

# North East Wales Integrated Transport Task Force

## Technical Report



June 2013





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## **Executive Summary**

## 0 Executive Summary

### Context

The Minister for Economy, Science and Transport commissioned a Task Force to drive forward the development of an integrated transport system in North East Wales, building upon the multi-modal opportunities highlighted as part of the North East Wales Area Based Transport Study (NEWABTS) published in November 2012. This is in accordance with existing Welsh Government policy on Growth and Sustainable Jobs which aims to “...strengthen the conditions that will enable business to create jobs and sustainable economic growth.”

The overarching objective established for the Task Force was as follows.

#### To further develop the transport system in North East Wales so that it:

- Develops and underpins jobs and growth in the economy;
- Promotes social inclusion, equality and the reduction of poverty; and
- Protects the environment.

The Task Force was asked to develop recommendations to maintain and improve existing connectivity within North East Wales, at the same time as ensuring wider cross-border links to/from North West England, in particular Chester West & Chester and the Wirral, with whom economic geographies significantly overlap.

### The Case for Change

North Wales is an **economy worth almost £10.4 billion per annum**<sup>1</sup> and represents nearly 22% of the economy of Wales as a whole<sup>2</sup>. The scale of the economy running along the M56/A55 from **Manchester Airport to Anglesey generates an output of £31 billion**<sup>3</sup>. Merseyside’s economy is also growing and strong in core sectors such as car manufacturing and petrochemicals. The strength in the manufacturing character of the area is, however, illustrated by the fact that North Wales **represents over 30% of the manufacturing output of Wales**<sup>4</sup>. This includes high technology jobs such as those at Airbus and St. Asaph Business Park. The value of greater connectivity in the cross-border area can be further illustrated by research undertaken by the Mersey Dee Alliance (MDA), which indicates an **estimated employment growth of 45-55,000 over the next 20 years in the region**, including the projected 20,000 at Wirral Waters Enterprise Zone<sup>5</sup>.

The significant road upgrading of the A55, A483, A494 and M56 in particular, has aided and maintained the ability to create and attract jobs. There is however a point being reached where these roads are **attracting unsustainable, long distance car commuting** and where at a local level key **‘pinch points’** have emerged (such as around Queensferry which are beginning to become less resilient to the demand for movement placed upon it). It is clear that while public transport exists, it does not meet aspirations in terms of linkage to employment, frequency or quality of service. Journey times are simply not competitive to those by car and there is clear evidence that this is having a significant impact on both employee and employer aspirations.

Analysis of employment data, shows there are concentrations of economic inactivity along the coast line in towns such as Rhyl, Prestatyn and Birkenhead. These need to be linked more effectively to the major employment locations where employers are demonstrating that they often find it **difficult to either attract staff or accommodate car-borne employees**. Indeed, **1 in 5 turn down job interviews or employment offers owing to**

<sup>1</sup> Statistical Bulletin, Statistics for Wales, May 2013.

<sup>2</sup> 2011 Regional GVA, Office of National Statistics, 2012

<sup>3</sup> Sector Reports – North Wales, Report to the North Wales Forum, Mickledore, 2012

<sup>4</sup> Sector Reports – North Wales, Report to the North Wales Forum, Mickledore, 2012

<sup>5</sup> Haywood (2013) ‘The Dee Region Cross-Border Economy: next steps Report for the Minister for Business, Enterprise, Technology and Science’

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**inaccessibility<sup>6</sup>**. Major employment locations such as Deeside Enterprise Zone, Wrexham Industrial Estate and St. Asaph Business Park have jobs available, but need to be made more accessible to those most in need and also **facilitate the efficient movement of goods and freight**.

The frequency of rail services on some routes is poor, particularly the Wrexham – Bidston corridor through the economic heartland of the area. Bus routes are often historic and are increasingly difficult to sustain economically off-peak, with issues also across borders. Neither of these modes inter-relate well with the major employment sites of the area and the need to improve ‘the final leg’ of such ‘total journeys’ is a critical point in our findings. Nowhere is this more evident than around Deeside Enterprise Zone where relatively small improvements in connectivity can provide significant benefit to overall connection, particularly if combined with revitalised routes, ticketing initiatives (which are complex at present and do not respond to modern lifestyles) and effective interchange.

### Our Vision

**‘Our vision is to create an integrated transport network that links people sustainably to jobs / higher value employment, services and education possible. We aim to provide viable alternatives to car based access improving the prospects for growth and benefiting the people of North East Wales and the wider area including North West Wales and the areas of North West England that it relates to.’**

### Recommendations

To deliver the vision, The Task Force made a number of recommendations to the Minister.

RECOMMENDATION
1. The public transport services and infrastructure should provide high quality access to employment sites across the study area and beyond.
2. The Regional Bus Networks Strategy will consider how accessibility between disadvantaged communities and employment can be improved.
3. The rail modernisation business case should consider how frequencies of service and journey times within North Wales and to/from key destinations in the North West can be improved. We would encourage the provision of new stations and additional services that specifically serve major employment areas and help to tackle poverty.
4. A network of integrated transport hubs that provide connectivity between transport modes should be developed. As an element of this, we consider that Park & Share / Ride sites can provide a strategic contribution to the regional network.
5. Access from rural areas to/from key services and employment by all transport modes should be improved. The concept of integrated rural hubs aligned with a reconfigured bus service network should be developed.
6. Consideration should be given to the development of better integrated cross-border delivery mechanisms.
7. Enhance and develop multi-modal, multi-operator ticketing schemes supporting seamless journeys, including cross-border trips. Solution should recognise trend for more flexible ways of working.
8. Delivery of an enhanced commuter and recreational active mode network
9. Undertake travel planning and travel marketing activities with employees and the business community to increase awareness of and access to sustainable travel opportunities and reducing the need to travel.
10. Address key traffic ‘pinch points’ to improve resilience, accessibility and journey times for people and movement of goods.

<sup>6</sup> North East Wales Job Seeker Survey, Taith 2013

## **1. Introduction**

# 1 Introduction

## 1.1 Context

The Minister for Economy, Science and Transport commissioned a Task Force to drive forward the development of an integrated transport system in North East Wales, building upon the multi-modal opportunities highlighted as part of the North East Wales Area Based Transport Study (NEWABTS) published in November 2012. This is in accordance with existing Welsh Government policy on Growth and Sustainable Jobs which aims to “...strengthen the conditions that will enable business to create jobs and sustainable economic growth.”

The Task Force, supported by Welsh Government and Taith, was drawn from local authorities in North East Wales, North West England and representatives from industry, business, public transport providers and operators, third sector and various passenger / user groups. The Task Force membership is set out in **Appendix A**.

In essence, the Task Force was tasked with developing recommendations to maintain and improve existing connectivity within North East Wales, at the same time as ensuring wider cross-border links to/from North West England, in particular Chester West & Chester and the Wirral, with whom economic geographies significantly overlap.

## 1.2 Terms of Reference

The overarching objective established for the Task Force was as follows.

### **To further develop the transport system in North East Wales so that it:**

- Develops and underpins jobs and growth in the economy;
- Promotes social inclusion, equality and the reduction of poverty; and
- Protects the environment.

It is acknowledged that there are ongoing workstreams relating to considering North Wales Rail Modernisation and assessing solutions for addressing transport issues on the A55 / A494 through Deeside, the need for both of which are strongly endorsed by the Task Force.

### 1.2.1 Objectives of the Study

AECOM was commissioned to help facilitate the Task Force and provide the evidence base to inform the final recommendations to the Minister, reporting at the end of June 2013. This document forms the accompanying Technical Report to the Summary Report to the Minister.

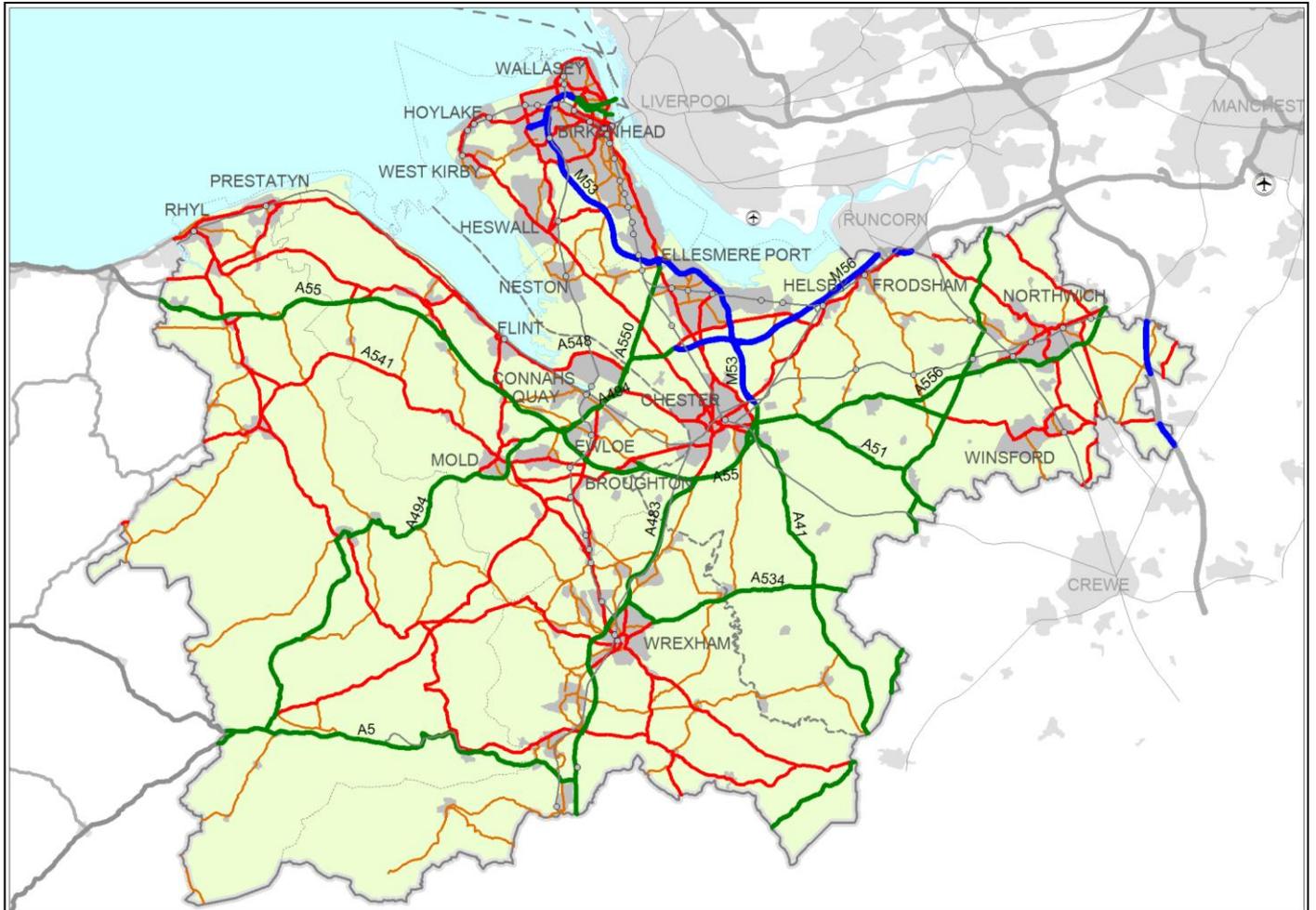
This commission has been broken down into two phases; the first stage compiled an evidence base, building on the evidence base produced as part of the NEWABTS Planning Stage Report and detailed the current economic and social patterns in the study area. It also took into account current trends and projected future transport demands based on population growth, projected development and other changes so that the potential future pressures on the transport network could be understood. This stage culminated in a list of key network gaps and barriers to be addressed by interventions proposed by the Task Force.

The second stage was focused on developing recommendations including an integrated transit network vision for the North East Travel to Work Area and producing a short list of priority projects, which if implemented, could help deliver the vision over the short, medium and longer term.

### 1.3 The Study Area

Figure 1.1 highlights the core study area, identifying the key settlements and the current transport infrastructure in the study area.

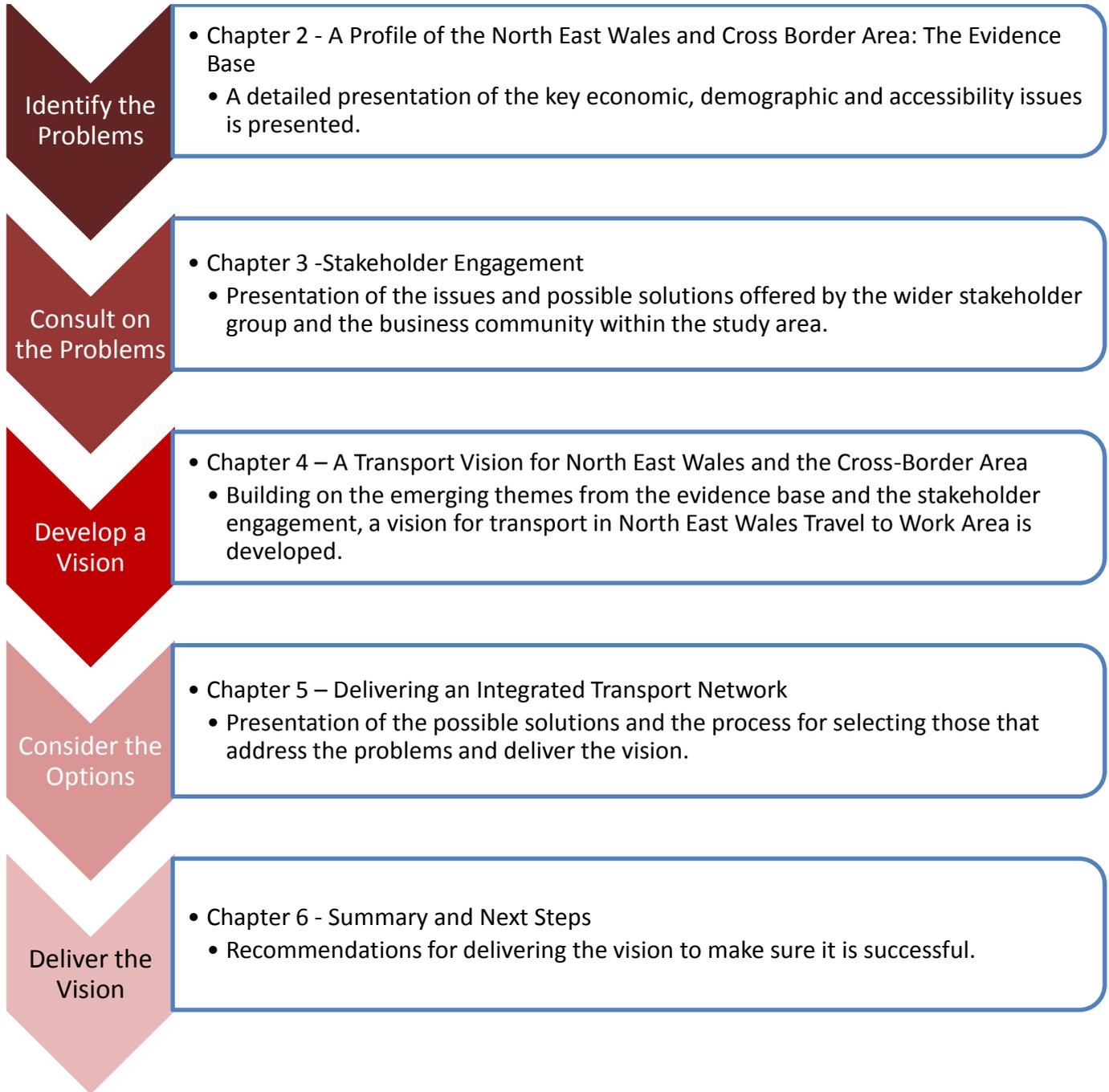
Figure 1.1: Key Settlements and Transport Infrastructure in the Study Area



### 1.4 Report Contents

Following this introduction, the remainder of the document is structured to show the step-by-step process that has been used to ensure the Task Force recommendations and short list of priority projects identified address the prevailing challenges in the study area and the objective set. Figure 1.2 presents the broad structure of this document.

**Figure 1.2: Structure of the Remainder of the Document**



## 2. Profile of the North East Wales and Cross-Border Area: The Evidence Base



## 2 Profile of the North East Wales and Cross-Border Area: The Evidence Base

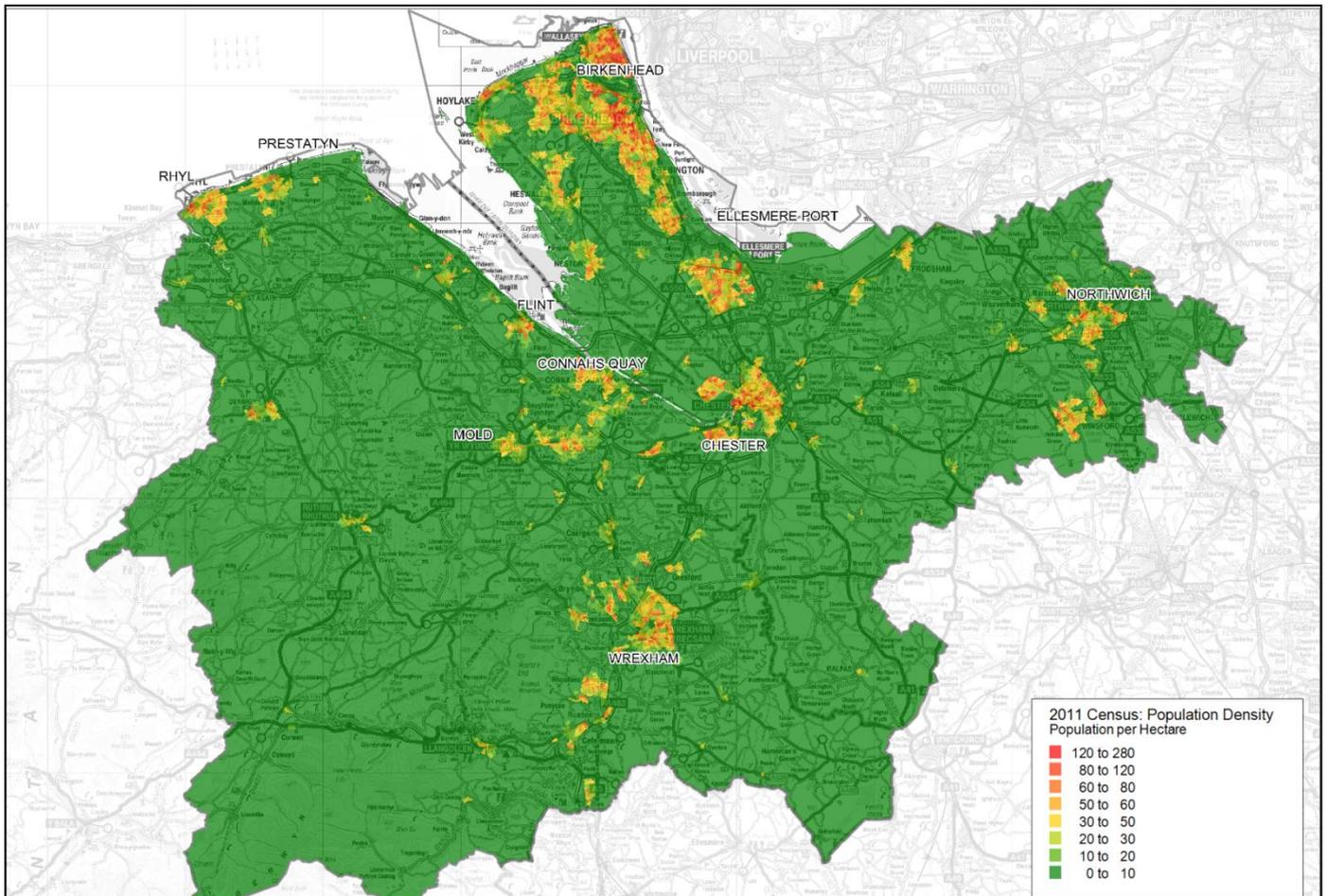
### 2.1 Overview

Prior to developing recommendations for the transport network of North East Wales and the cross-border area, a comprehensive evidence base was developed to gain a detailed understanding of the region. This has focused on the demographics, economy and accessibility of the study area and includes the existing constraints and opportunities relating to transport.

### 2.2 The Demographics of the Area

The total population for the wider study area is approximately 1 million, of which over 750,000 are of a working age, and over 500,000 are considered as 'economically active'.<sup>7</sup> The key population centres are Chester, Wrexham, Birkenhead, Connah's Quay, Queensferry, Shotton, Rhyl and Prestatyn, with the remainder of the study area relatively sparsely populated. **Figure 2.1** demonstrates this pattern with the areas of high population density (shown in red) against the rural sparsely populated areas (shown in green).

**Figure 2.1: The Population Density of the Study Area (Census, 2011)<sup>8</sup>**



According to the 2011 Census, all five districts in the core travel to work area experienced population growth between 2001 and 2011, representing on average a 10% increase in population. The Wirral and Wrexham

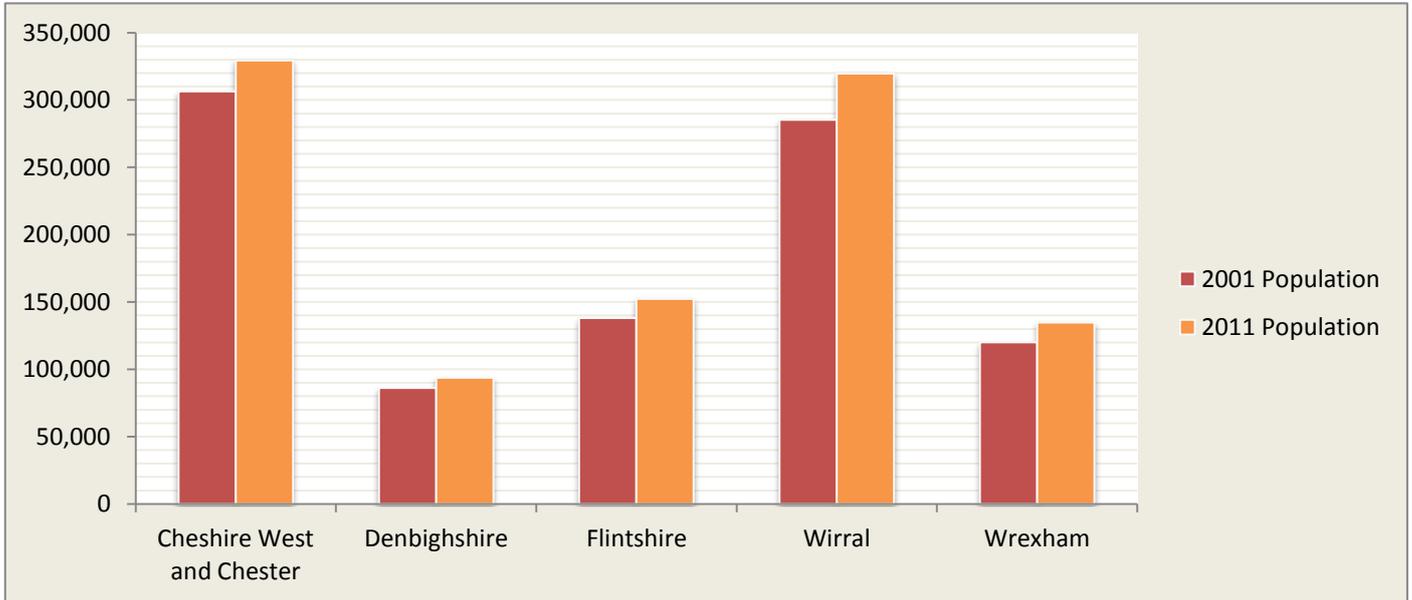
<sup>7</sup> Census (2011) [www.ons.gov.uk](http://www.ons.gov.uk) last accessed 13/06/2013

<sup>8</sup> Census (2011) [www.ons.gov.uk](http://www.ons.gov.uk) last accessed 13/06/2013

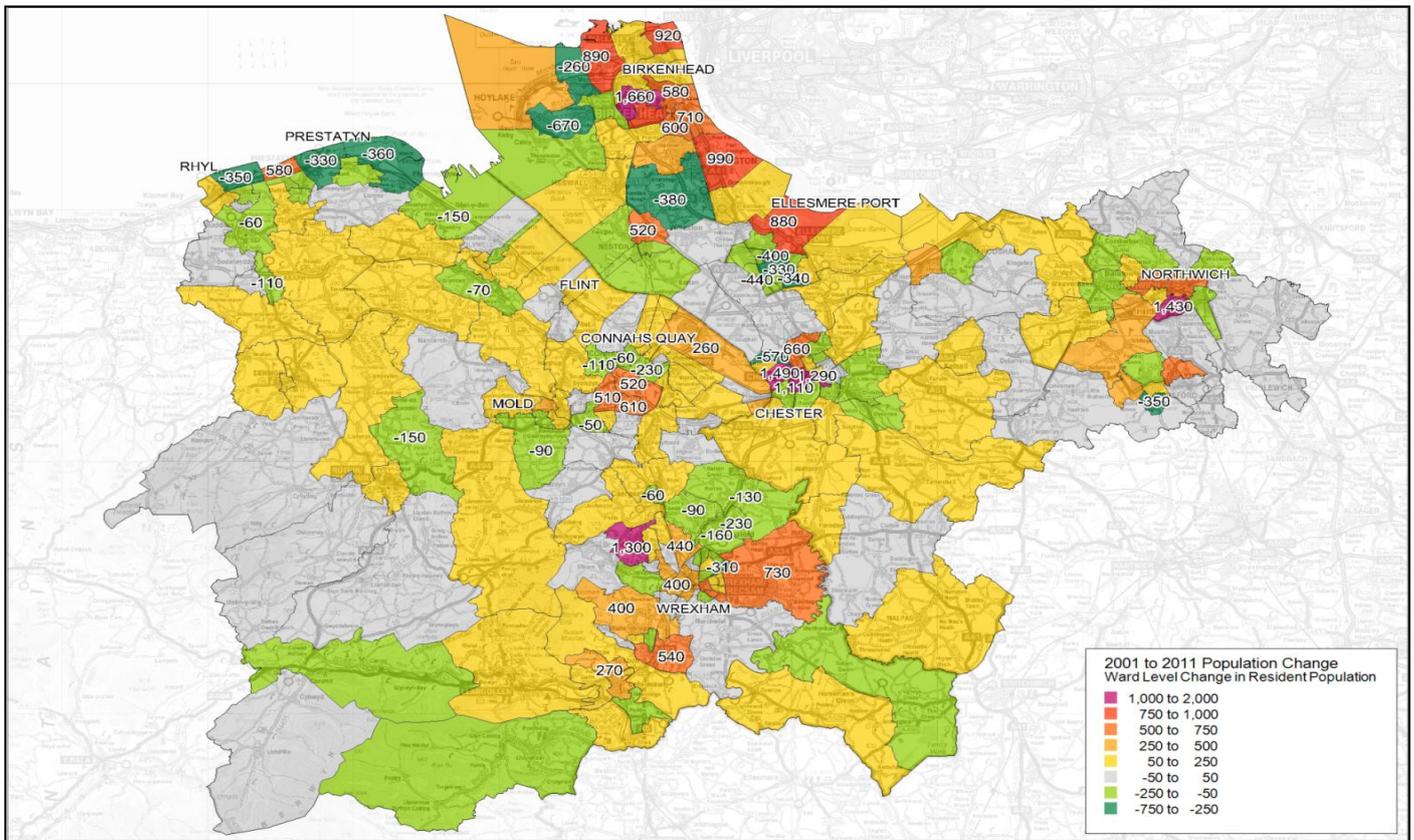
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experienced the biggest population growth at approximately 12%. **Figure 2.2** shows this change by Local Authority and **Figure 2.3** by ward.

**Figure 2.2: Population Change by Local Authority (2001 to 2011)**



**Figure 2.3: Population Change by Ward, 2001 to 2011**



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**Figure 2.3** shows a notable population decrease on the North Wales coast, in and around Rhyl and Prestatyn. Conversely, the eastern side of the Wirral has experienced population growth, which is supported by **Figure 2.2**. This reflects, in part, their proximity to areas of employment opportunity.

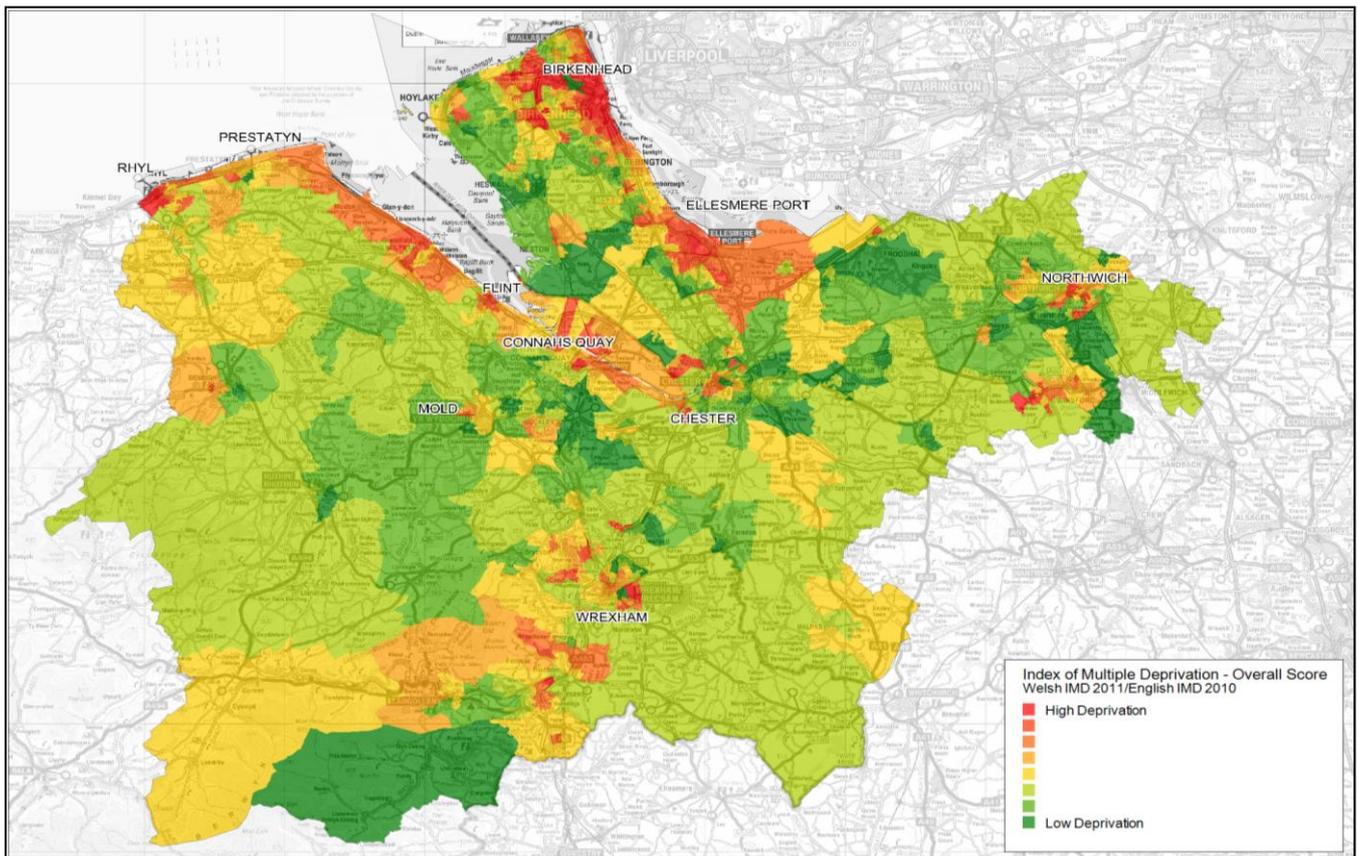
Although there are strong similarities in the locations of high population and high number of employment opportunities (in particular Chester, Wrexham, Rhyl and Prestatyn), the rural areas of low population density contain a significant number of people who also work in these key locations. This imbalance creates significant commuting movements.

**2.2.1 The Indices of Multiple Deprivation**

Reducing poverty and creating jobs are key objectives of the Welsh Government. The Index of Multiple Deprivation (IMD) data is useful for identifying where these issues are most prevalent in the study area. The IMD is made up of a number of factors, such as income and employment that contribute to an overall score.

The Welsh Index of Multiple Deprivation (2011)<sup>9</sup> indicates that the main concentration of deprivation is experienced along the North Wales coast at Rhyl, Flint and Holywell to the west of Wrexham and covering large parts of Ellesmere Port and Birkenhead, as shown in **Figure 2.4**. The more rural parts of the study area, such as east of Buckley, incorporating Ewloe, Gresford, and West Wirral, such as Heswall and Neston, are generally more prosperous.

**Figure 2.4: Indices of Multiple Deprivation Overall Deprivation Score**

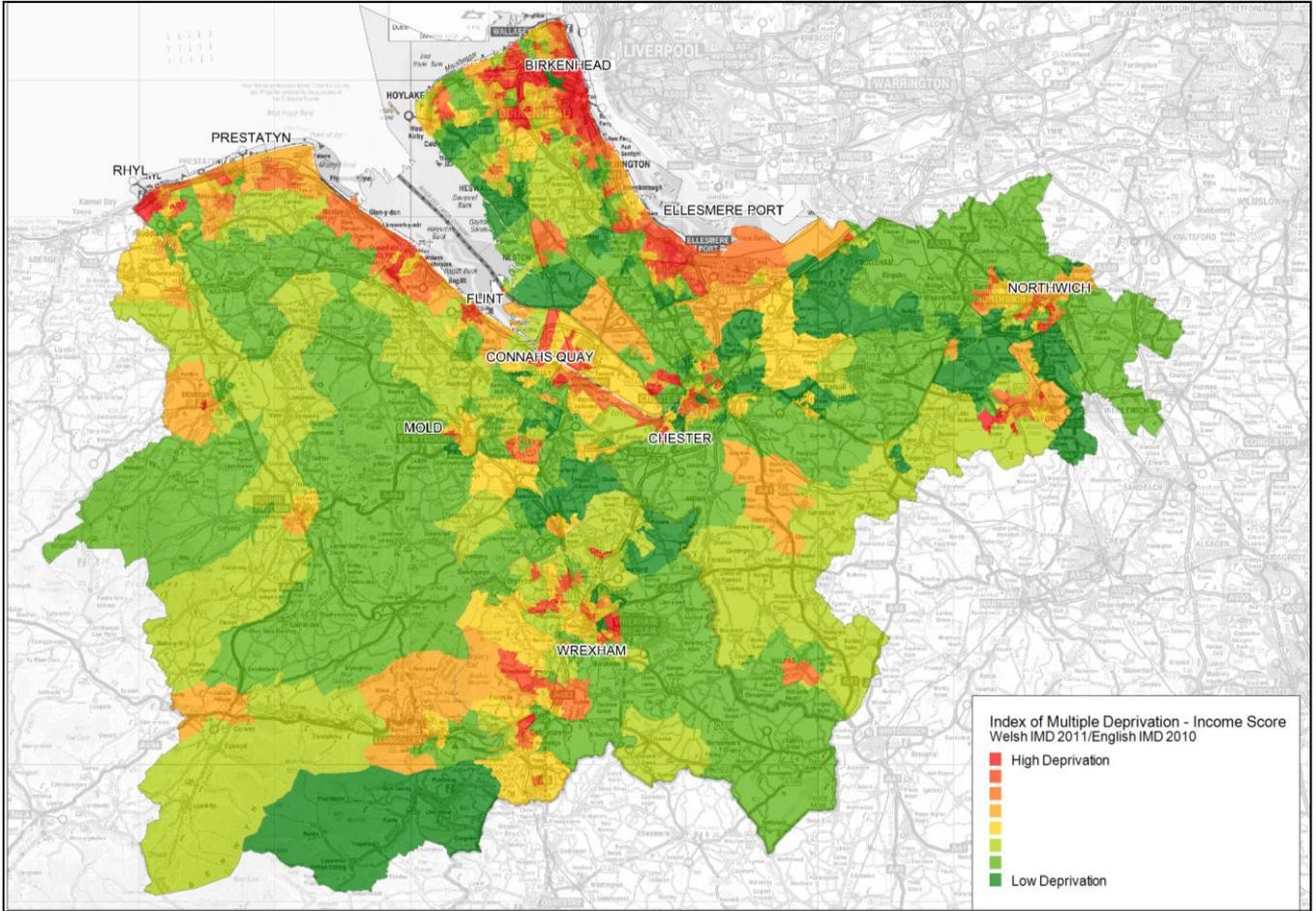


To understand the contributing factors that make up the overall IMD scores, **Figure 2.5** and **Figure 2.6** display the IMD scores for income and employment respectively. Both show a similar pattern to the overall IMD picture (shown in **Figure 2.4**).

<sup>9</sup> It is important to note that the English and Welsh IMD are calculated using a different methodology and are based upon data from differing years (2010 and 2011), therefore the results on either side of the national border are not directly comparable.

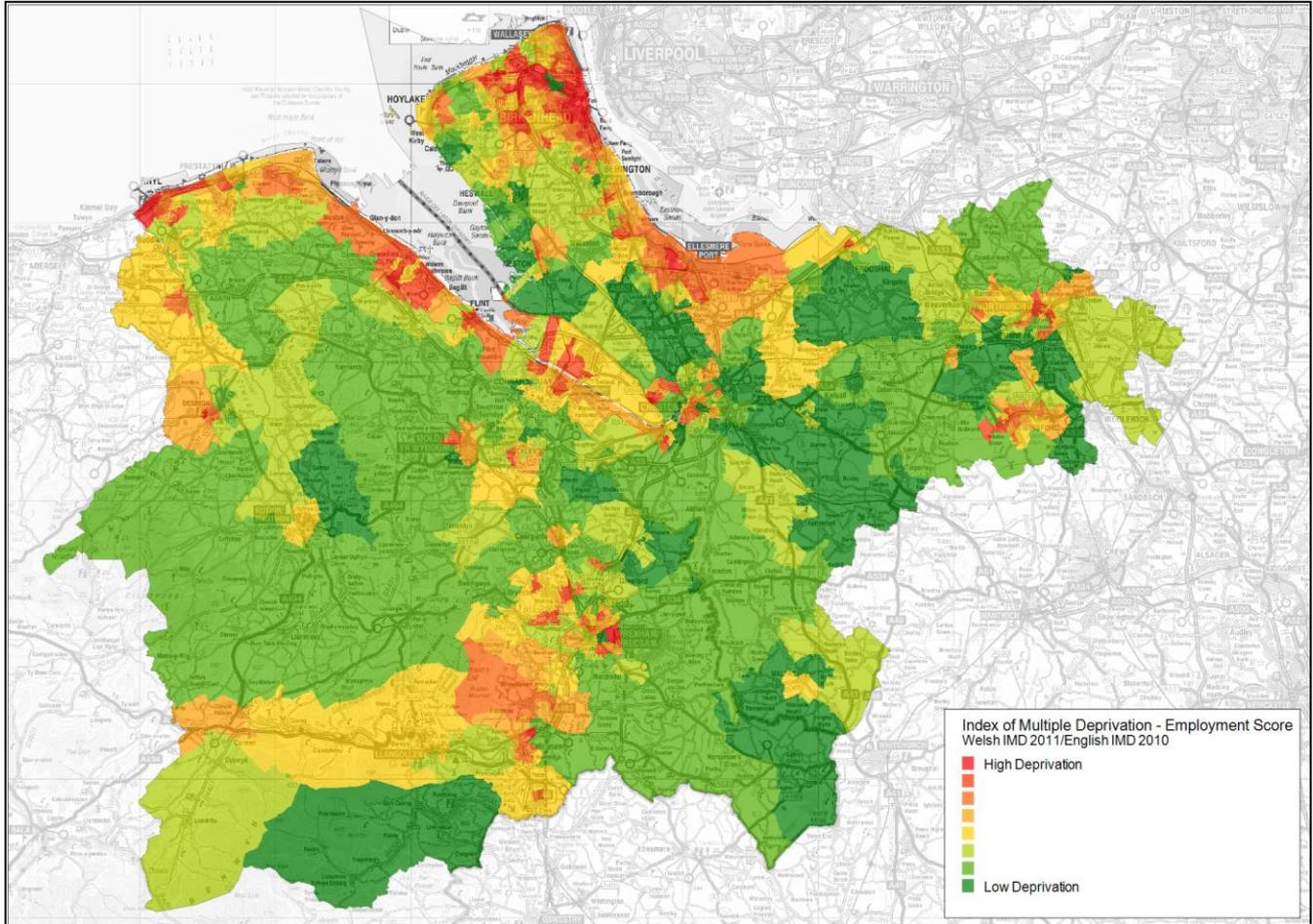
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**Figure 2.5: Indices of Multiple Deprivation - Income Score**



**Figure 2.5** shows that large parts of the Flintshire coastline, villages surrounding Wrexham as well as parts of Deeside and Chester are experiencing high levels of income deprivation indicating possible issues of unemployment, low wage employment and potentially a skills mismatch. The more rural areas of Denbighshire and Flintshire at the low end of the deprivation scoring reflect areas where higher income households are more prevalent.

**Figure 2.6: Indices of Multiple Deprivation - Employment Score**



**Figure 2.6** shows that there are concentrations of economic inactivity along the coast line in towns such as Rhyl, Prestatyn, Neston, and Birkenhead.

**2.3 The Economic Challenge**

The scale of the economy running along the M56/A55 from Manchester Airport to Anglesey generates an output of £31billion<sup>10</sup>. This illustrates the scale of opportunity in North Wales that can be gained from closer linkages with adjacent markets in North West England. There are further opportunities to be exploited through better links along the West Coast Main Line to London as well as access through Shrewsbury to the West Midlands.

Whilst North Wales is an area with strengths in advanced manufacturing, the area is not homogenous. Almost 50% of the entire output from North Wales is generated in Flintshire and Wrexham, which derive more of their economic output from production activities than any other location in the whole of the UK (41%). The average proportion of economic activity derived from production across all of the UK is just 17%<sup>11</sup>. The economies of the remainder of North Wales are smaller in output, but each Local Authority area has a number of important businesses, including Denbighshire which possesses strength in ICT companies.

The economic performance of the study area is mixed. There is currently a concentration of higher skill and higher wage opportunities in locations such as Wirral, Cheshire West, Chester and Denbighshire. By contrast, manufacturing is a key source of employment in both Flintshire and Wrexham at 29% and 18% of the economic

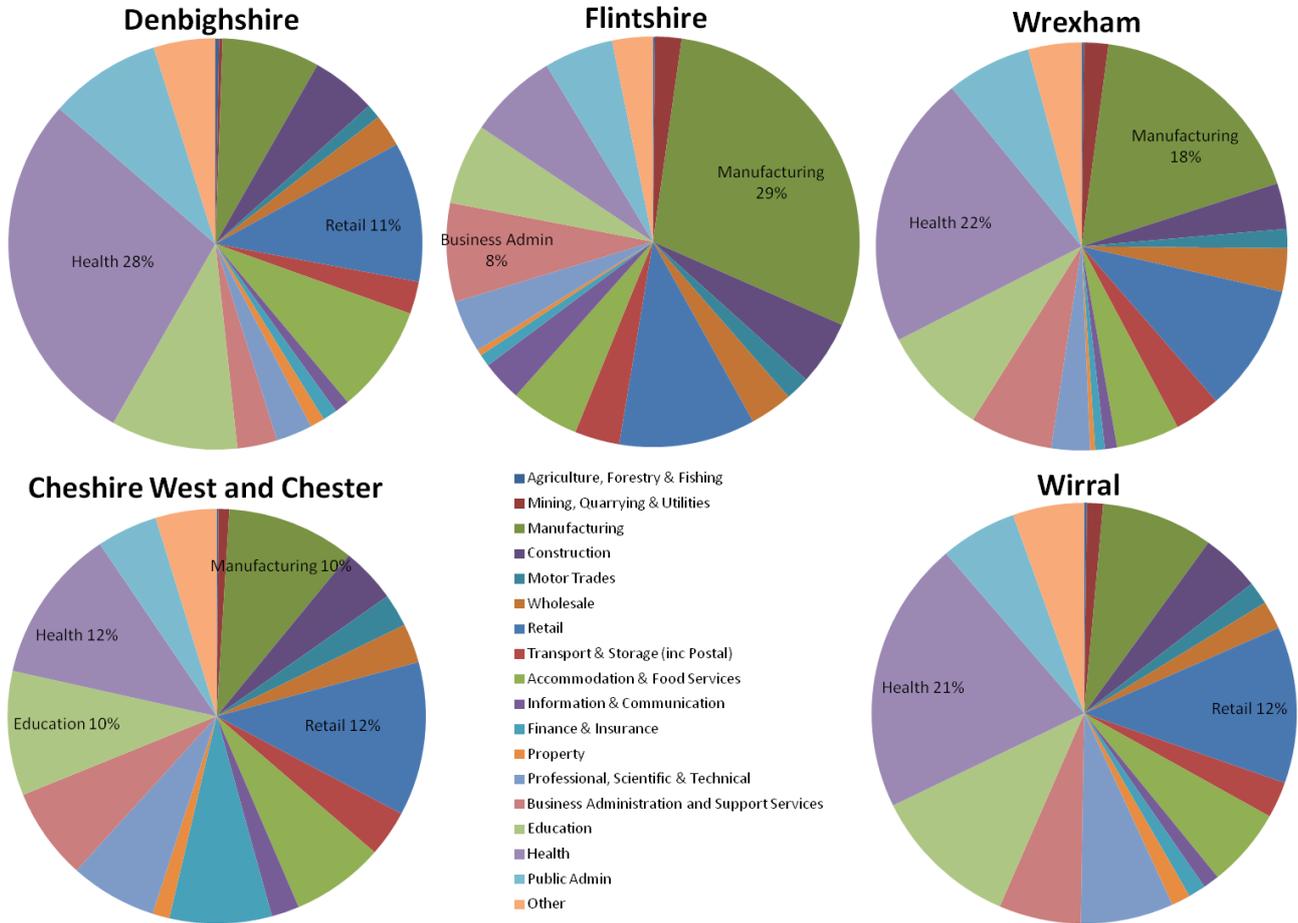
<sup>10</sup> Sector Reports – North Wales, Report to the North Wales Forum, Mickledore, 2012

<sup>11</sup> Sector Reports – North Wales, Report to the North Wales Forum, Mickledore, 2012

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productivity respectively<sup>12</sup>. Lower wages, lower skills and a decline of traditional industries have typified the wider region in recent years. **Figure 2.7** summaries the employment sector by location.

