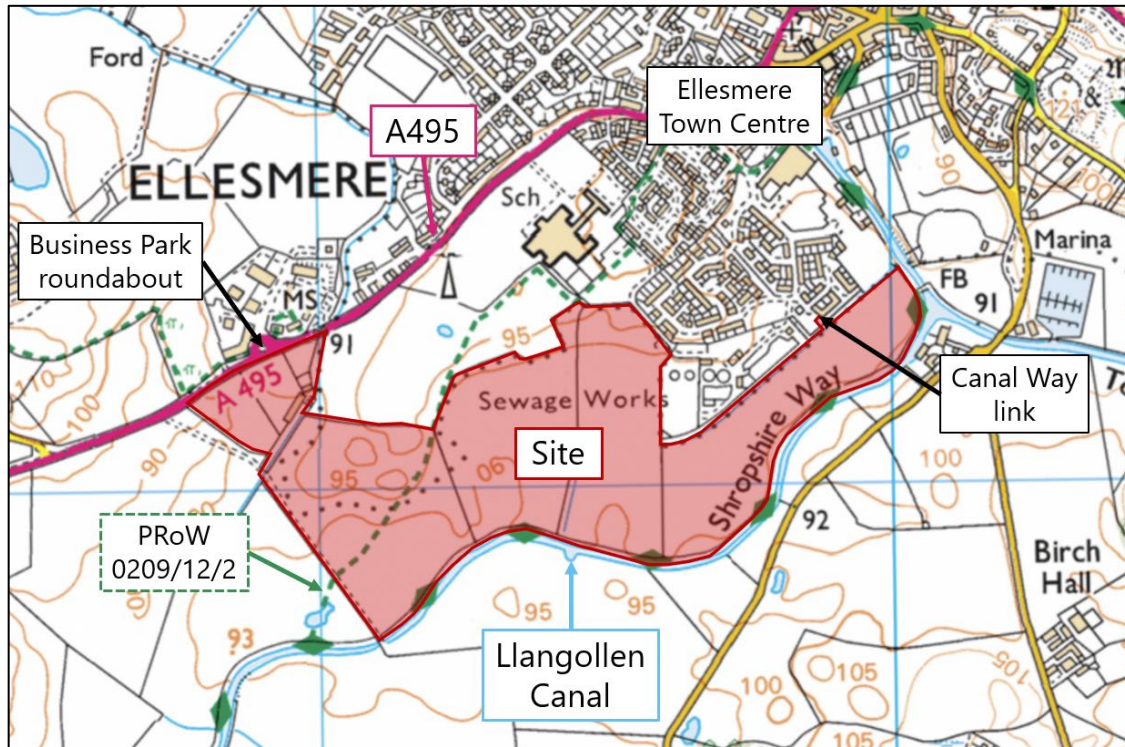


- 1.6 The main purpose of this FTP is to reduce private car trips, particularly single occupancy vehicle trips to and from the development, and to promote and encourage the use of alternative modes of transport to the private car.
- 1.7 By including residential, commercial, leisure, and employment land uses within easy walking and cycling distance of each other, the mixed use development will contain trips within the development and reduce the impact on the local road network.
- 1.8 This is a framework document that the end developers of the various phases of the site are expected to follow and use to create individual Travel Plans.
- 1.9 This FTP accompanies a Transport Assessment (ref: HTP/2314/TA/01), also prepared by HTP in support of the application.
- 1.10 This FTP contains:
 - i. A review of the site's accessibility, including current and proposed travel opportunities
 - ii. Travel information, such as cycle routes and public transport details
 - iii. A description of the full range of measures and means proposed to promote sustainable travel
 - iv. The monitoring strategy

2.0 Existing Situation

2.1 Figure 2.1 shows the site location within the Ellesmere area.

Figure 2.1 – Site location within the Ellesmere area



- 2.2 The site comprises around 70 acres of land to the south-west of Ellesmere. It is bordered to the east and south by the Llangollen branch of the Shropshire Union Canal (Llangollen Canal), to the west by open fields, and to the north by the A495, land committed for residential development, the Lakelands Academy school, a sewage treatment works and existing residential areas of Ellesmere.
- 2.3 The major roads serving Ellesmere are the A495, passing through the town from the A5 near Oswestry in the west to the A41 near Whitchurch in the east, and the A528 which leads north towards Wrexham and south to Shrewsbury.
- 2.4 An existing driveway access is provided within around 80 metres east of the Ellesmere Business Park roundabout. Furthermore, it is understood that a gated field access within 200 metres west of the roundabout provides access into the wider site, as can be seen in Figure 2.1.
- 2.5 The Ellesmere Business Park roundabout, to which the proposed link road will connect in the west, is currently a three-armed roundabout at the western edge of Ellesmere, which provides access to the Ellesmere Business Park from the A495.
- 2.6 Canal Way, which will connect with the eastern end of the proposed link road, is a residential road which provides access to a Tesco superstore in addition to residences. At its northern end, Canal Way joins the A495 at a signalised junction, where it forms the minor arm.