**Figure 2.7: Main Employment Sector by Local Authority (2010)** (source: www.ONS.gov.uk)



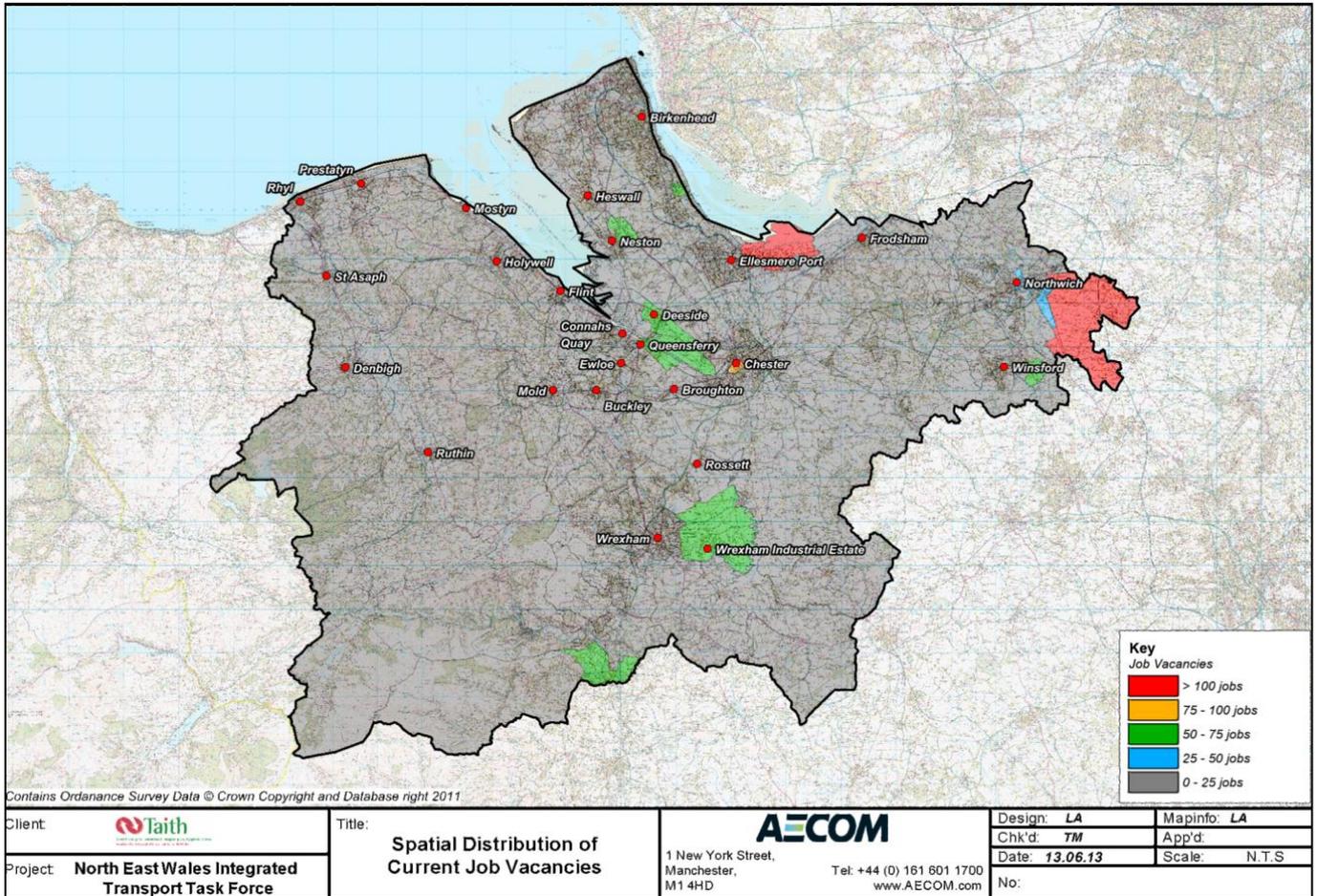
According to data from the Business Register and Employment Survey (BRES), the rate of economic activity across the study area is just under 70%. Unemployment amongst the economically active, represents approximately 6% of the total and 4% of the working age population. Of these, the largest concentration of unemployed is in the Birkenhead and Ellesmere Port areas with smaller clusters in Rhyl, Wrexham and Winsford.

Jobcentre Plus release quarterly figures of available job vacancies. **Figure 2.8** shows the spatial distribution of current job vacancies within the study area which, as of November 2012, stood at 7,320.

<sup>12</sup> Business Register and Employment Survey (BRES) (2010) [www.ONS.gov.uk](http://www.ONS.gov.uk) (Last accessed 13/06/2013)

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**Figure 2.8: Current Job Vacancies (NOMIS, Nov 2012)**



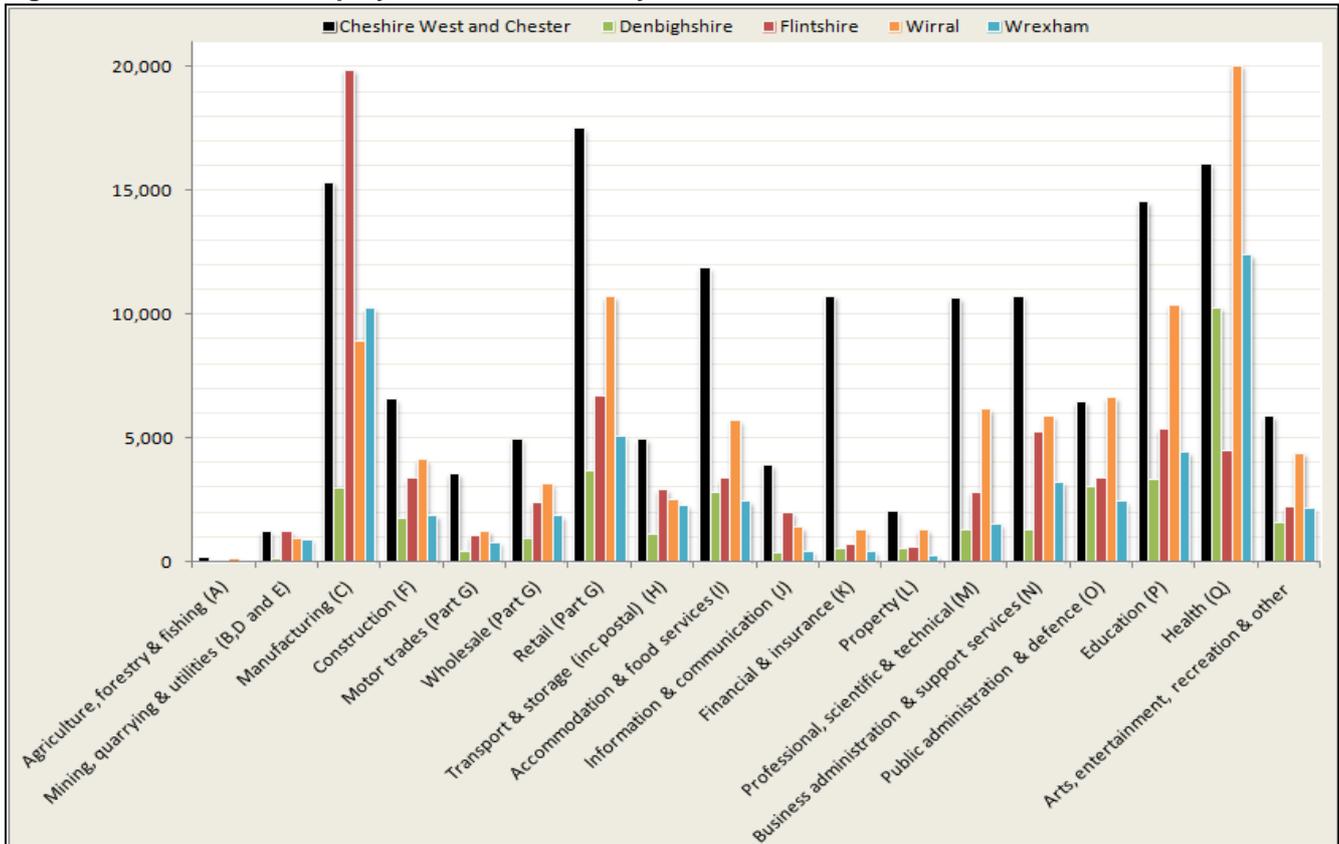
**Figure 2.8** shows job opportunities at Wrexham Industrial Estate, Ellesmere Port, Queensferry, and Northwich. When these opportunities are compared against the unemployed distributions, it becomes clear to see that there may be potential accessibility and transportation restraints limiting the unemployed and their ability to access jobs in the local area. Therefore, it is important, through Task Force interventions, to enhance access to work opportunities from areas such as Rhyl and Prestatyn. The range of types of employment on offer in the region and the significance of a number of locations, rather than just one main location, means that there is a greater need for more flexible transport between locations to accommodate the greater range of movements.

The BRES is the official source of employee and employment estimates by detailed geography and industry. The survey collects employment information from businesses across the whole of the UK economy for each site that they operate. This allows the Office of National Statistics (ONS) to produce employee and employment estimates by detailed geography and industry split by full-time/part-time workers and whether the business is public or private.

According to BRES 2011, the total number of employee jobs across the study area is approximately 399,350, which increased by just over 1% from 2010. During this time, Flintshire experienced the largest growth at 7.3% between 2010 and 2011, whereas there was a small decrease in the number of employee jobs in Cheshire West and Chester and Wrexham. The 399,336 employee jobs represent a broad range of jobs with the largest sectors including Health 63,365 jobs (15.9%), Manufacturing 57,379 jobs (14.4%), and Retail 43,713 jobs (11%). **Figure 2.9** presents the distribution of the BRES employee jobs by industry type. As shown in **Figure 2.7**, the Health and Manufacturing sectors have the highest number of employee jobs in the study area of which, Flintshire, has the highest percentage (31.7% of Health, 34.6% of Manufacturing), whereas Cheshire West & Chester has the highest proportion of retail employee jobs (40%).

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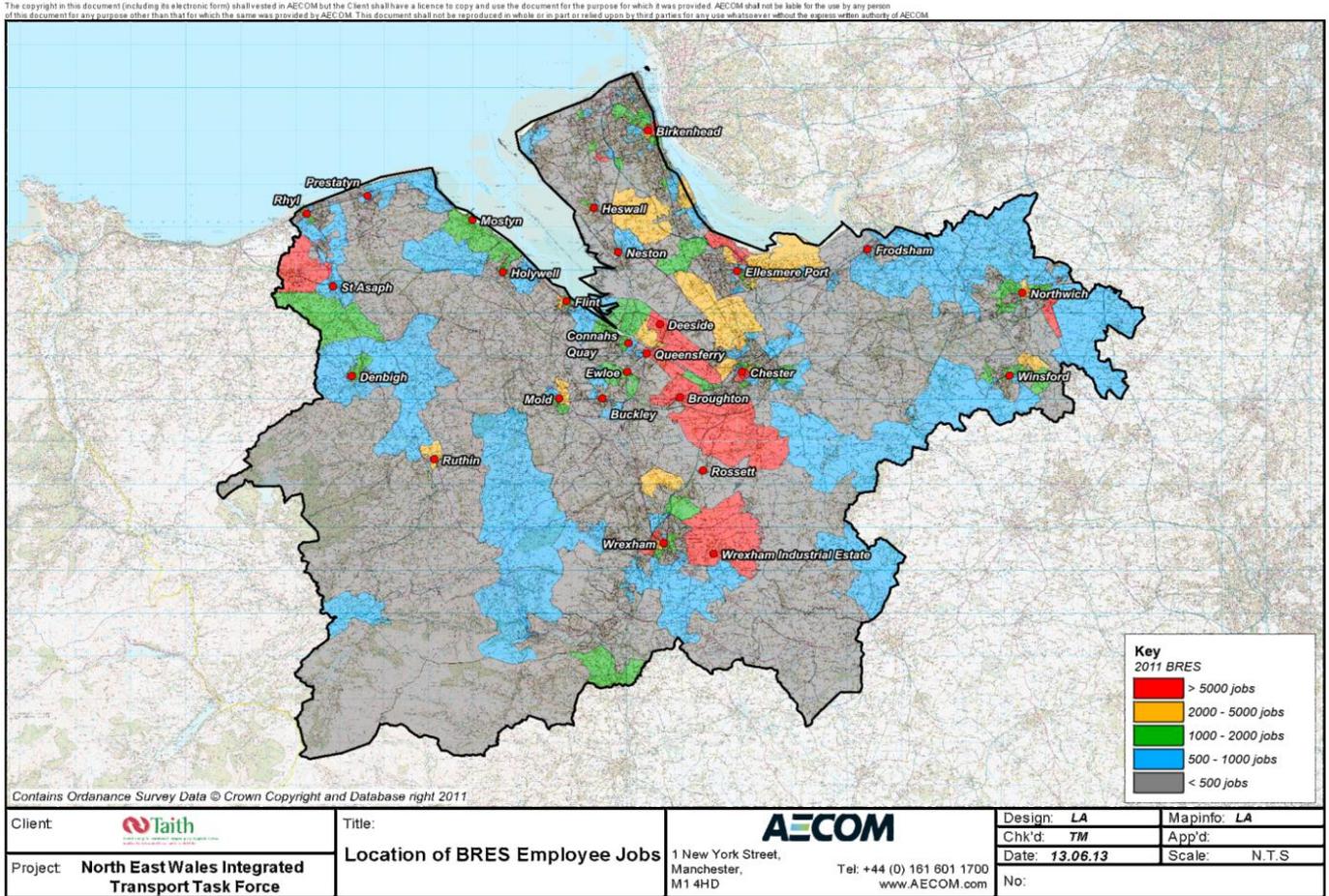
**Figure 2.9: 2011 BRES Employee Jobs in the Study Area**



In addition, the BRES measures the numbers of employee jobs by employer based on the locations where the job activity takes place, as shown in **Figure 2.10**. This clearly shows the concentration of jobs in Deeside Industrial Park, Chester Business Park, Wrexham Industrial Estate and the clustering of employment in and around St. Asaph, including Glan Clwyd Hospital.

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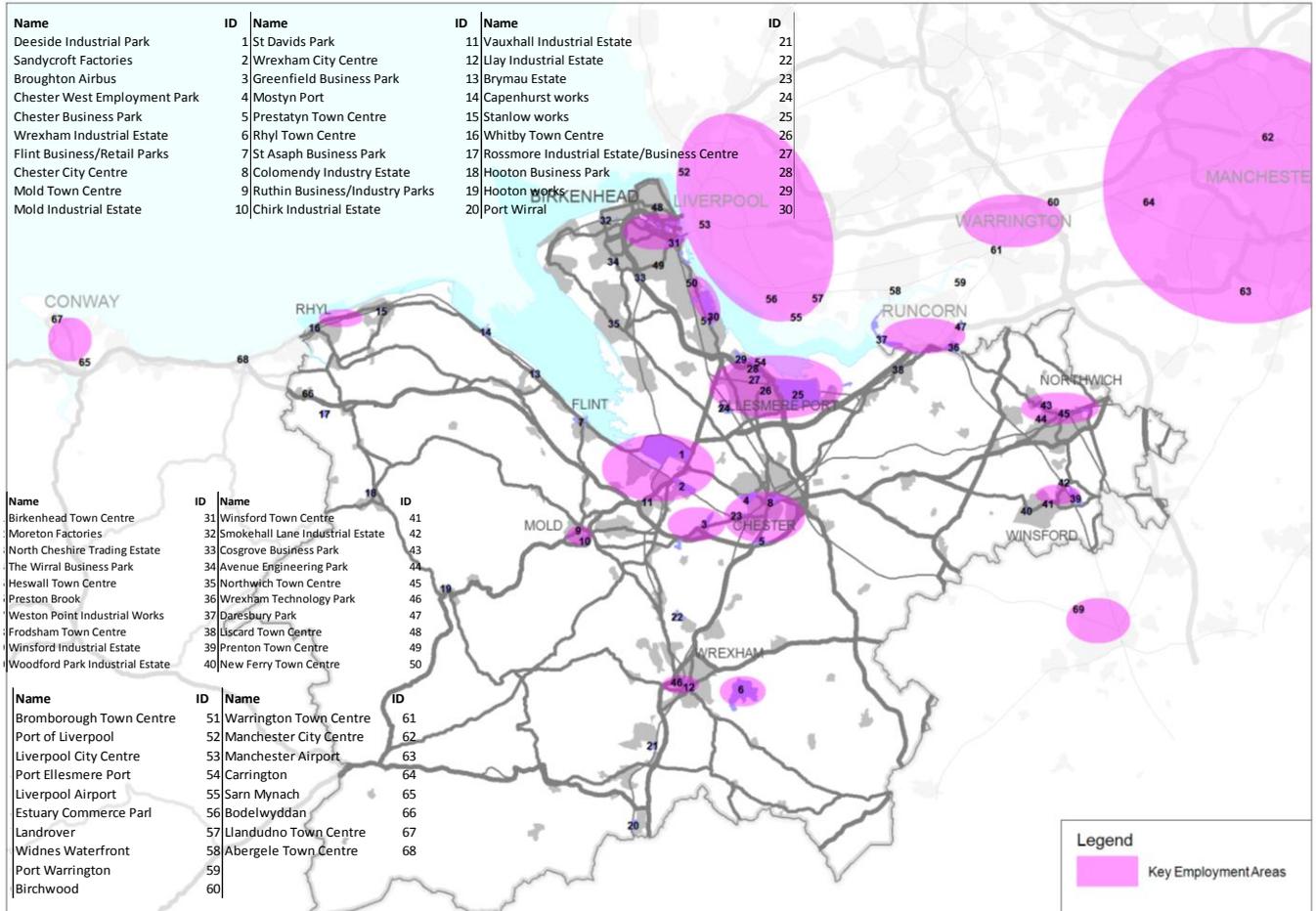
**Figure 2.10: Location of Employee Jobs, (BRES, 2011)**



**Figure 2.11** shows the key employment destinations in the study area and surrounding areas. It highlights the key employment centres within Wales, such as Deeside Park, Broughton Airbus, Wrexham Industrial Estate and Wrexham Town Centre, which serve as a major draw for commuting flows from within North Wales and also cross-border from North West England. It also highlights the wider employment opportunities available to residents of Wales across the border in Chester, Ellesmere Port and the Wirral, as well as significant employment centres further afield in Liverpool, Warrington and Manchester, accessible via the M53 and M56 motorways and national rail links.

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**Figure 2.11: Key Employment Areas in the Study Area and Surrounds**



Although the total numbers and range of current and available jobs are important to the study, understanding the proportion of jobs classed as ‘high value’ is important. Higher value jobs are those which contribute a greater direct and indirect benefit to the economy and are presented in **Figure 2.12** and **Figure 2.13**.

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Figure 2.12: Higher Value Jobs Breakdown by Industry

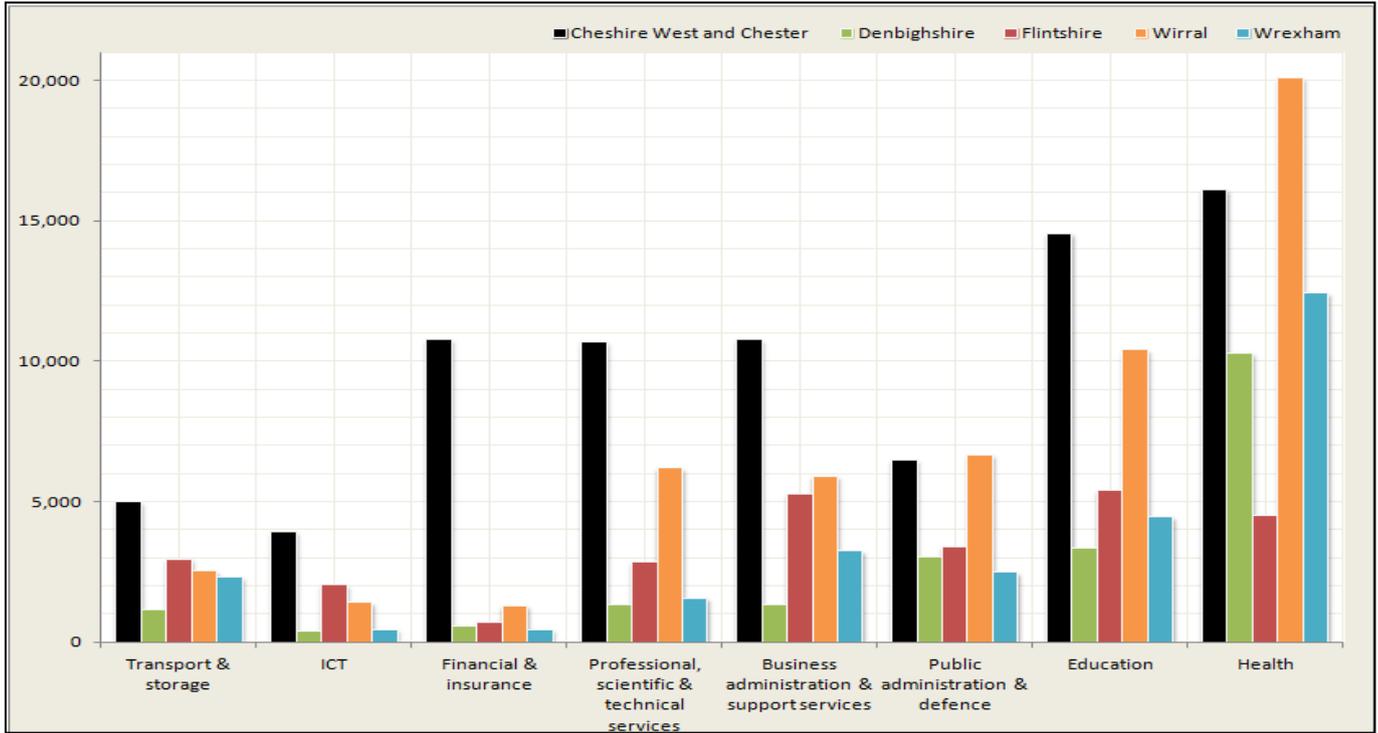
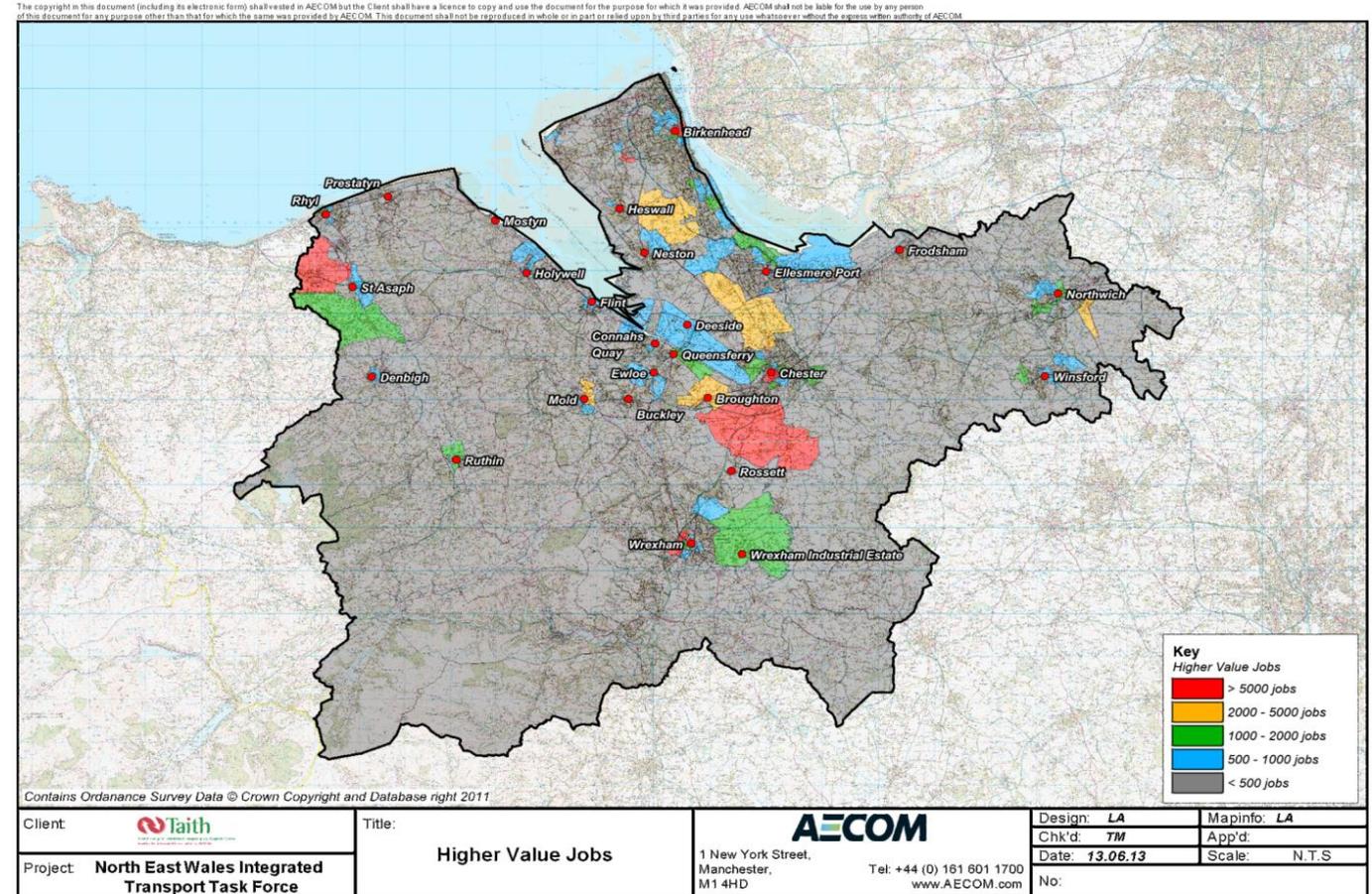


Figure 2.13: Higher Value Jobs (BRES, 2011)



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Again, **Figure 2.12** and **Figure 2.13** show the health sector as the largest contributor with 63,365 jobs (out of 207,962) representing 30.5%. Education is the second largest contributor with 18.3% (38,065), and Business administration and support services contributing 12.7% (26,417 jobs). Over one third of the higher value jobs can be found in Cheshire West and Chester 37.5% (78,138) with Denbighshire only contributing 10.2% (21,265 jobs).

### 2.3.1 Key Locations of Employment Opportunity and Regeneration

Within the study area, it is possible to identify a number of key employment centres, such as:

- Broughton – Centre of excellence for aerospace and related activities, including production of Airbus wings, employing some 6,000 people. In addition, the adjacent Broughton Retail Park provides a significant retail centre, containing a series of major high street retailers;
- Deeside – The Deeside area has been successfully established as a centre for manufacturing / advanced manufacturing and related service activities and serves as a major employment centre not only for residents in North East Wales, but also neighbouring areas, including Wirral and Cheshire West and Chester. The Deeside Enterprise Zone is one of the first Enterprise Zones created in Wales and is situated on a Trans-European Transport Network route;
- Wrexham – Through a combination of retail-led town centre regeneration, strengths in education and healthcare, and manufacturing, Wrexham is a significant economic centre in the sub-region; and
- Chester – Chester has a unique role in the sub-region, serving as centre for retailing, tourism and offers strength in financial services. This profile is relevant in the wider regional and UK markets.

In a Job Seeker Survey (2013)<sup>13</sup>, which focused on attendees to four Job Centres in North Wales, a number of key employment sites were deemed inaccessible, meaning that offers of employment at these locations have a higher chance of being turned down. The sites listed include:

- Pinfold Industrial Estate;
- Sandycroft Industrial Estate;
- Manor Lane Industrial Estate; and
- Deeside Industrial Park.

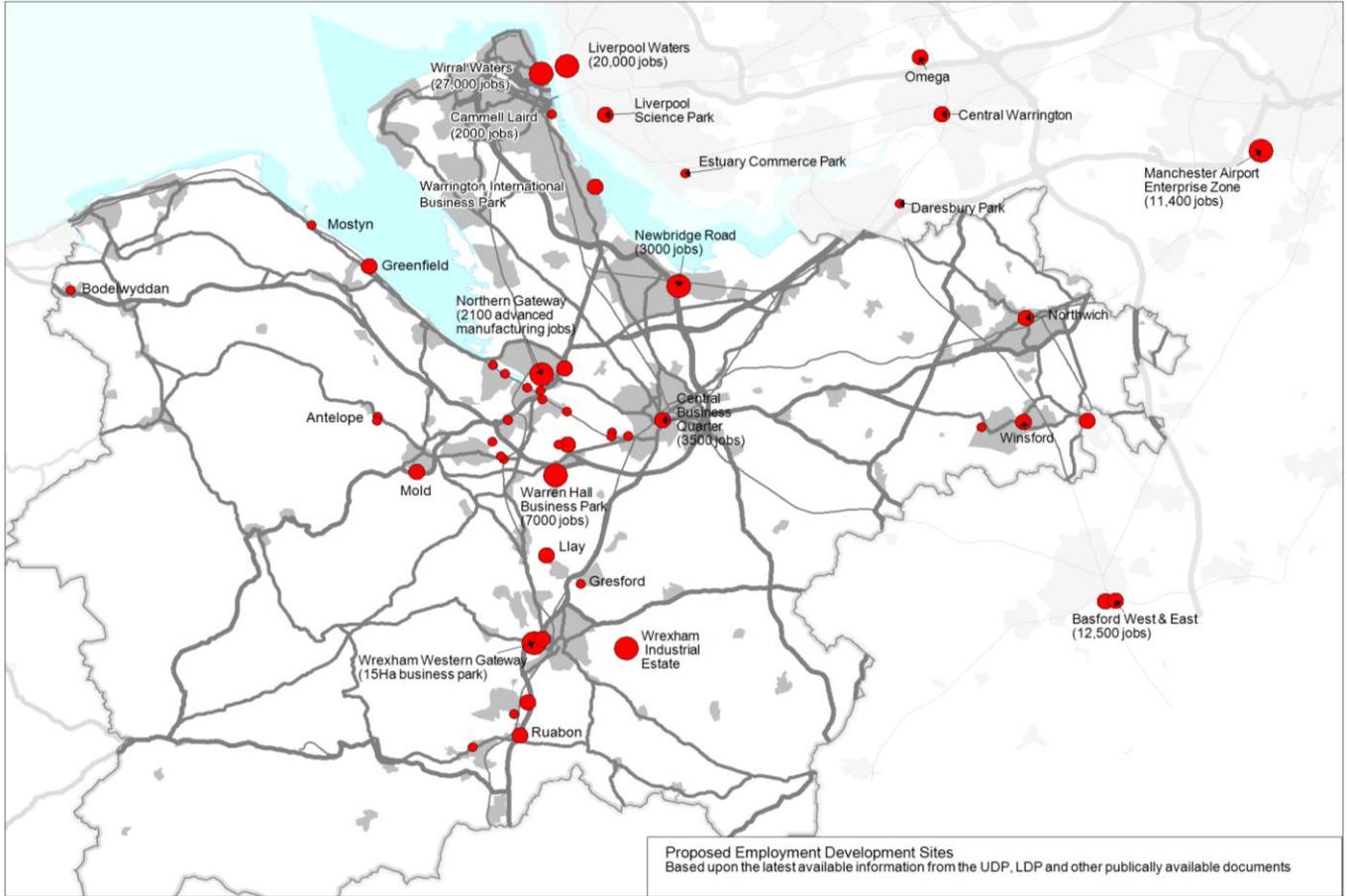
The pattern of economic activity in the study area, with the dominance of manufacturing in Wrexham and Flintshire and the focus on service jobs in locations such as Chester is likely to continue in the years ahead. **Figure 2.14** identifies the location of the proposed employment sites and an indication of the projected number of jobs.

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<sup>13</sup> North East Wales Job Seeker Survey, 2013

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**Figure 2.14: Proposed Employment Sites**



The key development sites in North East Wales are the Deeside Northern Gateway, which forms the key new development within the Deeside Enterprise Zone. Warren Hall Business Park is also proposed to be built near to Broughton on the A55. In Wrexham, there is also proposed to be a number of developments to the west of the city including the Ruthin Road Development Area, as well as additional development at Western Gateway. In addition, the Ministry of Justice is proposing to create a ‘Super’ Prison at Wrexham Industrial Estate, which is anticipated to create at least 1,000 jobs. The challenge is to enable the populations of the less prosperous areas to access the jobs (and services) in these growing areas. In addition, there is a need to encourage new businesses to the area and expand the employment offer in the area, whilst also maximising the benefits of this improved access to employment. Transport is therefore a key element in realising the potential of the region.

The challenge is to provide better connectivity to employment and training opportunities and improve awareness of options available. Indeed, approximately 1 in 5 job seekers in the area have turned down an interview and / or job offers on the basis of inaccessibility<sup>14</sup>.

<sup>14</sup> North East Wales Job Seeker Survey, 2013

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### 2.3.2 Sample of Job Seekers in North East Wales

A survey of Job Seekers was carried out in March 2013 by the Taith Regional Travel Plan Coordinator<sup>15</sup>. **Table 2.1** summarises the age of job seekers by location included in the study.

**Table 2.1: Jobseeker Age by Location**

Age	All Job Seekers	Flint Jobseekers	Mold Jobseekers	Shotton Jobseekers	Holywell Jobseekers
16-24	47%	25%	14%	18%	100%
25-49	41%	57%	73%	46%	-
50+	13%	18%	13%	36%	-
Total	100%	100%	100%	100%	100%

Of those who attended the Job Centres, **Table 2.2** summarises the proportion that have access to a vehicle and had knowledge of the Deeside Shuttle Bus, by location. The Deeside Shuttle bus is a service that provides connectivity from various locations in Flintshire to Deeside Industrial Park.

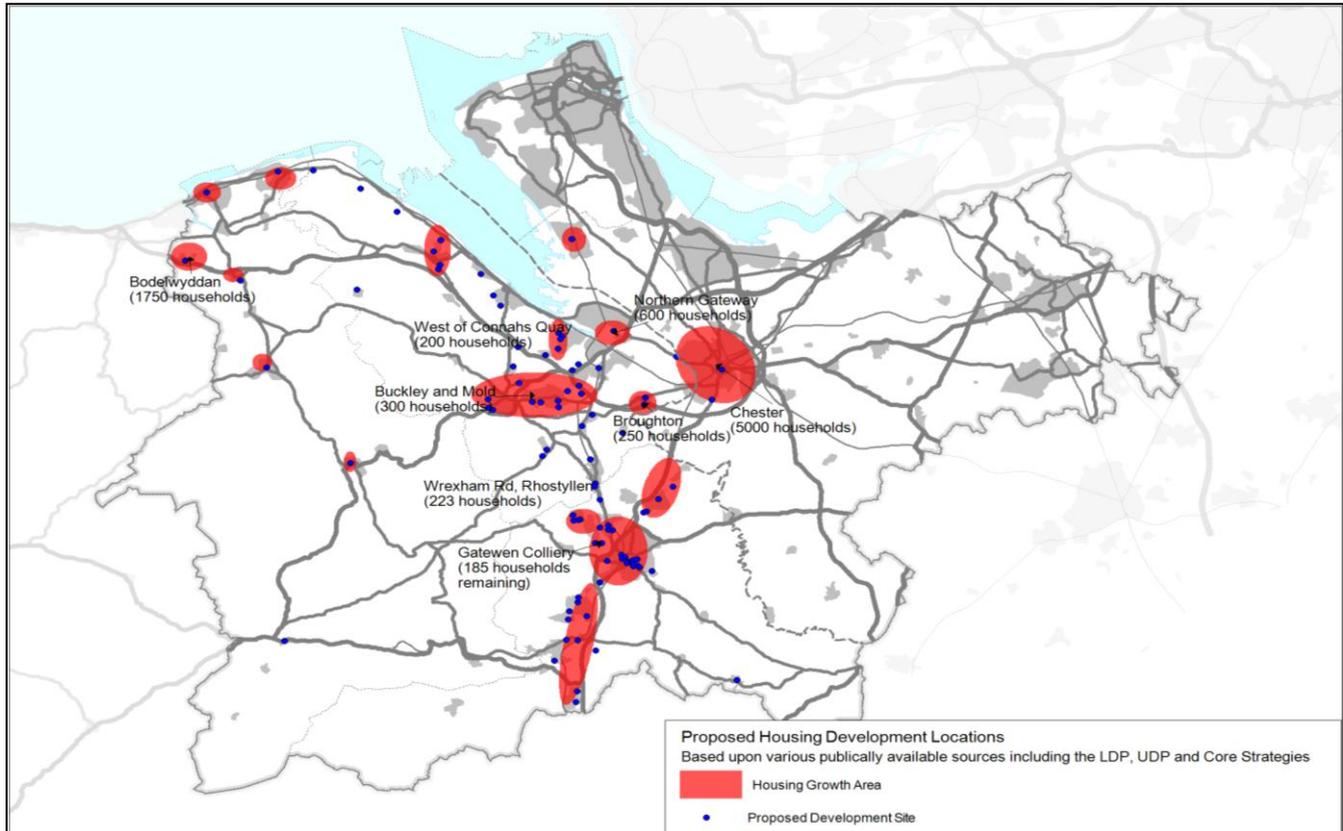
**Table 2.2: Job Seeker Access to a Vehicle**

Location	Proportion with Access to a Vehicle	Proportion with knowledge of the Deeside Shuttle Bus
Mold	26%	86%
Shotton	27%	47%
Holywell	0%	91%
All Job Seekers	21%	77%

### 2.4 Future Trends in Population Growth

**Figure 2.15** shows indicative locations proposed for housing development in North East Wales and bordering areas, based on a review of available information including Unitary Development Plans (UDPs) and Local Development Plans (LDPs).

<sup>15</sup> North East Wales Job Seeker Survey, 2013

**Figure 2.15: Proposed Housing Development Areas**

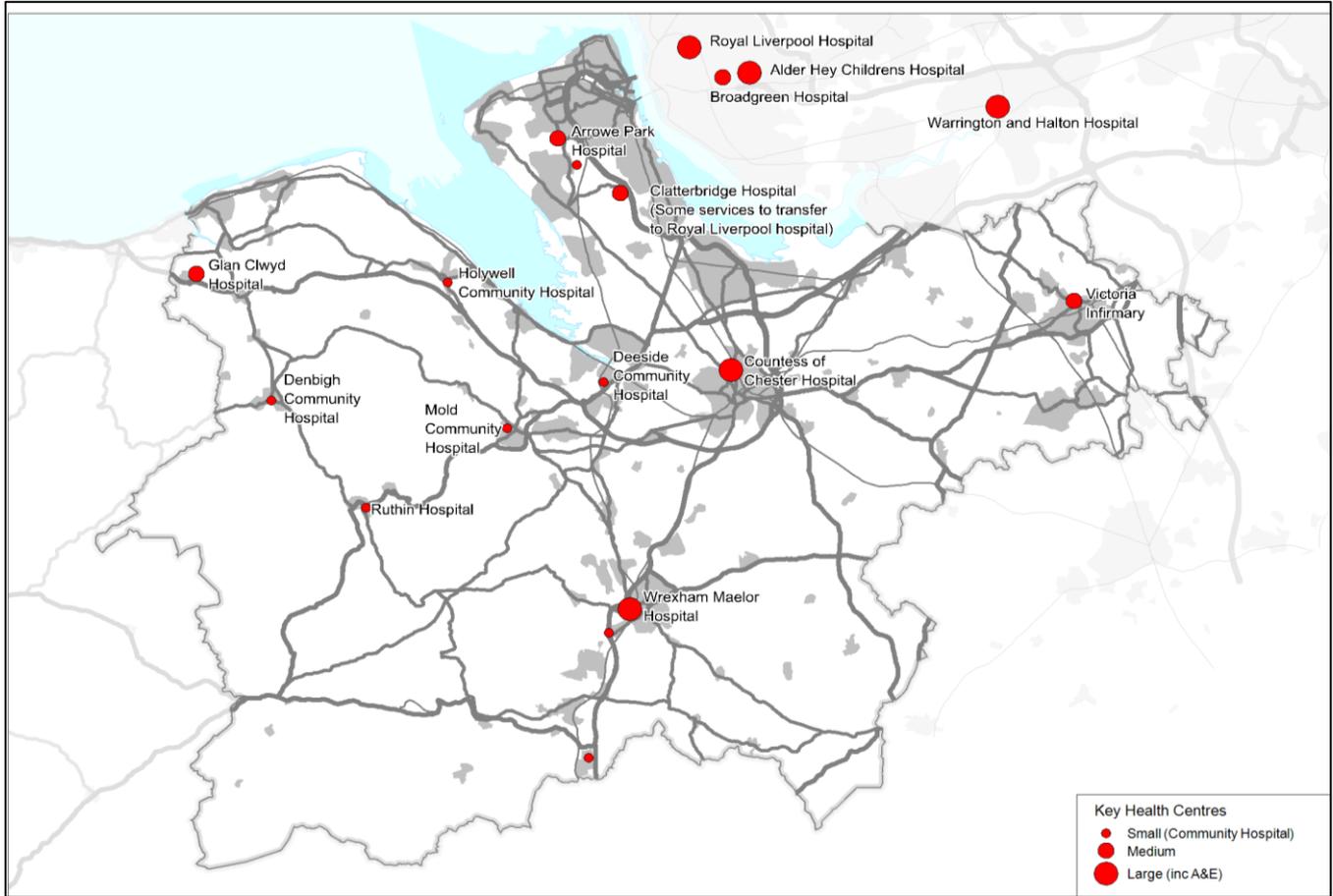
**Figure 2.15** shows that housing growth in the Welsh part of the study area is likely to be focused upon the more urbanised parts; namely the A483 corridor north and south of Wrexham, the Connah's Quay / Mold / Buckley area and the North Wales coastline adjacent to the A548. It is understood that Chester West & Chester is looking to finalise its Local Plan later this year and it is anticipated that this will detail a requirement for approximately 5,000 homes by 2030.

#### 2.4.1 Key Health Sites

**Figure 2.16** highlights the major health facilities which residents of the study area may need to access. Significant hospitals with Accident and Emergency (A&E) functions are shown as large red dots. The main A&E hospitals in the study area are Wrexham Maelor Hospital and Countess of Chester Hospital; these are well located in population centres within the study area. There are also specialist centres of regional importance at Glan Clwyd in Bodelwyddan, and in Liverpool and Warrington. Broadgreen Hospital in Liverpool, for instance, functions as a specialist heart unit, whilst Clatterbridge in Wirral is a major Oncological centre with patients travelling to access the facility from across North Wales and North West England. Smaller community hospitals provide more accessible non-emergency medical facilities which cover smaller population centres in the study area.

Capabilities on project:  
Transportation

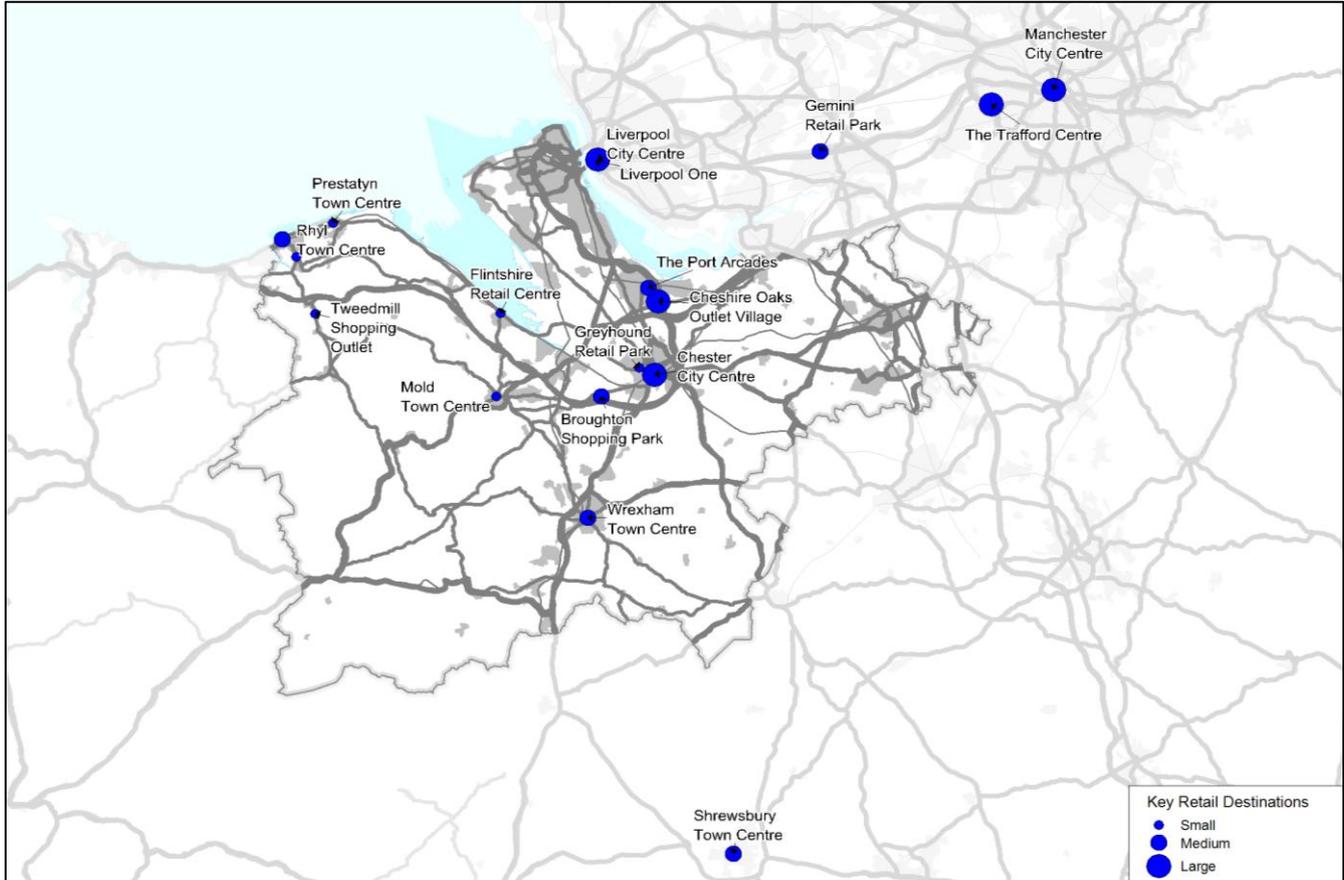
**Figure 2.16: Key Health Centres**



**2.4.2 Key Retail Centres**

**Figure 2.17** shows the main retail destinations in the study area and across the border in England. The key retail centres serving the local population in North East Wales includes Wrexham City Centre, Rhyl Town Centre, Prestatyn Town Centre and Broughton Shopping Park, located off the A55. Across the border, Chester City Centre is a major retail draw and is likely to attract people from a significant part of North East Wales, with further retail situated at the Greyhound Business Park. Similarly, key out-of-town centres at Cheshire Oaks Retail Village strategically located adjacent to the M56, Gemini Retail Park in Warrington and the Trafford Centre also have significant footprints. Owing to their size and variety of retail and leisure facilities, both Liverpool and Manchester City Centres also draw residents from North Wales.

**Figure 2.17: Key Retail Destinations**



**2.5 The Accessibility and Movement Challenges**

**2.5.1 Journey to Work Pattern**

Analysis of the 2001 Census Journey to Work origin - destination data<sup>16</sup> highlights that Birkenhead, Ellesmere Port, Chester and Wrexham are the biggest employment destinations, as shown in **Figure 2.18**. These centres also exhibit high levels of trip containment, with a significant proportion both living and working in these centres. Some of the biggest population movements are between dormitory towns and villages and their nearby population centres. The villages surrounding Wrexham have strong population movements towards the centre of Wrexham. Similarly towns in the Wirral, such as Heswall, Hoylake and Wallasey experience significant employment movements towards Birkenhead. The diagram also highlights that the connections between Denbighshire (Rhyl, Prestatyn, St. Asaph and Denbigh) and the wider study area are not particularly strong, reflecting the rural nature of this part of the study area, the longer distances and potentially the lack of transport connectivity.

<sup>16</sup> Note that the 2011 Census Journey to Work data is unavailable at the time of writing.



Capabilities on project:  
Transportation

Figure 2.19: Contained Trips within the Study Area (Census, 2001)

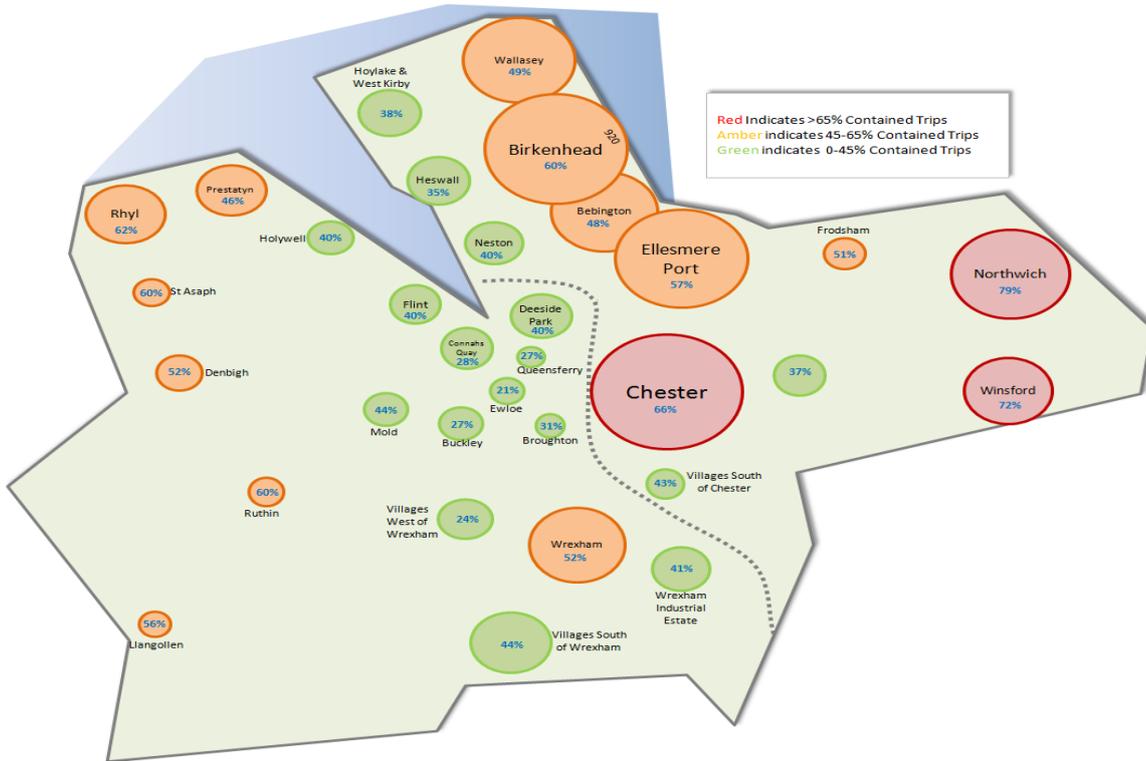


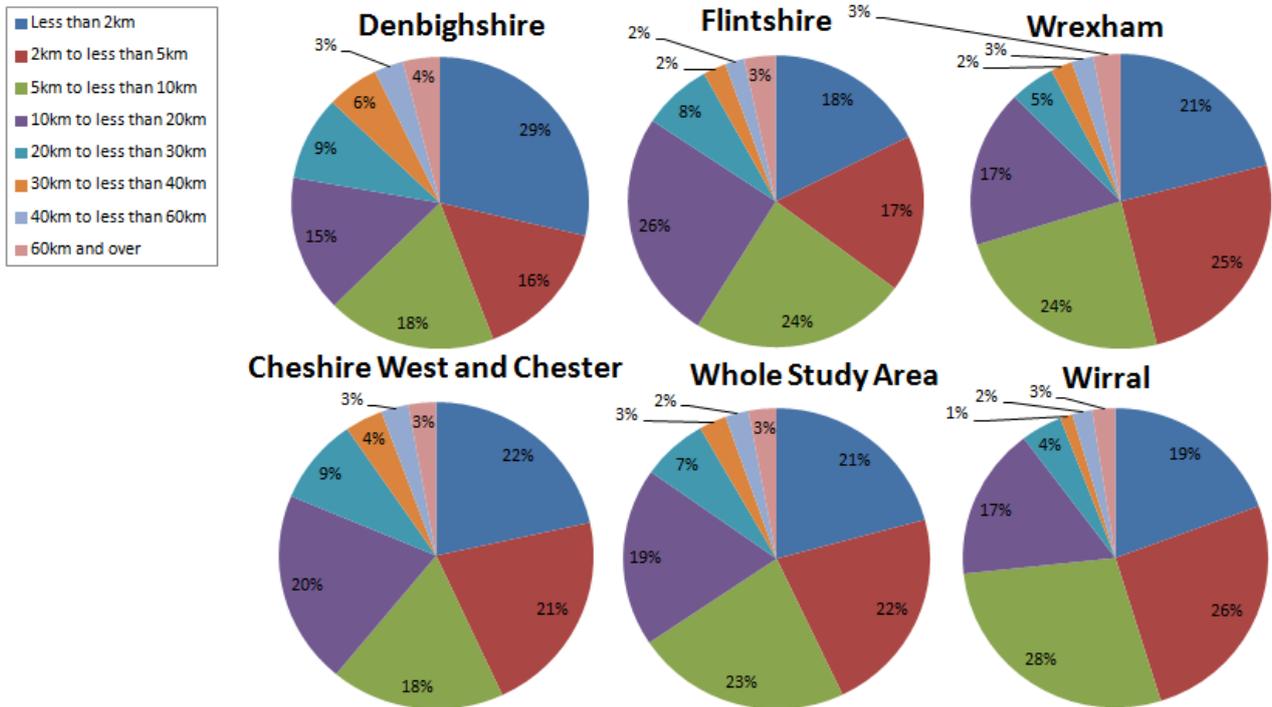
Table 2.3 summarises all origin–destinations movements within the study area.

Table 2.3: Journey to Work Origin-Destination Movements within the Study Area, All Modes (Census, 2001)

	Bebington	Birkenhead	Broughton	Bucklebury	Chester	Connahs Quay	Deeside	Denbigh	Ellesmere Port	Ewloe	Flint	Frodsham	Heswall	Holywell	Holywell/West Kirby	Llangollen	Mold	Neston	Northwich	Prestatyn	Queensferry	Rhyll	Rossett	Ruthin	St Asaph/Bodelwyddan	Wallasey	Winsford	Wrexham	Wrexham Industrial Estate	Total From Origin	
Bebington	4633	188	15	773	12	36																									
Birkenhead	47	171	9	53	7	258	3	1597	12	31	9	823	6	91	12	289	33	9	77	9					2931	12	22	16		6527	
Broughton	13	18	37	777	1	181		76	28	27	6		12	6	57			1	9	96				3	3	9	6	49	37	1452	
Bucklebury	48	43	549	789	33	439	9	21	127	112	6	3	65	6	6	675	19	21	1	18	15	13	28	29	9	3	29	117	3233		
Chester	513	31	955	88		32	862	21	1856	83	138	6	31	57	33	15	28	139	231	27	38	18	38	3	59	89	152	313	255	6111	
Connahs Quay	63	52	725	215	1216		1478	6	342	172	446	6	3	145	6		41	21	9	38	741	27	6	25	33	27	9	121	114	6087	
Deeside	9	9	41	22	17	117		45	3	2	3		6	3	3	24	6		3	74								17	6	410	
Denbigh	6		8	16	26	3	21		15		27		28		6	67			66	1	231	6	212	467	3		87	16	1312		
Ellesmere Port	125	762	391	81	3988	34	9	3		25	112	68	78	12	97		68	56	17	24	229	18	15		12	211	11	76	95	6617	
Ewloe	42	39	316	112	74	353	361	5	185		87	4	6	36	9		233	21	12	6	219	9	6	6	21	12	12	113	38	2337	
Flint	16	19	252	68	372	32	453	12	114	43		6	4	245	3		268	3	6	34	148	26	6	9	5	6		82	2	2234	
Frodsham	36	31	11		259	3	32		12	3	1	3		6	3	6	3	136		7					6	6	56	3	11	634	
Heswall	111	243	43	6	362	33	15		475	1	18	7			558		2	289	21		25	6		3	3	61	12	23	12	2329	
Holywell	23	18	171	39	222	159	221	26	56	33	325	3			3		236		6	115	88	89		24	125	6		66	35	2089	
Holywell/West Kirby	75	2682	31	9	226	34	92		38	3	7	3	516	3		3	124	13	3	3			3	3	3	822	9	19	1	4722	
Llangollen			4	3	24	6	5	12	12		7				13				6	6			3	19	5			17	52	194	
Mold	26	23	27	14	246	128	172	2	9	52	122	3	3	69		3		9	3	15	75	3	11	33	28	9	6	191	58	1340	
Neston	743	732	65	9	657	77	181		831	9	25	6	259	9	11	15		18		34			3	3	3	176	18	3	12	3899	
Northwich	38	45	19	12	398	24	25	3	162	3	6	69		6	3	3	6	9		3	9				3	15	1478	3	12	2354	
Prestatyn	13	3	135	52	2	125	189	154	46	21	156		4	299	7		137	6	3		63	1516		64	975	6	12	66	34	4088	
Queensferry	13	9	194	54	371	215	263		8	54	47		3	24			56	15	3	6		6		6	6	3	9	24	18	1407	
Rhyll	6	9	79	15	19	26	139	197	19	12	67			115		15	56		6	665	33			74	1389	6	3	46	28	3024	
Rossett	2	8	24	8	248	15	2		3	3	3			3	22				9	1					3		169	65	588		
Ruthin	8	8	14	36	19	25	133	3	7	13				7		8	68			6	6	38			67		65	12	543		
St Asaph/Bodelwyddan	6	3	18	3	18	12	27	91	18		1			3		15			83		276			26			21	6	630		
Wallasey	1686	58	73	6	314	38	187		917	6	31	3	349	3	754		7	125	15	3	53	6		3	3		21	18	4679		
Winsford	15	24	1	6	272		21		89	3	3	21			3		3	3	224		3				6	6		9	18	730	
Wrexham	3	21	162	57	617	91	16	13	119	27	63	6	3	33	6	27	125	9	15	6	54	31	159	28	42	9	21	2659	4422		
Wrexham Industrial Estate	12	12	13	3	121	14	7		22	3					3	17	6	6	3	9								227	497		
Total To Destination	3690	9535	4674	973	12497	1643	5717	690	8951	747	1906	248	2460	1189	1634	95	2285	1531	833	1149	2184	2327	282	572	3302	4514	1847	1884	3785		

Figure 2.20 shows the distance travelled to work for residents of the different local authorities in the study area.

**Figure 2.20: Distance Travelled to Work (Census, 2001)**



**Figure 2.20** shows that Denbighshire has a high number of residents who travel a short distance (less than 2km) to work (29%) and therefore more may be able to walk to work than currently do so. Furthermore, Wrexham (25%), the Wirral (26%) and Cheshire West and Chester (21%) have relatively high numbers of people travelling between 2km and 5km who may be able to walk or cycle to work. Conversely, Flintshire has the lowest percentage of people making short journeys (less than 5km) to work (35%), with a significant number travelling between 10km and 20km (50%) where public transport may be more viable. Across the study area, approximately 10% travel more than 30km to work, with Denbighshire recording the highest percentage of people making these longer trips (13%). This can partially be explained through lifestyle choices.

**Figure 2.21** to **Figure 2.27** show the work destinations of residents of different key centres in the study area, based upon data from the 2001 census. These show that residents of some areas travel much further than others. For example, residents of Prestatyn travel as far as Holyhead and Manchester for work, whilst residents of Flint predominantly travel more locally within the Deeside and Chester areas, potentially reflecting the higher number of work opportunities available locally.

Capabilities on project:  
Transportation

Figure 2.21: Denbigh Travel to Work Destinations (Census, 2001)

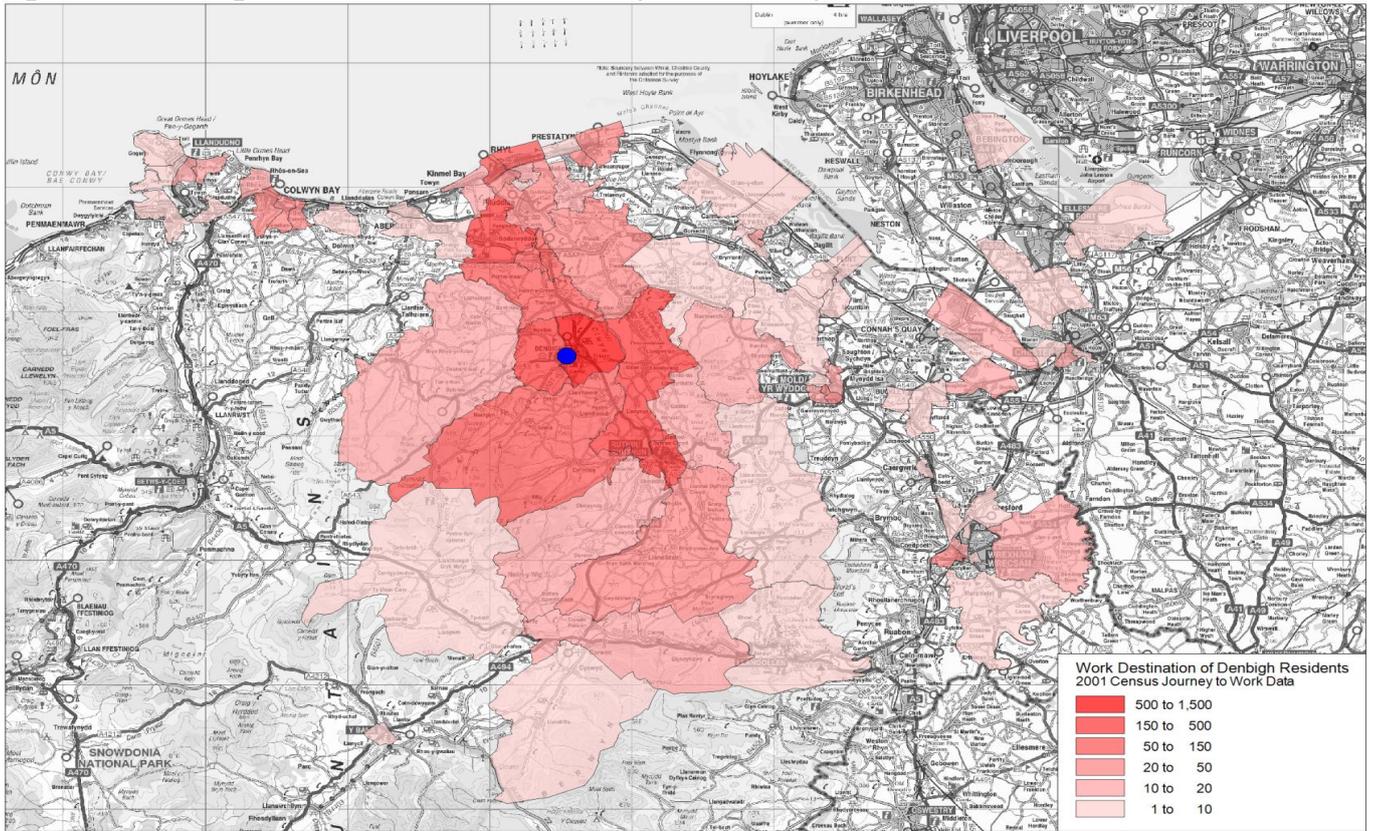
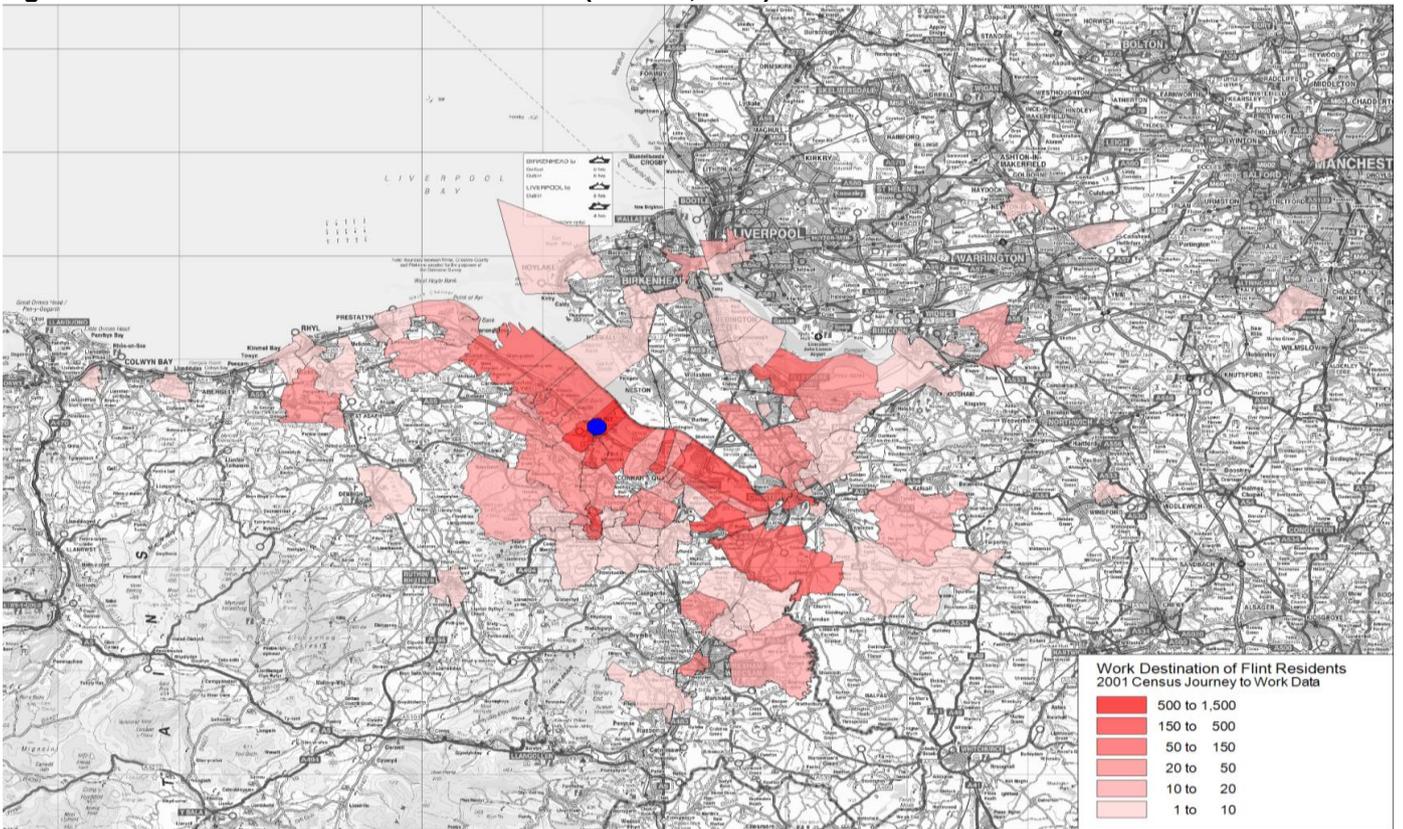


Figure 2.22: Flint Travel to Work Destinations (Census, 2001)



Capabilities on project:  
Transportation

Figure 2.23: Frodsham Travel to Work Destinations (Census, 2001)

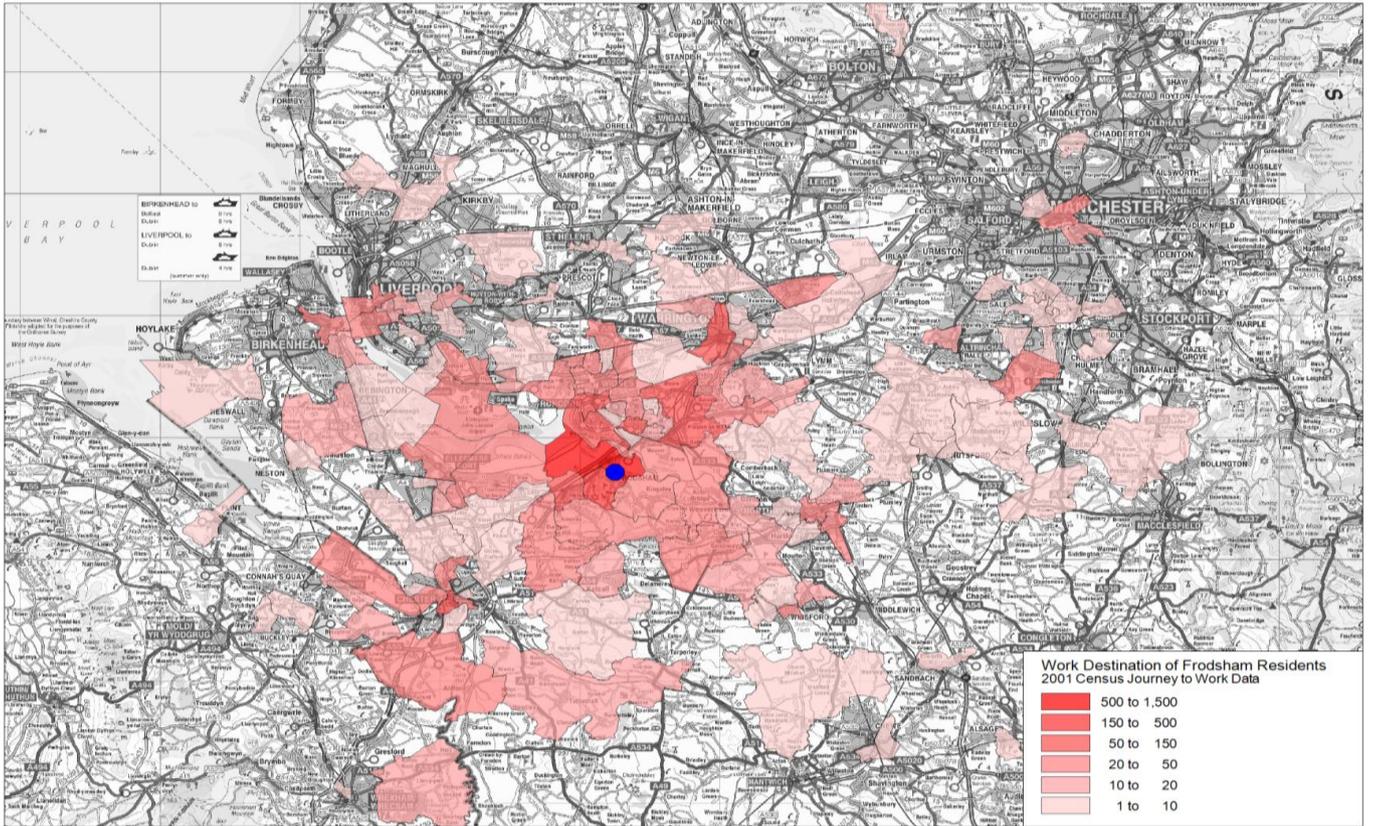
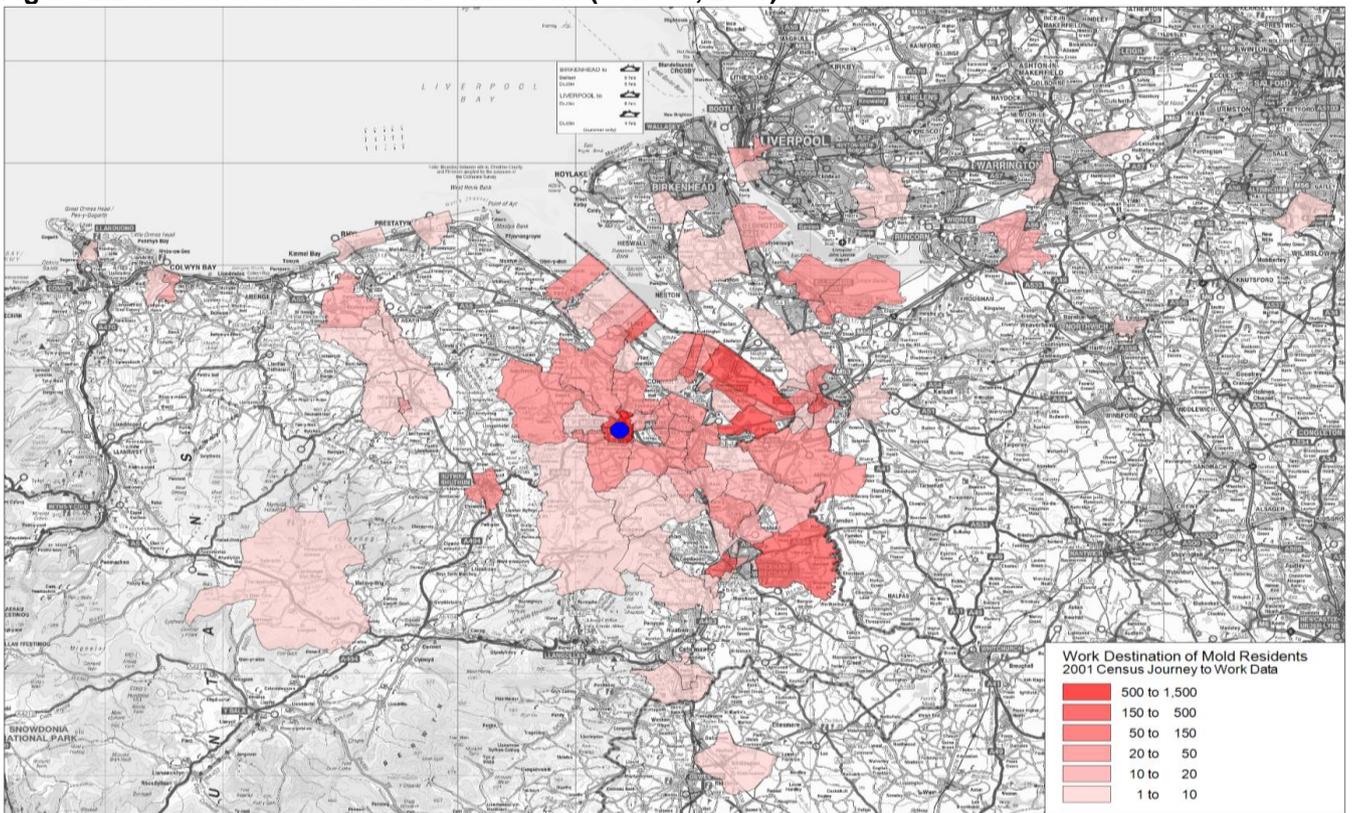


Figure 2.24: Mold Travel to Work Destinations (Census, 2001)



Capabilities on project:  
Transportation

Figure 2.25: Prestatyn Travel to Work Destinations (Census, 2001)

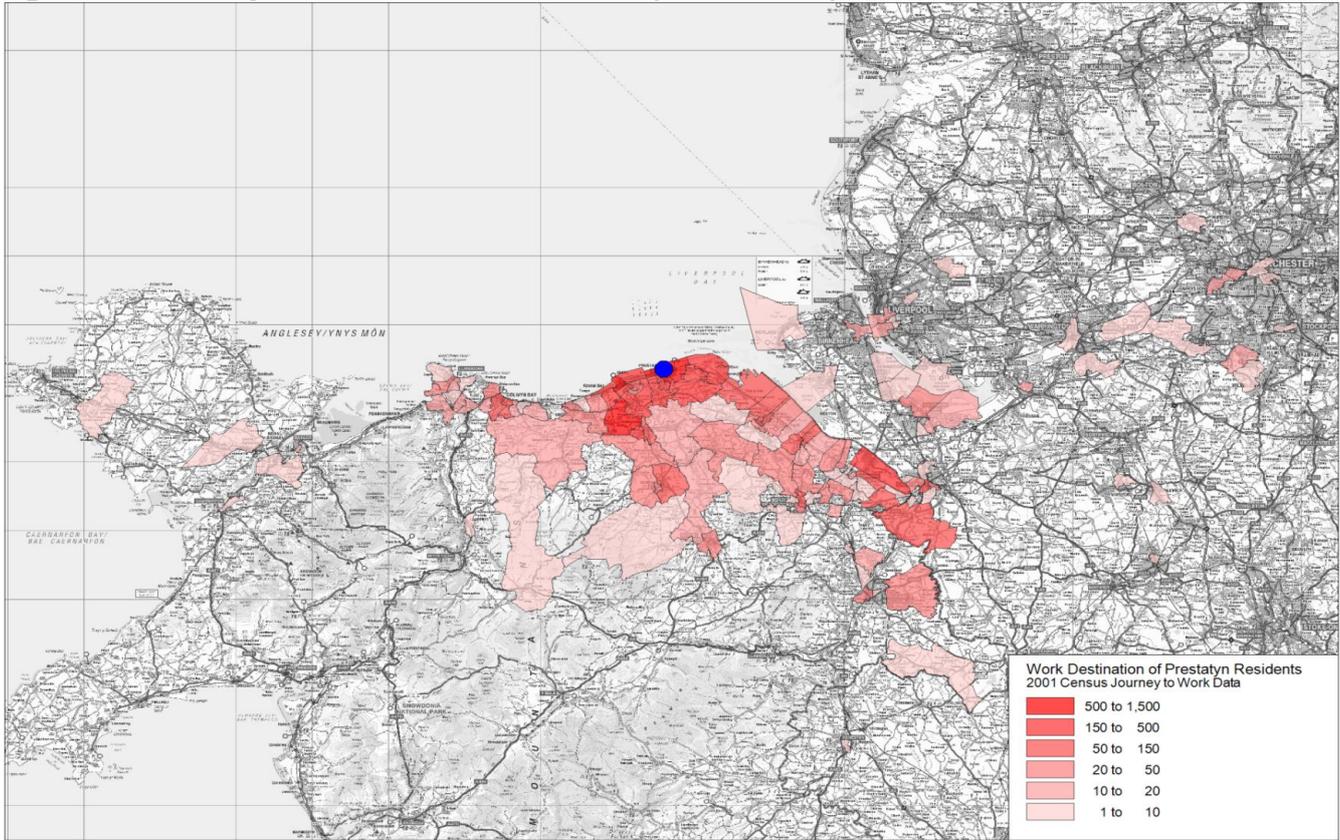
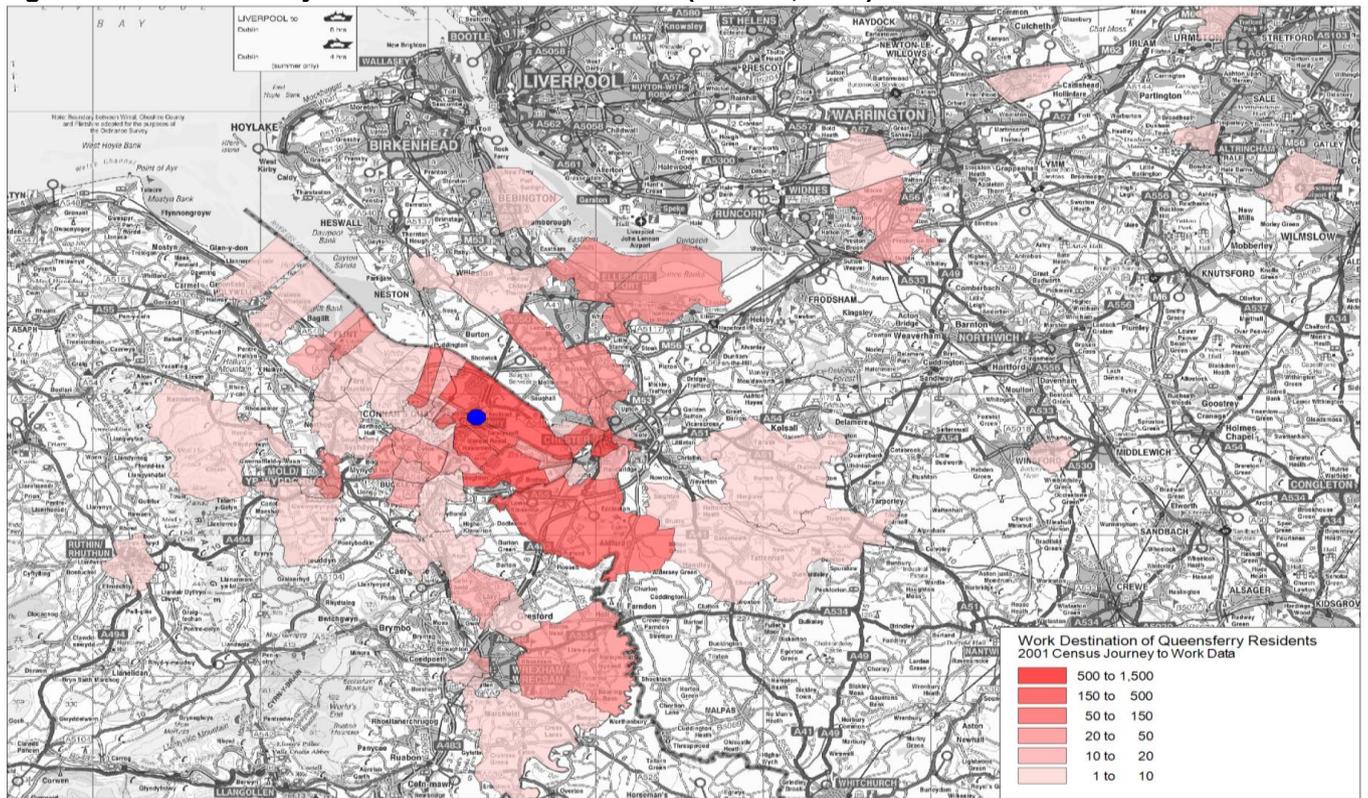
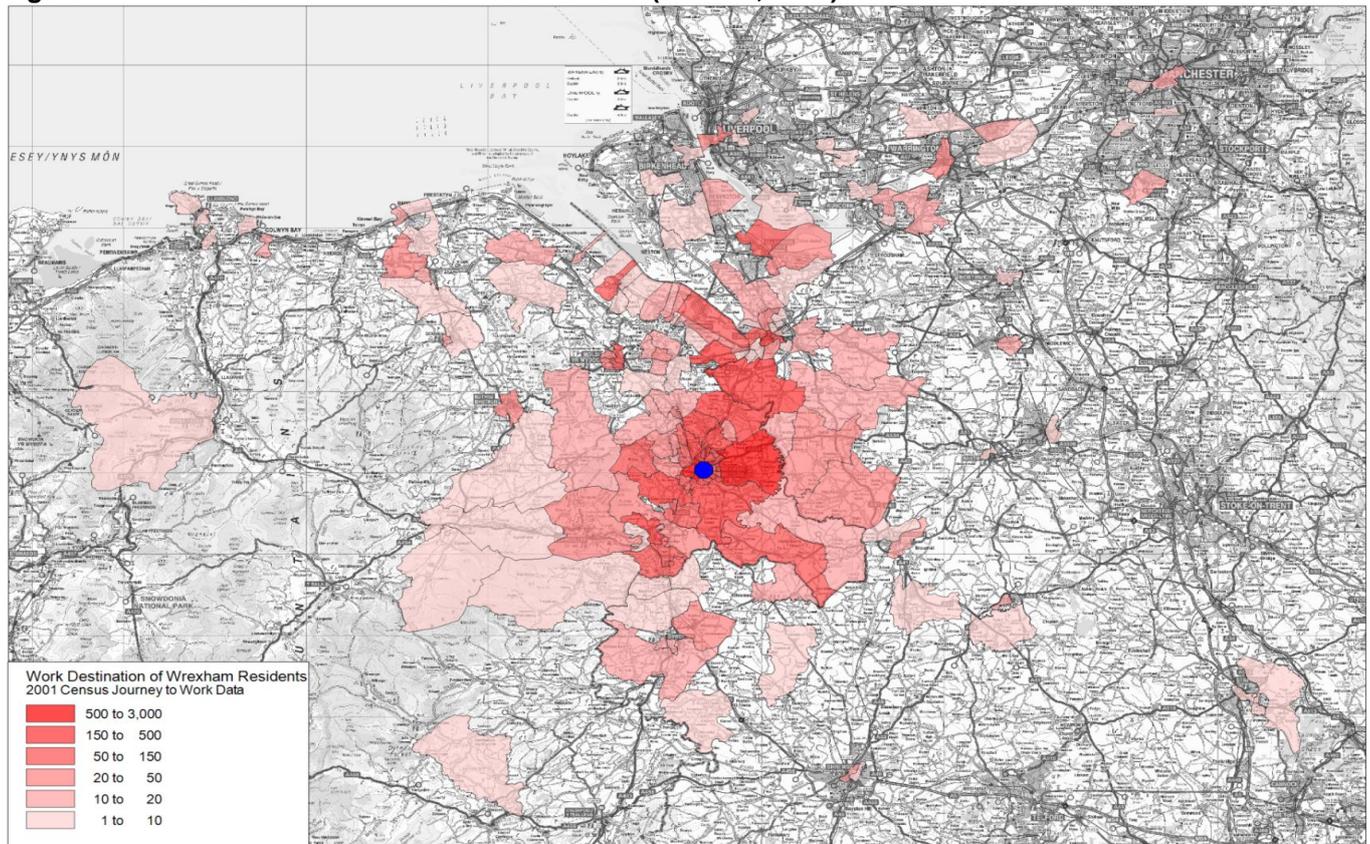


Figure 2.26: Queensferry Travel to Work Destinations (Census, 2001)



Capabilities on project:  
Transportation

**Figure 2.27: Wrexham Travel to Work Destinations (Census, 2001)**

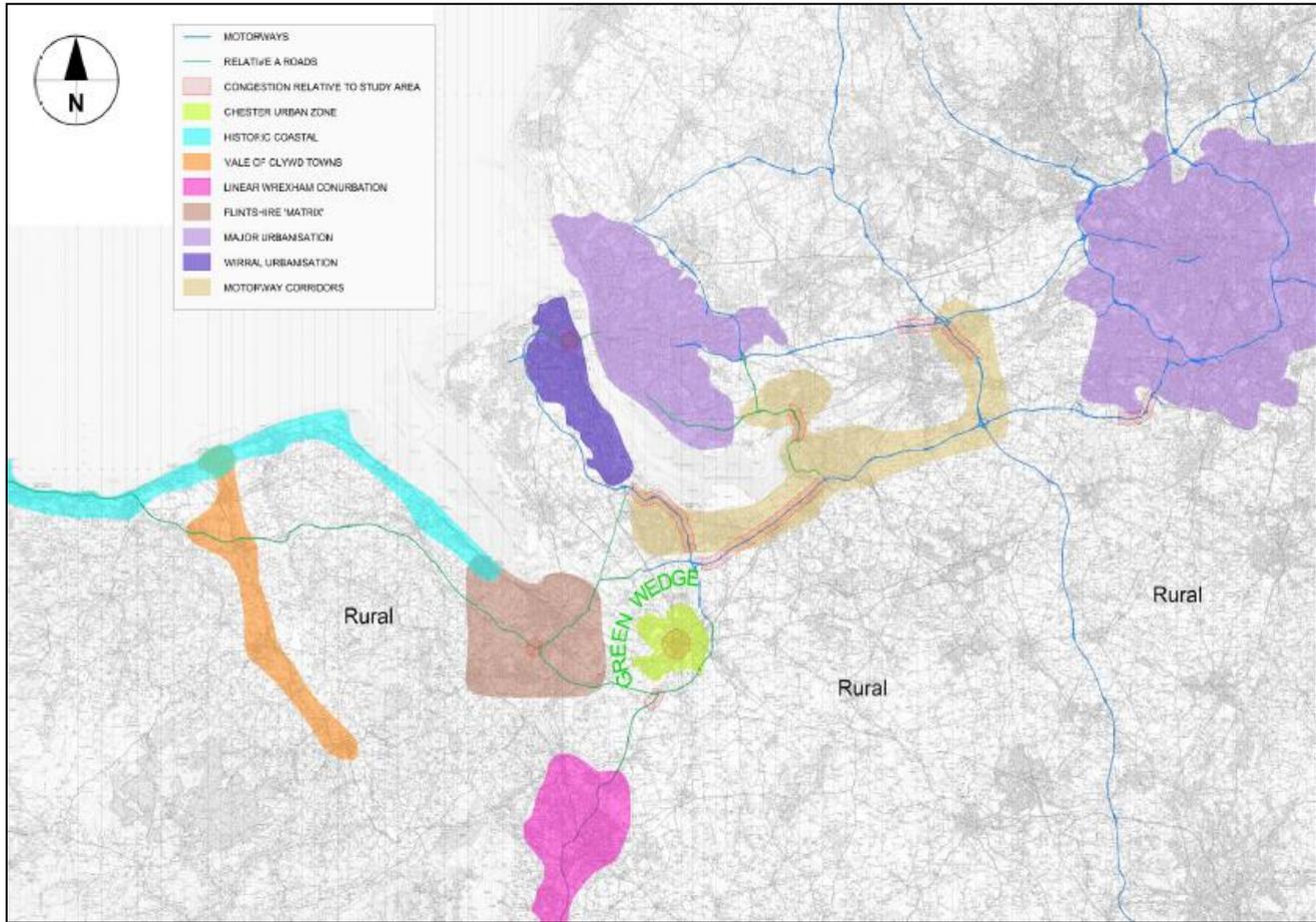


The study area can be categorised into a number of key characteristics, which can be used to define how the area fits together and where the connectivity gaps may arise. The areas can be summarised as follows:

- **Historic Coastal belt** - Includes the coastal towns of Rhyl, Flint and Prestatyn;
- **Vale of Clwyd Towns** - The Vale of Clwyd is a tract of low-lying ground in the county of Denbighshire in North East Wales, extending southwards from the coast of the Irish Sea, incorporating the key towns of St. Asaph, Denbigh and Ruthin;
- **Linear Wrexham Conurbation** – Incorporating Wrexham and adjacent populations on the A483 / A541;
- **Major Urbanisation** – Two major metropolitan areas of Greater Manchester and Merseyside;
- **Wirral Urbanisation** – Densely populated eastern side of Wirral, well served by road and rail;
- **Flintshire Matrix** – Area of North East Wales experiencing particular growth and exhibiting strong internal and cross-border relationships with North West England;
- **Motorway Corridors** – Linear residential and employment based growth on M53, M56 and M6 reflecting accessibility advantages; and
- **Chester Urban Zone** – Urban area that is generally restricted by the green belt, aside from its interaction with Saltney, which effectively forms a suburb of Chester.