3.0 Site Accessibility and Existing Travel Opportunities

- 3.1 Travel behaviour can be affected by the level of infrastructure available to encourage modes of travel other than that of the private car. This section of the FTP provides an overview of the extent of existing facilities for walking, cycling, and public transport trips.
- 3.2 The site is located close to both the centre of Ellesmere and the Ellesmere Business Park, providing numerous everyday facilities within easy walking and cycling distance of the site.
- 3.3 Facilities in Ellesmere town centre include, but are not limited to, cafés, pubs, restaurants and takeaways, a pharmacy, a cycle shop and hire facility, a pet shop, a veterinarian, and a hardware shop.

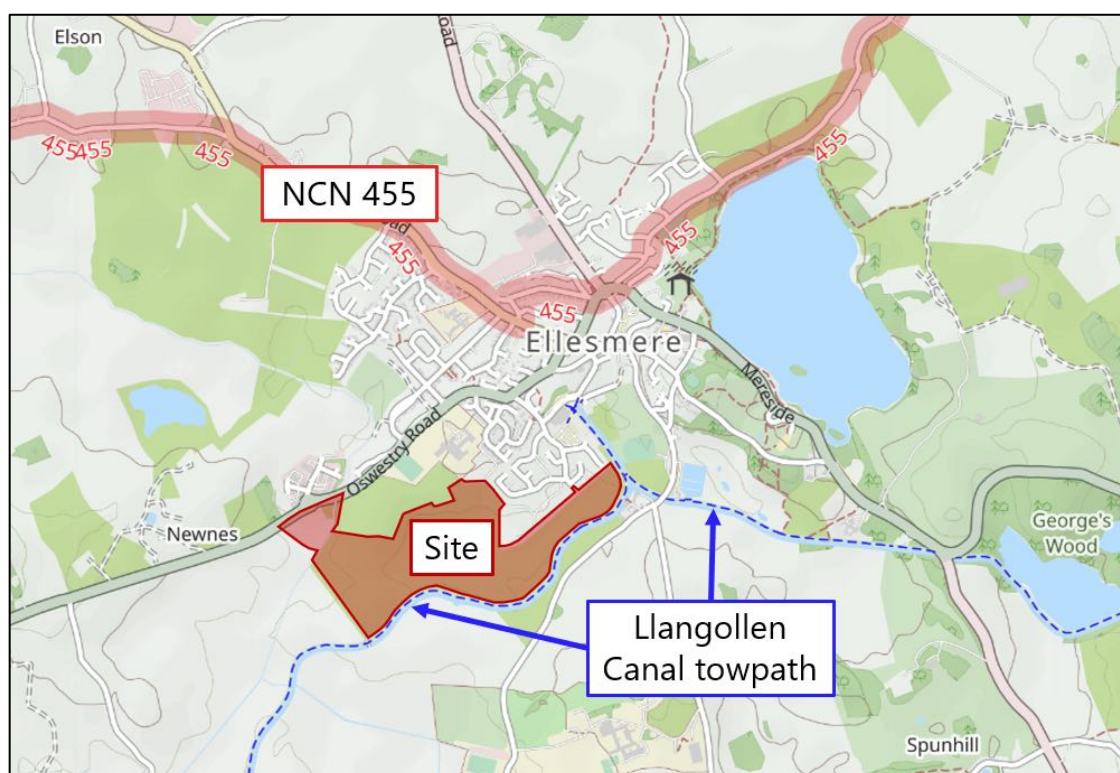
Pedestrian Facilities

- 3.4 Ellesmere has an existing comprehensive footway network which provides safe pedestrian access to all the facilities in the town.
- 3.5 Canal Way has footways approximately 2.0 metres wide on both sides of the carriageway along its entire length, connecting with the rest of the footway network and tying in to the footway network of the proposed development.
- 3.6 In the vicinity of the proposed site access at the Ellesmere Business Park roundabout, a footway around 1.8 metres wide is provided on the north side of the A495, which allows pedestrian access to the Ellesmere Business Park. There are no footways to the west of this roundabout.
- 3.7 The towpath of the Llangollen Canal follows the eastern and southern boundary of the site, and provides an attractive traffic-free walking route, particularly for leisure users. In the vicinity of the site, the towpath forms part of the Shropshire Way, a circular waymarked long distance walking route around Shropshire.
- 3.8 A footpath, designated PRow 0209/12/2, crosses the site from the south-west, where it meets the Llangollen Canal towpath, to the north-east, where it meets Berwyn View.