This analysis highlights that the area is far from homogenous, with distinctive transport and accessibility requirements affecting commuting patterns.

**Figure 2.28: Key Character Areas**



**2.5.2 Accessibility to Employment Sites: Travel Time**

Accessibility between settlements and to employment sites varies across the study area. **Table 2.4** (by car) and **Table 2.5** (by public transport) informed by *Transport Direct* considers typical journeys to arrive by 08:45 as a proxy for travel to work.

Capabilities on project:  
Transportation

**Table 2.4: Journey Time by Car – Arrival by 08:45 (weekday)**

Destination	Deeside Industrial Estate (CH5 2NU)	The Heath, Runcorn (WA7 4NH)	Manchester City Centre (M1 4HD)	Manchester Airport	Birchwood, Warrington (WA3 7PG)	Liverpool City Centre (L2 2ET)	Liverpool Airport	Chester City Centre (CH1 2HU)	Chester Business Park (CH4 9QT)	Ellesmere Port (CH65 8AD)	Welsh Government, Llandudno Jcnctn. (LL31 9RZ)	Bentley Motors, Crewe (CW1 3PL)	Broughton Airbus (CH4 0DR)
<b>Mold</b> (CH7 1AP)	00:18 9m	00:40 25m	01:06 49m	00:52 43m	00:53 38m	00:51 30m	00:50 34m	00:27 15m	00:22 13m	00:28 15m	00:46 35m	01:00 37m	00:18 9m
<b>Flint</b> (CH6 5AD)	00:16 7m	00:40 24m	01:06 48m	00:53 41m	00:54 37m	00:51 29m	00:51 33m	00:29 14m	00:25 15m	00:29 13m	00:48 32m	01:03 39m	00:21 11m
<b>Rhyl</b> (LL18 1BA)	00:39 29m	01:00 48m	01:27 69m	01:13 62m	01:14 58m	01:12 50m	01:11 54m	00:48 45m	00:43 32m	00:49 34m	00:29 15m	01:21 57m	00:39 29m
<b>Denbigh</b> (LL16 3PF)	00:44 28m	01:05 44m	01:31 68m	01:17 61m	01:18 57m	01:16 49m	01:15 53m	00:53 34m	00:48 31m	00:53 33m	00:37 23m	01:25 55m	00:44 28m
<b>Queensferry</b> (CH5 1SX)	00:07 4m	00:28 19m	00:55 43m	00:41 37m	00:42 32m	00:40 24m	00:39 28m	00:16 8m	00:17 10m	00:17 9m	00:46 37m	00:55 35m	00:12 7m
<b>Ellesmere Port</b> (CH65 8AD)	00:19 7m	00:24 14m	00:51 39m	00:37 32m	00:38 28m	00:31 20m	00:35 23m	00:17 9m	00:19 13m	- -	01:02 46m	00:46 28m	00:20 15m
<b>Wrexham</b> (LL12 8LD)	00:32 18m	00:46 26m	01:11 50m	00:58 43m	00:59 39m	00:57 37m	00:56 35m	00:26 16m	00:19 7m	00:30 18m	01:04 48m	00:50 27m	00:21 10m
<b>Frodsham</b> (WA6 7AB)	00:24 17m	00:42 20m	00:44 29m	00:31 23m	00:32 18m	00:39 23m	00:27 14m	00:26 16m	00:29 20m	00:19 14m	01:07 55m	00:49 35m	00:30 22m

Source: Transport Direct

Key:

Journey Time	hh:mm
Distance	miles

Capabilities on project:  
Transportation

**Table 2.5: Journey Time by Public Transport – Arrival by 08:45 (weekday)**

Destination	Deeside Industrial Estate (CH5 2NU)	The Heath, Runcorn (WA7 4NH)	Manchester City Centre (M1 4HD)	Manchester Airport	Birchwood, Warrington (WA3 7PG)	Liverpool City Centre (L2 2ET)	Liverpool Airport	Chester City Centre (CH1 2HU)	Chester Business Park (CH4 9QT)	Ellesmere Port (CH65 8AD)	Welsh Govt, Llandudno Jctn. (LL31 9RZ)	Bentley Motors, Crewe (CW1 3PL)	Broughton Airbus (CH4 0DR)
Origin	Deeside Industrial Estate (CH5 2NU)	The Heath, Runcorn (WA7 4NH)	Manchester City Centre (M1 4HD)	Manchester Airport	Birchwood, Warrington (WA3 7PG)	Liverpool City Centre (L2 2ET)	Liverpool Airport	Chester City Centre (CH1 2HU)	Chester Business Park (CH4 9QT)	Ellesmere Port (CH65 8AD)	Welsh Govt, Llandudno Jctn. (LL31 9RZ)	Bentley Motors, Crewe (CW1 3PL)	Broughton Airbus (CH4 0DR)
Mold (CH7 1AP)	00:33 Bus – 0 change	02:24 Bus / Train – 2 changes	02:28 Bus / Train – 1 change	02:51 Bus / Train – 2 changes	02:12 Bus / Train – 3 changes	01:45 Bus / Train – 1 change	02:19 Bus / Train – 3 changes	00:50 Bus – 0 changes	00:38 Bus – 0 changes	00:55 Bus – 0 changes	02:11 Bus / Train - 1 change	02:07 Bus / Train – 2 changes	00:29 Bus – 0 changes
Flint (CH6 5AD)	00:43 Bus – 1 change	01:31 Bus / Train – 1 change	01:44 Train – 1 change	01:59 Train – 3 changes	01:19 Bus / Train – 2 changes	01:22 Train – 1 change	01:56 Bus / Train – 3 changes	00:35 Train – 0 changes	00:50 Bus / Train – 1 change	01:05 Bus – 1 change	01:02 Train – 0 changes	01:23 Bus / Train – 1 change	00:38 Bus – 0 changes
Rhyl (LL18 1BA)	01:25 Bus / Train – 1 change	01:46 Bus / Train – 1 change	02:00 Train – 1 change	02:15 Train – 3 changes	01:34 Bus / Train – 3 changes	01:32 Train – 1 change	02:12 Bus / Train – 3 changes	00:51 Train – 0 changes	01:06 Bus / Train – 1 change	01:37 Bus / Train – 2 changes	00:43 Train – 0 changes	01:39 Bus / Train – 1 change	01:46 Bus – 1 change
Denbigh (LL16 3PF)	02:17 Bus / Train – 2 changes	02:38 Bus / Train – 2 changes	02:44 Bus / Train – 1 change	03:06* Bus / Train – 3 changes	02:26 Bus / Train – 3 changes	02:29 Bus / Train – 2 changes	03:10** Bus / Train – 4 changes	01:58 Bus / Train – 1 change	02:00 Bus / Train – 2 changes	02:29 Bus / Train – 3 changes	01:31 Bus – 1 change	02:41 Bus / Train – 3 changes	02:01 Bus / Train – 2 changes
Queensferry (CH5 1SX)	00:12 Bus – 0 changes	01:58 Bus – 2 changes	01:51 Train – 1 change	02:06 Train – 3 changes	01:26 Bus / Train – 2 changes	01:27 Train – 1 change	01:50 Bus / Train – 2 changes	00:34 Bus – 0 changes	00:48 Bus – 1 change	00:25 Bus – 0 changes	01:24 Train – 0 changes	01:35 Bus / Train – 1 change	00:17 Bus – 0 changes
Ellesmere Port (CH65 8AD)	00:31 Bus – 0 changes	01:20 Bus – 1 change	01:35 Train – 1 change	01:57 Coach – 0 changes	01:22 Train – 1 change	00:52 Train – 0 changes	01:23 Bus / Train – 1 change	00:34 Bus – 0 changes	00:58 Bus – 1 change	- - -	01:53 Train – 1 change	01:49 Bus / Train – 2 changes	01:03 Bus – 1 change
Wrexham (LL12 8LD)	01:25 Bus – 2 changes	02:02 Bus / Train – 2 changes	02:00 Bus / Train – 1 change	02:39 Bus / Train – 2 changes	01:50 Bus / Train – 3 changes	01:41 Bus / Train – 1 change	02:27 Bus / Train – 3 changes	00:45 Bus – 0 changes	00:27 Bus – 0 changes	01:29 Bus – 2 changes	02:01 Bus / Train – 1 change	01:45 Bus / Train – 2 changes	00:52 Bus – 1 change
Frodsham (WA6 7AB)	01:14 Bus / Train – 2 changes	01:29 Bus – 1 change	00:58 Train – 0 changes	01:37 Train – 1 change	00:44 Bus / Train – 2 changes	01:28 Bus / Train – 1 change	01:08 Bus – 2 changes	00:36 Bus – 0 changes	00:49 Bus / Train – 1 change	00:42 Bus – 0 changes	01:30 Train – 0 changes	01:29 Bus / Train – 1 change	01:03 Bus / Train – 1 change

\*Arrives @ 09:13; \*\* Arrives @ 09:17

Source: Transport Direct

Key:

Journey Time	hh:mm	0-20% Difference in Journey Time in comparison with the car trip	20-40%	40-100%	>100%
Core Modes					
No. Of Changes					

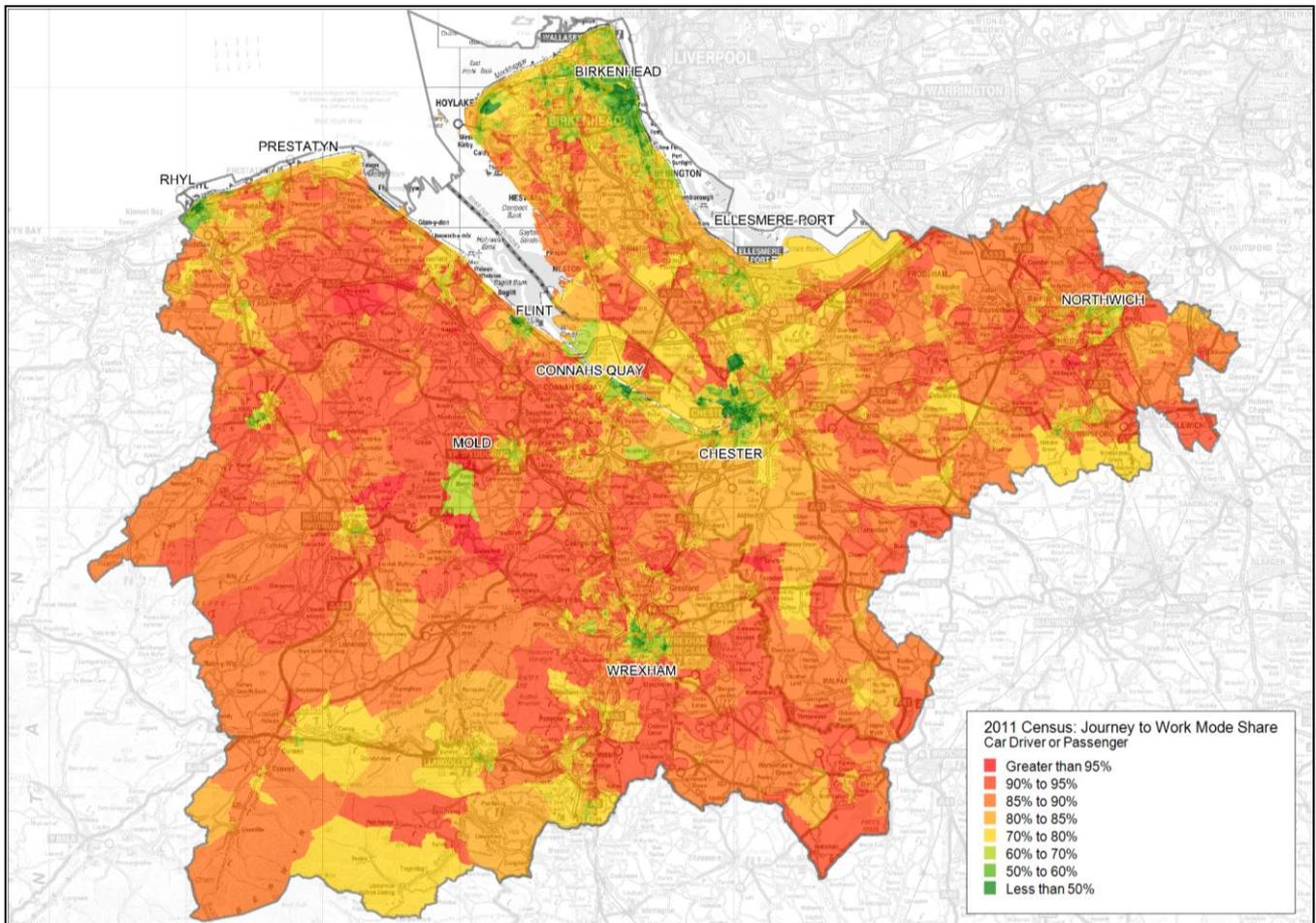
Capabilities on project:  
Transportation

The results of this analysis show that, notwithstanding cost differentials, in the main the existing public transport network does not offer a feasible alternative to the private car. Of the selected pairs of origins and destinations, only Rhyl to Chester is competitive by public transport (48 minutes by car; 51 minutes by public transport). Clearly there are significant areas where a rail journey is unfeasible since the distance to the station is too far at one end or another to make it viable.

The colour coding contained in **Table 2.5** presents a % differential on the car journey and reveals that a significant proportion of trips by public transport involve a journey time greater than 140% of the car journey, with a significant proportion greater than 200% of the journey time and involving 1, 2 and sometimes 3 interchange between modes. To illustrate this point, whilst the car journey between Denbigh and Liverpool is projected to take 1 hour 16 minutes (a distance of 49 miles), it takes 2 hours 29 minutes by public transport involving a bus and train leg. Furthermore, again from Denbigh, it is not possible to arrive at Liverpool Airport by 08:45, with the journey taking 3 hours 10 minutes and involving 4 points of interchange (bus and train).

Public transport not being an effective alternative to the car is supported by the **Figure 2.29**, which shows that in significant parts of the study area, the car is used as the main mode of transport for commuting to work. The dominance of the car is particularly prevalent in the rural parts of the study area where there is a need to commute longer distances and fewer opportunities are provided. Only a few locations in the study area, such as the centre of Wrexham, Chester, Flint and Rhyl have car commuting levels lower than 50%. This highlights the continued importance of car travel to the vast majority of the residents for accessing employment opportunities due in part to the lack of viable alternatives.

**Figure 2.29: Journey to Work Car Mode Share (Census, 2011)**





Only Manchester airport has a direct passenger rail link, however Liverpool John Lennon has a dedicated station at Liverpool South Parkway with frequent bus shuttle connections throughout the day. Existing rail infrastructure does not enable direct train services to operate between the study area and Liverpool South Parkway station.

Figure 2.31 shows the vehicle flows along the key road routes through the study area.

**Figure 2.31: Average Annual Daily Traffic (AADT) along Key Corridors**

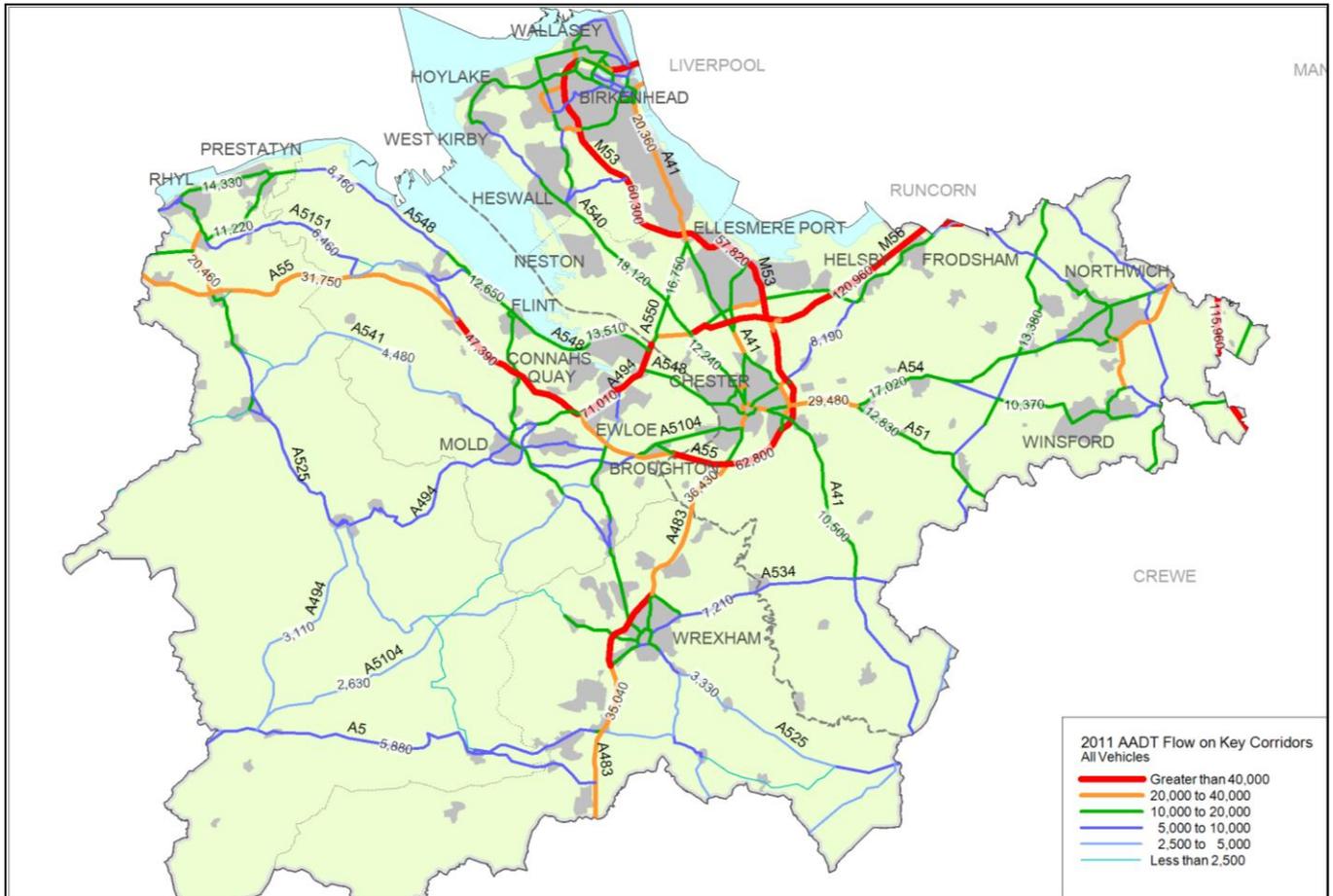


Figure 2.31 shows that the M56 is the most heavily trafficked route in the study area, with the M53, A55 and A494 also heavily used routes. Traffic levels on the A55/A494 corridor are high in the Deeside area, but traffic levels reduce to the west of Pentre Halkyn, reflecting the significant use of this route by local traffic. The A483 also has significant traffic flows, particularly on the section travelling around the west of Wrexham.

**2.6.1 Congestion**

The A55 is the key east-west route through the study areas providing access to North West Wales and the North Wales Coast. This route also provides access to Merseyside, Manchester and the rest of North West England through its connections to the M53 and M56. The junction of the A55/A483, which currently causes issues of congestion and affects journey time reliability for trips on both sides of the border, is to be reconfigured following a funding investment announced by the English Department for Transport in October 2012.

The A494 provides a key route between Mold, Buckley, Ewloe, Shotton, Deeside Industrial Park and the Wirral (via the A550). This route also provides the most direct route for traffic travelling on the A55 from North Wales to reach

Capabilities on project:  
Transportation

the M56. As highlighted in previous work on the A55/A494<sup>17</sup>, there are significant issues of congestion in and around the Ewloe / Shotton Area. **Figure 2.32** presents a Saturn output from AECOM's previous A55/A494 work.

**Figure 2.32: Model Outputs Indicating Congestion on the A55/A494**



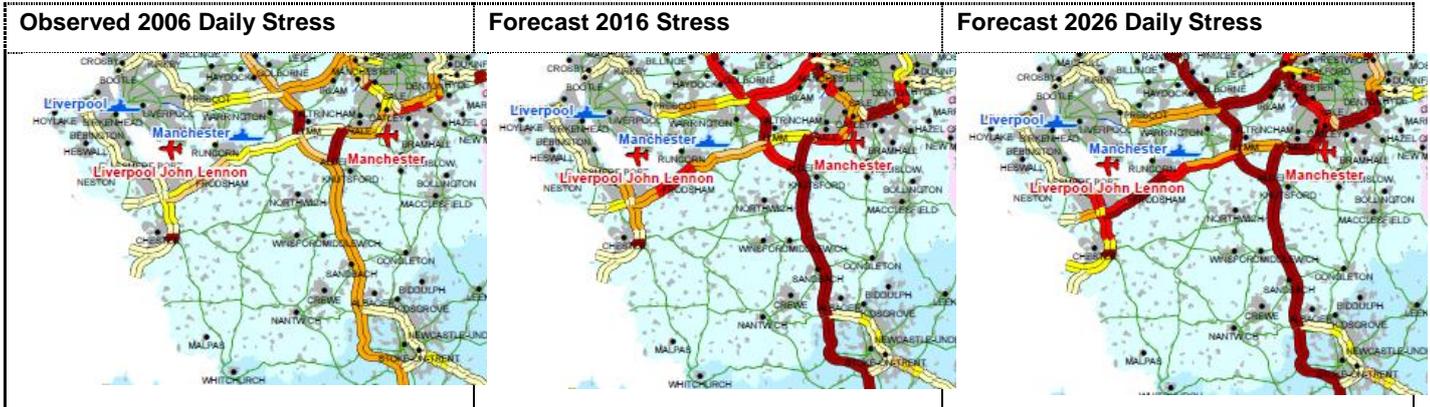
The majority of Strategic Route Network (SRN) congestion in the study area occurs across the border in England and this is presented in a series of 'stress maps' (**Figure 2.33**), which includes observed Average Annual Daily Traffic (AADT) flows for 2008 and forecasts for 2016 and 2026. The stress maps included in this report were produced prior to the maps included in the Government's Spending Review of June 2013.

In the simplest terms, stress is the daily flow divided by the daily capacity. Where stress levels are in excess of 100%, this implies that such roads are busy for a substantial proportion of the day, beyond the morning and evening peak periods.

<sup>17</sup> A55/A494 WeITAG Study – Stage One Appraisal, July 2012

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**Figure 2.33: Highways Agency Stress Maps**

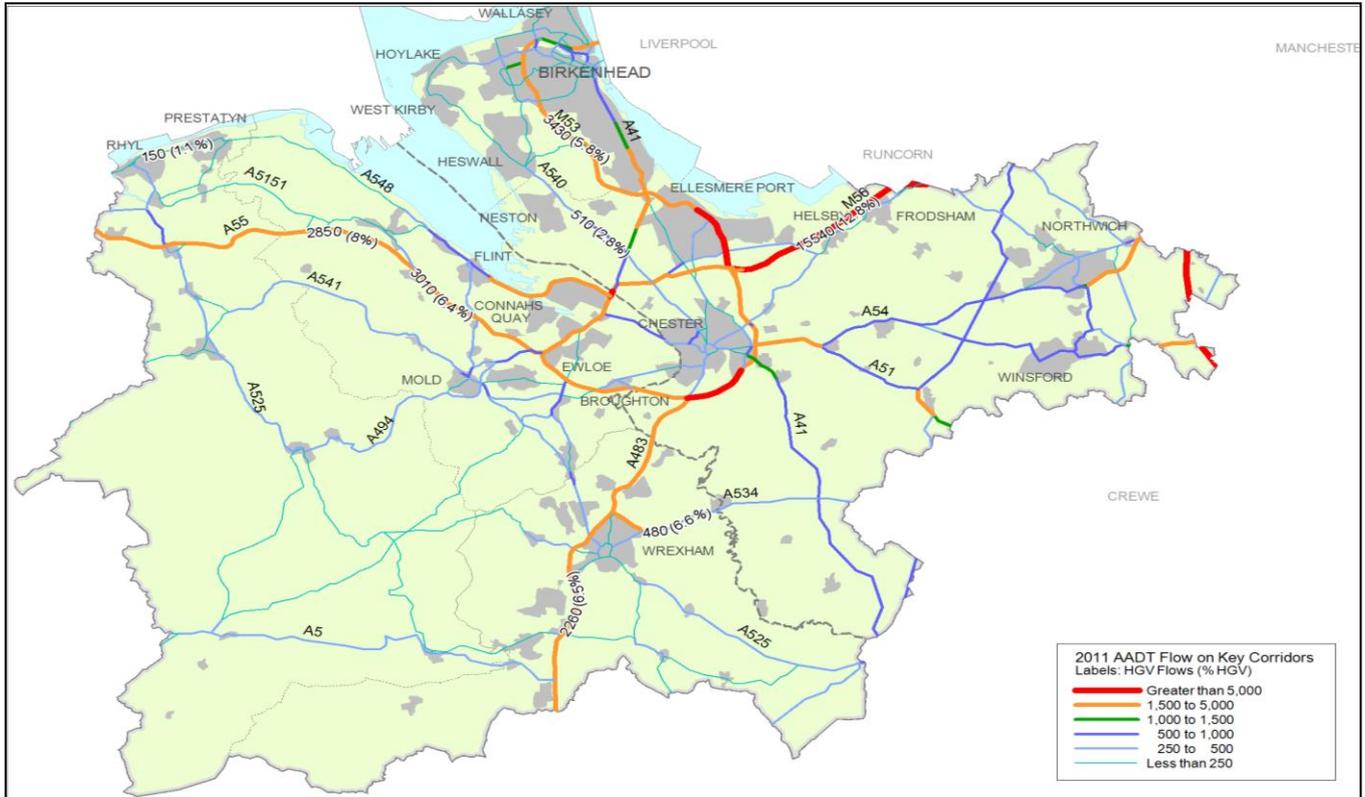


The stress maps show an anticipated deterioration in the ambience and reliability of journeys from the study area to key employment areas, with a notable increase in congestion on the M56 / M53, M62 and M6. The Highways Agency is currently finalising designs for a ‘pinch point’ scheme to address congestion at the A55/A483 junction, which will support accessibility to Chester Business Park and also improve cross-border trips between North Wales and North West England. It is understood that this scheme will be completed in 2014/15.

**2.6.2 Freight Movements**

**Figure 2.34** shows the key road based freight movements through the study area, based upon traffic count data from 2011.

**Figure 2.34: HGV Flows along Key Corridors**



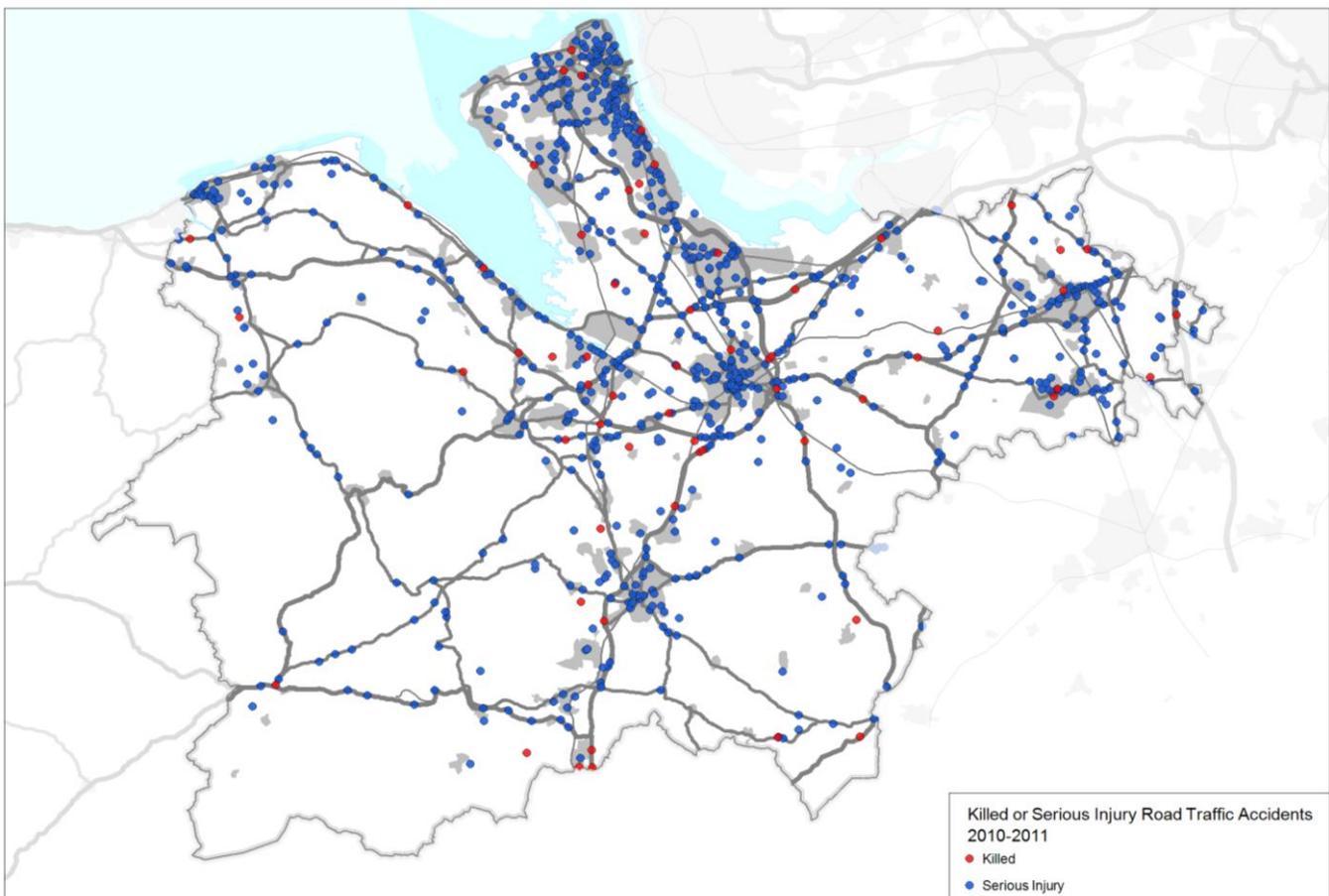
**Figure 2.35** shows that HGV movements are focused towards the strategic network, particularly the A55, A494, A483, M56 and M53. The M56 has a particularly large flow of HGVs, with 15,500 HGVs travelling along this section

of route, representing almost 13% of the traffic on this road. A large proportion of this traffic then travels on to the various industrial sites at Ellesmere Port, via the M53. Additional HGV traffic travels along the A55 around the south of Chester, with the levels of HGVs gradually decreasing along the A55 as you travel west, with c. 2,800 HGVs using the section of the A55 between St. Asaph and Flint. This represents 8% of the traffic using this section of the route. A significant proportion of these HGVs are likely to be making international trips between the UK and Ireland using the Port of Holyhead.

### 2.6.3 Collisions

**Figure 2.35** shows the locations of Killed or Seriously Injured (KSI) accidents which have occurred in the study area between 2010 and 2011 on all roads.

**Figure 2.35: KSI Accidents in the Study Area**



**Figure 2.35** shows that accidents are concentrated in the urban areas, reflecting the substantial levels of traffic in these settlements, as well as the concentration of junctions and interactions between different travel modes. Significant numbers of accidents can also be seen on the strategic road network; again reflecting the number of trips being made on these routes. Particular concentrations of accidents can be seen along the A494 between Queensferry and Ewloe, which partially reflects the number of junctions and local movements made along this section of road. Additionally the A55/A494 junction at the English/Welsh border to the south of Chester also has a concentration of accidents, with some fatal accidents also occurring at this location. It is important to note that this junction is due to be improved by the Highways Agency, which should help to address current safety concerns.

### 2.7 Rail Network

The North East Wales rail network forms a key part of the transport network in the region, but it is not being used to its full potential in many areas. As with most railways in Great Britain, construction took place in the mid-19<sup>th</sup> century and is based on the needs of the time. The historic network therefore does not necessarily best suit the needs of today.

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The network largely focuses on Chester as the central hub, with lines diverging from the city towards other main centres in the region. Chester itself is connected to a variety of locations including Liverpool, Manchester and London.

Some lines have inadequate frequencies or do not serve centres of population or employment as well as they could. This section discusses a range of options that could be developed to make better use of the existing rail network.

### 2.7.1 Current Rail Services in the Study Area

There are three main rail corridors in North East Wales; the North Wales Coast Line, Wrexham General to Chester and the Borderlands Line (Hawarden Bridge to Wrexham Central).

The North Wales Coast Line runs along the North Wales coastline between Holyhead and Chester, providing connections beyond. There is usually a half hourly service on this line consisting of a combination of:

- Manchester to Llandudno services;
- Birmingham International/ Cardiff (alternate) to Holyhead; and
- London to Bangor/Holyhead.

Intermediate stations on the line are not served by all services, so have a low service frequency. Speed limits on the line are low in some areas resulting in uncompetitive journey times. The line also lacks a direct rail service to Liverpool, which requires a change of trains at Chester.

The Wrexham General to Chester Line is currently a single track line between Wrexham and Chester with no intermediate stations. Work on capacity improvements are planned to start in autumn 2013. The line is normally served by one train per hour between Birmingham International / Cardiff (alternate) and Holyhead with a once per day service between Wrexham and London via Chester.

The Borderlands Line runs from Wrexham to Bidston where it connects to the Merseyrail Electrics network for services to Liverpool. The line is served by an hourly service between Wrexham and Bidston. Not all trains stop at Hawarden Bridge station resulting in a less than hourly frequency there but other intermediate stations on the line are served by all trains. Hawarden Bridge station is the nearest on the line to Deeside Enterprise Zone , but it is not ideally situated to serve employment opportunities in the area without complementary further access improvements to the surrounding road network .

**Figure 2.36** (Route Patterns) and **Figure 2.37** (Frequency Bandwidths) shows the key rail services which directly cater for the study area.

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Transportation

Figure 2.36: Rail Services Directly Serving the Study Area (Route Patterns)

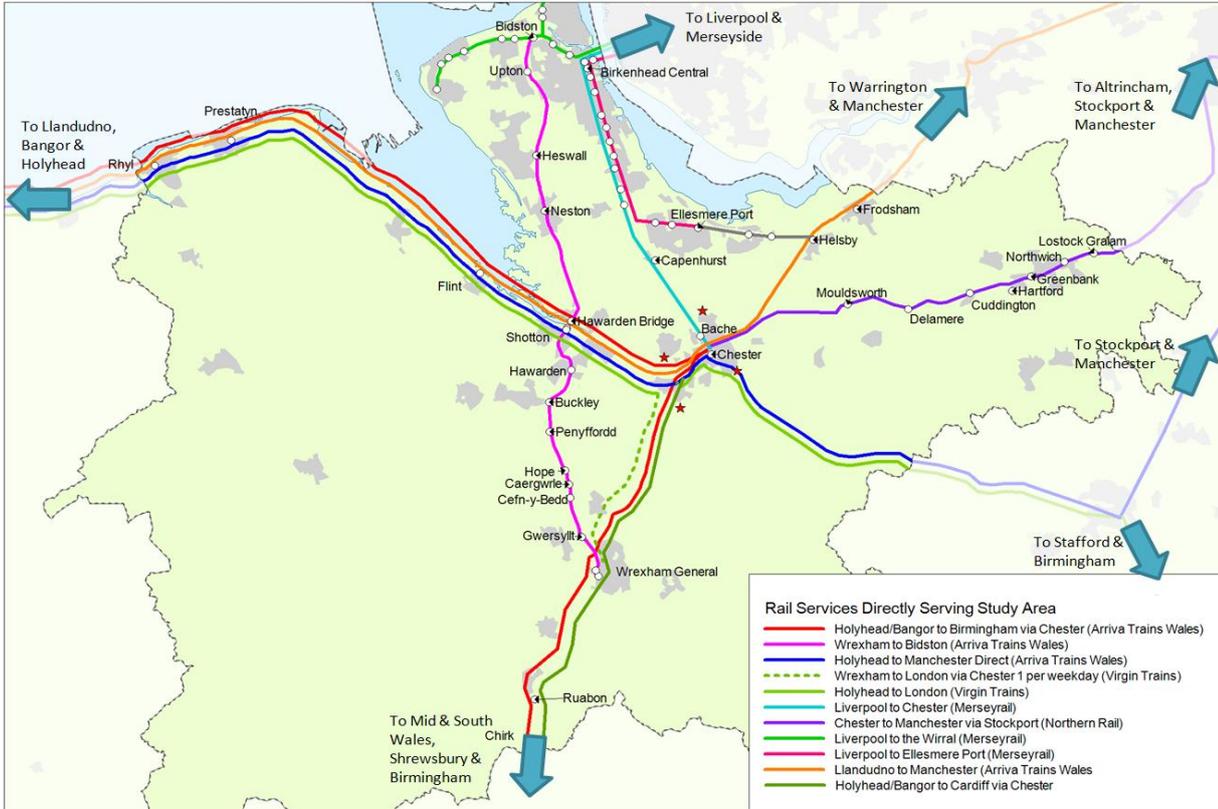


Figure 2.37: Rail Services Directly Serving the Study Area (Frequency Bandwidths)



This shows that there is a reasonable level of provision (base level being 2 services per hour with some hours having three per hour with the extension of the London – Chester services through to Bangor / Holyhead) along the North Wales Coast Line, connecting towns in the study area, such as Rhyl, Prestatyn, and Shotton with Holyhead (to the west) and Chester, Manchester and London (to the east). The Wrexham to Bidston Line provides an hourly service between Wrexham and the Wirral, serving Deeside, but this does not connect directly into Liverpool and to access destinations in North West Wales or North East England via this line requires interchange between adjacent stations at Shotton. Routes from Chester provide direct connections to Wrexham (hourly), Manchester and Birmingham, with frequent electric services provided to Wirral and Liverpool via Merseyrail. A number of stations in the area have parking provision, allowing them to be used as Park & Ride sites. Additionally, Chester has four dedicated bus-based Park & Ride sites allowing commuters to drive to the outskirts of Chester and travel onwards by Park & Ride bus and then rail.

The key characteristics of these lines (i.e. infrastructure) and the services that operate on them are summarised in **Table 2.6**.

**Table 2.6: Summary of Key Rail Characteristics**

Rail Corridor	Study Area Infrastructure	Stations (in Study Area)	Rail Services	Comments / Known Issues
<b>North Wales Coast Line</b>	<ul style="list-style-type: none"> <li>Two track railway.</li> <li>40-75mph linespeed Chester-Shotton / 80-100mph linespeed Shotton-Flint.</li> </ul>	Rhyl – Prestatyn – Flint - Shotton (Low Level) - Chester	Manchester – Llandudno; Birmingham International - Holyhead; London Euston – Bangor / Holyhead	<ul style="list-style-type: none"> <li>Only Llandudno services call at Shotton / Some London services don't call at Flint.</li> <li>Slow and infrequent services to Manchester / Lack of direct services to Manchester Airport.</li> <li>Lack of direct rail services to Liverpool and linkages to Liverpool Airport (requires Halton Curve and electrification).</li> </ul>
<b>Wrexham General to Chester</b>	<ul style="list-style-type: none"> <li>Single track between Wrexham General and Saltney Junction.</li> <li>40-75mph linespeed.</li> </ul>	Wrexham General - Chester	Birmingham International to Holyhead; Cardiff – Holyhead; Wrexham – London Euston (via Chester)	<ul style="list-style-type: none"> <li>It should be noted that there are no intermediate stations between Chester and Wrexham.</li> <li>Planned track capacity upgrade</li> </ul>
<b>Borderlands Line</b>	<ul style="list-style-type: none"> <li>Two track railway (single track between Wrexham General and Wrexham Central).</li> <li>40-75mph linespeed.</li> </ul>	Hawarden Bridge - Shotton (High Level) - Hawarden - Buckley - Penyffordd - Hope -Caergwrle - Cefn-y-Bedd - Gwersyllt - Wrexham General - Wrexham Central	Wrexham Central - Bidston	<ul style="list-style-type: none"> <li>Hawarden Bridge Station not served at all times during the day.</li> <li>Passengers for Liverpool have to interchange at Bidston.</li> <li>Hawarden Bridge is not conveniently situated for the employment opportunities at Deeside without further interventions.</li> <li>Low level of interchange off the Borderlands Line at Wrexham General for Wrexham Central, which indicates alternative trip making.</li> </ul>

## 2.7.2 Rail Demand in the Study Area

**Table 2.7** provides an indication of selected station usage in 2011 and 2012, listed according to the entry and exit figures for the 2011-12 period. This data reveals that Rhyl and Wrexham General are the principal stations in North East Wales, with Prestatyn, Flint and Shotton also reasonably well used. Of the stations in England, Chester is an important interchange station for services to Liverpool (there are no direct trains between North Wales and Liverpool) and services to London (there is an hourly service to London). There is also a significant level of interchange between Arriva Train Wales services at Chester between the Manchester and Cardiff / Birmingham trains (e.g. Manchester to Wrexham flows) as well as towards Crewe on the Chester-Crewe local line.

The data reveals a general increase in rail patronage in the study area, with notable increases on 2010-11 data at Shotton (13%), Prestatyn and Flint (both 8%) and Ruabon (7%) despite the issues of frequency and service pattern detailed in the preceding section.

## 2.7.3 Improvement Proposals

The rail network in the region could be enhanced through a series of upgrades, station relocations/new stations and frequency increases. A number of proposals have already been considered or planned including:

- The single track line between Wrexham to Chester has become increasingly congested in recent years, particularly following the increase in the number of services by Arriva Trains Wales in 2005. There is little spare capacity on the line so Welsh Government / Network Rail plan to reinstate double track for the length of the route. The speed limit on the line will also be increased as part of the project which will allow journey times to be improved and creates opportunities for new stations.
- Several studies have taken place regarding the electrification of the Borderlands Line so that it can be incorporated into the Merseyrail Electrics network and provide a direct connection to Liverpool.
- AECOM previously carried out the North Wales Rail Strategy which identified and analysed a number of options for improving the North Wales rail network ranging from car park expansion to new services.
- The Northern Hub could lead to improved connections to North East Wales by providing better connections to Manchester and a through service to Leeds. However, timetables are still at the development stage.

Capabilities on project:  
Transportation

**Table 2.7: Selected Station Usage 2011-12 (Office of Rail Regulation, 2012)**

Station Name	County or Unitary Authority	District or Unitary Authority	Station Facility Owner	Entries Total	Exits Total	11-12 Entries & Exits	10-11 Entries & Exits	Change	% Change	Int.
Chester	Cheshire	Chester	Arriva Trains Wales (ATW)	1,474,363	1,474,363	2,948,726	3,052,806	-104,080	-3%	812,415
Bebington	Merseyside	Wirral	Merseyrail	607,968	607,968	1,215,936	1,203,132	12,804	1%	-
New Brighton	Merseyside	Wirral	Merseyrail	515,393	515,393	1,030,786	1,025,644	5,142	1%	-
Rock Ferry	Merseyside	Wirral	Merseyrail	510,428	510,428	1,020,856	1,002,074	18,782	2%	-
Bromborough	Merseyside	Wirral	Merseyrail	438,653	438,653	877,306	880,082	-2,776	0%	-
Port Sunlight	Merseyside	Wirral	Merseyrail	348,048	348,048	696,096	675,538	20,558	3%	-
Bangor	Gwynedd - Gwynedd	Gwynedd - Gwynedd	ATW	337,874	337,874	675,748	633,664	42,084	7%	1,488
Rhyl	Denbighshire - Sir Ddinbych	Denbighshire - Sir Ddinbych	ATW	316,619	316,619	633,238	609,178	24,060	4%	-
Wrexham General	Wrexham - Wreccsam	Wrexham - Wreccsam	ATW	311,074	311,074	622,148	613,618	8,530	1%	7,039
Hooton	Cheshire	Ellesmere Port & Neston	Merseyrail	267,310	267,310	534,620	520,656	13,964	3%	58,765
Prestatyn	Denbighshire - Sir Ddinbych	Denbighshire - Sir Ddinbych	ATW	181,098	181,098	362,196	335,994	26,202	8%	-
Llandudno Junction	Conwy - Conwy	Conwy - Conwy	ATW	178,173	178,173	356,346	333,848	22,498	7%	72,437
Llandudno	Conwy - Conwy	Conwy - Conwy	ATW	164,782	164,782	329,564	308,952	20,612	7%	-
Flint	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	139,623	139,623	279,246	259,546	19,700	8%	-
Bidston	Merseyside	Wirral	Merseyrail	137,855	137,855	275,710	273,150	2,560	1%	102,228
Ellesmere Port	Cheshire	Ellesmere Port & Neston	Merseyrail	137,395	137,395	274,790	291,054	-16,264	-6%	1,632

Capabilities on project:  
 Transportation

Station Name	County or Unitary Authority	District or Unitary Authority	Station Facility Owner	Entries Total	Exits Total	11-12 Entries & Exits	10-11 Entries & Exits	Change	% Change	Int.
Shotton	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	123,133	123,133	246,266	218,370	27,896	13%	18,354
Bache	Cheshire	Chester	Merseyrail	95,901	95,901	191,802	197,178	-5,376	-3%	-
Frodsham	Cheshire	Vale Royal	ATW	61,143	61,143	122,286	115,292	6,994	6%	-
Buckley	Wales - Cymru	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	26,202	26,202	52,404	51,472	932	2%	-
Helsby	Cheshire	Vale Royal	ATW	43,306	43,306	86,612	79,790	6,822	9%	4,765
Ruabon	Wrexham - Wreccsam	Wrexham - Wreccsam	ATW	41,055	41,055	82,110	77,014	5,096	7%	-
Heswall	Merseyside	Wirral	ATW	27,315	27,315	54,630	48,660	5,970	12%	-
Neston	Cheshire	Ellesmere Port & Neston	ATW	23,273	23,273	46,546	44,598	1,948	4%	-
Hawarden	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	19,569	19,569	39,138	37,896	1,242	3%	-
Wrexham Central	Wrexham - Wreccsam	Wrexham - Wreccsam	ATW	16,552	16,552	33,104	31,952	1,152	4%	-
Hope (Clwyd)	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	12,763	12,763	25,526	24,186	1,340	6%	-
Caergwrle	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	10,944	10,944	21,888	22,186	-298	-1%	-
Penyffordd	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	10,928	10,928	21,856	21,082	774	4%	-
Cefn-Y-Bedd	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	4,448	4,448	8,896	9,284	-388	-4%	-
Hawarden Bridge	Flintshire - Sir Y Fflint	Flintshire - Sir Y Fflint	ATW	2,236	2,236	4,472	4,540	-68	-1%	-

Capabilities on project:  
Transportation

## 2.8 Bus Network

Figure 2.38 shows the key connections between population centres in the study area by bus.

Figure 2.38: Key Bus Routes Connecting Study Area Centres

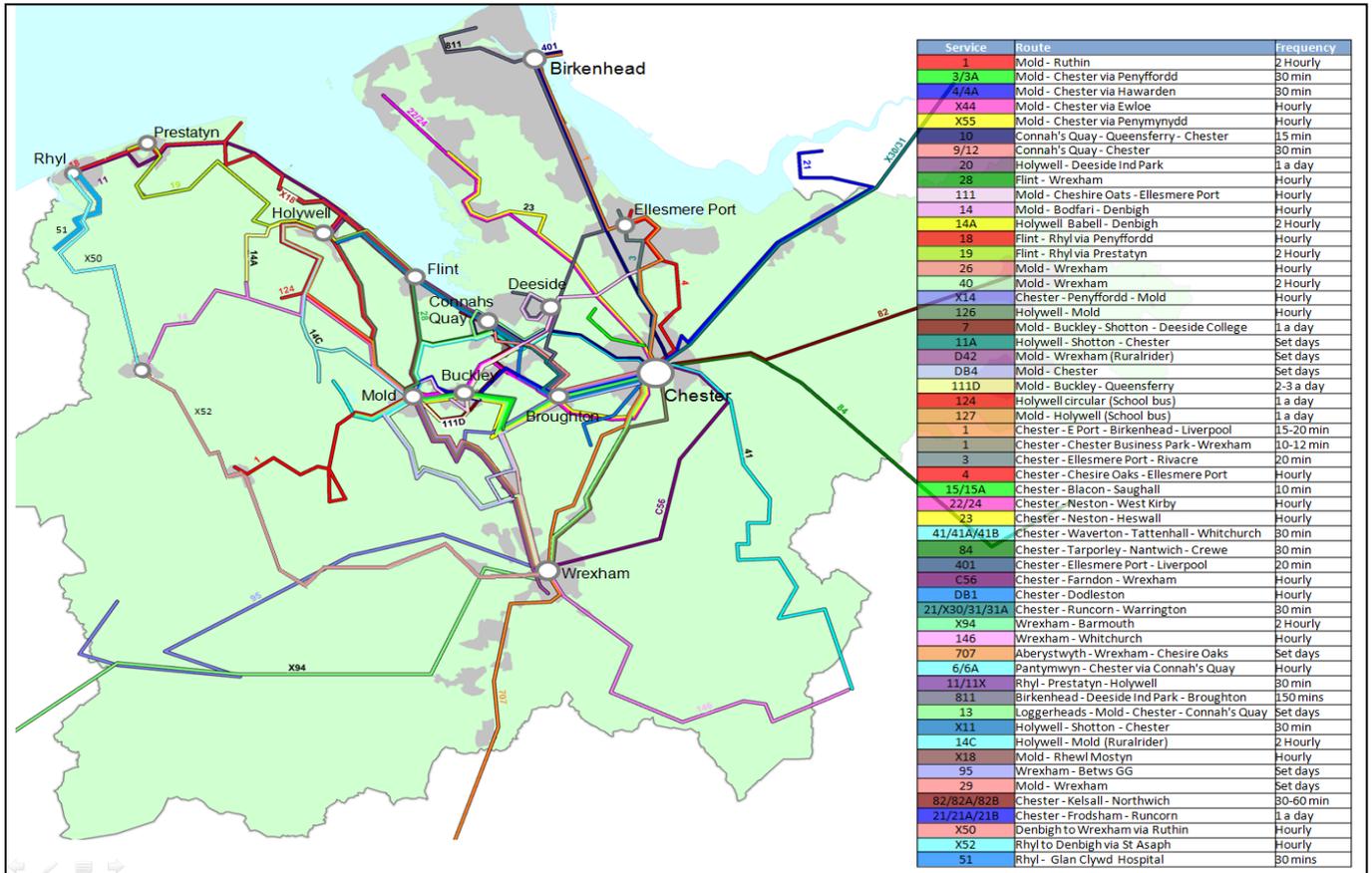
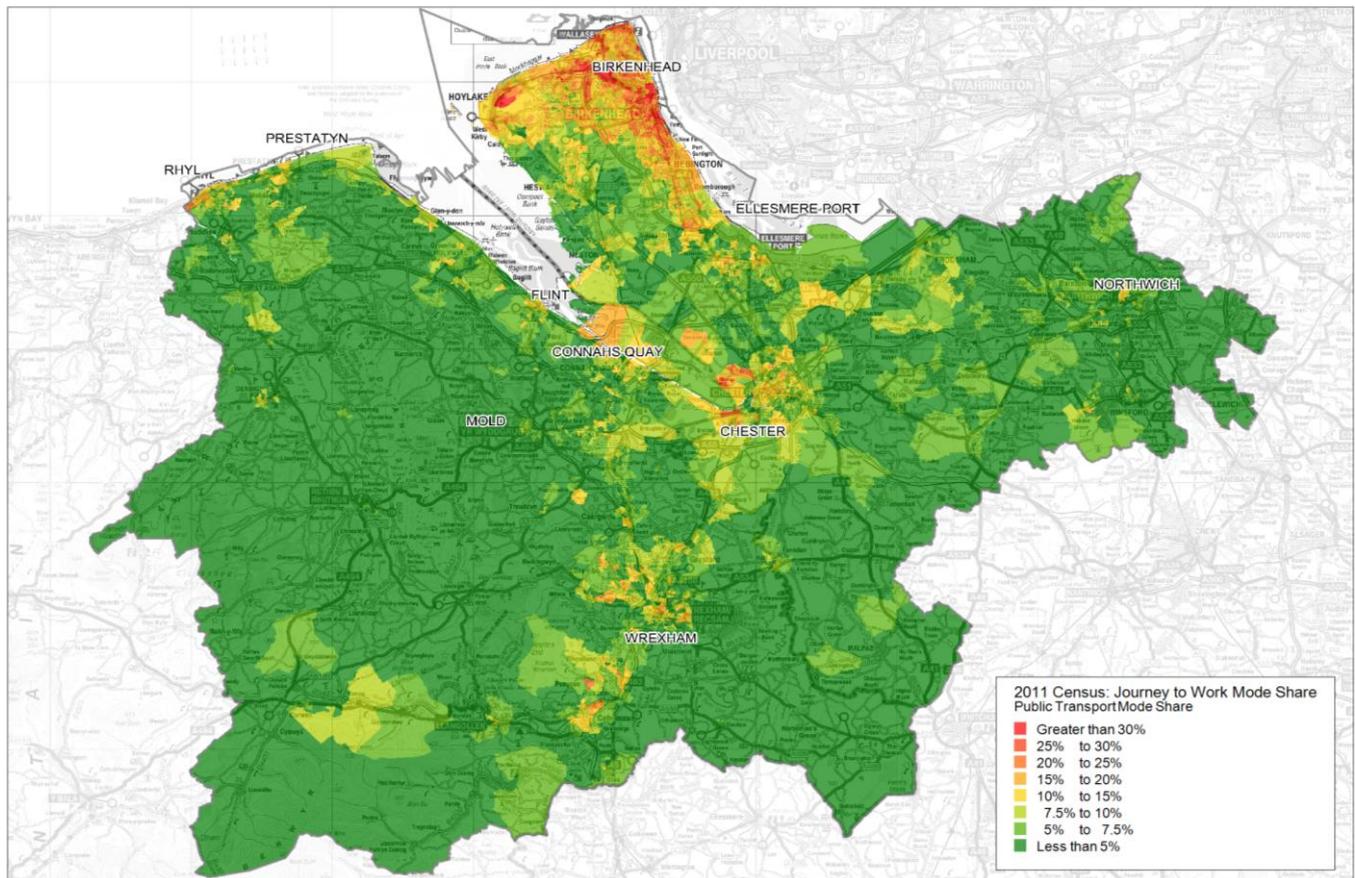


Figure 2.38 shows that bus routes serve all of the main population centres in the study area; however complicated interchange between services may be required to access all possible destinations. There are good connections between Flint, Connah's Quay and Chester. However, fewer routes are available which serve Deeside Park. Additionally there are no direct routes between Wrexham and Broughton (Airbus) and few services to Wrexham Industrial Estate and indeed other key employment sites at Llay, Vauxhall, Rhos and Wynnstay. There are few direct routes connecting North East Wales with work opportunities in Ellesmere Port, the Wirral or the M56 Corridor (e.g. Daresbury Park and Preston Brook).

Figure 2.39 shows the levels of public transport mode share for journeys to work, based upon data from the 2011 census journey to work data.

Capabilities on project:  
Transportation

**Figure 2.39: Journey to Work Public Transport Mode Share (Census, 2011)**

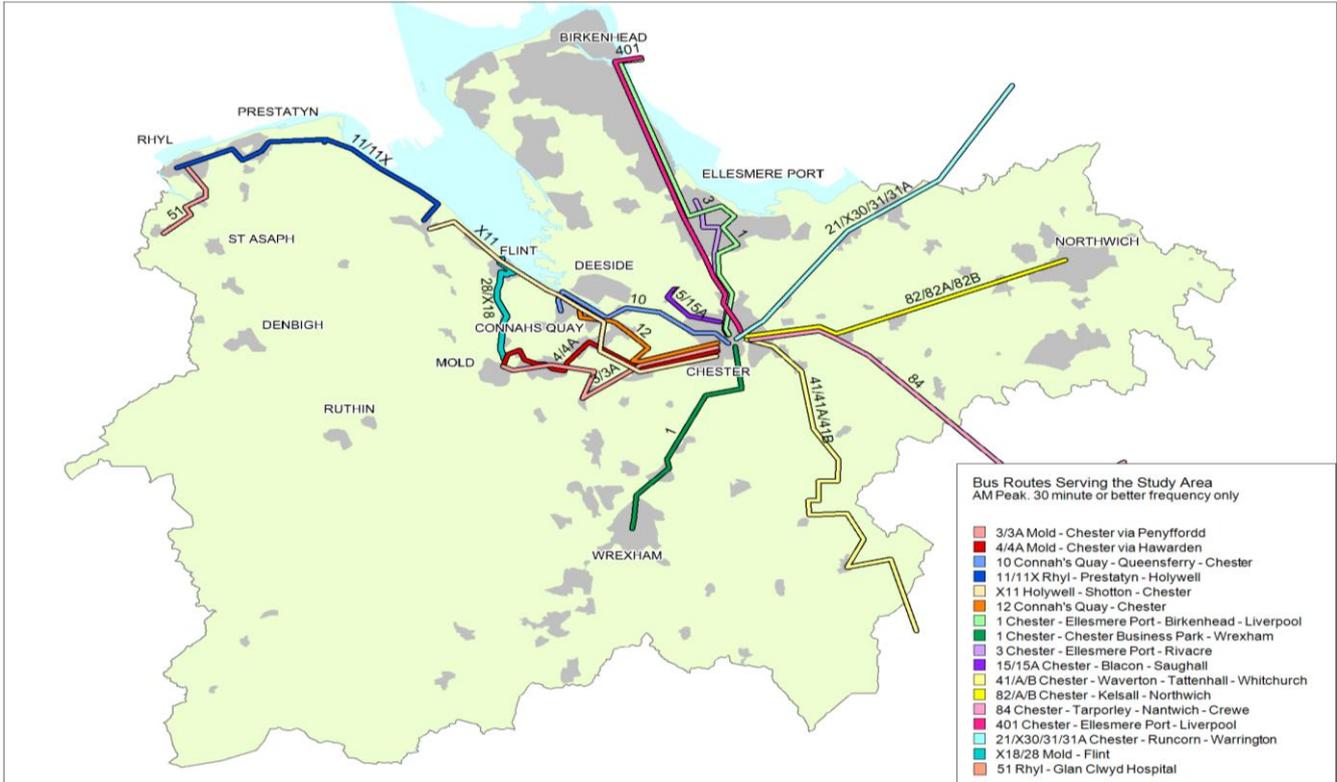


**Figure 2.39** shows that public transport usage is generally low, with few areas having greater than 30% mode share. Birkenhead has reasonably high levels of public transport use, reflecting its good public transport links to Liverpool via bus and the Merseyrail network. Parts of West Chester also have reasonably high levels of public transport use, due to the number of bus routes travelling through this area and the proximity to employment opportunities in the centre of Chester. Few areas of North East Wales have high public transport mode share, reflecting the lower population density, public transport provision and complexity of journey patterns in the area. Parts of Wrexham have good public transport mode share, reflecting an enhanced level of local bus services and employment demands both being aligned towards Wrexham.

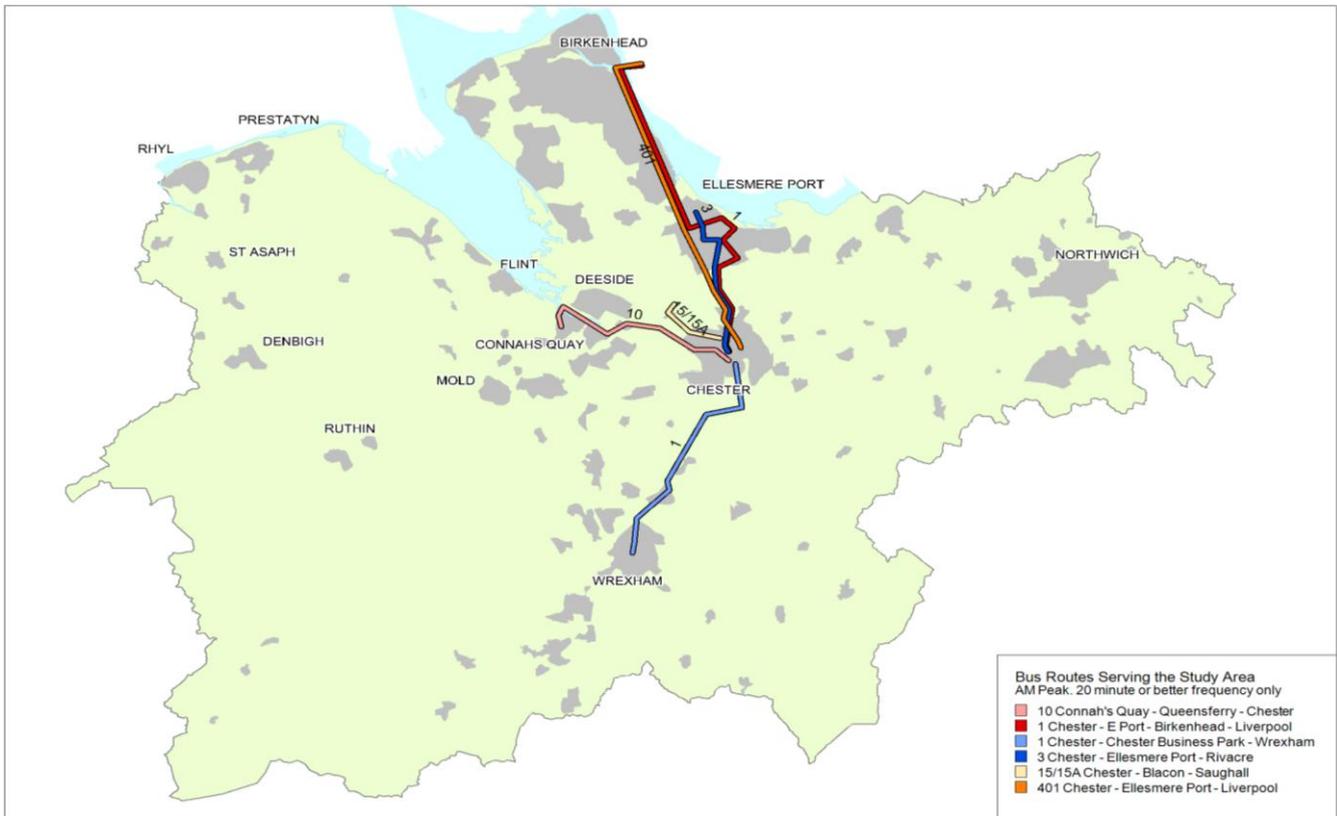
**Figure 2.40** presents those services with a frequency of better than or equal to half-hourly and thus presents a viable alternative to the private car. This removes many of the more rural services and leaves a network linking only the major population areas and highlights the dominance of Chester as the focal point for the area. **Figure 2.41** presents a frequency of 20 minutes or better and highlights a further deterioration in service with very few routes in North East Wales operating to this standard.

Capabilities on project:  
Transportation

**Figure 2.40: Higher Frequency Bus Services Connecting Study Area Centres (30 minutes or better)**



**Figure 2.41: Higher Frequency Bus Services Connecting Study Area Centres (20 minutes or better)**



Capabilities on project:  
Transportation

Tables 2.8 to 2.11 show journey times by public transport between the key centres in the study area at different times of day using Accession accessibility modelling software<sup>18</sup>. Table 2.8 shows journey times between centres during the AM peak (07:00 to 09:00) utilising all available public transport modes (bus, rail, ferry and coach).

**Table 2.8: Morning Peak Public Transport Journey Times between Key Centres (07:00-09:00)**

7am - 9am - Bus, coach and rail		Destination																									
		Birkenhead	Broughton	Buckley	Chester	Connahs Quay	Deeside	Denbigh	Ellesmere Port	Ewloe	Flint	Frodsham	Heswall	Holywell	Mold	Mostyn	Neston	Northwich	Prestatyn	Queensferry	Rhyl	Rossett	Ruthin	St Asaph	Winsford	Wrexham	Wrexham Industrial Estate
Origin	Birkenhead		70		51	58	46		33	68	58	74	35	85	77	102	33	72	75	60	79	73			80	81	
	Broughton	70		19	18	19	27	77	45	12	35	70	52	47	28	64	36	77	52	14	56	26	81	96		46	83
	Buckley	75	19		33	24	19	59	38	7	33	74	49	33	9	77	34	101	49	11	54	38	37	77		28	72
	Chester	47	16	40		28	22	114	23	33	28	33	55	57	49	74	42	54	45	18	49	21		75	88	38	72
	Connahs Quay	58	21	26	23		16	88	32	22	16	37	32	29	24	46	17	86	33	5	37	48	92	107		44	96
	Deeside	87	33	31	29	22			26	27	38	68	71	49	41	66	56	90	57	15	61	55				63	
	Denbigh		70		71						72			46	45	63				56	85	45	20	17			
	Ellesmere Port	40	45	42	20	29	19			45	45	45	56	56	48	73	45	75	72	23	76	46				62	93
	Ewloe	76	13	8	27	13	17	66	33		34	73	50	52	16	78	35	95	51	9	55	33	70	84		52	92
	Flint	66	37	30	27	15	24	83	53	35		34	60	17	17	34	45	73	17	14	21	43		45	88	42	90
	Frodsham	64	56	63	32	37	48		39	56	37		103	64	61	81	75	59	54	38	58	46			95	65	
	Heswall	35	57	57	59	44	49		53	55	44			71	63	89	15		61	46	65	77				67	
	Holywell	98	50	43	55	29	53	105	81	61	16		72		25	15	57		34	37	38	77		67		79	
	Mold	86	27	9	45	17	27	44	49	15	23	82	61	21		64	46		47	19	51	46	23	63	35	81	
	Mostyn		78	69	76	48	81	108		90	33			16	48				27	58	35	103		69		92	
	Neston	43	39	39	44	26	45		51	37	26		16	53	45	71			43	28	47	59				49	
	Northwich	77	76		56	89			84	97	76	94							92	85	97	83			32		
	Prestatyn	91	54	55	44	33	40	54	79	51	16	50	80	35	34	23	65	98		30	10	61		33		59	
	Queensferry	73	16	18	17	7	9	84	22	14	15	46	47	35	27	52	32	76	32		36	42	88	102		47	91
	Rhyl	96	58	59	47	36	44	40	83	55	20	54	84	41	39	35	69	103	9	34		65	72	16		62	
Rossett	75	26	40	24	43	62		48	33	49	71		70	48	88	72	78	78	66	41	71				21	48	
Ruthin			58		62		21						72	40					72	71			40		46		
St Asaph		91	99	80	70	94	19		102	53			75	70	83			39	68	25	107	55			95		
Winsford	76			65								93						22		88							
Wrexham	87	31	32	34	45	61		70	45	42	87	61	71	40	89	46	94	58	43	63	19	82				14	
Wrexham Industrial Estate	103	63	57	65	61	80		86	62	61		77	88	72	105	62		78	59	82	40				18		

Table 2.8 shows that it is possible to travel between the majority of destinations using public transport alone, however journey times in some instances are too high for this to be a viable proposition. Locations such as Connah’s Quay and Queensferry are well located to access a number of destinations within a reasonable timeframe. However, locations such as Ruthin, St. Asaph, Denbigh and Northwich are not able to access many destinations via public transport alone. Table 2.9 shows the situation just utilising the bus network (excluding travel by rail, coach and ferry). This shows that the number of accessible destinations reduces significantly and journey times also increase, suggesting that the rail network contributes an important part of the overall public transport network in terms of connecting key centres.

<sup>18</sup> The journey times will include wait times and walk times where necessary to access the identified destination points, so should not be expected to match timetabled journey times

Capabilities on project:  
Transportation

**Table 2.9: Morning Peak Bus Journey Times between Key Centres (07:00-09:00)**

7am - 9am - Bus only		Destination																									
Origin	Birkenhead	Broughton	Buckley	Chester	Connahs Quay	Deeside	Denbigh	Ellesmere Port	Ewloe	Flint	Frodsham	Heswall	Holywell	Mold	Mostyn	Neston	Northwich	Prestatyn	Queensferry	Rhyl	Rossett	Ruthin	St Asaph	Winsford	Wrexham	Wrexham Industrial Estate	
	Birkenhead	79	59	80	46	50	88	98	35	91	45	61	86														
	Broughton	93	19	18	19	27	77	45	12	36	70	47	28	64	89	82	89	14	26	81	96			46	83		
	Buckley	109	19	33	24	19	59	38	7	38	74	33	9	77	105	98	106	11	109	38	37	77		28	72		
	Chester	70	16	40	28	22	23	33	45	34	59	57	49	74	42	61	99	18	21				92	43	72		
	Connahs Quay	106	21	26	23	16	88	32	22	18	63	29	24	46	103	96	71	5	49	92	107			69	96		
	Deeside	87	33	31	29	22		26	27	38	68	111	49	41	66	104			94	15	55			80			
	Denbigh		70	71								46	45	63				56		45		20	17				
	Ellesmere Port	48	45	42	20	29	19		45	45	45	68	56	48	73	45	90		23	46				65	93		
	Ewloe	102	13	8	27	13	17	66	33		46	73		52	16	78	99	92	99	9	33	70	84	53	92		
	Flint		37	30	44	15	29		68	40		81		17	17	34			59	20	65				66		
	Frodsham	87	57	76	34	72	48		39	68				84			59		62	58					78		
	Heswall	35	77		59	83	49		53	92				94		15			64	81							
	Holywell		50	43	58	29	53		81	61	16			25	15			40	37	59	77				96		
	Mold		27	9	45	17	27	44	49	15	23	82		21		64		103	19	96	46	23	63		35	81	
	Mostyn		78	69	86	48	81	108		90	33			16	48			27	58	52			69				
	Neston	48	61		44	105	71		75	114		17		116					68	65							
	Northwich		76		56	89			84	97									85	83				32			
	Prestatyn		93	98	101	72	96	54		105	59		35	80	23				81	15			33				
	Queensferry	84	16	18	17	7	9	84	22	14	24	54	108	35	27	52	98	91	77		42	88	102	64	91		
Rhyl				93	40				79			55	46				18	102			72	16					
Rossett	95	26	40	24	43	62		48	33	59	71		70	48	88	92	85		41				21	48			
Ruthin			58		62	21							72	40				72	71			40		46			
St Asaph			99		95	19							75	70	83			39	25		55						
Winsford				65												22		88									
Wrexham		31	32	40	59	61		74	45	75	87		71	40	104			54	19	82				14			
Wrexham Industrial Estate		63	76	65	100	93		96	80				108	84				85	40				18				

**Table 2.11** and **Table 2.12** show the same situations but for a journey made between 19:00 and 21:00 as an indicator of the services which may be available to people undertaking shift work. This shows that the number of services available and destinations accessible reduces significantly at this time, with a number of trip patterns now unavailable by public transport. Destinations, such as Deeside Park and Wrexham Industrial Estate are still accessible from a number of key centres (although journey times do increase). However, other locations, such as Neston and Northwich are much less accessible at this time.

Capabilities on project:  
Transportation

**Table 2.10: Evening Public Transport Journey Times between Key Centres (19:00-21:00)**

		Birkenhead	Broughton	Buckley	Chester	Connahs Quay	Deeside	Denbigh	Ellesmere Port	Ewloe	Flint	Frodsham	Heswall	Holywell	Mold	Mostyn	Neston	Northwich	Prestatyn	Queensferry	Rhyl	Rossett	Ruthin	St Asaph	Winsford	Wrexham	Wrexham Industrial Estate	
Origin	7pm - 9pm - Bus, coach and rail	Destination																										
	Birkenhead	56	47	69	46	42	79	78	64	37	94	43	92	61	95	72	71	88										
	Broughton	66	25	18	18	97	46	21	35	57	62	46	33	69	47	75	54	17	58	34	82					50	104	
	Buckley	87	22	42	45	75	15	39			62	50	9	70	47	97	97	44	101	51								67
	Chester	55	13	40	27	60	96	21	39	29	28	71	54	48	73	56	60	45	18	48	24	82				38	74	
	Connahs Quay	72	18	44	24		76	59	38	16	39	33	29	54	49	18	82	33	8	37	51	61				67	103	
	Deeside	48	33		46	24		47			32				69			15		104								
	Denbigh				95	80					63								48	79	38		18	15			64	
	Ellesmere Port	37	36	63	22	51	36		66	66	59	62	78	71	106	71	78		49	82	53					69	103	
	Ewloe	75	17	15	30	32	105	63		45		50	60	25	88	35	85	62	31	66	65			90			81	
	Flint	64	32	57	31	15		55	47	45		35	56	17	67	19	41	78	16	16	18	52		41			45	102
	Frodsham	84			27																						75	
	Heswall	44	97		89	110			79							9				110	113							
	Holywell	87	64	89	52	27		93	75	64	16	54	88		100	15	73	97	34	36	42	77		79			93	
	Mold			31	10	51	33			87	27	20		70	32		51	56		78	38	85	60					76
	Mostyn			83		75	51		71	97		40			20					25	60	26	99		56			86
	Neston	46							71				14															
	Northwich	111			101							94														27		
	Prestatyn	85	60	87	48	33		48	72	62	17	52	86	39	97	27	71	95		32	10	75		34			62	
	Queensferry	71	18	43	16	6		77	58	38	18	38	46	35	53	57	31	81	35		39	42		63			58	95
	Rhyl	88	63	91	51	36		36	76	65	20	55	89	44	101	33	74	98	9	36		78	59	22			65	
	Rossett	93	37	64	23	50			51	61	67	60	85	78	72	106	70	73		50	77						18	35
	Ruthin							23			109								79		66			49			46	
	St Asaph			93		80	65		15	107		49		74		63				24	64	15	109	38			83	
	Winsford	72																	27									
	Wrexham		49	54	39	45		65	62	50	52		60		72		45	89		54	93	19	43	91			19	
	Wrexham Industrial Estate		84	80	75	70			102	76	92		86		97		71			80		54					16	

**Table 2.11: Evening Bus Journey Times between Key Centres (19:00-21:00)**

		Birkenhead	Broughton	Buckley	Chester	Connahs Quay	Deeside	Denbigh	Ellesmere Port	Ewloe	Flint	Frodsham	Heswall	Holywell	Mold	Mostyn	Neston	Northwich	Prestatyn	Queensferry	Rhyl	Rossett	Ruthin	St Asaph	Winsford	Wrexham	Wrexham Industrial Estate	
Origin	7pm - 9pm - Bus only	Destination																										
	Birkenhead	79	73	70	46	42					37					43			61		104							
	Broughton	96	25	18	18	46	21	35	63			46	33	69					96	17	34					50	104	
	Buckley		22		42	45			75	15	39			50	9	70				97	44						67	
	Chester	70	13	40	27	64		23	39	43	28	89	55	48	83	108				18	24					40	74	
	Connahs Quay		18	44	24				59	38	18			29	54	49				76	8	51				68	103	
	Deeside	48	33		46	24			47							69					15		104					
	Denbigh																			48		38		18	15		64	
	Ellesmere Port	43	36	63	22	51	42		66	66	62	68	78	71	106	71				49		53				69	103	
	Ewloe		17	15	30	32			63		49			60	25	88				31		65				82		
	Flint		32	57	45	15		81	72	52				17	67	19				38	21	36	75		67			
	Frodsham	101			27																							
	Heswall	47							79																			
	Holywell		64	89	77	27		93	105	84	16				100	15				34	53	44	107		79			
	Mold			31	10	51	33			87	27	20			32					78	38		60					76
	Mostyn					51			71			40			20					25		26			56			
	Neston	46							93				14															
	Northwich																										27	
	Prestatyn					71							39		27						14			37				
	Queensferry		18	43	16	6			58	38	24			35	53	57				84		42					58	95
	Rhyl					88			36		76			57		44				18			59	22			104	
	Rossett		37	64	23	50			51	61	67	63		78	72	106					50						18	35
	Ruthin							23												79		66			49		46	
	St Asaph							15												24		15		38			83	
	Winsford																		27									
	Wrexham		54	82	39	67		65	67	77				92						67	108	19	43	91			19	
	Wrexham Industrial Estate		89		75	102			102											102		54					16	

## 2.9 Public Transport Ticketing

There are currently a range of multi operator and also multi-modal ticketing options covering the study area. A summary of the key examples of existing integration between tickets is summarised in **Table 2.12**. Although as demonstrated in **Table 2.12**, there has been a movement towards greater integration of ticketing, there remains a complex array of ticketing options for journeys within the study area and the options do not always support access to key areas of employment.

Multi-day passes are available that facilitate seamless travel between rail and most bus services but these are limited to travel in Wales and are more suited to tourists or visitors with travel only valid after 09.15. Similar tickets are available for Cheshire and the North West of England but are limited to rail travel after 08:45 and access into North East Wales extends only as far as Shotton. Although the 'PLUSBUS' ticket supports onward travel by public transport from rail, the coverage of these tickets is limited to the towns served by the station.

For travel by bus there are options for travel passes that cover large extents of the study area and access to key centres of employment. However, these are often limited to individual operators or zones which do not support integration with some more local services and also access to Park & Ride services.

There is also variability in where tickets can be purchased and the ability to book tickets through a single point, either in person or on-line. Although single tickets are widely available on board services, and in the case of some bus services increasingly through the sale of tickets through local shops, there is inconsistency in where passes and zonal tickets can be purchased. A number of passes cannot be purchased on buses whilst for some passes there is also variability between where short and longer-term passes can be purchased. Information on ticketing also lacks integration as there is not a central source of information that summarises travel options, which is likely to hinder travel by sustainable modes.

As demonstrated in **Table 2.12**, the different ticket types and coverage has also resulted in variability in the structure and pricing of fares which makes understanding the total cost of travel, especially between modes and across different zones, more complex.

Capabilities on project:  
Transportation

**Table 2.13: Existing Integrated Ticketing**

Ticket Type	Valid on Bus / Rail	Days Coverage	Geographical Coverage	Adult Fares*	Restrictions
Explore Wales Pass	Rail and (most) scheduled bus services.	4 days train and 8 days bus travel (within a period of 8 consecutive days).	Valid on all mainline rail services bounded by Holyhead, Shotton, Chester, Crewe, Shrewsbury, Craven Arms, Hereford, Abergavenny, Newport, Gloucester plus most scheduled bus services.	£94	<ul style="list-style-type: none"> <li>-Tickets are only available from staffed rail stations or pre-ordered by telephone.</li> <li>-Tickets are only valid for travel by train after 09:15 Mondays to Fridays (there are no restrictions for buses).</li> <li>-Travel must be completed by midnight on each day of travel.</li> </ul>
Explore North and Mid Wales Pass	Rail and (most) scheduled bus services.	4 days train and 8 days bus travel (within a period of 8 consecutive days).	Valid on all mainline rail services bounded by Holyhead, Shotton, Chester, Crewe, Wrexham, Shrewsbury, Aberystwyth and Pwllheli. Valid on Bus Gwynedd and Arriva 'Serving Wales' bus services.	£64	<ul style="list-style-type: none"> <li>-Tickets are only available from staffed rail stations or pre ordered by telephone.</li> <li>-Tickets are only valid for travel by train after 09:15 Mondays to Fridays (there are no restrictions for buses).</li> <li>-Travel must be completed by midnight on each day of travel.</li> </ul>
North Wales Rover	Rail and bus services.  Tickets are available from staffed railway stations, rail conductors and bus drivers.	Day ticket which can cover 2, 3, or all 8 zones.  Tickets are valid all day until 23:59.	The zonal boundaries are set by the following county boundaries (Anglesey, Gwynedd, Conwy, Denbigh, Flintshire, Meirionnydd, Wrexham and Ceredigion).  Purchased tickets can also cover trips to Chester City Centre, Chester Station, Chester Business Park, Ellesmere Port (bus services SP1 and SP2 only), Machynlleth and Aberystwyth.	2 zones - £9.50 3 zones - £14.50 All zones - £26.00	<ul style="list-style-type: none"> <li>-Travel must be completed by midnight on each day of travel.</li> <li>-Not valid on Chester railway station link bus service.</li> <li>-The all zones ticket cannot be purchased on buses (although a single journey bus ticket can be used as part payment).</li> <li>-No weekly / monthly / carnet version of this ticket.</li> </ul>
PLUSBUS – travelcard purchased with train ticket	Buses and Trams	Only days that correspond with travel by train unless by season tickets (7 days, 1-3 months and year)	Provides unlimited bus and tram travel (on participating operator's services) to and from the rail station and around the whole urban area of towns served by rail including Rhyl, Shotton, Wrexham and Chester.	Day ticket - £2.10 7-day - £9.50 Month - £36 3-month - £100 Year - £360	<ul style="list-style-type: none"> <li>-Additional ticket required.</li> <li>-Limited to urban boundaries of towns served by rail.</li> </ul>
Cheshire Day Ranger	Rail (hop-on hop-off ticket)	Day ticket (unlimited travel)	Coverage in North Wales only as far as Shotton. Wider coverage includes Chester, Merseyside and Greater Manchester.	£21	<ul style="list-style-type: none"> <li>-Only available after 08:45 Mondays to Fridays.</li> </ul>

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Transportation

Ticket Type	Valid on Bus / Rail	Days Coverage	Geographical Coverage	Adult Fares*	Restrictions
North West 7 Day Rover	Rail	7 day ticket	Coverage in North Wales only as far as Shotton – covers the North West of England.	4 in 8 day - £67 7 day - £82	–Only available after 08:45 Mondays to Fridays.
Arriva Zone Tickets covering North West and Wales Area	Bus	Day, Weekly and 4-Weekly Saver	As well as North and West Wales also covers Cheshire, Wrexham, Merseyside and Greater Manchester.	Day - £6.50 Weekly - £19 4-Weekly - £66.50	–Saver tickets can only be used on Arriva Buses Wales or Arriva North West buses within the given zones. –Cannot be used for Park & Ride services.
Arriva Zone Tickets covering Deeside, Wrexham	Bus	Day, Weekly and 4-Weekly Saver	Deeside - covers large parts of Deeside as far as Flint and services to Chester and Ellesmere Port.  Wrexham - Includes a Flat Fare for the central zone and saver zone for surrounding area.	Varies between zones e.g. Deeside Zone Day Saver is £4, whereas the Wrexham Zone saver is £3.50	–Saver tickets can only be used on Arriva Buses Wales or Arriva North West buses within the given zones. –Cannot be used for Park & Ride services.
Connexions+ Day Ticket	Bus	Day Ticket	X50-X52 between Rhyl-Denbigh-Ruthin-Wrexham and other Denbighshire bus services including to Chester and some services in Flintshire.	Day - £5	–For some services the Connexions ticket is only available for specific time periods.
GHA Tickets	Bus	Weekly and Day Tickets	All GHA services in Wales except Service 146 (Wrexham-Whitchurch).	GHA Weekly - £16 GHA Day Return - £4	–Does not include all services.
Cheshire West and Chester Stored / Zone Travel Cards	Bus	Stored credit or weekly/monthly pass	The Stored Value Travel Card includes Arriva Services between Chester and Wrexham and Chester and Mold.  The Zone Travel card includes two zones covering the urban area of Chester and into Deeside.	Stored Credit	–For the Stored Cards not all services are covered by one card e.g. there is a separate card for services in Chester operated by First.

In addition to the above, individual bus operators in the study area offer a range of saver tickets covering day, weekly travel or tickets serving specific locations e.g. the BWSAbout ticket supplied by GHA buses gives one day's unlimited travel on GHA buses that start or finish in either Denbighshire or Flintshire (£5.50 for a day ticket).

\*Source: operator websites

Capabilities on project:  
Transportation

**Figure 2.43** provides 4 examples of journeys to employment sites in the study area by public transport where multiple ticket types are required during the course of the journey. The figure reinforces the findings identified above, highlighting how for some journeys in the study area there is a requirement for multi-modal trips which require a range of different ticket types. As well as taking into consideration different pricing structures, passengers also have to consider the timescales covered by different passes. Although integrated ticketing has not occurred throughout the journeys there are, however, examples of integration such as the use of bus day and monthly passes and the availability of PLUSBUS tickets. As shown, the competitiveness of public transport against the direct cost of a car trip is variable, with the comparison influenced by the inclusion of parking costs and relative perceptions of 'running' costs.

Capabilities on project:  
Transportation

**Figure 2.42: Ticketing Requirements for Trips to Selected Employment Sites**

Journey Examples	Summary*	Car Travel Comparison
<p><b>Example 1: Ruthin to Chester City Centre</b></p>	<p><b>Total = £11</b> 2 Day Tickets (separate operators)</p> <p>[Time: 1hr 29mins]</p>	<p><i>Direct</i></p> <ul style="list-style-type: none"> <li>- Fuel: £10 (based on 52 miles Return)</li> <li>- Parking: £8.80</li> </ul> <p><i>Indirect</i></p> <ul style="list-style-type: none"> <li>- Running Costs: £10</li> </ul> <p><b>Total = £25.80</b></p> <p>[Time: 50mins]</p>
<p><b>Example 2: Denbigh to Deeside Industrial Estate</b></p>	<p><b>Total = £9.50</b> Day Rover (2 Zones)</p> <p>[Time: 1hr 56mins]</p>	<p><i>Direct</i></p> <ul style="list-style-type: none"> <li>- Fuel: £10 (based on 56 miles Return)</li> </ul> <p><i>Indirect</i></p> <ul style="list-style-type: none"> <li>- Running Costs: £11</li> </ul> <p><b>Total = £21</b></p> <p>[Time: 40mins]</p>
<p><b>Example 3: Wrexham to Liverpool City Centre</b></p>	<p><b>Total = £13.45</b> 2 day tickets (separate operators)</p> <p>[Time: 1hr 29mins]</p>	<p><i>Direct</i></p> <ul style="list-style-type: none"> <li>- Fuel: £14 (based on 82 miles Return)</li> <li>- Toll: £1.50</li> <li>- Parking: £10</li> </ul> <p><i>Indirect</i></p> <ul style="list-style-type: none"> <li>- Running Costs: £16</li> </ul> <p><b>Total = £41.50</b></p> <p>[Time: 56mins]</p>
<p><b>Example 4: Rhyl to Ellesmere Port</b></p>	<p><b>Total = £15.00</b> Day Rover (2 zones) + Day Ticket (outside of North Wales Zones)</p> <p>[Time: 1hr 32mins]</p>	<p><i>Direct</i></p> <ul style="list-style-type: none"> <li>- Fuel: £12 (based on 68 miles Return)</li> </ul> <p><i>Indirect</i></p> <ul style="list-style-type: none"> <li>- Running Costs: £14</li> </ul> <p><b>Total = £26.00</b></p> <p>[Time: 48mins]</p>

Source: Transport Direct and Operators websites

\*Assuming Awareness of Ticketing Options

Overall the partial coverage of integrated ticketing between rail and bus and the limited opportunities to book tickets through a central point does not currently support seamless travel by public transport and for those who are unfamiliar with public transport or the local area. The perception of price of public transport combined with the difficulty of some journeys also deters greater use of passenger transport in North East Wales.

**2.9.1 Smart Ticketing Technology**

Smart technology has been introduced for some public transport services in the study area although they are currently limited to individual operators and cannot be used between different modes. An example is the ticketing application introduced by Arriva buses for mobile phones (*m-ticket*) that can be used to purchase day, weekly, 4-Weekly, annual and Student Saver bus tickets. Virgin Trains also has an application that enables you to buy tickets on your phone but it is compatible for Virgin Rail journeys only.

Cheshire West & Chester Council operate their own Travel Card which enables customers to pre-pay credit in multiples of £5 to a maximum of £50 to pay for journeys using an on-board swipe mechanism.

The greatest extent of Smart ticket roll out relates to the all Wales concessionary travel scheme for which Smart Cards are currently being rolled out across Wales for residents of Wales aged over 60 years and disabled of any age. As well as providing a single pass that allows the holder to unrestricted free bus travel on all local bus services throughout Wales, the Smart ticket also facilitates the collection of journey pattern information that will allow services to be tailored to meet demand in the future.

**2.10 Sustainable Travel Modes (Cycling and Walking)**

Figure 2.43 shows the strategic cycling and walking network in the study area, based upon data provided by Sustrans. This shows the key Sustrans national routes (depicted in red), as well as regional routes (in yellow) and local routes (in green); links into the National Cycle Network (NCN) are shown (in blue).