Cycle Facilities

- 3.9 National Cycle Network (NCN) route 455 passes through Ellesmere; at its closest point, it passes within 620 metres of the current southern extent of Canal Road. NCN 455 links the town of Oswestry and Gobowen Station in the west with NCN 45 in the east via Ellesmere. NCN 455 comprises mostly quiet roads suitable for cycle users of most abilities.
- 3.10 The Llangollen Canal towpath provides a *de facto* cycling route from its junction with the Shropshire Union Canal near Nantwich to Llangollen, forming NCN 84 north-west of Chirk. However, it is unsurfaced and narrow for much of its length.
- 3.11 An extract from OpenCycleMap showing the Ellesmere area is provided as **Figure 3.1**.

Figure 3.1 – Extract from OpenCycleMap showing Ellesmere area



© OpenStreetMap Contributors

- 3.12 It can be seen that the site has good access to the long-distance cycling network and will have cycle access to the facilities in Ellesmere town centre via quiet residential streets.

Bus Facilities

- 3.13 The main bus stop in Ellesmere, known as 'Crossroads', is located on Cross Street, adjacent to the junction of the A495, Cross Street and Grange Road, approximately 850 metres from the southern extent of Canal Road. The Crossroads bus stop is on carriageway, marked by a yellow bus cage, and comprises a large bus shelter with seating, timetable information, and a litter bin.
- 3.14 Bus services through Ellesmere are summarised in **Table 3.1**, all of which call at the Crossroads bus stop.

Table 3.1 – Bus services in Ellesmere

Service Number	Route	Frequency	
		Weekdays	Saturday
53	Ellesmere – Gobowen - Oswestry	60 minutes	90 minutes
208	Ellesmere Circular	30 minutes*	-
449	Oswestry – Ellesmere	9 per day**	6 per day
501	Ellesmere - Shrewsbury	5 per day	5 per day

*Tuesdays and Fridays only, last bus finishes its journey at 14:20

**Three buses per day on weekdays extend to Welshampton

- 3.15 Closer bus stops to the site, served by buses 53, 208 and 449, are located adjacent to Lakelands Academy, around 600 metres from the Ellesmere Business Park roundabout. The westbound bus stop is a lay-by marked by a yellow bus cage and comprises a waiting shelter with seating. The eastbound bus stop comprises a flag and timetable information only, both attached to a lamppost.
- 3.16 Ellesmere is therefore served by regular bus services to the nearest large town, Oswestry, as well as the nearest railway station at Gobowen, with existing bus stops within ten minutes¹ walking distance of the site.

Rail Facilities

- 3.17 The closest railway station to the site is Gobowen, approximately 11km west of the site by road. It can be accessed from Ellesmere by bus using the hourly 53 bus service, and by cycle via NCN 455 taking approximately 40 minutes².
- 3.18 Gobowen station has two platforms with shelter, covered cycle parking, and a ticket office staffed from 07:30 to 15:00 on weekdays, and from 07:30 to 12:30 on Saturdays.
- 3.19 Train services at Gobowen are provided by Transport for Wales; frequency of services to key destinations is summarised by **Table 3.2**:

Table 3.2 – Frequency of train service to key destinations from Gobowen

Destination	Average Frequency		
	Weekdays	Saturday	Sunday
Shrewsbury	60 minutes	60 minutes	9 per day
Wrexham General	60 minutes	60 minutes	9 per day
Cardiff Central	120 minutes	120 minutes	2 per day
Birmingham New St	120 minutes	120 minutes	6 per day
Telford Central	120 minutes	120 minutes	6 per day
Chester	60 minutes	60 minutes	8 per day
Holyhead	60 minutes	60 minutes	3 per day

- 3.20 Wem railway station is around 17.3km east of the site by road. In addition to services to Shrewsbury, Hereford, and Cardiff, Wem also receives services to Crewe and Manchester Piccadilly.
- 3.21 Therefore, the site has access to railway stations with a good level of service to a variety of major destinations, providing connections to the wider rail network.