**Figure 2.43: The Existing Cycle Network in the Study Area**

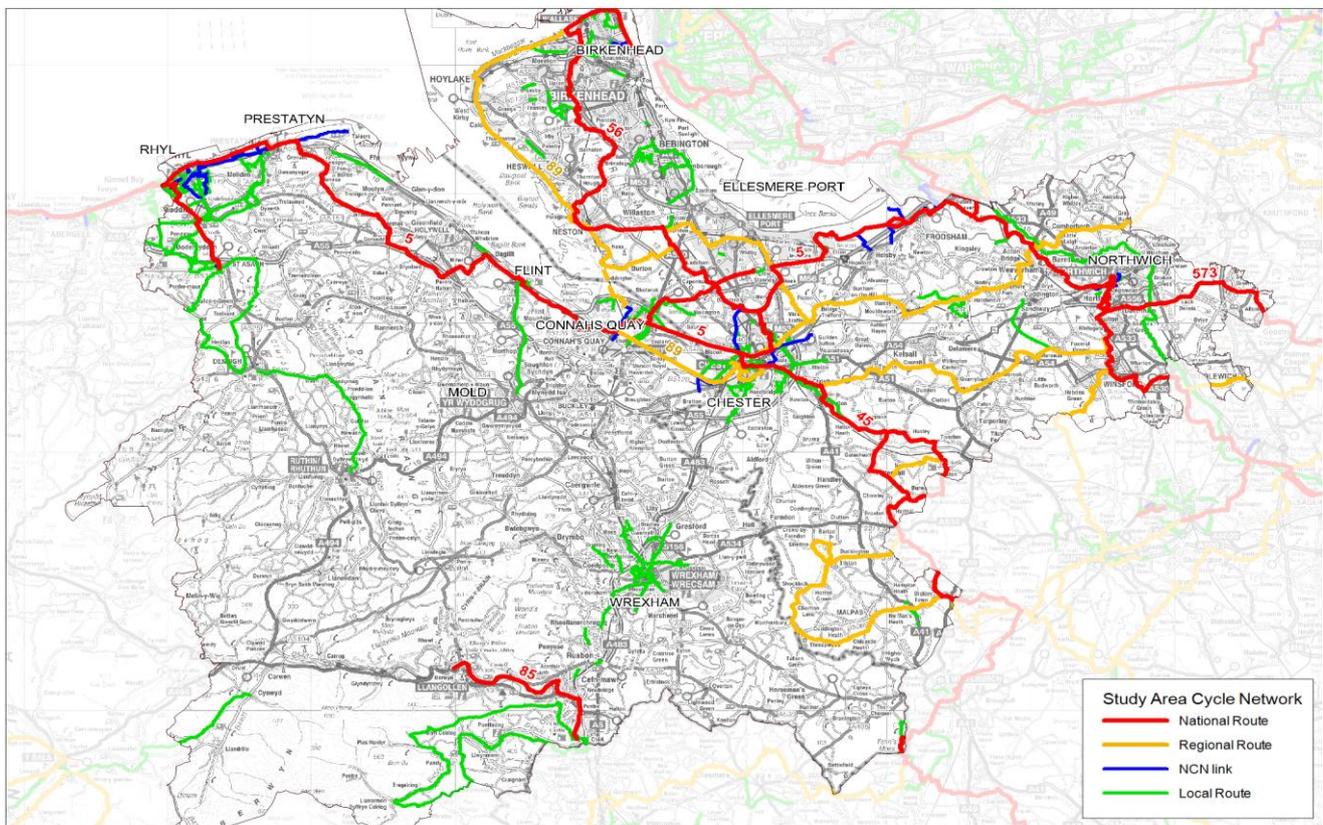


Figure 2.43 shows that the existing cycle network offers good connections east-west across the North Wales Coast and into England via NCN route 5. NCN route 56 also provides an important link to the Wirral from Chester. The

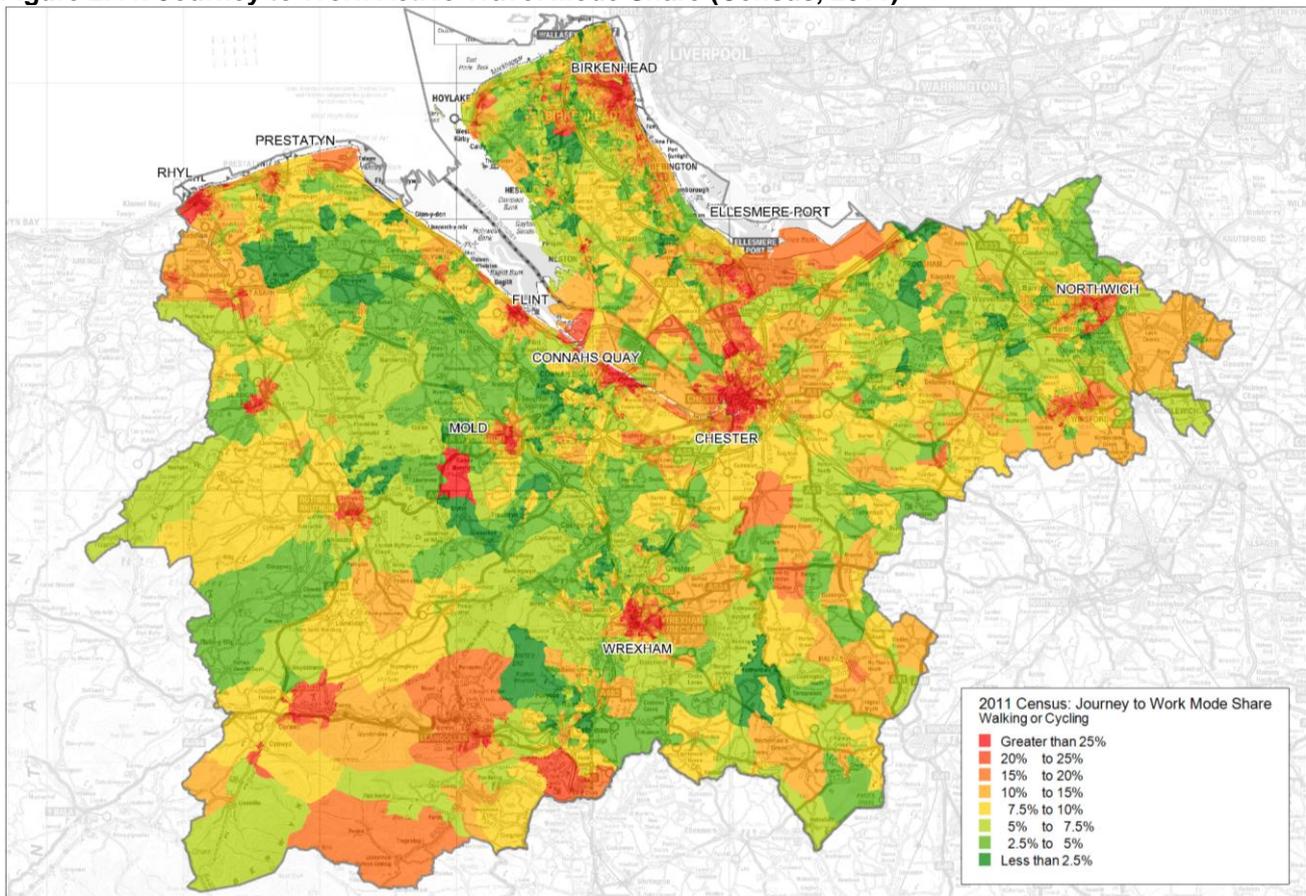
Capabilities on project:  
Transportation

map also shows the new link which has recently been completed connecting Deeside with Neston and linking into regional route 89, providing a potentially useful link to the Deeside Industrial Park for residents of the Wirral and vice-versa for access into Wirral and Ellesmere Port.

Whilst Wrexham has a well established local cycle network, there are no designated cycle links between Wrexham and the rest of the study area. Despite relatively flat terrain and an important desire line between Wrexham and Chester, there are no designated cycle links between these key centres, which could be utilised for commuting as well as leisure activities. Similarly, there are few links between the key centres in the study area and few dedicated cycle routes to key employment centres, which tend to be outside or on the periphery of urban areas. Despite this, a number of large employment sites such as Airbus at Broughton, Deeside Industrial Estate and the Wrexham Industrial Estate all have a large catchment within 5km, which is considered a commutable distance by bicycle.

**Figure 2.44** shows the areas where walking and cycling to work gain a significant mode share as identified in the 2011 Census.

**Figure 2.44: Journey to Work Active Travel Mode Share (Census, 2011)**



**Figure 2.44** shows that few locations have a walking and cycling mode share that is higher than 25%, with high levels of walking and cycling focused on the key urban areas where work opportunities are likely to be nearer to where people live. Central Chester, Shotton / Queensferry, Flint, Wrexham, Mold and Birkenhead all have relatively high levels of walking and cycling. Parts of the rural hinterland have walking and cycling mode shares as low as 2.5% reflecting the longer distances, lack of walking and cycling infrastructure and potentially more challenging terrain in these areas. The Broughton area does not have high walking and cycling mode share despite the proximity between the residential area and the Airbus employment site, which may reflect a lack of suitable links into this site or potentially a large catchment area for those working to the site.

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## 2.11 Provision of Information

The Job Seeker Survey showed that the provision of information was important to individuals being able to access employment. Indeed, only 16% were aware of Traveline Crymru<sup>19</sup>. **Tables 2.14** and **Table 2.15** summarise what types of information were deemed most useful by Job seekers.

**Table 2.14: Information Type by Location**

Location	Public Transport Information	Active Mode Information	Car Share Information
Flint Job Centre	76%	11%	27%
Mold Job Centre	87%	40%	40%
Shotton Job Centre	91%	27%	46%
Holywell Job Centre	76%	8%	29%
<b>All Job Centres</b>	<b>78%</b>	<b>13%</b>	<b>30%</b>

**Table 2.15: Information Type by Age**

Location	Public Transport Information	Active Mode Information	Car Share Information
16-24	81%	11%	23%
25-49	76%	16%	32%
50+	70%	12%	42%
<b>All Ages</b>	<b>77%</b>	<b>13%</b>	<b>30%</b>

**Table 2.14** and **Table 2.15** show that public transport information was most beneficial to the majority of people who attended all job centres of all ages. This is particularly the case for job seekers between the ages of 16 and 24.

## 2.12 Summary of Key Findings

The following points summarise the key challenges identified in the evidence base:

- Evidence of an English / Welsh Travel to Work Area with no regard to the national boundary; strong eastward draw for employment to Deeside, Chester, Ellesmere Port and Wrexham.
- Number of major employment areas such as Broughton and Deeside Industrial Park are poorly served by public transport, with many trips requiring a time consuming interchange.
- Recent investment decisions / development in North West England, such as Airport City Enterprise Zone, Mersey Waters, and Mersey Gateway, likely to increase draw on residents in North Wales countered by continued draw to Deeside Enterprise Zone and Airbus. Many of these locations are not directly served by public transport and / or journey times by public transport are often uncompetitive against the car, particularly when combined with limited parking restraint.
- Owing to the relatively low population density, historical public transport network and complexity of journey patterns, there is a strong reliance / dependence on the private car and low public transport share across much of the study area.
- Rail frequencies on both the North Wales Coast Line and the Borderlands Line are insufficient to significantly influence travel demand along the respective corridors, particularly for trips where interchange is required.
- Lack of direct rail services to South Liverpool, Liverpool Airport and Ellesmere Port from North Wales reduces accessibility to significant areas of opportunity.
- Lack of evening and weekend bus provision in many parts of the study area is incompatible with employment sites with shift working, which generates a reliance on car-borne trips.

<sup>19</sup> North East Wales Job Seeker Survey, 2013

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- High proportion of trips within the 5 mile active modes catchment – potential for modal shift.
- Lack of a joined-up cycling network in North East Wales with provision currently centred on key centres. Number of key employment destinations such as Broughton and Wrexham Industrial Estate currently poorly served by active mode networks, despite proximity to adjacent residential area.
- Limited cross-border ticketing and requirement for interchange on many key origin-destination pairs, combined with issues associated with multiple operators limits potential costs savings from public transport.
- Lack of a single dedicated source of information on transport and travel across the sub-region and variability in where and how tickets can be purchased and inconsistencies in ticketing eligibility between operators and between modes.
- Despite some progress towards enhanced integration of ticketing (e.g. North Wales Rover), there remains a complex array of ticketing options for journeys within the study area and the options do not always support access to key areas of employment.

### 3. Stakeholder Engagement



## 3 Stakeholder Engagement

### 3.1 Overview

In addition to undertaking a desktop review of the economy, population and accessibility challenges, a wider stakeholder engagement process has also taken place. This has involved speaking to both businesses in the area and wider stakeholder groups that have an active interest in the study area. Both sources have enabled the Task Force to gain a deeper understanding of the key issues and challenges that businesses face when operating in the study area. This section summarises both the process and the key responses that have been gained from this engagement.

### 3.2 Task Force Inception Meeting and Themed Workshops

As part of this study, a number of meetings and workshops have been held. The Task Force Inception Meeting was held on 8<sup>th</sup> May 2013 and at this session it was agreed that three themed workshops would be conducted to identify possible solutions that could be used to address some of the challenges identified in the initial evidence base that was collated prior to the session. The *Notes of Discussion* from these workshops are included in **Appendix B**.

The themed workshops held on 20<sup>th</sup> / 21<sup>st</sup> May 2013 consisted of the following themes:

- Infrastructure;
- Service design & delivery; and
- Passenger travel experience and influencing travel behaviour.

In each case, challenges and solutions under each theme were discussed. The outcomes of each workshop are documented in the *Notes of Discussion* contained in **Appendix B**.

### 3.3 Emerging Themes

From the evidence base and the stakeholder engagement, twelve key themes were identified at a Task Force meeting on 5<sup>th</sup> June 2013. These themes summarised the key challenges that are faced in the study area. The identified themes were presented as follows:

1. Delivering an accessible and integrated transport network;
2. Working towards legible and integrated ticketing systems, utilising new technology;
3. Improving awareness of and access to sustainable transport modes;
4. Delivering an improved bus offer through Corridor or Area-Based Quality Partnerships;
5. Developing a network of bus, rail and car share transport hubs, incorporating opportunities for multi-modal interchange;
6. Providing improved bus links to industrial / employment areas;
7. Working towards greater rail capacity / frequency and delivering new links and stations;
8. Tackling congestion hotspots and improving journey time reliability;
9. Connecting the rural 'hinterland';
10. Making best use of existing facilities;
11. Providing an enhanced commuter and recreational active mode network; and
12. Facilitating stronger cross-border working arrangements.

### 3.4 Wider Stakeholder Engagement

In order to inform the evidence base and work of the Task Force, a wider stakeholder group was contacted for representations. The organisations contacted in this regard are contained in **Table 3.1**.

Capabilities on project:  
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**Table 3.1: Wider Stakeholders Consulted**

Organisation Consulted
<ul style="list-style-type: none"> <li>- Shropshire and Marches Strategic Rail Group.</li> <li>- Wrexham – Bidston Rail User Group.</li> <li>- Road Haulage Association.</li> <li>- Rail Freight Group.</li> <li>- Freight Transport Association.</li> <li>- Confederation of British Industry (CBI).</li> <li>- Wirral BC.</li> <li>- Warrington BC.</li> <li>- Halton BC.</li> <li>- Cheshire East.</li> <li>- North and Mid Wales Trunk Road Agency.</li> <li>- Virgin Trains.</li> <li>- West Cheshire &amp; North Wales Chamber of Commerce.</li> <li>- Cheshire and Warrington Local Economic Partnership.</li> <li>- Other Taith Local Authorities (Conwy CBC, Gwynedd Council, Isle of Anglesey CC) – via Directors of each LA.</li> <li>- Highways Agency</li> <li>- Federation of Small Businesses (FSB).</li> </ul>

**Table 3.2** summarises the responses by organisation. The majority of the responses captured focus on improvements to the rail network.

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**Table 3.2: Wider Stakeholder Engagement Summary of Responses**

Organisation	Key Issues	Infrastructure Needs	Service Design and Delivery	Passenger Travel Experience and Behaviour
<p><b>Shropshire Telford &amp; Wrekin Strategic Rail Group (STMSRG)</b></p>	<ul style="list-style-type: none"> <li>▪ The current delivery of rail transport is fragmented with gains in one area being at the expense of loss of services in an adjoining area; and</li> <li>▪ There is a need to increase the input from the border regions and the Marches Corridor into their rail provision.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improvements to Liverpool South Parkway via Halton and direct access to Manchester Airport;</li> <li>▪ Increasing line speed and frequency of Wrexham – Bidston – Liverpool line;</li> <li>▪ Disabled access improvements to Gwersyllt and Ruabon Stations; and</li> <li>▪ Feasibility studies for Chester – Wrexham – Shrewsbury line to increase frequency, and potential for a parkway station on the A483 south of Rossett.</li> </ul>	<p>None provided</p>	<ul style="list-style-type: none"> <li>▪ Bus and rail integration as key for operational efficiency rather than for competition.</li> </ul>
<p><b>Rail Freight Group (RFG)</b></p>	<p>Two corridors are lacking in current provision:</p> <ul style="list-style-type: none"> <li>▪ North Wales/Chester to South Liverpool and Ellesmere Port; and</li> <li>▪ Chester to Warrington and Manchester.</li> </ul>	<p>Infrastructure work needs to ensure that the network retains the ability to accommodate both existing freight flows and future rail freight aspirations alongside any improved rail passenger services.</p>	<p>Need for a ‘holistic’ approach to ensure that provision for existing and additional freight movement is not constrained by passenger focused proposals.</p>	<p>None provided</p>
<p><b>Wrexham-Birkenhead Rail Users’ Association (WBRUA)</b></p>	<p>None provided</p>	<ul style="list-style-type: none"> <li>▪ Extend evening and Sunday service to Birkenhead North with stops at Hawarden Bridge;</li> <li>▪ Half-hourly service from Wrexham to Birkenhead North with New Brighton Line eastbound realignment on the approach to Birkenhead North allowing Wrexham and New Brighton trains to operate side by side. Increasing of line speed north of Hawarden Bridge;</li> <li>▪ Electrification or dual mode electric-diesel operation of trains and/or Karlsruhe style tram-trains; and</li> <li>▪ Investigation of tram-train possibilities to destinations like</li> </ul>	<ul style="list-style-type: none"> <li>▪ All trains on the North Wales main line to stop at Shotton (except Virgin Holyhead services);</li> <li>▪ Extension of the existing evening and Sunday Borderlands Line trains from Bidston to Birkenhead North;</li> <li>▪ An earlier first train into and a later last train out of Wrexham on the Borderlands Line, enabled by stabling the evening and Sunday unit overnight at Birkenhead North depot;</li> <li>▪ Partnership between train operating companies and Network Rail to improve the dependability of Liverpool –</li> </ul>	<ul style="list-style-type: none"> <li>▪ Operating patterns of Arriva Trains Wales: northbound services ending at Shotton when their trains are running late. WBRUA argue the service will never be satisfactory while it is only operated with two units, with no spare time to recover from delays and with no train unit in reserve and is therefore an area for the Task Force to investigate.</li> </ul>

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Organisation	Key Issues	Infrastructure Needs	Service Design and Delivery	Passenger Travel Experience and Behaviour
		<p>Arrowe Park Hospital, Chester, Liverpool Airport and trains via Shotton Chord to the North Wales Coast from Wrexham, Cardiff and Merseyside.</p>	<p>Wales connections at Bidston or Birkenhead North;</p> <ul style="list-style-type: none"> <li>▪ Possibly self-financing: a third unit for reliable operation of the hourly Borderlands Line service, fully restored to Birkenhead North; and</li> <li>▪ Subject to additional revenue support: a half-hourly service from Wrexham to Birkenhead North.</li> </ul>	
<p><b>The Road Haulage Association (RHA)</b></p>	<p>Disjointed road policy with different local authorities choosing to pursue conflicting policies. The RHA therefore welcome any measure or programme that will see transport planning and economic issues considered at a regional level, which should mean that for road hauliers there will be greater certainty over what to expect as they cross local authority boundaries.</p> <p>Congestion, Air quality and Emissions is also a priority – consultation with both large and smaller hauliers, and seeks to understand the pressures faced by operators to help address concerns over congestion, air quality and emissions.</p>	<ul style="list-style-type: none"> <li>▪ Freight priority lanes – to ease congestion, reduce emissions and improve operational efficiency; and</li> <li>▪ Roads building schemes – significant investment in new road infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multi-modal freight transport – road freight will remain an essential component of any future freight strategy, since trucks usually undertake “last mile” deliveries once goods are unloaded from rail, air or water freight terminuses, road freight is an essential component of any future strategy;</li> <li>▪ Delivery restrictions – review delivery time bans that force truck operators to use the roads at the most congested times; and</li> <li>▪ Better Land Use Planning – the RHA support any work that will continue to ensure sufficient safe and secure rest areas, and an adequate number of depots, handling and transfer facilities are provided to support the road haulage sector.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Intelligent Transport Systems and Urban Traffic Management Control – the upgrade of IT systems in order to provide real time travel information; and</li> <li>▪ Better route information – to enable trucks to use the most suitable roads thereby avoiding conflict with local residents and local traffic.</li> </ul>
<p><b>Freight Transport Association</b></p>	<p>Ensuring that there is sufficient capacity on the road network to allow freight to be transported efficiently.</p>	<p>None provided</p>	<ul style="list-style-type: none"> <li>▪ Construction of more regular truck stops to allow hauliers to stop more regularly.</li> </ul>	<p>None provided</p>
<p><b>Huw Jones, CBI</b></p>	<p>None provided</p>	<ul style="list-style-type: none"> <li>▪ A494 Queensferry to A55 - improve access to Dee Enterprise Zone;</li> <li>▪ Improvement to A483/A55</li> </ul>	<ul style="list-style-type: none"> <li>▪ Train links to Liverpool and Manchester Airport.</li> </ul>	<p>None provided</p>

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Transportation

Organisation	Key Issues	Infrastructure Needs	Service Design and Delivery	Passenger Travel Experience and Behaviour
		<p>Chester / Wrexham roundabout;</p> <ul style="list-style-type: none"> <li>▪ Improve access onto Dee Bridge;</li> <li>▪ Improve link from Wrexham along A483 to English Border;</li> <li>▪ Better link from A55 into the Vale of Clwyd (bypass St Asaph);</li> <li>▪ Electrification of Bidston to Wrexham Line;</li> <li>▪ Dualing of rail track between Wrexham–Chester;</li> <li>▪ Rail infrastructure to enable direct travel from the North Wales Coast to Liverpool Lime Street -with a stop at a new station on Deeside Industrial Park;</li> <li>▪ Electrification of North Wales Coast Line; and</li> <li>▪ Cycle paths within towns to enable safer routes to work places and schools.</li> </ul>		
<p><b>Federation of Small Businesses</b></p>	<ul style="list-style-type: none"> <li>• Important to differentiate between the different travel markets for business (Travel to Work, Travel for work, freight movements), and the Tourism / Leisure market</li> <li>• Issues at some railway stations over sufficient car parking capacity.(e.g. Flint)</li> <li>• Concern that some areas are 'over bussed' at the cost of service provision to support employees to get</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improvement to A494 / A55 at Deeside</li> <li>▪ A483 / A55 junction</li> <li>▪ A483 / A5 from English Border to Shrewsbury (Congestion issues around Oswestry) and safety issues on wide single carriageway.</li> <li>▪ A49 Hereford By-Pass</li> <li>▪ Continued improvements in the Shotton corridor</li> <li>▪ Park and Ride / Share seen as helpful concept for business.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Where possible direct services to avoid changes generally preferred.</li> <li>▪ Bus network / timings and ticketing arrangements don't generally reflect current employment patterns and work patterns</li> <li>▪ Potential role of 21<sup>st</sup> century version of 'works' buses in conjunction with Park and Ride / Share sites.</li> <li>▪ Stopping frequency of trains at Harwarden Bridge needs to be improved so that all trains stop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provision of wi-fi on Virgin Trains services should be extended to Arriva Trains Wales / Northern and Merseyrail Trains as well. Station areas also to be included in coverage of wi-fi networks,</li> <li>▪ Ensure all car parks have efficient 'pay by phone' and other non cash methods for payment,</li> <li>▪ Quality of buses in some cases where interior and exteriors have seen 'better days'..</li> <li>▪ Public transport fare structures</li> </ul>

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Organisation	Key Issues	Infrastructure Needs	Service Design and Delivery	Passenger Travel Experience and Behaviour
	<p>to work.</p> <ul style="list-style-type: none"> <li>• Requirement for significant public sector / operator / business engagement to consider how the 'travel to work' market can best be addressed for major industrial parks across NE Wales.</li> <li>• Resilience issues of A55 in response to incidents / roadworks / extreme weather, impact on economy</li> <li>• Need to maintain focus on road maintenance to protect integrity of the asset.</li> </ul>		<p>their and improve access arrangements to / from this station.</p> <ul style="list-style-type: none"> <li>▪ Implementation of strategic work focused express bus routes</li> </ul>	<p>seen as complicated (especially rail) and often incompatible (in the case of bus) between operators.</p> <ul style="list-style-type: none"> <li>▪ Two car trains and three car trains at peak have insufficient capacity for demand.</li> <li>▪ Lack of staff and perceived passenger security issues at some stations.</li> </ul>

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### 3.5 Business Engagement

To understand the key transportation issues for businesses operating in the study area, a number of businesses were also interviewed. **Table 3.3** summaries the businesses who were contacted and whether a response has been received.

**Table 3.3: Summary of Response by Business Consulted**

Organisation Consulted	Response Received?
<ul style="list-style-type: none"> <li>- Deeside Industrial Park: FTS Hatswell.</li> <li>- Airbus, Broughton.</li> <li>- Wrexham Industrial Estate: Nu Instruments Ltd.</li> <li>- ExoPack Advanced Coatings.</li> <li>- Orbis Assett Integrity.</li> <li>- Wrexham Industrial Estate.</li> <li>- Glyndwr University.</li> <li>- Jones Brothers Civil Engineers.</li> <li>- Lon Cae Bricks, Ruthin.</li> <li>- Chester Business Park.</li> <li>- Chester Zoo.</li> </ul>	Response received.
<ul style="list-style-type: none"> <li>- Deeside Industrial Park: Toyota UK.</li> <li>- Deeside Industrial Park: Ralawise Ltd.</li> <li>- Deeside Industrial Park: Ifor Williams Trailers.</li> <li>- Deeside Industrial Park: UPM.</li> <li>- Deeside Industrial Park: Tata Steel.</li> <li>- Utilities Connections Management Ltd.</li> <li>- Etiquette.</li> <li>- Daresbury Innovation Centre.</li> <li>- Birchwood Park.</li> <li>- TRB, St Asaph Business Park.</li> <li>- Anwyl Construction Company, Rhyl.</li> <li>- Wynne Construction, Bodelwyddan.</li> <li>- Kelloggs.</li> </ul>	No response received within timescales.

**Table 3.4** summarises the key issues that emerged from the business engagement and **Table 3.5** summaries the solutions suggested by business

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**Table 3.4: Summary of the Issues Highlighted by Business**

Business / Contact	Commute Concerns	Public Transport Deficiency
<p><b>Engineering Company, Wrexham Industrial Estate</b></p>	<p><i>“Unless the employee has a car, it is time consuming and expensive to travel to the Industrial Estate, which damages recruitment.”</i></p> <p><i>“Most of the highly skilled workforce travel about 60 – 100 miles per day to work in total and this can discourage this particular recruitment market, as the only other option is to relocate and some prospective employees do not wish to do this.”</i></p> <p><i>“Some employees have relocated to Wrexham area or Chester to secure their jobs.”</i></p>	<p><i>“The bus does not come down Clywedog Road South and employees have to walk about ¼ mile from the nearest bus stop – this is not very convenient.”</i></p>
<p><b>Leisure Attraction Green Travel Plan Co-ordinator, Cheshire West</b></p>	<p><i>“Current limitations on travel options can mean a long commute for people (i.e. multiple bus journeys) or costly travel (e.g. taxis from locations 5 or 6 miles away owing to early starts and no public transport options for those staff without cars.”</i></p> <p><i>“We need to think about ways we can stagger arrival / departure times.”</i></p>	<p><i>“There are few public transport options for the morning. 1.4 million visitors per annum is a lot of pressure on the local roads.”</i></p> <p><i>“The price of public transport is high, there needs to be a better working relationship with Merseyrail.”</i></p> <p><i>“The service from Wrexham to Chester is every 8 minutes, but it takes 50 minutes.”</i></p>
<p><b>Airbus, Broughton, Steve Thomas</b></p>	<p><i>“Getting employees to and from their place of work in a safe and timely manner is a key concern for our business. We are currently investing significant amounts ourselves on improved access to the site and would look for similar investments to be made by the public sector.”</i></p>	<p><i>“Rail and bus service is disjointed.”</i></p> <p><i>“Frequency and quality of public services (rail and bus) is also an issue. In particular the Wrexham-Bidston Line service is tired and doesn't readily serve the needs of our employees!”</i></p>
<p><b>Orbisai, Steve Parry, Wrexham Industrial Estate</b></p>	<p><i>“Very limited if employees do not have access to own vehicle”</i></p> <p><i>“Traffic congestion when travelling in proximity of Chester Post House roundabout.”</i></p>	<p><i>“Limited access to public transport does restrict recruitment opportunity.”</i></p> <p><i>“Infrequent bus routes and no rail access.”</i></p>
<p><b>Anonymous, Wrexham Industrial Estate.</b></p>	<p>None provided</p>	<p><i>“There continues to be a lack of direct bus transport from outlying villages in Wrexham to the Wrexham Industrial Estate which is a centre for employment.”</i></p>
<p><b>Manufacturing / Distribution Company, Wrexham Industrial Estate</b></p>	<p>None provided</p>	<p><i>“Temporary workers have commented on the lack of a regular bus service.”</i></p> <p><i>“There is an infrequent bus service. There used to be a call system, like a sprinter bus, but that is no longer available.”</i></p>
<p><b>Business Park, Chester</b></p>	<p><i>“There is a long westbound slip road on the A55/A483 interchange but a short eastbound slip road. When the market picks up there will be a greater issue of standing traffic.”</i></p>	<p>None provided</p>
<p><b>David Jones, Chair of the Enterprise Zone, Principal Deeside College</b></p>	<p><i>“Transport is the main reason for the location of the Enterprise Zone; it allows the movement of vehicles in and out easily. Success will depend on transport moving about efficiently”.</i></p>	<p><i>“There is a need for more strategic transport thinking to allow the public transport network to be better planned.”</i></p>
<p><b>Mark Newman, Glyndwr University</b></p>	<p><i>“The A483 roundabout is congested.”</i></p>	<p><i>“It needs to be convenient, have accessible timetables”</i></p>

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**Table 3.5: Summary of the Solutions Suggested by Business**

<b>Business</b>	<b>Public Transport Improvements</b>	<b>Other Infrastructure Improvements</b>	<b>Car Travel</b>	<b>Promotion of Sustainable Transport</b>	<b>Cycling</b>
<b>Engineering Company, Wrexham Industrial Estate</b>	None provided	None provided	<i>"Expansion of the company is imminent and we will need to recruit more employees... We will run out of parking space when this happens. May have to relocate the business."</i>	None provided	<i>"No cycle lanes, very dangerous bearing in mind the Industrial Estate has a lot of heavy traffic."</i>
<b>Leisure Attraction Green Travel Plan Co-ordinator, Cheshire West</b>	<i>"Better public transport links from Chester, and particularly the suburbs. Also from outside the area – North Wales and Frodsham for example."</i>  <i>"Public Transport needs to be made more attractive: being affordable, reliable and clean."</i>	None provided	None provided	<i>"Need to promote cycling as a normal part of the journey."</i>  <i>"Increase the awareness of cycling routes."</i>  <i>"Car sharing is developing."</i>	<i>"Better demarcated cycle lanes, especially A41, Liverpool Road."</i>
<b>Airbus, Broughton, Steve Thomas</b>	<i>"An improved offer of public transport provision which could then act as a real alternative to car travel would be a great attraction."</i>  <i>"Joined-up thinking regarding provision of public sector transport would be welcomed."</i>	None provided	<i>"On-site parking availability is at a premium and takes up valuable space which could otherwise be used for production purposes."</i>	None provided	<i>"Improved cycle lane provision."</i>
<b>Manufacturing / Distribution Company, Wrexham Industrial Estate</b>	None provided	None provided	None provided	<i>"Participated in the cycle to work scheme 2-3 times."</i>	None provided
<b>David Jones, Chair of the Enterprise Zone and</b>	<i>"Not enough is made of the rail connections –</i>	<i>"Success of the Enterprise Zone will depend on transport links</i>	None provided	None provided	None provided

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Business	Public Transport Improvements	Other Infrastructure Improvements	Car Travel	Promotion of Sustainable Transport	Cycling
<p><b>Principal of Deeside College</b></p>	<p><i>there is a particular issue on the Wrexham-Bidston Line with regards to frequencies and the existing services skirt the site and / or don't stop."</i></p>	<p><i>and the ability to attract skilled employees."</i></p> <p><i>"Transport does present a problem for recruitment and there is a need for a reliable fit-for-purpose transport system."</i></p> <p><i>"There is a need for improved road links; the clogging of infrastructure in Queensferry and Aston Hill is a major barrier."</i></p> <p><i>"There is often congestion around Deeside College".</i></p>			
<p><b>Business Park, Chester</b></p>	<p>None provided</p>	<p>None provided</p>	<p><i>"1 space per 200 square feet. Not enough car parking for demand. M&amp;S at 105-110% occupancy."</i></p> <p><i>"..tried to set up a bus service from Ellesmere Port/Wirral as a lot of staff travel from this area, but there wasn't a lot of uptake. The main reason staff give for not taking up bus service or carshare schemes is needing to drop-off and pick up children to/from school."</i></p>	<p><i>"There have been improvements to A483 to provide an off-road cycle lane along with a bus lane. Not such good facilities for those travelling north to the site."</i></p> <p><i>"There is promotion of carsharing scheme and use of bus services."</i></p> <p><i>"M&amp;S had a carshare scheme with a £15 M&amp;S voucher incentive for joining and if you were still actively partaking in the scheme there was an additional incentive"</i></p>	<p>None provided</p>

### 3.6 Summary of Key Findings

The following points summarise the key issues, barriers and opportunities identified from the stakeholder engagement :

#### Issues and Barriers

##### *The Highway Network*

- Congestion in the Chester area; and
- Disjointed road policy amongst local authorities.

##### *The Bus Network*

- The infrequent services in a number of locations means that the bus network is designed for the commute;
- The bus network does not adequately serve the large employment sites meaning that employees have to make several service changes causing long commutes; and
- The bus network does not cover the outlying villages meaning a greater reliance on the car.

##### *The Rail Network*

- A number of rail services have poor frequencies in the early morning and the late evening meaning that they serve commuters poorly;
- The current rail network is fragmented with gains in one area being at the expense of loss of services in an adjoining area; and
- Two corridors are lacking in current rail provision: North Wales / Chester to South Liverpool and Ellesmere Port; and Chester to Warrington and Manchester.

#### Opportunities

##### *The Highway Network*

- Priority freight lanes;
- Improve the provision of information on the highway network; and
- Improve the Intelligent Transport Systems on the highway network.

##### *The Bus Network*

- Bus and rail services should provide better integration; and
- Improved public transport links from Chester, and the suburbs.

##### *The Rail Network*

- Delivering the Halton Curve will open up employment opportunities in Merseyside;
- Improved freight integration between road and rail;
- Services on the Wrexham-Bidston Line do not stop at the Enterprise Zone;
- Extend early morning and late evening rail services to provide commuters with more options; and
- Electrification of the rail network.

## 4. Transport Vision for North East Wales and the Cross Border Area



## 4 Transport Vision and Recommendations for North East Wales and the Cross Border Area

### 4.1 Overview

Following on from the problems identified in the evidence base and through the stakeholder engagement, a vision for North East Wales and the Cross-Border Dee Area was developed. This section presents the vision and the key recommendations to the Minister to assist partners in delivering against the vision. The recommendations included in this section build on the themes that emerged from the Task Force meeting held on 5<sup>th</sup> June 2013 and were refined in a further Task Force meeting on 21<sup>st</sup> June 2013.

### 4.2 The Task Force Vision

The Vision, as identified by the Task Force, is presented below.

North East Wales / West Cheshire is an area with a successful record in job creation, and an area which has seen significant transformation and growth since the 1980s. The study area is home to some world class manufacturing businesses, such as Airbus, Tata & Toyota and significant financial services employers, including M & S Finance and Bank of America. Nevertheless, the Task Force considers that the potential for further growth is being hampered by capacity and flexibility issues in the area's infrastructure and services, and this also poses risks for some existing business. Additionally, there are ambitious proposals for new developments within the study area, to the west in the Anglesey Enterprise Zone, including Wylfa B and the Menai Science Park and to the east along the M56 corridor towards Manchester and on Merseyside.

Developing a transport network for the travel to work area is complex due to the nature of the employment provision. There is no dominant single residential centre, and both employment and services exist in many locations in the study area. This has led to a complex origin and destination pattern that makes the task of designing public transport networks a much more challenging task than providing a radial network to a dominant city centre. The success of the study area to date has been the readily available capacity in the strategic highway network which has allowed easy access for car based transport to most locations. Increasingly however, congestion is a significant barrier especially where intensive local commuting and heavy traffic on the strategic network coincide. Without investment in the development of alternative sustainable transport opportunities alongside further strategic route capacity enhancement, the economic potential of the area will be negatively impacted.

The aspirations of the Task Force focus on a series of phased measures, facilitated by future capital and revenue commitment from a variety of partners. The measures outlined include physical schemes, transport service improvements and operational and marketing initiatives to create a **'total-journey concept'**. Our evidence points strongly to the fact that there are many good initiatives or pieces of infrastructure already available, but that these need linking together to create meaningful networks that facilitate access to employment and services.

**In order to maximise the benefit from these investments, the Task Force Vision for the study area is intended to provide a transport network that supports further growth, encourages investment in new developments and provides access to services for North East Wales and the wider region.**

The primary focus is connecting people to the right jobs in a sustainable manner. Sustainability can mean many things. In this case it revolves around environmental, social and economic factors with the aim being to enhance the wealth and wellbeing of the people of North East Wales and connecting areas, at the same time as helping to tackle poverty. With economic success come additional benefits of leisure time and the need for movement that this entails, which supports the tourism sector in North East and North West Wales.

The Task Force has identified that the differing governance arrangements either side of the border have an impact on the delivery of transport interventions that support access to employment and services. This need not be the case in future. Regions that are successful on a European scale, such as those around Basle in Germany / France / Switzerland or Malmo / Copenhagen in Scandinavia and that straddle national boundaries have one thing in common – they have resolved to ensure transport networks work effectively across the artificial boundaries that borders create.

**‘Our vision is to create an integrated transport network that links people sustainably to jobs / higher value employment, health and other services and education. We aim to provide viable alternatives to car based access improving the prospects for growth and benefiting the people of North East Wales and the wider area that it relates to including North West Wales and North West England.’**

In **Figure 4.1**, we have provided a conceptual illustration of an ‘integrated transit network for the North East Wales Travel to Work Area’, which shows what an integrated transport system could look like if the recommendations of the Task Force are implemented. This has been shown in the style of a ‘tube map’ to demonstrate both the network that is formed by links and hubs being upgraded, and the different types of ‘lines’ available to use across a range of modes. It also aims to demonstrate how a fundamental part of the vision is to present the ‘product’ differently with promotion, awareness and marketing being a fundamental element of the overall total journey concept.

**Figure 4.2** presents the same network, with an overlay of ‘high-value’ jobs, as presented in the BRES analysis contained in section 2.





### 4.3 The Recommendations

The key outcomes of this report are based on resolving the key issues identified in the evidence base, inclusive of the thoughts of the business community and wider stakeholder engagement. The 12 themes identified in the Task Force Workshop on 5<sup>th</sup> June 2013 have been refined to form a set of 10 recommendations.

The core recommendations of the Task Force, as presented to the Minister, are provided below. Further information on identified schemes are contained in section 5.

**1. The public transport services and infrastructure should provide high quality access to employment sites** across the study area and beyond. Proposals for an area-based quality bus partnership providing access to employment and key services should be developed in partnership with bus operators.

The Task Force has identified a key action for partners to work with operators to consider the initiation of an area based, cross-border Quality Bus Partnership, potentially initially focusing on one or two key routes such as for example the Shotton Corridor. It is envisaged that the development of a formal partnership(s), will help to address issues around service regularity and journey comfort in particular and provide a mechanism for ensuring an equitable distribution of service and that key bus corridors are not 'over or under-bused'. The focus will be to improve fleet standards and adoption of high-specification services on key routes (such as the Arriva Sapphire operating between Wrexham and Chester). Furthermore, there is an aspiration to ensure greater public transport penetration of some of the larger industrial estates in particular, including Deeside Industrial Park and Wrexham Industrial Estate to connect people directly with jobs and reduce the time dis-benefits of bus compared to car as highlighted in the evidence base.

In seeking to develop bus quality partnerships, the Task Force recognise the reciprocal need to continue investment in upgrading stops and passenger facilities and also tackle key congestion bottlenecks / 'pinch points', such as the A494 Aston Hill in particular, and improve journey time reliability on the strategic network. In the meantime, it is considered that the following short-term actions could help deliver improvements in bus services across the region:

- Introduce a cross-border working group to work with operators and other partners to improve services, customer care and infrastructure.
- Liaise with partners and bus operators to review existing cross-border bus services and identify potential improvements in coverage and frequency.

**2. The Regional Bus and Community Transport Network Strategy will consider how accessibility between disadvantaged communities and employment can be improved.**

The evidence base has identified a number of locations where the frequencies and journey times of existing bus services impact on travel horizons of job seekers and individuals seeking higher value employment, particularly in deprived communities along the North Wales Coast. Deficiencies in service provision in the evening period also presents an issue for shift workers associated with employment in sectors such as manufacturing.

In addition to regular bus services, the Regional Transport Network Strategy will assess the provision and role of affordable bus and community transport, which provides a vital link for many parts of the community.

A key element of the work will be to understand the potential impacts of changes in the Regional Transport Service Grant, which will have implications on service delivery across North East Wales in particular and potentially how services operate across the border.

**3. The rail modernisation business case should consider how frequencies of service and journey times within North Wales and to/from key destinations in the North West can be improved. We would encourage the provision of new stations and additional services that specifically serve major employment areas and help to tackle poverty.**

As alluded to elsewhere in the report, the Task Force sees **rail modernisation** in North Wales as a major opportunity to reconfigure the transport network in the region and is fully supportive of the progress which is being made in this area under a separate workstream. Improvements to frequencies and line speeds on the North Wales Coast Line (NWCL) and the Borderlands Line are deemed as critical elements, providing the basis for a modern, integrated transport network. However, there is also significant evidence to support the provision of stronger linkages with parts of North West England, including Crewe, Liverpool and Manchester, achieved through a combination of frequency or line speed enhancements, or new infrastructure, such as the Halton Curve to enable direct services to Liverpool South / Liverpool from the study area.

A number of proposals for improving the service on the NWCL have been suggested which would increase the frequency to three trains per hour throughout the day and/or improve the connections available from the line. Similarly, as proposed in the North Wales Rail Strategy, the frequency of services on the Wrexham-Bidston Line (currently operating hourly), could be improved without electrification. The strategy included an appraisal of increasing the frequency on the line from hourly to half hourly which produced a positive economic business case. Increasing the frequency on this line could be complimented by improving interchange opportunities at Shotton by stopping additional NWCL services at the station.

Whilst it is acknowledged that there is a potential conflict in providing for both fast services and stopping services, the Task Force has also identified the need for selected new / enhanced stations at strategic locations, connecting residents with training and employment opportunities. In this regard, amongst the Task Force recommendations is an enhanced station at Hawarden Bridge, serving Deeside Industrial Park (which would be subject to determining the case for a standalone station at Deeside Park to potentially replace Hawarden Bridge), and at North Wrexham (Rossett / Gresford area) to serve as a two-way hub on the Wrexham – Chester Line (see vision example for more detail).

In order to maximise the benefits from the modernisation programme, it is imperative that this is supplemented by appropriate provision for interchange and supported by fast and frequent feeder services, to provide seamless end-to-end journeys. This is dealt with under other recommendations.



4. A network of **integrated transport hubs** that provide connectivity between transport modes should be developed. As an element of this, we consider that Park & Share / Ride sites can provide a strategic contribution to the regional network.

The Task Force has identified the need to provide a network of integrated transport hubs at strategic locations such as Northop, Mold and North Wrexham, incorporating facilities for multi-modal interchange. These would be designed to cater for various modes as appropriate and could potentially include facilities for the promotion of Park & Ride (by bus and / or rail), Park & Share and even Park & Cycle, subject to the identification of suitable links to wider networks.

The concept of formalised Park & Share sites has been investigated by partners owing to the levels of informal car sharing that occurs at several locations across the study area. Indeed a facility has been recently provided on the A5025 close to the junction with the A55 near Llanfairpwll, Anglesey. These are generally situated at strategic locations adjacent to the core network and provide for people travelling to common destinations, helping to save users travel costs and alleviate congestion. Similarly, Park & Ride is designed to reduce the number of cars on the network through bus or rail solutions.

These are again ideal for people travelling longer distances or on the rural fringes where traditional public transport services are less frequent.

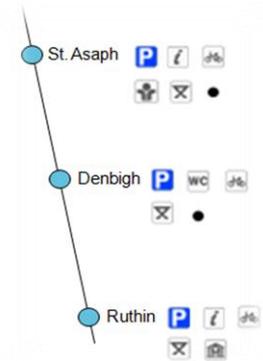
Over time, we see that these hubs would evolve to form the basis of shuttle services to adjacent employment sites or other hubs on the network. At these hubs, other non-transport services can also be focussed to provide additional benefits to users.



5. Access from rural areas to/from key services and employment by all transport modes should be improved. The concept of **integrated rural hubs** aligned with a **reconfigured bus service network** should be developed.

In terms of transport from more rural areas of the study area, we recognise the opportunities presented by reconfiguring existing bus and community transport services to serve hubs, such as for example, at locations in the Vale of Clwyd. As part of this, we envisage the development of a network of rural feeder services that connect to 'Express' services from strategic bus and rail hubs. Such rural transport hubs, providing modest interchange facilities, could also potentially include connected office space to reduce the need to travel, post office and home delivery pick-up services.

In developing a network of hubs, it is important to develop a categorisation system to help manage expectations of the type of facilities that might be encountered. This could include multi—purpose hubs, tourist hubs, recreational hubs, transport interchange and smaller hubs of more modest facilities. The hubs should have a consistent branding, information provision (timetables, maps etc), passenger facilities (seating, shelters etc) and facilities for interchange (including secure cycle parking facilities). This is shown conceptually in the adjacent image.



6. Consideration should be given to the development of **better integrated cross-border delivery mechanisms**.

Given the level of interaction between North East Wales and North West England demonstrated in the evidence base, the Task Force has identified a need for continued dialogue between the Welsh and English Governments to develop structures / formalised partnerships to enable greater cross-border collaboration to support and grow the economic region. This should include consideration of pooling / ring-fencing resources and consideration of opportunities for European Funding.