¹ Assuming a typical walking speed of 80 metres per minute, rounded to the nearest whole minute (CIHT guidance document, 'Providing for Journeys on Foot', 2000)

² Assuming a typical cycling speed of 10mph (LTN 1/20)

4.0 Aims, Objectives and Outcomes

4.1 The core aim of the FTP will be to reduce trips to and from the site by single occupancy vehicles through increased use of walking, cycling and public transport.

4.2 The objectives of the FTP are:

- i. Minimise single occupancy car travel to and from the development
- ii. Identify which measures are needed to maximise the use of non-car travel
- iii. Establish and maintain sustainable travel behaviour of individuals
- iv. Identify ways of reducing the need to travel to and from the development

4.3 These aims, objectives and outcomes will be achieved by:

- i. Having a development that is in a sustainable and accessible location
- ii. Providing high quality, covered and secure cycle parking, for all dwellings, commercial, leisure and employment land uses, that is easily accessible for all users
- iii. Ensuring all planned pedestrian and cycle links, and public transport services, are in place before first occupation
- iv. Promotion of sustainable transport information on noticeboards in communal areas (e.g. hotel reception)
- v. Promotion of car sharing
- vi. The provision of a Residential Travel Information Pack (TIP) to all households on first occupation, and Workplace TIPs to staff upon employment

4.4 The TIPs will include details of:

- i. Local walking and cycling routes
- ii. The health benefits of walking and cycling
- iii. Location of public cycle parking in the area
- iv. The location of local bus stops, routes, and frequency of service
- v. The location of the nearest railway stations and summary of services and destinations that can be accessed by train
- vi. How to car share
- vii. National and local cycling and walking events such as cycle to work week
- viii. Electric cycle charging facilities in the area
- ix. Local cycle shops for purchase and maintenance needs

4.5 The Residential TIP will additionally include:

- i. Supermarket delivery companies in the local area
- ii. Location of visitor cycle parking within the development

4.6 The Workplace TIP will additionally include:

- i. Details of pool cars and/or cycles
- ii. Information about the Cycle to Work scheme
- iii. Provision of lockers for staff
- iv. Information on sustainable travel for visitors on website

5.0 Measures and Initiatives

5.1 This is an FTP, and as such is intended to provide a framework for future phase developers to develop and implement. **Table 5.1** sets out example measures and initiatives that can be put in place to meet the aims, objectives and outcomes detailed in **Section 4.0**.

Table 5.1 – Measures and initiatives

Promotion and Marketing	<p>A Residential TIP will be provided to all households on first occupation, and Workplace Travel Information Packs will be provided to staff upon employment</p> <p>Businesses will provide regularly updated notice boards in communal areas/online, which display sustainable transport information (including bus timetables and details of local taxi services) to staff and visitors</p>
Car Travel	<p>Staff and residents will be encouraged to participate in the car sharing scheme</p> <p>Employers will be encouraged to provide pool cars and/or cycles where appropriate</p> <p>Details of local taxi services will be included in the TIPs and on noticeboards/websites as appropriate</p> <p>All measures within this FTP are aimed at reducing private car trips, particularly single occupancy vehicle travel.</p>
Public Transport	<p>Information on public transport in the area will be provided in the TIPs and on communal noticeboards, and include the following information:</p> <ul style="list-style-type: none"> • The location of local bus stops • Bus timetables and fares, including any current promotions • Location of the nearest railway stations, and how they can be accessed by sustainable modes
Cycling	<p>Maps of local cycle routes, including recommended cycle routes into Ellesmere Town Centre and the location of public cycle parking, will be included in the TIPs and displayed on noticeboards/websites as appropriate</p> <p>Signage within the site will indicate recommended cycle routes between the town centre and destinations within the development</p> <p>Employers will be encouraged to sign up for the Cycle to Work scheme</p> <p>Workplaces will provide showering and changing facilities for staff</p> <p>Secure covered cycle parking will be provided at a quantum compliant with Wrexham cycle parking guidance</p> <p>Cycle parking for commercial uses will include on-site pumps and repair stands for public use</p>
Walking	<p>Maps of local walking routes, including recommended walking routes into Ellesmere Town Centre, will be included in the TIPs and displayed on noticeboards/ websites as appropriate</p>

5.2 The measures and initiatives set out in **Table 5.1** are intended to be implemented as set out in the action plan contained in **Table 5.2**.