The need for greater cross-border working is discussed in greater detail in **section 6.1**.

7. Enhance and develop **multi-modal, multi-operator ticketing schemes** supporting seamless journeys, including cross-border trips. Solution should recognise trend for more flexible ways of working.

As shown in the evidence base, that whilst there has been a movement towards greater integration of ticketing in the travel to work area, there remains a complex array of ticketing options for journeys within North East Wales and the wider area and the options do not always support access to key areas of employment. Therefore a key aspiration of the Task Force is to work towards multi-modal and integrated area ticketing to enable seamless journeys whether cross-border or otherwise and simplify the array of ticketing types and options that currently presents a significant barrier to promoting travel by rail and particularly bus.

In order to reflect the travel patterns exhibited in the study area, it is recommended that the North Wales Rover zonal system is expanded into neighbouring authorities in England and similarly the Merseytravel Trio could be extended into Wales. This should be supplemented with increased options to purchase longer-term passes (weekly, ten-trip and monthly) to reward regular users and promote modal shift. Ticketing options should also recognise changes in flexible ways of working (e.g. greater numbers of people remote-working or working in multiple offices).

In addition to enhancements to ticketing options and coverage, it is also considered that options on where tickets can be purchased should also be investigated further. This might include tickets that can be downloaded on line or smart tickets, through the use of mobile phones. A further recommendation is to work together to ensure that the various smart card systems at various stages of development / roll-out are compatible.

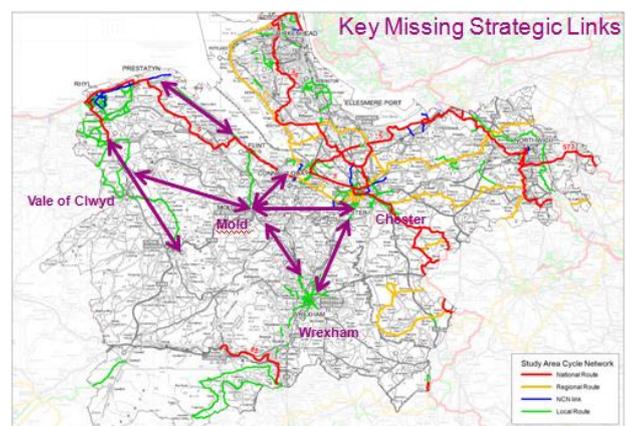
## 8. Delivery of an enhanced commuter and recreational active mode network and facilities to enable interchange.

The evidence base identified that there is a significant proportion of work trips and indeed other types of trip, such as for leisure and education purposes, made in the study area, which could be made by active modes subject to the provision of suitable infrastructure and facilities, supplemented by behavioural change and promotional activity.

We have identified a number of priority routes to key employment sites including links to Airbus / Broughton and Wrexham Industrial Estate, as well as the need to enhance in-town walking and cycle links to open up opportunities for active modes and the provision of high quality and signed walking / cycling routes to stations. Further key 'missing links' have been identified as Mold to Wrexham, Mold to Chester, routes in the 'Flintshire Matrix' area and an extension to the coastal route west of Flint.

It is also acknowledged that there is a significant opportunity for the development of a number of other routes that potentially serve a more leisure and recreational purpose, such as in the Dee Valley and the Vale of Clywd. These will consider, where appropriate, the concept of 'Green Corridors'.

Of significance, the Active Travel (Wales) Bill places a requirement on local authorities to continuously improve facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Bill will also require that the needs of pedestrians and cyclists are considered at the design stage in new roads.



## 9. Undertake travel planning and travel marketing activities with employees and the business community to increase awareness of and access to sustainable travel opportunities and reducing the need to travel.



A major theme that emerged from the themed workshops and the wider engagement was the need to undertake a greater level of travel and transport-related engagement with residents, employees and the business community particularly given the evidence pointing towards high levels of car use as the predominant modes for journey to work. In this regard, there is strong support for the need to roll out a dedicated programme of Smarter Choices / sustainable travel promotion, in line with the Local Sustainable Transport Fund (LSTF) initiatives currently being delivered in England, notably including a scheme across the border in Cheshire West and Chester "Connect to Jobs".

In this regard and recognising the potential benefits emerging from similar schemes, it is recommended initially that a targeted programme picking up the Travel to Work / Access to Employment Focus is developed and delivered. It is considered that this could initially be trialled along corridors where the alternative transport solutions are deemed to be of a sufficient standard to offer a real alternative and focused on the larger employment sites where take-up can be expected to be higher. This might include Deeside Enterprise Zone, Wrexham Industrial Estate and St. Asaph Business Park.

The programme of Smarter Choices / sustainable travel promotion should be designed to complement the proposed investment schemes and tie into existing travel information, road safety, active travel and travel behaviour change resources across the study area. Furthermore, it should be devised to provide and publicise alternatives to existing travellers to relieve congested corridors and junctions and encourage healthy and sustainable alternatives, as well

as providing and publicising additional means for employers to recruit and retain staff locally. The package of initiatives should seek to engage with businesses / employers to ensure that employees (and potential employees) have a full range of options available and are aware of them.

**Table 4.1** details the key initiatives that are considered critical elements of a package of predominantly revenue related Smarter Choice measures to help deliver a step change in travel behaviour.

**Table 4.1: Smarter Choices / Sustainable Travel Promotion**

Travel to Work / Access to Employment Focus	Wider Initiatives
<ul style="list-style-type: none"> <li>• Travel &amp; Transport Engagement / Roadshows.</li> <li>• Workplace Travel Planning.</li> <li>• Personalised Travel Planning (Employment, Residential &amp; Jobcentre Plus).</li> <li>• Business Grants for Sustainable Travel Infrastructure (extension of existing scheme, administered by Taith).</li> <li>• Development / promotion of car clubs and car sharing.</li> <li>• Linked trip marketing / joint ticketing initiatives for leisure, retail, and cultural generators.</li> </ul>	<ul style="list-style-type: none"> <li>• Public Transport Promotion / Ticketing Awareness.</li> <li>• Targeted awareness campaigns.</li> <li>• Travel Information provision and branding / ethos.</li> <li>• Residential travel plans.</li> <li>• Transport staff customer service training / accreditation (Ambassadors).</li> <li>• Enhanced School Travel Plans / Safer Route to Schools.</li> <li>• Parking management strategy.</li> </ul>

This should be accompanied by greater onus on local planning authorities to make provision for sustainable transport as part of the planning process and stronger greater travel plan enforcement and monitoring.

**10. Address key traffic 'pinch points' to improve resilience, accessibility and journey times for people and movement of goods.**

We have identified a number of key traffic pinch points on the network that hinders access to employment opportunities and the movement of goods / freight to / from key employment sites, including the A494 / A55 at Aston Hill, the A55/A483 junction and the A483 between the A525 and the A541, west of Wrexham Town Centre. Strategic network constraints also burden the local network and thus impact on sustainable transport options / uptake.

In Denbighshire, a key issue that emerged from the stakeholder engagement was the need to improve links from the Vale of Clwyd, either through improvements on the A494 connection to the A55/M56 through Mold or on the A525 connection to the A55 northwards and across to the A483. This was cited as a key aspiration from businesses and is considered important in helping to sustain existing businesses and attracting new business to the area, helping to make the area more sustainable by reducing outward commuting.

The key issues that the Task Force are seeking to address and how these link to the recommendations and the themes previously agreed by the Task Force at the 5<sup>th</sup> June 2013 meeting are presented in **Table 4.2**.

**Table 4.2: Linking the Evidence to the Recommendations and Themes**

Theme	Recommendation	Key Evidence
<ul style="list-style-type: none"> <li>Delivering an accessible and integrated transport network.</li> <li>Delivering an improved bus offer through Corridor or Area-Based Quality Partnerships.</li> <li>Developing a network of bus, rail and car share transport hubs, incorporating opportunities for multi-modal interchange.</li> <li>Providing improved bus links to industrial / employment areas.</li> <li>Working towards greater rail capacity / frequency and delivering new links and stations.</li> </ul>	<p><b>1. The public transport services and infrastructure should provide high quality access to employment sites across the study area and beyond.</b></p>	<ul style="list-style-type: none"> <li>The rail network does not link people to employment sites effectively and does not offer sufficient service frequencies to allow seamless commuting where it does, for example: <ul style="list-style-type: none"> <li>the Wrexham-Bidston Line has an hourly service, which is irregular and therefore not conducive for commuting; and</li> <li>There are few direct services to Manchester Airport.</li> </ul> </li> <li>A number of key employment sites deemed inaccessible by job seekers<sup>20</sup>: <ul style="list-style-type: none"> <li>Pinfold Industrial Estate.</li> <li>Sandycroft Industrial Estate.</li> <li>Manor Lane Industrial Estate.</li> <li>Deeside Industrial Park.</li> </ul> </li> </ul> <p><i>“Current limitations on travel options can mean a long commute for people (i.e. multiple bus journeys) or costly travel (e.g. taxis from locations 5 or 6 miles away owing to early starts and no public transport options for those staff without cars.”</i> Leisure Attraction, Chester</p> <p><i>“Infrequent bus routes and no rail access.”</i> Steve Parry, Orbisai, Wrexham Industrial Estate.</p>
<ul style="list-style-type: none"> <li>Delivering an accessible and integrated transport network.</li> <li>Providing improved bus links to industrial / employment areas.</li> </ul>	<p><b>2. The Regional Bus Networks Strategy will consider how accessibility between disadvantaged communities and employment can be improved.</b></p>	<ul style="list-style-type: none"> <li>Bus networks serve town and city centres reasonably well, but outside of the core network, service frequencies are often poor, journey times slow and access to employment for commuting purposes is generally poor. To illustrate this: <ul style="list-style-type: none"> <li>A journey from Ruthin to Chester City Centre takes 1 hour 29 minutes by bus, the comparable journey by car takes 50 minutes;</li> <li>There are no direct services between Wrexham and Broughton (Airbus); and</li> <li>Few routes directly service Deeside Industrial Park.</li> </ul> </li> <li>1/5 of job seekers turned down an interview owing to a lack of transport.<sup>21</sup></li> <li>A number of key employment sites deemed inaccessible by job seekers<sup>22</sup>: <ul style="list-style-type: none"> <li>Pinfold Industrial Estate;</li> <li>Sandycroft Industrial Estate;</li> <li>Manor Lane Industrial Estate; and</li> <li>Deeside Industrial Park.</li> </ul> </li> </ul> <p><i>“Limited access to public transport does restrict recruitment opportunity.”</i></p>

<sup>20</sup> North East Wales Job Seeker Survey, 2013

<sup>21</sup> North East Wales Job Seeker Survey, 2013

<sup>22</sup> North East Wales Job Seeker Survey, 2013

Theme	Recommendation	Key Evidence
<ul style="list-style-type: none"> <li>Working towards greater rail capacity / frequency and delivering new links and stations.</li> </ul>	<p><b>3. The rail modernisation business case should consider how frequencies of service and journey times within North Wales and to/from key destinations in the North West can be improved. We would encourage the provision of new stations and additional services that specifically serve major employment areas and help to tackle poverty.</b></p>	<p>Steve Parry, Orbisai, Wrexham Industrial Estate.</p> <ul style="list-style-type: none"> <li>The rail network does not link people to employment sites effectively and does not offer sufficient service frequencies to allow seamless commuting where it does, for example:             <ul style="list-style-type: none"> <li>The Wrexham-West Bidston Line has an hourly service, which is irregular and therefore not conducive for commuting;</li> <li>There are no direct service to Manchester Airport; and</li> <li>Services to Manchester are infrequent.</li> </ul> </li> </ul> <p><i>“Frequency and quality of public services (rail and bus) is also an issue. In particular, the Wrexham-Bidston Line service is tired and doesn’t readily serve the needs of our employees!”</i> Airbus, Broughton, Steve Thomas</p>
<ul style="list-style-type: none"> <li>Making best use of existing facilities.</li> </ul>	<p><b>4. A network of integrated transport hubs that provide connectivity between transport modes should be developed. As an element of this, we consider that Park &amp; Share / Ride sites can provide a strategic contribution to the regional network.</b></p>	<ul style="list-style-type: none"> <li>Interchanges between transport modes is poor, rail is not connected with bus, car parking is limited at rail interchanges, and rural areas have few opportunities other than car to access employment or services, for example, some public transport tickets do not integrate across modes or give access to Park &amp; Ride services meaning that interchange is costly and time consuming, particularly if additional tickets have to be purchased.</li> </ul> <p><i>“Rail and bus service is disjointed.”</i> Airbus, Broughton, Steve Thomas</p> <p><i>“There is a need for more strategic transport thinking to allow the public transport network to be better planned.”</i> David Jones, Chair of the Enterprise Zone, Principal Deeside College</p>
<ul style="list-style-type: none"> <li>Connecting the rural ‘hinterland’.</li> </ul>	<p><b>5. Access from rural areas to/from key services and employment by all transport modes should be improved. The concept of integrated rural hubs aligned with a reconfigured bus service network should be developed.</b></p>	<ul style="list-style-type: none"> <li>Bus networks serve town and city centres reasonably well, but outside of the core network service frequencies are often poor, journey times slow and access to employment for commuting purposes is generally poor – for example, a journey from Ruthin to Chester City Centre takes 1 hour 29 minutes by bus, the comparable journey by car takes 50 minutes.</li> <li>Interchanges between transport modes is poor, rail is not connected with bus, car parking is limited at rail interchanges, and rural areas have few opportunities other than car to access employment or services, for example, some public transport tickets do not integrate across modes or give access to park and ride services meaning that interchange is costly and time consuming, particularly if additional tickets have to be purchased.</li> </ul> <p><i>“There continues to be a lack of direct bus transport from outlying villages in Wrexham to the Wrexham Industrial Estate which is a centre for</i></p>

Theme	Recommendation	Key Evidence
		<p><i>employment.” Anon. Wrexham Industrial Estate.</i></p> <p><i>“Infrequent bus routes and no rail access.” Steve Parry, Orbisai, Wrexham Industrial Estate.</i></p>
<ul style="list-style-type: none"> <li>Facilitating stronger cross-border working arrangements.</li> </ul>	<p><b>6. Consideration should be given to the development of better integrated cross-border delivery mechanisms.</b></p>	<ul style="list-style-type: none"> <li>There is evidence that transport networks either side of the border are developed partially in isolation from each other, leading to gaps in service provision and difficulties in seamless cross border journeys.</li> </ul>
<ul style="list-style-type: none"> <li>Working towards legible and integrated ticketing systems, utilising new technology.</li> </ul>	<p><b>7. Enhance and develop multi-modal, multi-operator ticketing schemes supporting seamless journeys, including cross-border trips. Solution should recognise trend for more flexible ways of working.</b></p>	<ul style="list-style-type: none"> <li>The public transport ticket options available are considered confusing and many do not allow for multiple uses on different modes and by different operators – for example, a journey from Wrexham to Liverpool City Centre requires 2 day tickets due to 2 operators being used and takes approximately 30 minutes longer than the comparable journey by car.</li> </ul>
<ul style="list-style-type: none"> <li>Providing an enhanced commuter and recreational active mode network.</li> </ul>	<p><b>8. Delivery of an enhanced commuter and recreational active mode network</b></p>	<ul style="list-style-type: none"> <li>Many journeys in the study area are often very short, but the active travel network is patchy in places and even good routes have gaps in provision which deter potential users –for example, there is no designated cycle link between Wrexham and the rest of the study area, despite the relatively flat terrain being conducive for cycling.</li> </ul>
<ul style="list-style-type: none"> <li>Improving awareness of and access to sustainable transport modes.</li> </ul>	<p><b>9. Undertake travel planning and travel marketing activities with employees and the business community to increase awareness of and access to sustainable travel opportunities and reducing the need to travel.</b></p>	<ul style="list-style-type: none"> <li>Marketing of alternatives to the car is poor and ticket arrangements across public transport networks are complex, not joined-up and are often not understood by consumers, for example, only 16% of job seekers aware of Traveline Cymru.<sup>23</sup></li> </ul>
<ul style="list-style-type: none"> <li>Tackling congestion hotspots and improving journey time reliability.</li> <li>Making best use of existing facilities.</li> </ul>	<p><b>10. Address key traffic ‘pinch points’ to improve resilience, accessibility and journey times for people and movement of goods.</b></p>	<ul style="list-style-type: none"> <li>There are significant issues of congestion in key locations on the highway network within the study area, which reduces journey time reliability in locations where the efficient delivery of goods and services is important, for example, the A55/A494 has significant issues of congestion with average speeds being less than 20mph for most of the AM peak period.</li> </ul> <p>“There is a need for improved road links; the clogging of infrastructure in Queensferry and Aston Hill is a major barrier.” David Jones, Deeside Enterprise Zone.</p>

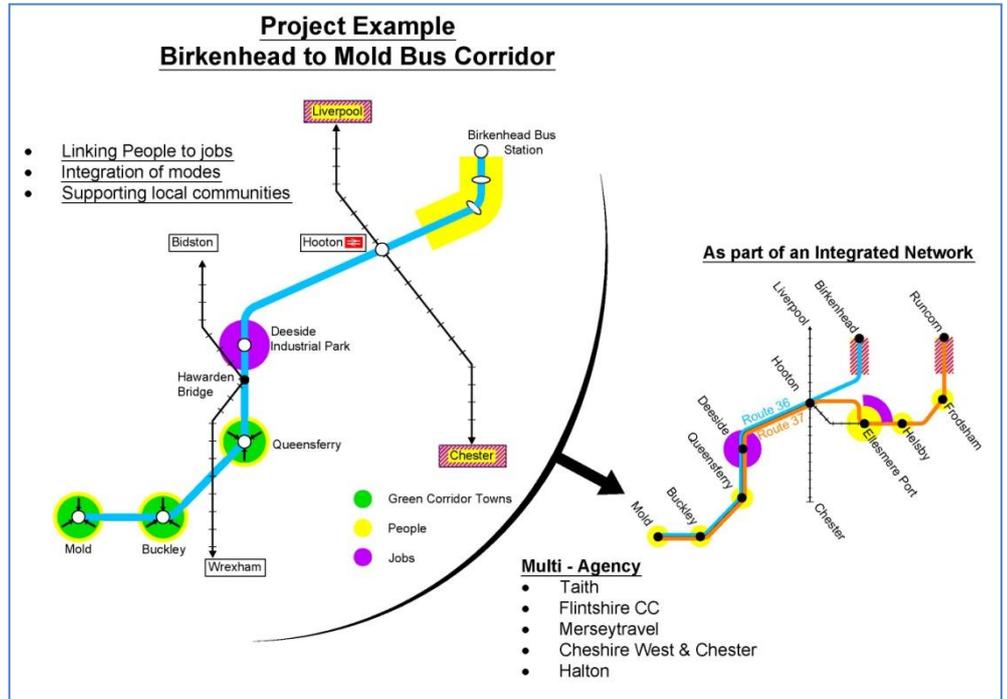
<sup>23</sup> North East Wales Job Seeker Survey, 2013

### 4.4 Vision Examples

In this section, we use a few selected examples to demonstrate how relatively simple interventions in the short-term, can be effectively used to both provide specific benefits, yet at the same time help feed in towards a longer term matrix and core network.

#### *Vision Example 1: Improving Integrated Corridors: The Birkenhead to Mold Bus Route*

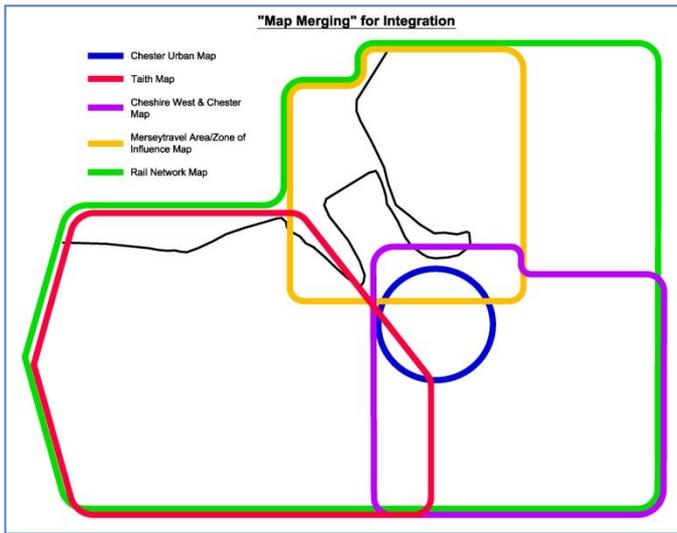
The adjacent diagram illustrates the potential of a Birkenhead to Mold Bus Route, which has been developed by Merseytravel with Wirral, Flintshire and Cheshire West and Chester Councils. The key barriers that have prevented this from being implemented to date are the difficulties of linking together tendered and commercial services across authority and national boundaries. What matters is linking people in communities to the opportunities along this route, in this case, those in and around Deeside Industrial Park in the Deeside Enterprise Zone.



At present, our research shows how, even for the relatively short journeys from places such as Buckleby to Deeside Industrial Park, the availability of public transport is poor, and where it is provided it is expensive for both user and operator. The beauty of this proposed ‘route 36’ is the potential for it to serve many different journey types allowing it to build up over time to become self supporting. The aim is to take routes such as this and integrate them into the network – not just physically, but also supported by ticketing and marketing. The diagram shows how further connections with ‘route 37’ could be created – adding a further route to employment around the Mersey Basin in Runcorn, but also allowing people living in that area to access jobs at Deeside. The connectivity benefits of such a route are potentially significant, allowing someone in Mold or Queensferry to undertake a journey to Liverpool for work or leisure without relying on the availability of a car. Similarly someone living in the more deprived eastern side of the Wirral, such as Birkenhead could link through to a location such as Deeside for employment, ensuring that the businesses that are located there have an appropriate labour catchment and that they stay and expand there.

Establishing new corridors that create better integration between modes is also key – in this case the link at Hooton Station provides two-way access from North East Wales to and from Merseyside. Once the core corridor of movement is established, the aim would be to significantly upgrade the corridor in terms of both frequency and amenity. The Birkenhead to Mold Bus Route is just one example of the various corridor focused opportunities that we include in our list of potential schemes. Different corridors are at different levels of development – the aim is to upgrade them all as a package over time, including providing new ones where there is a need to respond to land use and trip making changes.

Capabilities on project:  
Transportation



The aspiration is to create a 'matrix' of routes that become a network and reflect the real geography of the area, a feature of which is the 'web of inter-relationships' between settlements of different scales.

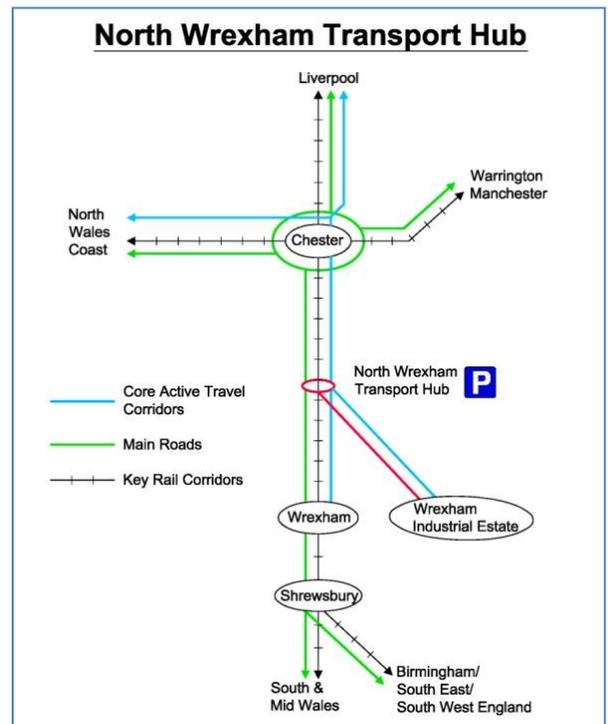
Whilst the region does not have the density of population that a major city like London or Paris has, the aim is to provide a comprehensive network of connections linked at different nodes which provide both route choice and attractive end-to-end journey times. In essence, the objective is to create a regional version of the 'tube map' – but one in which the lines are not all based on one mode and one where the edges of the North East Wales map overlaps and integrate with the maps of other adjacent areas. We term this concept 'map merging', shown in the adjacent diagram to illustrate how our connectivity will need to interface with connections created in adjacent areas

and at the same time fit within the connectivity networks of the wider area, particularly that of the rail networks which cover a significantly wider geography, but also have a more local function.

**Vision Example 2: Improving and Creating Multi-Purpose Hubs – North Wrexham**

In combination with the aim of improving corridors comes the need to create enhanced points of connection between them. The following diagram helps illustrates why a new transport hub in North Wrexham, incorporating 'Park & Rail/Ride/Share solutions, between Chester and Wrexham is included within the list of schemes identified by the Task Force, capitalising on the planned line speed enhancements / dualling of the line.

The Wrexham Industrial Estate is one of the three largest employment sites within North East Wales (alongside Deeside Industrial Park and Airbus) and is the preferred site by the Ministry of Justice for a new 'Super' prison. The census information in our evidence base highlights its draw both locally and strategically. The industrial estate is relatively poorly served by public transport and employees travelling from the north by public transport have to travel through Wrexham itself which increases journey times significantly. Rail/bus interchange at the proposed hub, complemented by new bus service patterns would improve accessibility and competitiveness to core populations and markets to the north. The suggested location also forms a potential hub for local bus services in a location north of Wrexham, linking outlying villages and also serving as a hub to other employment sites such as the Llay Industrial Estate. It also provides an interception point for traffic travelling north on the A483 from Wrexham and south of here towards key employers around Chester, Cheshire and Deeside. Improvements of this nature would help reduce congestion on the already suffering road networks and junctions.



At the same time, the report points towards the need to provide cycle routes that can help reduce car use for the relatively short and flat journeys that exist around some core parts of existing networks (the topography partially explains why such movement corridors exist where they do). The Transit Network Vision indicates a number of strategically located integrated transport hubs, many of which are upgrades to existing amenities, but some of which, like the proposed North Wrexham Hub will require new facilities. The hubs provide interchange between modes and network feeder services and provide flexibility and choice to respond to modern lifestyles and complex movement patterns that working lives in particular create.

Capabilities on project:  
Transportation

#### **4.5 Summary**

In summary, the vision is a series of proposals that fit together to create a network that relates to aspirations for travel to work and lifestyle, while ensuring that the businesses of North East Wales are connected and the area is attractive for businesses considering relocation. The network builds over time into a multi-modal, multi-route network that links with other networks and where ticketing, marketing and branding initiatives will play an important role. The key intervention is that of working across boundaries, both local and national to ensure that these aims are achieved for the collective benefit of all.

## 5. Delivering and Integrated Transport Network



## 5 Delivering an Integrated Transport Network

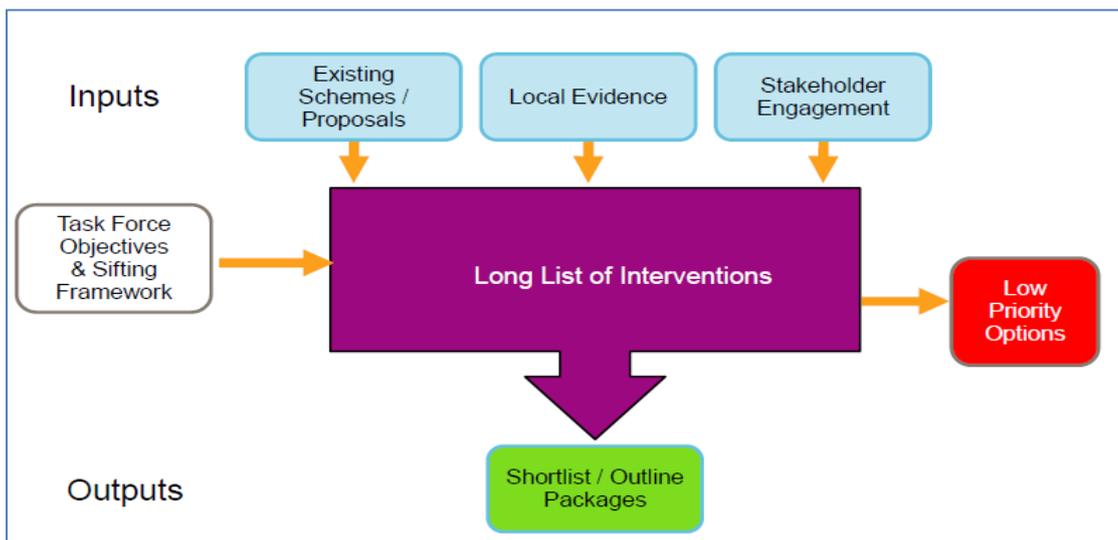
### 5.1 Overview

To ensure a successful delivery of the vision for transport in North East Wales and the Cross-Border Area, the schemes that are identified have to demonstrate that they will work towards addressing the problems identified in the evidence base and contribute to delivering the Vision for the North East Wales Travel to Work Area. This section presents the Long List of schemes and outlines the process adopted for sifting this down into a Short List of potential schemes that would help to deliver the Integrated Transit Network Vision identified in this report.

### 5.2 Scheme Sifting

Following on from the initial Task Force meeting, a series of themed workshops were staged to develop a Long List of schemes. These were supplemented by further stakeholder engagement and schemes identified through analysis of the evidence base. **Figure 5.1** illustrates the process for developing the Long List of schemes.

**Figure 5.1: Illustration of the Process for Scheme Sifting**



In order to assist with the prioritisation of the Long List of schemes, each scheme was appraised against the following criteria:

- The 12 emerging themes presented by to the Task Force at the meeting on 5<sup>th</sup> June;
- The Task Force objectives;
- Indicative cost of the scheme;
- Ease of deliverability (incorporating public acceptability, acceptability to others, technical and operational / state of readiness and financial affordability); and
- Potential benefits/impacts.

Each scheme was scored against these categories to generate a list of schemes ordered by rank (the highest scoring scheme being ranked as number 1). The aim of the sifting process was to assist in the identification of high scoring, quick-win schemes in particular, but also to inform scheme packaging. On completion, the Long List and scoring was validated by the Client Steering Group. **Table 5.1** presents a summarised version of the Long List of schemes and their final ranking.

It should be noted that inclusion in the list or otherwise does not imply any status at this stage and furthermore, it is acknowledged that many of the schemes require further scoping / feasibility and development before they can be realised.

Capabilities on project:  
Transportation

**Table 5.1: Summary of the Long List of Schemes**

Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
General: Integrated Area Ticketing	Extending the existing all operator bus 'travelcard' to cover a wider area and offering a bus-train option to connect with MerseyTravel ticketing. Could include amendment to fares for different zones.	1	Yes	
Network Improvements – Bodelwyddan Infrastructure Improvements	Package of infrastructure improvements as part of the delivery of 104ha site on the east of Bodelwyddan. Scheme Consists of Provision of public transport links to Bodelwyddan, the coastal towns, the rural market towns and Glan Clwyd Hospital; and Network of walking and cycling links, including safe routes to Bodelwyddan.	1	Yes	
Rail: Extension of Llandudno-Manchester service to Manchester Airport (utilises existing dwell times).	Existing hourly service extended to Manchester airport. These services have a long layover time at Piccadilly.	1	Yes	Reference Rail Strategy / Strong BCR.
Rail: Provision of Halton Curve to enable direct services to Liverpool South / Liverpool from the study area.	Provision of new track to facilitate greater movements by rail from the study area to south Liverpool.	1	Yes	To be considered in new franchise and rail modernisation.
Smarter Choices: Personalised Travel Planning	Personalised Travel Planning targeted on key areas / key corridors. This includes awareness of community transport options.	1	Yes	
Smarter Choices: Public Transport Promotion / Ticketing Awareness	Investment in marketing and promotion of services / key routes and improving awareness of ticketing options.	1	Yes	
Smarter Choices: Targeted advertising campaigns	Targeted advertising campaigns (e.g. back of buses, petrol pumps / stations, congestion hotspots) aimed at encouraging modal shift / reducing the need to travel.	1	Yes	
Smarter Choices: Travel Information Provision and Branding / Ethos	Develop a web-based (and paper based where required) cross border one stop shop for travel advice, ticketing and information (aimed at residents and businesses), incorporating public transport and active travel modes. This should be branded under a coherent travel and transport branding / ethos that can be applied across the travel to work area.	1	Yes	
Smarter Choices: Workplace Travel & Transport Engagement / Roadshows	Workplace engagement / roadshows aimed at promoting access by sustainable modes (utilising existing links, such as for example through Strategic Business Park Co-ordinators and Taith Travel Plan Officer). This includes awareness of community transport options	1	Yes	
Smarter Choices: Workplace Travel Planning	Work with employers at key employment centres in the study area to reduce car travel to work and promote alternative modes.	1	Yes	
Cycling Walking: Further Rollout of schemes serving the Deeside Growth Zone.	New Link between Regional Route 89, Chester, Airbus, Broughton / Broughton Retail Park and loop to Queensferry / Deeside Industrial Park.	1	Yes	
Bus: Cross-Dee Bus Route (Birkenhead - Mold)	Provision of new service between Birkenhead / Runcorn / Ellesmere Port / Mold, consolidating a number of existing services, serving Deeside Industrial Park, Ellesmere Port, Hooton and Birkenhead.	12	Yes	
Bus: Cross-Dee Bus Route	Limited stopping service connecting key employment locations.	12	Yes	

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Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
(Rhyl / Prestatyn, Holywell, Flint, Deeside Industrial Park to Chester)	Operating a minimum of twice per hour and supported with highway infrastructure and traffic management improvements to support punctuality.			
Bus: Express Bus Services	Provision of Express / Limited Stopping bus services on key routes: e.g. Wrexham – Chester Business Park – Ewloe – Deeside Industrial Park; Holyhead - Manchester Airport; Mold - Wrexham. Services based on the express bus report commissioned by Taith.	12	Yes	
Bus: Key Bus Station and Rail Link Shuttles	New or revised bus routes to connect key bus hubs and rail stations to key employment sites and industrial areas (in particular Deeside Industrial Estate (Chester, Flint & Shotton), Wrexham Industrial Estate (Wrexham), St. Asaph Business Park, Ellesmere Port).	12	Yes	
Bus: Rural Transport Hubs	Creation of Rural Transport Hubs served by shuttle / feeder services and Community Transport Schemes.	12	Yes	
Bus: Ticketing Review / Revisions	Developing the North Wales Day Rover to increase coverage (particularly cross-border) and provide greater flexibility in ticketing options (e.g. weekly, monthly, annual and set-trip). Review also 'short-hop' charges.	12	Yes	
Cycling / Walking: Complete Wrexham Network - link to Wrexham Industrial Estate	Complete and improve network within the town.	12	Yes	
Cycling / Walking: New walking and cycling links to key employment sites.	New walking and cycling links to key employment sites from residential areas within 5km e.g. Chester to Broughton. Also, improvements to the cycle network to and around St. Asaph Business Park, Ysbyty Glan Clwyd & Bodelwyddan	12	Yes	Recommendation for Inclusion in Active Travel Bill Implementation.
Cycling: Cycle parking at transport interchanges.	Undertake comprehensive review of cycle parking provision at transport interchanges and deliver recommendations. Part of Active Travel Mapping Exercise	12	Yes	Recommendation for Inclusion in Active Travel Bill Implementation.
General: Public Transport accessibility enhancements (incl. High boarders, dropped kerbs, audio-visual facilities etc).	Quality improvements that improve usability of the bus for all.	12	No	To be included as part of recommendations / legislative requirement.
Rail: Service Improvements on the Wrexham-Bidston Line	Reconfiguration of services on the Wrexham-Bidston Line to provide two trains per hour. Doubling of service frequency between Wrexham and Bidston (with potential extension into Birkenhead North).  To extend Borderlands service into Liverpool requires either electrification (whole route or partial to Shotton) or dual-mode vehicle technology. Associated benefits combined with stopping more NWML services at Shotton Low Level.	12	Yes	Early work required to develop a Business Case.
Rail: Station Enhancement Shotton Interchange	Improving links between High Level and Low Level sites	12	Yes	Short Term - Signage improvement
Bus: Bus priority at the A483 / B5445 junction (Wrexham Road) to avoid traffic congestion	Provide bus priority measures at the junction of the A483 / B5445. Capacity Enhancements to allow buses to avoid traffic congestion at this location and improve service reliability between Wrexham and Chester.	24	Yes	
Bus: Chester Cross City Park & Ride	Enhanced facilities at existing Park & Ride sites, new sites (e.g. Hoole Road) and intermediate stop locations with cross-city running to provide a	24	Yes	

Capabilities on project:  
Transportation

Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
	bus-based transit system.			
Bus: Network Improvements - Improved Access / Egress to Wrexham Maelor Hospital	Improved access / egress arrangements to Wrexham Maelor Hospital.	24	Yes	
Bus: Priority along the B5129 through Connah's Quay / Shotton / Queensferry - Phase Two.	Following introduction of bus lay-bys and signal synchronisation, provide bus priority measures along the B5129 to enhance journey times and reliability for trips through the Connah's Quay / Shotton area.	24	Yes	
Bus: Quality Bus Corridors / Bus Priority Measures	Identify and provide bus priority measures along key routes and at key junctions to allow buses to avoid traffic congestion and improve service reliability to improve connectivity to and between key settlements.	24	Yes	Recommendation for Strategy Development / Feasibility.
Congestion Hotspots: A55 / A483 (Wrexham Road)	Identify a higher capacity design for the A483. Capacity Enhancements/A55 junction which reduces the congestion problems currently experienced at this location.	24	Yes	Understood to be delivered '14/'15 by HA.
Cycling / Walking: High quality and signed walking / cycling routes to stations.	Provision of cycling and walking facilities to stations in the study area	24	Yes	Recommendation for Inclusion in Active Travel Bill Implementation.
Cycling / Walking: Improve the safety and security of existing walking and cycling routes and ensure they are maintained to a high standard	An audit to identify safety, security and maintenance issues on the existing walking and cycling network, with a range of improvements to overcome these issues. The audits will also identify opportunities for creating strong 'greenways'.	24	Yes	Recommendation for Inclusion in Active Travel Bill Implementation.
Cycling / Walking: Medium distance route between Chester and Wrexham linking communities along the corridor	Designated shared facility for cyclists and walkers, which links to communities and links to key destinations.	24	Yes	
Cycling / Walking: Medium distance route between Mold and Wrexham linking communities and corridors.	Designated shared facility for cyclists and walkers, which links to communities and links to key destinations	24	Yes	
Cycling / Walking: Medium distance routes in the 'Flintshire Matrix' area connecting residential areas and employment areas.	Designated shared facilities for cyclists and walkers.	24	Yes	High Priority - Linking to Enterprise Zone
Cycling: In Town Cycle Links.	Cycle links in more densely populated centres across the study area as defined by the forthcoming Active Travel (Wales) Bill (e.g. Chester, Flint, Deeside/Shotton, Wrexham, Mold, Prestatyn and Rhyl) to facilitate travel by active modes, including signage and cycle parking.	24	Yes	To be promoted as a key concept in the report - Recommendation for inclusion in Active Travel Bill Implementation.
General: Community Transport Solutions	Work with existing car and community transport partnerships to develop practical solutions to ensure individuals have access to alternative modes of travel. This could include enhanced use of existing school, social services and health vehicles to optimise use of resources.	24	No	To be promoted as a key concept in the report - Recommendations to be developed - linked to Regional & Community Transport Network Strategy / forthcoming Regional Transport Plan

Capabilities on project:  
Transportation

Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
Rail: Fast Wrexham-Manchester Airport service, Llandudno service diverted to Crewe	New hourly service Wrexham to Manchester Airport limited stop. New hourly stopping service between Manchester & Chester. Llandudno service diverted to become a Llandudno-Crewe service.	24	Yes	To be considered in new franchise and rail modernisation.
Rail: Service Changes on the North Wales Coast line	Reconfiguration of services on the North Wales Coast Line to provide four trains per hour, providing enhanced connectivity to Manchester.	24	Yes	To be considered in new franchise and rail modernisation.
Rail: Shuttle service between Chester and Wrexham (with possible extension to Shrewsbury)	Hourly shuttle service to be operated alongside existing services to give a basic half-hourly service pattern between Wrexham and Chester.	24	Yes	To be considered as part of Chester - Shrewsbury Enhancement Package.
Smarter Choices: Business Grants for Sustainable Infrastructure	Provision of grants for businesses which adopt working travel plans / introduce sustainable transport initiatives.	24	Yes	
Smarter Choices: Residential Travel Plans	Work with developers to improve production of / commitment to residential travel plans to promote sustainable travel patterns.	24	Yes	
Bus: Quality Bus Partnerships (inc Cross Border)	Work with partners and operators to consider initiation of Area-Based Quality Partnership (potentially initially focusing on one or two key routes). Partnership to reconfigure the transport network towards a 'hub and spoke' model, avoiding 'overbusing' and 'underbusing' of corridors.	24	Yes	
Congestion Hotspots: Traffic signal upgrade on the Shotton Corridor, Queensferry	Total redesign and upgrading of the traffic signals at Station Road / A494 / Asda junction / Shotton Corridor in Queensferry to reduce congestion and mitigate additional traffic to be generated through the development of the Enterprise Zone.	24	Yes	
Cycling / Walking: Extension of the Dee Coastal Path from Connah's Quay – Flint.	Complete the Dee Coastal Path walking and cycling between destinations to link Flint to existing network	24	Yes	
Rail: Extension of London - Chester services to Bangor / Holyhead	This creates an hourly service between North Wales and London.	24	Yes	
Rail: Fast Llandudno-Manchester Airport service, splitting and joining at Chester with Wrexham portion	Removal of intermediate stops between Chester & Manchester (except Warrington). Train splits at Chester with Llandudno and Wrexham portions. New hourly stopping service between Manchester & Chester.	24	Yes	To be considered in new franchise and rail modernisation.
Bus: 'Jitney' Transport Pilots	Initiating 'Jitney' Transport Pilots where demand not yet sufficient to justify formal transport solutions.	47	No	Needs further scoping.
Cycling: Provision for cyclists at Park & Ride / Park & Share facilities	Secure facilities for cyclists at transport interchange locations (e.g. storage, changing facilities and off-road links).	47	No	To be included as part of Design standards for Park & Share / Ride sites.
General: Create a multi-modal hub at Wrexham General station	This could include bus stop and terminus facilities and facilities for coaches, taxis, car parking for train passengers and a Kiss & Ride drop-off/pick-up area.	47	Yes	
General: Modal Interchange timetable integration	Improve the integration of bus and rail services through coherent timetabling, routing of buses and interchange facilities.	47	Yes	Concept part of recommendations.
Rail: New station at Deeside Industrial Park / Northern Gateway or upgraded	A new station at Deeside Industrial Park has previously been assessed as part of the NWRS study for Taith. This would serve industrial development in Deeside and replace the existing (poorly used) station at	47	Yes	To be considered in greater detail as to whether new station and / or Hawarden Bridge or an upgraded

Capabilities on project:  
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Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
Harwarden Bridge	Hawarden Bridge.			Hawarden Bridge is optimal solution.
Smarter Choices: Development / Promotion of car clubs and car sharing	Providing financial and other forms of support to help groups with the development of car clubs and car sharing schemes in the study area.	47	Yes	
Smarter Choices: Transport Staff Customer Service Training / Accreditation (Ambassadors)	Develop training package / qualification aimed at public-facing passenger / public transport staff (e.g. bus drivers, train conductors, and ticket office staff). This should include developing a greater awareness of the needs of persons with disability or special needs at transport.	47	Yes	
Park & Share: Abergele.	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: St. Asaph Business Park	Formalise an informal site	47	Yes	
Park & Share: Caerwys.	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: Dobshell.	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: Johnstown area – adjacent to A483.	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: Northop (under consideration by Flintshire County Council).	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: South of Wrexham (Ruabon / Llangollen Road).	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Park & Share: A483 / A5 (Black Park / Chirk) – McDonalds.	Identify suitable locations for car parks on the strategic road network which can be used for Park & Ride and Park & Car Share.	47	Yes	
Cycling / Walking: Western approaches Rhyl and Rail / Bus Station	Provide additional walking and cycling routes	62	Yes	
Congestion Hotspots: Traffic Management / Capacity enhancements in Shotton / Connah's Quay / Queensferry Area.	Traffic Management / Capacity enhancements between Shotton and Queensferry.	62	Yes	
Cycling / Walking: Extension of National Route 5 from Chester to Denbigh (via Mold)	A new cycling and walking link connected to the existing national cycle route 5 to provide a link from Chester to Denbigh (via Mold). Prioritise eastern end for employment purposes.	62	Yes	
Cycling / Walking: Signing Audit and Improvement Package.	Provide consistent signage across the existing walking and cycling network identifying safe routes to the key destinations in the study area.	62	Yes	Recommendation for Inclusion in Active Travel Bill Implementation.
Cycling / Walking: Vale of Clwyd cycle route	Further roll out of schemes to address connectivity gaps in the Vale of Clwyd	62	Yes	
Rail: New Station at Rossett on the Shrewsbury to Chester Line	New station at Rossett on the Wrexham to Chester Line. Upon completion of the track redoubling on the line between Wrexham and Chester in 2015, there is potential to provide a rail station at Rossett.	62	Yes	To be considered as part of Chester - Shrewsbury Enhancement Package.