Table 5.2 – Action plan

Transport Mode	Measure	Task	When	By
All	TPC	Appoint a TPC	Prior to first occupation	Phase Developer
All	Noticeboard	Post travel related information on noticeboards in communal areas/online and update as appropriate	Prior to first occupation/ongoing	TPC
All	Travel Information Packs	Provide TIPs to residents on first occupation of each dwelling, and to employers to issue to newly hired staff	At first occupation/ongoing	TPC
Car	Car Sharing	Car sharing to be organised if sufficient interest is expressed	Ongoing	TPC
Car	Taxi/minicab	Publicise and promote local taxi/minicab firms as enabling necessary car access.	Prior to first occupation/ongoing	TPC
Car/Cycle	Pool vehicles	Encourage pool cars and/or cycles to be provided by businesses where appropriate	Ongoing	TPC
Cycle	Signage and Wayfinding	Ensure clear and accurate signage for safe cycle routes is provided in the development	Prior to first occupation	Developer of link road / Phase Developer
Cycle	Cycle to Work Scheme	Encourage employers to sign up for, and promote, the Cycle to Work scheme	Prior to first occupation/ongoing	TPC
Cycle	Cycle parking	Ensure that appropriate cycle parking is provided for all uses as per Wrexham cycle parking standards	Prior to first occupation	Phase Developer

5.3 As part of this Action Plan it is expected that the phase developers will agree to:

- i. Implement the measures set out in **Table 5.1** and **Table 5.2**, or equivalent measures to achieve the same outcomes
- ii. Inform all residents/staff of the aims of the Travel Plan
- iii. Encourage residents/staff to switch their travel to a more sustainable mode

6.0 Targets and Monitoring

Targets

- 6.1 As this is a FTP, it is proposed to set an overall target for the development based on the reduction of single-occupancy vehicle trips, in line with the objectives set out in **Section 4.0**.
- 6.2 This will act as a framework from which future phase developers will set more specific targets.
- 6.3 The overall target for this development will be to achieve 20% fewer vehicle trips during peak hours by Year 5 than forecast in the accompanying Transport Assessment.
- 6.4 This target is in line with Active Travel England's objective that 50% of short, urban journeys are walked, wheeled and cycled by 2030, when considering that many of the forecast trips are longer distance journeys less suitable for these modes.
- 6.5 For reference, the total forecast vehicle trip generation, as set out in Table 6.3 of the Transport Assessment, is reproduced in **Table 6.1** below, along with the target number of trips upon full build-out of the site. Each land use is detailed separately within the Transport Assessment.

Table 6.1 – Total forecast and target two-way vehicle trip generation

	AM 0800-0900	PM 1700-1800	Saturday 1600-1700
Forecast	732	818	944
Target	586	654	755

Monitoring

- 6.6 Residents and staff will be requested to complete questionnaires to determine the current methods of travelling to work. This questionnaire will be available to complete online or as a paper copy.
- 6.7 It is proposed that the initial residential survey will be undertaken when over 50% of dwellings are occupied within any given phase. This will form the Year 1 residential survey.
- 6.8 It is proposed that the initial staff surveys for each individual use will be undertaken within one month of occupation. This will form the Year 1 staff survey.
- 6.9 Additional residential/staff surveys will be undertaken 2 and 4 years later (at broadly the same time as the Year 1 surveys); these will form the Year 3 and Year 5 (final) surveys for the respective phases of development.
- 6.10 The data collected will be sent to Shropshire County Council for monitoring and review.

Enforcement

- 6.11 If the development phases are not on course to meet their Year 5 target, further measures will be considered by the TPCs in consultation with Shropshire County Council.
- 6.12 Should the targets set out not be met by Year 5, it may be appropriate for financial penalties to be imposed to deliver new, or enhance existing, Travel Plan measures.
- 6.13 Specific enforcement measures should be considered individually for each future phase of development, in conjunction with the specific targets set.

7.0 Travel Plan Co-ordinator

- 7.1 The phase developers will ensure that TPCs are in place for the life of each Travel Plan (being appointed prior to first occupation) and that the TPCs will deliver a range of measures based on the agreed FTP.
- 7.2 It is anticipated that all the TPCs across the site will regularly liaise to ensure the objectives of the FTP are being met.
- 7.3 The TPC contact details are to be provided to the Council as soon as possible prior to first occupation. The details required are as follows:
 - i. Name
 - ii. Position
 - iii. Telephone contact details
 - iv. Email contact details
 - v. Contact address
- 7.4 The Council will always be notified of any future changes to the TPCs.
- 7.5 It is suggested that the TPCs should form a Travel Plan Stakeholders group with representatives of both residents of and businesses in the Canalside development. This group will convene regularly to feed back to the TPCs, and reflect on and revise Travel Plan measures where appropriate.

Appendix 1

Architect's Indicative Masterplan