Capabilities on project:  
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Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
Smarter Choices: Enhanced School Travel Plans / Safe Routes to Schools.	School Travel Plan Continued Engagement, Refresh and New School Target, supported by capital funding to support infrastructure measures.	62	Yes	
Cycling: New Cycling Routes along the Dee Coastal Path from Prestatyn – Flint.	A new cycling route along the Dee Coast to facilitate both leisure and commuter trips.	69	Yes	
Bus: Chester Bus Station	Consolidated bus station in the Gorse Stacks area improving opportunities for interchange.	69	Yes	
Bus: Enhanced Transport Hub at Denbigh.	Improve ability to interchange between modes. Building on existing provision	69	Yes	
Bus: Enhanced Transport Hub at Llangollen	Provide additional transport mobility and improve service interchange.	69	Yes	
Bus: Enhanced Transport Hub at Ruthin	Provide additional transport mobility and improve service interchange.	69	Yes	
Bus: Enhanced Transport Hub at St. Asaph / or Bodelwyddan.	Improve ability to interchange between modes. Building on existing provision	69	Yes	
Bus: Enhanced transport hubs at Chester Business Park	Improve ability to interchange between modes. The areas has good highway connectivity / existing Park & Ride.	69	Yes	
Bus: Park & Ride New Links	Subject to analysis / feasibility, consider additional service connections at existing Park & Ride sites, for example: Wrexham Road / Sealand Road Park & Ride Sites serving sites in Flintshire and / or Wrexham.	69	Yes	
Bus: Real-Time Passenger Information (RTPI)	Upgraded RTPI along key bus corridors within the study area.	69	Yes	
Cycling / Walking: Speed Limit Review / 20mph Zones	Implementation of 20mph speed limits outside schools / colleges as part of a wider review aimed at improving safety and increasing sustainable transport patterns.	69	No	Speed Limit Reviews being progressed by Local Authorities.
Rail: New Station at Airbus / Saltney (Mold Junction)	New station serving Airbus / Broughton and Saltney offering additional facilities and improving park & ride and commuter possibilities.	69	Yes	
Rail: Parking on Wrexham - Bidston Line	Increased parking provision along Wrexham - Bidston Line to promote Park & Ride.	69	Yes	Linked to any future reconfiguration of services on the Line.
Smarter Choices: Parking management strategy	Devise a study area wide parking management strategy to reduce demand for car travel during peak periods and incentivise travel by alternative means.	69	Yes	
Network Improvements – Wrexham Gateway Spine Road / Junction Improvement	New Spine Road through the site linking 2 new junctions at Croeswnydydd Road and Ruthin Road, which will open up the whole site for development and a series of pedestrian and cycleway improvements.	69	Yes	Multi-modal solution linked to key employment site.
Freight: Consolidation Centre at Deeside Industrial Park	Freight Consolidation centre serving Deeside Industrial Park.	69	Yes	
Bus: Bus Priority Measures Rhyl & Kinmel Bay areas	to support the provision of a QP and upgrade existing town centre traffic priority measures	84	Yes	
Cycling / Walking: New Dee Valley Cyclepath	Provide additional walking and cycling routes in the Dee Valley.	84	Yes	
Bus: On-board Cycle Provision / Capacity - Pilot Scheme	Work with partners and operators to consider introducing / increasing bike carrying capacity (e.g. Key route feeders / designated Bike Buses on	84	Yes	Linked to Tourism / Economy.

Capabilities on project:  
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Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
	routes serving key leisure destinations).			
Congestion Hotspots: A5119 / A5119 Junction, Rose Cottage, Mold	Junction improvement to resolve congestion issues. The junction has congestion issues, is the only designated AQMA in North Wales and is a major diversion route for the A494 and A55.	84	No	Not performing against established criteria.
Congestion Hotspots: A55 – Vale of Clwyd Links / St. Asaph Bypass.	Address localised congestion issues that causes journey time reliability issues.	84	Yes	
Congestion Hotspots: Vale Road, Rhyl	Improvements to traffic congestion resulting from railway pinch-points that affect bus service punctuality.	84	Yes	
General: Rail station community enterprise schemes	Promotion of / support for community enterprise facilities at stations (e.g. cycle hire).	84	No	Concept part of recommendations.
Rail: Car Parking at Flint Station	Provision of car parking	84	Yes	Schemes identified in Rail Strategy.
Rail: Car Parking at Shotton Station	Provision of car parking	84	Yes	Schemes identified in Rail Strategy.
Rail: Conversion of Borderlands Line to Merseyrail between Bidston and Queensferry.	Conversion of existing diesel line to 3 <sup>rd</sup> rail or bi-mode electric traction and incorporation into the Merseyrail network. Construction of a new section of track between Hawarden Bridge and Queensferry to provide a southern terminus for the line.	84	No	Limited aspiration amongst stakeholders at this stage.
Rail: New rail service between Borderlands Line and Chester	Provision of the Shotton Curve could connect the Borderlands Line with the North Coast Mainline and facilitate direct rail services into Chester. Various different curves have been proposed benefiting freight or passengers wishing to access different destinations. Further work is required to establish the costs and benefits of these various proposals.	84	Yes	To be considered in new franchise and rail modernisation.
Rail: New Station at Queensferry on the North Wales Coast Line	Construction of a new Park & Ride rail station to the east of the existing Shotton Low Level at a site near Asda and Deeside Leisure Centre, accessible from the A494 Welsh Road.	84	Yes	To be considered in new franchise and rail modernisation.
Smarter Choices: Linked trip marketing / joint ticketing initiatives for leisure, retail, and cultural generators	Working with large attractors / trip generators and public transport options to develop joint initiatives / ticketing options.	84	Yes	
General: Creation of rural service hubs	Creation of Rural Service Hubs incorporating post office, home delivery pick-up, as well as transport function (requiring modest car parking and interchange facilities). Subject to size, hubs could include office space with good broadband / WiFi connections to reduce the need to travel.	97	No	To be promoted as a key concept in the report - individual schemes scored separately.
Congestion Hotspots: Overcome pinchpoints in the Hope / Caergwrle area	A series of minor improvements to address the pinch-point that occurs in the Hope / Caergwrle area.	98	No	
Congestion Hotspots: New road bridge between Connah's Quay and Deeside Park	A new local road bridge connecting the B5129/B5126 at Connah's Quay with Deeside Park to reduce pressure on the existing crossing points.	98	Yes	Longer Term aspiration - linked to Enterprise Zone / Northern Gateway.
Park & Ride / Share scheme	Introduce formal Park & Ride facilities at locations to be determined to reduce car travel into key centres.	98	No	Part of recommendations
Bus: Fleet Quality Enhancements	Working with operators to improve fleet standards and adoption of high-specification services (e.g. Arriva Sapphire) on key routes.	101	No	To be included as part of the Regional & Community Transport

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Scheme Name	Description	Ranking	Proceed to Shortlist?	Reason for Decision
				Network Strategy for implementation from 01/04/2014 +
Congestion Hotspots: Improve the A483 Ruabon to English Border.	Highway improvements to address capacity issues along the A483. Capacity Enhancements from the A55 to the A5.	101	No	Needs further scoping / development.
General: Rail / Bus Modernisation	Work with operators to make fleets more comfortable, clean and attractive to entice users. Provision of WiFi facilities on selected buses / routes and trains.	101	No	To be promoted as a key concept in the report.
Rail: Conversion of Borderlands Line to Tram-Train between Hawarden Bridge and Wrexham.	Use of the existing southern section of the Borderlands Line for light rail operation with a new spur to Buckley and Mold (either segregated or on-street). Re-use of the former Chester – Deeside railway to provide a connection between Hawarden Bridge and Chester.	101	No	Limited aspiration amongst stakeholders at this stage.
Rail: Rhyl - Chester (with possible extension to Crewe) local shuttle	The provision of an additional local stopping service on the North Wales Main Line, increases connectivity for local communities but also provides the opportunity for possible additional new stations to be provided, such as at Queensferry. It would not be desirable to have additional stations on the corridor unless a new local service is added to the timetable, due to the adverse impacts on existing rail journey times caused by an additional stop.	101	Yes	To be considered in new franchise and rail modernisation.
Smarter Choices: Rail Car Parking Charge Refund	Offer car park refunds either at stations or on trains against parking tickets purchased.	101	No	Consider as part of access to / from rail stations.
Rail: New Station at Cefn-Mawr	New station south of Wrexham offering additional facilities and improving park & ride and commuter possibilities.	107	No	To be considered as part of Chester - Shrewsbury Enhancement Package.
Rail: New Station at Johnstown	New station south of Wrexham offering additional facilities and improving park & ride and commuter possibilities.	107	No	To be considered as part of Chester - Shrewsbury Enhancement Package.
Rail: New Station at Rhyl / Prestatyn Parkway.	New station between Rhyl and Prestatyn offering additional facilities and improving park & ride and commuter possibilities.	107	No	To be considered in new franchise and rail modernisation.
Road: Rhyl Eastern Spine Road	Provide additional highway capacity around Rhyl.	110	No	
General: Conversion of underutilised rail stations	Change of use to bring the site into use as accessible office hubs, with good broadband / WiFi connections.	110	No	Concept accepted.
Freight: Enhanced Rail Freight Facilities	Providing enhanced rail facilities for freight with a view to reducing volume on the highway network.	112	No	Further Feasibility / Scoping required
Congestion Hotspots: Flint Bypass	A bypass around Flint to reduce delays that occur on the A548 route when travelling through Flint.	113	No	Scored poorly on deliverability and cost / environmental.
Congestion Hotspots: Chester Western Relief Road	Construction of a new high capacity relief road to provide direct access between the A5104 Chester Road and the A548 Sealand Road without requirement to enter the city centre. The link would also form a key access route to Hawarden Airport for possible future expansion of passenger or freight services.	114	No	Scheme needs further scoping / development.

### 5.3 Delivery Proposals

Upon completion of the sifting exercise, the schemes assessed as best meeting the objectives were identified. This section summarises the schemes and initiatives that have been identified by the Task Force as a set of potential schemes that would help deliver the vision, including a number of 'quick-wins'. The schemes include:

- a number of the schemes partially implemented or planned to be delivered within existing budgets;
- a number of schemes that could be delivered by making better use of existing resources / diverting existing funding; and
- a number of schemes that could be accelerated or delivered through the identification of new funding.

The overriding objectives for schemes identified by the Task Force are those that assist economic growth, job creation and provide improved opportunities for people to access jobs and services alongside promoting social inclusion and the reduction of poverty. By nature, a significant focus for the Task Force has been on seeking improved linkages and connectivity between residential areas and key employment sites, such as Deeside Industrial Park, Wrexham Industrial Estate and St. Asaph Business Park / Bodelwyddan.

The Task Force sees **rail modernisation** in North Wales as a major opportunity to reconfigure the transport network in the region and is fully supportive of the progress which is being made in this area under a separate workstream. Improvements to services, rail speeds and frequency enhancements are strongly supported by the Task Force, providing the basis for a modern, integrated transport network and helping to address the coastal deprivation issues by improving access to employment and making the area more attractive to inward investment.

In addition, there is also significant support for finding a solution to the issues of traffic capacity and congestion on the **A494/A55** in the vicinity of the Deeside Enterprise Zone and as such, the Task Force also consider it important to accelerate the progress of the scheme development through the next phase of the scheme appraisal process (WelTAG Stage Two) and work towards a solution that ensures that the development of the Deeside Enterprise Zone and wider area is not curtailed.

**Table 5.2** contains a series of interventions (not prioritised) that the Task Force consider would help to deliver the vision, detailing geographical coverage, indicative capital and revenue costs and whether any funding is already identified to deliver elements of the intervention. These schemes have also been mapped against the recommendations contained in the 'Transport Vision and Recommendations' section. Schemes which will provide a specific benefit to the Deeside Enterprise Zone have been marked with an asterix.

The schemes contained in **Table 5.2** have also been broken down by indicative timescales for delivery (short-term 2013/14-2014/15, medium-term 2015/16-2019/20 and longer-term 2020+). In this regard, the Task Force has identified a series of short-term measures which, through the commitment of Task Force partners and the Welsh Government, it believes are both deliverable and affordable, providing 'quick-wins' in delivering the recommendations of the Task Force and leading towards delivery of the integrated Transit Network Vision.

Capabilities on project:  
Transportation

**Table 5.2: Potential Interventions**

Scheme		Recommendation Mapping	Time-frame	Coverage			Indicative Capital Cost / Revenue Implications (R)	Funding Already identified for Elements
				Wales	England	Cross – Border		
*Scheme benefits Deeside Enterprise Zone <i>[Time Frame: ST (Short Term); MT (Medium Term); LT (Longer-Term)]</i>								
Public Transport Network Development and Accessibility – Bus	1. Cross Dee Bus Route (Mold to Birkenhead)*.	1,2,4	ST				£0.25m R	Y
	2. Cross-Dee Bus Route (Rhyl / Prestatyn, Holywell, Flint, Deeside Industrial Park to Chester).*	1,2,4	ST				£0.25m R	
	3. Bus Priority Measures in the Rhyl & Kinnel Bay areas.	1,2	ST				£1m-£2m	
	4. Provide Bus Shuttle Links to major employment sites from Stations.	1,4	ST				£1m R	
	5. Identify and provide Quality Bus Corridors and Bus Priority Measures.	1,2	ST				£4m	
	6. Upgrade Real Time Passenger Information on the core bus network.		ST				£0.5m-£1m R	
	7. Integrated Area Ticketing	2,6,7	MT				TBC	
	8. Introduction of Express Bus Services from Park & Share / Ride sites to Key Employment Sites.	1,4	MT				£0.5m R	
	9. Provision of bus priority at the A483 / B5445 junction.	1,2,4	MT				TBC	
	10. Development of Cross-City Park & Ride Services in the Chester Urban Area.*	1,4	MT				£0.5m-£1m R	
	11. Network improvements – improved access / egress to Wrexham Maelor Hospital (Phase 3).	1,2	MT				£0.25m	Y
	12. Bus priority along the B5129 through Connah's Quay / Shotton / Queensferry - Phase Two.*	1,2	MT				£2.5m	
	13. Creation of a multi-modal hub at Wrexham General Station.	1,4	MT				£1m	
	14. Chester Bus Station	1,4	MT				£10m	
	15. Enhanced Transport Hubs at Denbigh, Ruthin and St. Asaph / or Bodelwyddan and network service reconfiguration (including Community Transport solutions).	2,4	MT				£1.5m R	
	16. Enhanced Transport Hub at Llangollen.	2,4	MT				£0.5m	
	17. Enhanced Transport Hub at Chester Business Park.	4	MT				£0.5m	
	18. On-board Cycle Provision / Capacity - Pilot Scheme.		MT				£0.05m	

Capabilities on project:  
Transportation

Scheme		Recommendation Mapping	Time-frame	Coverage			Indicative Capital Cost / Revenue Implications (R)	Funding Already identified for Elements
				Wales	England	Cross – Border		
*Scheme benefits Deeside Enterprise Zone <i>[Time Frame: ST (Short Term); MT (Medium Term); LT (Longer-Term)]</i>								
Public Transport Network Development and Accessibility – Rail	1. Frequency enhancement to half-hourly service on the Wrexham – Bidston Line.	1,3,5	ST				TBC	
	2. Extension of Llandudno-Manchester service to Manchester Airport (utilising existing dwell times and subject to Northern Hub Proposals).	1,3	ST				TBC	
	3. Enhanced Station at Hawarden Bridge with upgraded access arrangements to Deeside Industrial Park / Enterprise Zone (subject to any decision on future of Deeside Industrial Park Station).	1,3,4	ST				TBC	
	4. Station Enhancement at Shotton Interchange (creation of a bus hub)	1,3,4	MT				£1m	
	5. New station at Deeside Industrial Park / Northern Gateway (subject to future strategy relating to Hawarden Bridge).	1,3,4	MT				£7.5m	
	6. New station north of Wrexham on the Shrewsbury to Chester Line.	1,3,4,5	MT				£3m-£5m	
	7. New station at Queensferry and / or Airbus / Saltney (Mold Junction).	1,3,4	MT				£7.5m	
	8. Improved car parking at Rail Stations.	1,5	MT				£1m-£2m	
	9. Following double tracking, options to provide frequency enhancements between Chester and Wrexham.	1,3	MT				TBC	
	10. Provision of Halton Curve to enable direct services to Liverpool South / Liverpool from the study area.	1,3	MT				£16m	
	11. Extension of London - Chester services to Bangor / Holyhead.	1,3	MT				TBC	
	12. Service enhancements following outcomes of Rail Modernisation. Schemes may include service changes on the North Wales Coast Line, including Fast Llandudno-Manchester Airport service, splitting and joining at Chester with Wrexham portion and Rhyl - Chester (with possible extension to Crewe) local shuttle.	1,3	LT				TBC	
Access to Employment / Network Relief	1. A55 / A483 pinch point.	1,10	ST				£5m-8m	Y
	2. Traffic signal upgrade on the Shotton Corridor, Queensferry.*	10	ST				£0.25m	Y
	3. Traffic Management / Capacity enhancements in Shotton / Connah's Quay / Queensferry Area.	10	ST				£1m	Y
	4. Park & Share at Dobshill.*	4,5	ST				£0.5m-£1m	
	5. Park & Share at Northop.*	4	ST				£0.5m-£1m	
	6. Traffic signal changes on the A494 to Mold Bypass.	10	ST				£0.25m	

Capabilities on project:  
Transportation

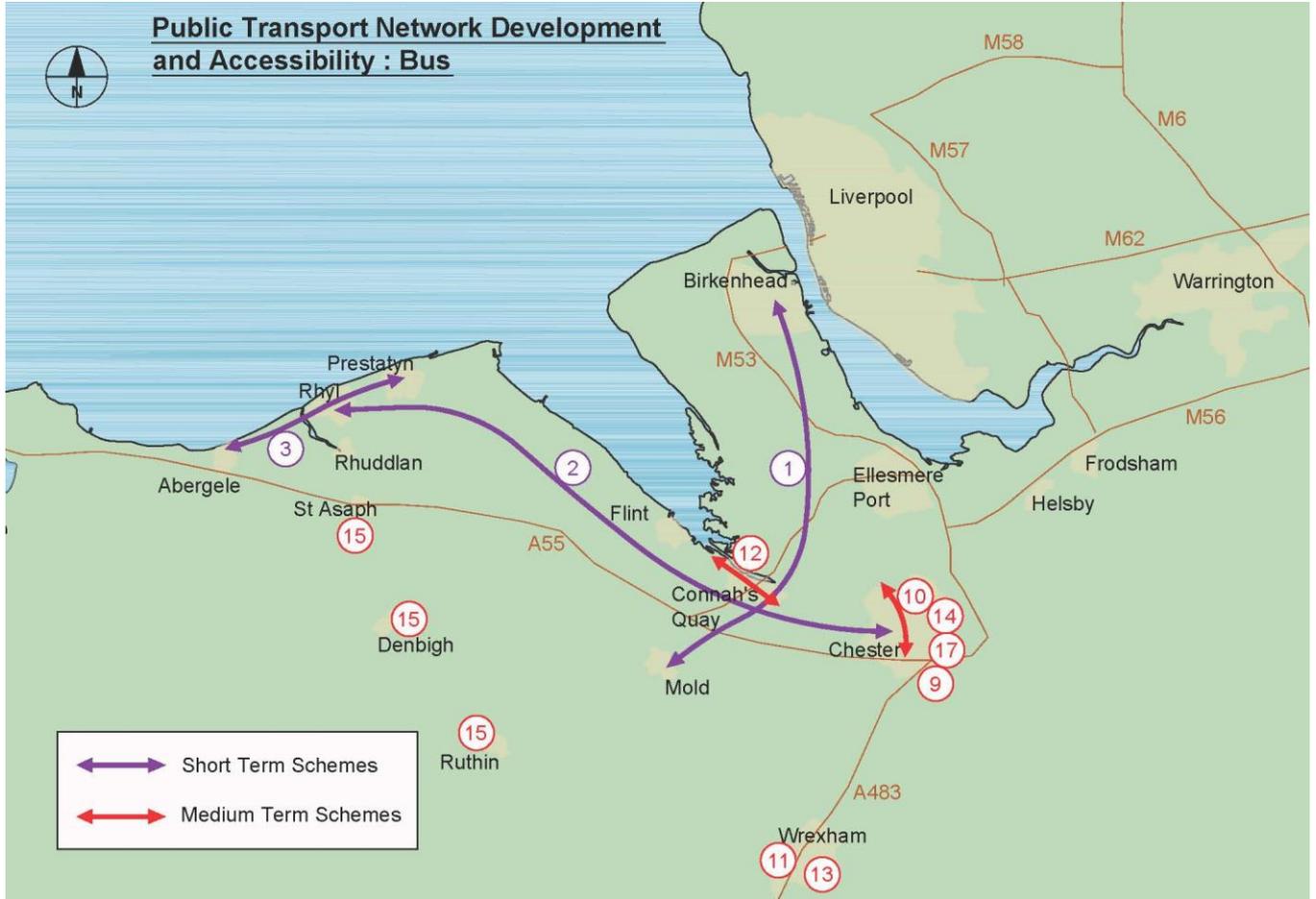
Scheme	Recommendation Mapping	Time-frame	Coverage			Indicative Capital Cost / Revenue Implications (R)	Funding Already identified for Elements
			Wales	England	Cross – Border		
*Scheme benefits Deeside Enterprise Zone							
<i>[Time Frame: ST (Short Term); MT (Medium Term); LT (Longer-Term)]</i>							
	7. Bodelwyddan Infrastructure improvements.	1	MT			TBC	
	8. Park & Share at Abergele.	4,5	MT			£0.5m-£1m	
	9. Park & Share at Caerwys.	4,5	MT			£0.5m-£1m	
	10. Park & Share south of Wrexham sites.	4,5	MT			£0.5m-£1m	
	11. Wrexham Gateway Spine Road / Junction Improvement.	1	MT			£10m	
	12. Pinch point Scheme at Vale Road, Rhyl.	1,10	MT			£0.25m	
	13. A55 – Vale of Clwyd Links (A525 Connections or A494 between Ruthin and Mold).	5	LT			TBC	
	14. New road bridge between Connah's Quay and Deeside Park.	10	LT			TBC	
Active Modes Network Improvements	1. Cycle Links to Wrexham Industrial Estate.	8	ST			£0.4m	Y
	2. Further rollout of schemes serving the Deeside Growth Zone (New link between Regional Route 568, Chester and Airbus. Broughton / Broughton Retail Park and Loop to Queensferry / Deeside Industrial Park; Saltney to Airbus & Queensferry to Broughton & Sandycroft).*	8	ST			£1.5m	Y (partial)
	3. Cycle parking at transport interchanges and key centres.	4,8	ST			£0.5m	
	4. Signing audit and improvement package.	8	ST			£0.5m	
	5. Rhyl Rail / Bus Station Links.	8	ST			£0.5m	Y
	6. New Cycling / Walking Routes along the Dee Coastal Path from Prestatyn – Flint and Flint to Connah's Quay.	8	MT			£0.5m	
	7. Delivery of high quality and signed walking / cycling routes to rail / bus stations.	5,8	MT			£1m	
	8. Medium distance routes in the 'Flintshire Matrix' area connecting residential areas and employment areas.*	8	MT			£1m	
	9. Medium distance route between Mold and Wrexham linking communities along the corridor.	5,8	MT			£2.5m	
	10. Delivery of in-town cycle/walking links.	8	MT			£6-8m	
	11. Extension of National Cycle Network (NCN) from Chester to Denbigh (via Mold).	5,8	LT			TBC	
	12. Long distance route between Chester and Wrexham linking communities along the corridor, with spurs to employment areas.	5,8	LT			TBC	

Capabilities on project:  
Transportation

Scheme *Scheme benefits Deeside Enterprise Zone <i>[Time Frame: ST (Short Term); MT (Medium Term); LT (Longer-Term)]</i>		Recommendation Mapping	Time-frame	Coverage			Indicative Capital Cost / Revenue Implications (R)	Funding Already identified for Elements
				Wales	England	Cross - Border		
	13. Vale of Clwyd cycling connectivity.	5,8	LT				TBC	
	14. Dee Valley Cycleway Development.	5,8	LT				TBC	
Smarter Choices	1. Smarter Choices - Workplace Engagement (Travel Roadshows / Personalised Travel Planning)	9	ST				£0.5m R	
	2. Smarter Choices / Sustainable Travel Promotion Package	9	MT				£2m - £6m R	

Figures 5.2 to 5.5 present an indicative spatial representation of the potential short-term, medium and long-term interventions recommended by the Task Force. These have been arranged by scheme type. The scheme numbers refer to the scheme numbers in Table 5.2.

Figure 5.2: Public Transport Network Development & Accessibility: Bus



Capabilities on project:  
Transportation

Figure 5.3: Public Transport Network Development & Accessibility: Rail

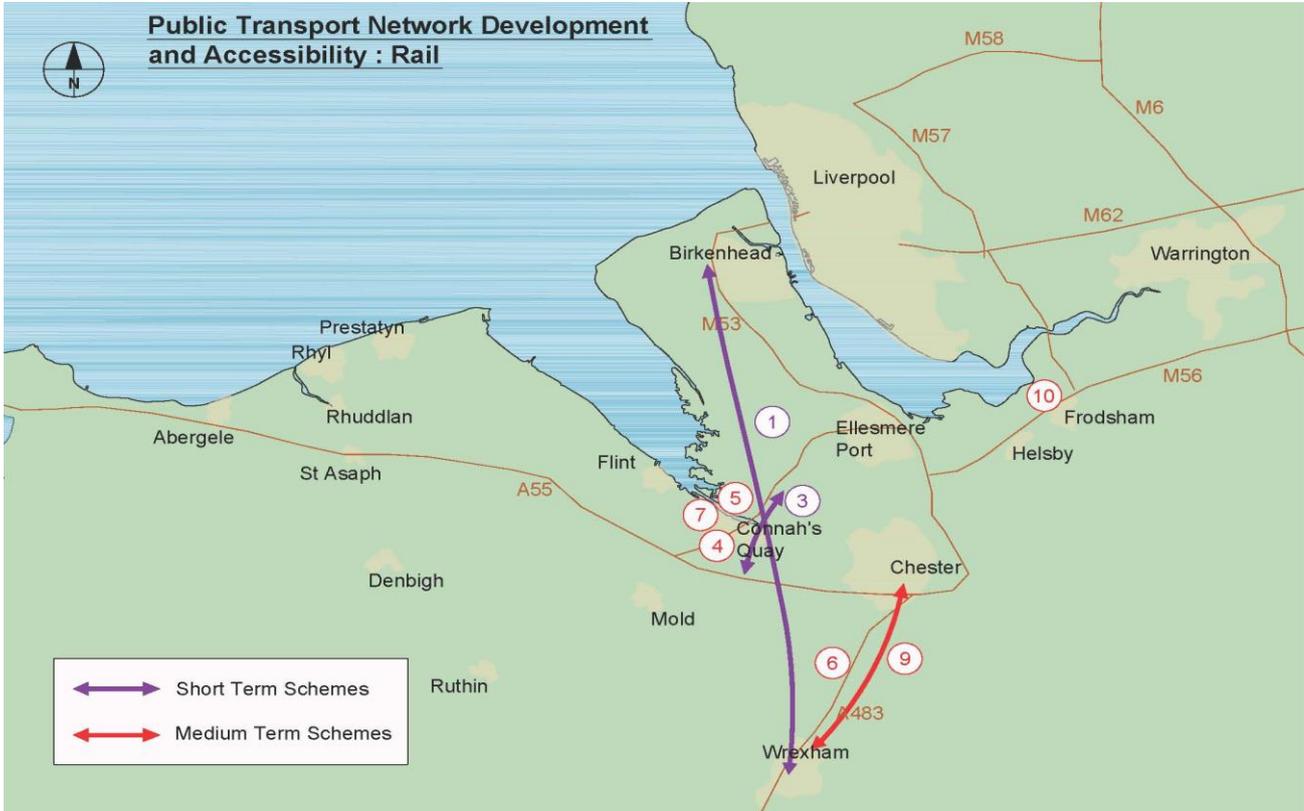
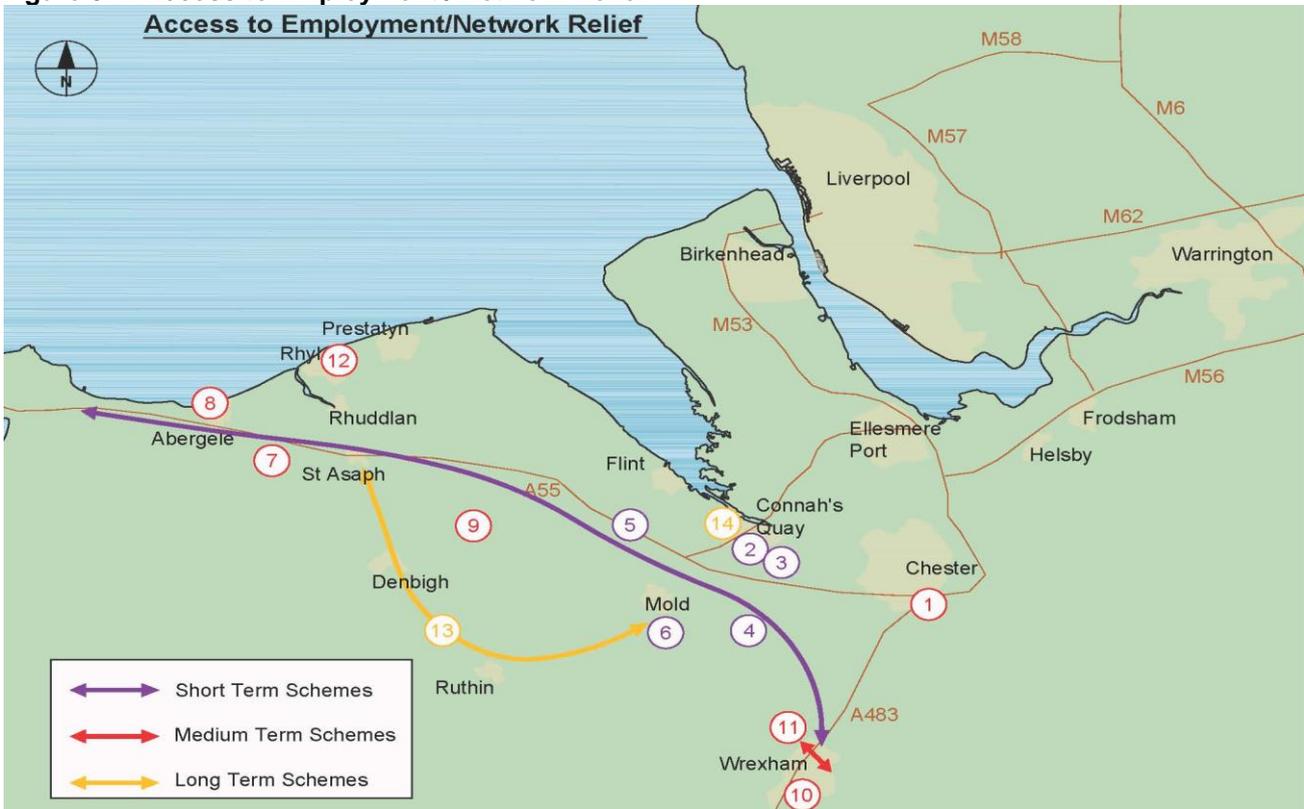
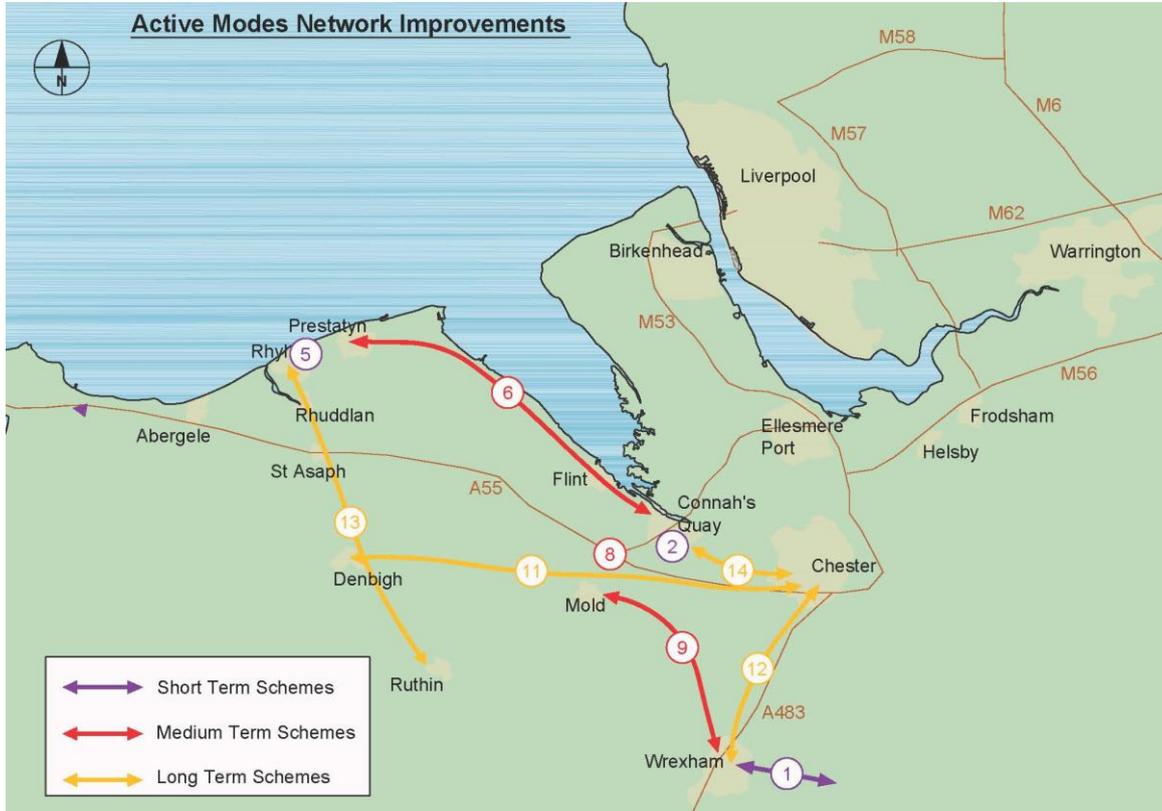


Figure 5.4: Access to Employment / Network Relief  
Access to Employment/Network Relief



Capabilities on project:  
Transportation

**Figure 5.5: Active Mode Network Improvements**



## 6. Cross-Border Working Arrangements and Funding Opportunities



## 6 Cross-Border Working Arrangements and Funding

### 6.1 Cross-Border Working Arrangements

In order to efficiently deliver the Task Force recommendations and in line with the recent Haywood Dee Region Cross Border Economy Report<sup>24</sup>, it is critical that a continued strategic approach to high-level cooperation between the Welsh and UK Governments should take place. Complementing this, for transport, there should be formal working arrangements between Network Rail, Taith, and the English Local Transport Boards (LTBs).

The Task Force believes that the Mersey Dee Alliance (MDA) supported by effective and constituted joint delivery bodies for specific interventions, is best placed to co-ordinate and support continued economic growth in the cross-border region. There should be a specific delivery body for transport interventions that would:

- Develop integrated local transport networks;
- Identify potential funding opportunities;
- Identify and jointly promote strategic transport projects;
- Share information on strategic developments or transport projects that may impact on the cross-border region (and also wider North Wales economy); and
- Work with the MDA and other partners to support economic growth in the area.

This body should also seek to engage in dialogue with other adjacent cross-border transport authorities, including Greater Manchester and southwards to Shropshire, to ensure greater co-ordination in transport planning. There may also be a case for specific cross-border bodies for the delivery of strategic projects or services if circumstances demand.

### 6.2 Funding Opportunities

The availability of public sector funding is highly uncertain, therefore innovative funding options need to be carefully considered and created to ensure that transport schemes can still be delivered in this constrained environment. Any funding strategy will draw on known and potential sources and could comprise of:

- Greater coordination and pooling of transport funding at a regional level;
- Development of a 'ring-fenced' fund for delivering cross-border transport schemes through an identified delivery agency or Special Purpose Vehicle for the North East Wales Travel to Work Area. This can be sourced through the pooling of transport funding from local and regional pots;
- Proactively engage with private developers and other private sources to ensure they will support transport schemes that benefit their aims;
- Maximise opportunities to obtain funding from European funds; and
- Understand the potential for obtaining funds from the Community Infrastructure Levies.

In the short-term, a number of actions can be done to start to provide options for accessing funding. This includes:

- Undertake early engagement with property developers to understand which schemes could come online alongside development opportunities;
- Understand the funding cycles and opportunities to bid for funds from the Welsh Government, English Government and European bodies; and
- Engage closely with the emerging city region planning context and explore opportunities for promoting greater coherence across policy areas including housing, economic development, health and education.

It is important that all funding opportunities are understood and it is likely that over time more innovative approaches to funding are developed.

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<sup>24</sup> Haywood (2013) 'The Dee Region Cross-Border Economy: next steps Report for the Minister for Business, Enterprise, Technology and Science'

## **Appendix A: Task Force Membership**

## Appendix A: Task Force Membership

### 1. Chair of Task Force: Councillor Mike Priestley, Taith

Officers from the following organisations:

- Taith.
- Flintshire CC.
- Denbighshire CC.
- Wrexham CBC.
- Cheshire West and Chester Council.
- Mersey Dee Alliance.
- Merseytravel.
- Arriva Trains Wales (to represent Train Operating Companies).
- Confederation of Passenger Transport (to represent bus operators).
- Bus Users UK.
- PTUC Wales.
- Community Transport Association.
- Sustrans Cymru.
- CBI Wales.
- Federation of Small Businesses.
- Wales TUC.
- WCVA (to represent 3rd Sector interests)
- Network Rail.

### 2. Support to Task Force

The Task Force was supported by Welsh Government officials, officers from Taith and AECOM Consultants.

### 3. Wider Stakeholders

Input was also sought from the following organisations:

- Other Taith local authorities (Conwy CBC, Gwynedd Council, Isle of Anglesey CC).
- Wirral MBC.
- Warrington BC.
- Halton BC.
- Cheshire East Council.
- Highways Agency.
- North and Mid Wales Trunk Road Agency.
- Virgin Trains.
- Shropshire and Marches Strategic Rail Group.
- West Cheshire & North Wales Chamber of Commerce.
- Cheshire and Warrington Local Economic Partnership.
- Wrexham – Bidston Rail User Group.
- Representatives of key businesses in the area.
- Chair of the Deeside Enterprise Zone.

### 4. Review Group

The work of the Task Force was overseen by the lead Members with responsibility for Transport from:

- Denbighshire County Council.
- Flintshire County Council.
- Wrexham County Borough Council.
- Cheshire West and Chester Council.

## **Appendix B: Task Force Groups: Notes of Discussion**

Capabilities on project:  
Transportation

## Appendix B: Task Force Groups: Notes of Discussion

Workshop: **North East Wales Integrated Transport Task Force**

Date held: **Wednesday 8<sup>th</sup> May '13**

Venue: **County Hall, Mold**

Time: **10am-1pm**

**Attendees:**

- Kevin Riley, AECOM.
- Tom Marsden, AECOM.
- Nick Ovenell, AECOM.
- Ben Davies, Arriva Train Wales.
- Lewis Brencher, Arriva Train Wales.
- Margaret Everson, Bus Users UK.
- Huw Jones, CBI.
- Andrew Ross, Cheshire & Warrington LEP.
- Cllr. Herbert Manley, Cheshire West & Chester Council (CW&C).
- Peter Daniels, Denbighshire CC.
- Mike Jones, Denbighshire CC.
- Cllr. David Smith, Denbighshire CC.
- Rebecca Maxwell, Denbighshire CC.
- Cllr. Bernie Attridge, Flintshire CC.
- Carl Longland, Flintshire CC.
- Gwyn Evans, FSB.
- Fil Prevc, MDA.
- David Blainey, Merseytravel.
- Tim James, Network Rail.
- Jeff Collins, Network Rail.
- John Ablitt, PTUC Wales.

- Glyn Evans, Sustrans, Cmyru.
- Cllr. Mike Priestley, Taith.
- Michael Whittaker, Taith.
- Iwan Prys-Jones, Taith.
- Carol Willgoose, Welsh Government.
- Claire Bennett, Welsh Government.
- Cllr. Bob Dutton, Wrexham CBC.
- Peter Scott, Wrexham CBC.

**Apologies:**

- Steve Kent, CW&C.
- Chris Hindle, CW&C.
- Jamie Matthews, CW&C.
- David Thomas, CW&C.
- John Pockett, CPT.
- Betsan Caldwell, CTA.
- Chris Koral, MDA.
- Huw Jenkins, Merseytravel.
- Adele Baumgardt, PTUC Wales.
- Martin Mansfield, Wales TUC.
- Sarah Leyland-Jones, WCVA.
- Cllr. I David Bithell, Wrexham CBC
- Lee Robinson, Wrexham CBC.

**Distribution:**

All Listed

No.	Item	Action By
1	<p><b>Introduction from the Chair</b></p> <p>Cllr. Mike Priestley introduced the event and identified that he was pleased to take the chairmanship of the Task Force and set out his aspirations to deliver a quality report to the Minister.</p> <p>Cllr Priestley outlined the objectives of the session, encouraging all to play an active role in taking the Task Force forward and emphasised that he is keen that all individuals present sign up to the themed workshop events by the end of the session, or at the least commit themselves to providing evidence to support the Report.</p>	

<p><b>2</b></p>	<p><b>Setting the Scene</b></p> <p>Claire Bennett, Welsh Government provided a background to the origin of the Task Force and detailed the timescales. The Creation of a North East Wales Integrated Transport Task Force was announced in December 2012, by Carl Sargeant AM, then Minister for Local Government and Communities. This has since been picked up by Edwina Hart AM, Minister for Economy, Science and Transport with an accelerated timescale, reporting at the end of June.</p> <p>The terms of reference of the taskforce is to further develop the transport system in North East Wales so that it develops and underpins jobs and growth in the economy, promotes social inclusion, equality and reduction of poverty and protects the environment. The taskforce will develop recommendations to include a prioritised delivery programme for an integrated transport system for North East Wales, both longer term and quick-wins in the cross border area.</p>	
<p><b>3</b></p>	<p><b>Presenting the Evidence Base</b></p> <p>Kevin Riley, AECOM presented the Stage One Evidence Base collated by AECOM, which was gathered through analysis of various data sources including the Census, NOMIS and available planning documents.</p> <p>The Evidence Base includes...</p> <ul style="list-style-type: none"> <li>- an introduction to the study area, including key socio-demographic and economic factors and travel to work patterns;</li> <li>- summary of proposed housing allocations, existing and proposed employment sites / allocations and key services;</li> <li>- summary of the transport baseline with regard to each mode, and including issues such as freight, collisions and an analysis of journey times by various modes.</li> </ul> <p>Key findings from the evidence base includes:</p> <ul style="list-style-type: none"> <li>- Strong cross-border inter-dependency of trips to employment, including residents in North East Wales accessing jobs in North West England and vice-versa residents in England accessing opportunities in Deeside for example.</li> <li>- Need to better link areas of deprivation with areas of opportunity.</li> <li>- Uncompetitiveness of public transport in comparison to the car – with many employment trips requiring at least one interchange.</li> <li>- Lack of a single dedicated source of information on transport and travel in the sub-region and a complex array of ticketing options.</li> </ul> <p><i>[Full slides accompany this pack].</i></p>	
<p><b>4</b></p>	<p><b>Breakout Sessions</b></p> <p>Attendees split into three facilitated group sessions to discuss issues, barriers, shortfalls and opportunities</p>	

### **Group A**

(Tom Marsden, Michael Whittaker, Cllr Bob Dutton, Rebecca Maxwell, Fil Prevc, Ben Davies, Glyn Evans, Gwyn Evans and Margaret Everson).

#### *Key Issues, barriers and shortfalls*

- Lack of solutions / incentive for part-time, flexible and home-working.
- Distance of commute often linked to income.
- Difficulties associated with influencing privatised bus and rail operators.
- Cross-border governance.
- Despite stronger rail corridor, deprivation along Coastal corridor is startling – why is it not working?
- Need to consider retail and leisure trips / demands.
- Need to consider impacts of an ageing population, though it was noted that the younger population are embracing smart technology that can help to facilitate access to / enable sustainable modes.
- Lack of car parking at rail stations within the area.
- Lack of spare rail carriages limits immediate ability to address capacity on North Wales to Manchester Line for example.

#### *Opportunities*

- Need for greater promotion / awareness raising and education. Application of ‘nudging’ techniques.
- Addressing a number of key transport pinchpoints can help to improve conditions for public transport, as with the provision of bus priority measures.
- Public transportation needs to ‘quick’, ‘frequent’, ‘reliable and ‘convenient’.
- Good transport links not only vital for connecting individuals to employment opportunities whether from within North East Wales or England, but also important to helping to retain and attract business and ensuring economic vitality.
- Need to ensure that solutions are not overly focused on the west and don’t ignore areas of opportunity in the west e.g. St. Asaph Science Park and Energy Island, Anglesey.
- Potential rail quick-wins:
  - Saltney redoubling.
  - Journey time savings on the Holyhead to Cardiff Line (via Chester) owing to signalling work.
  - Redoubling Wrexham-Chester Line.
- Personalised Travel Planning offers potential of reducing single occupancy car trips – could be a focus for the Flintshire ‘Matrix’ area.
- Maximising opportunities from tourism.

**Group B**

(Kevin Riley, Claire Bennett, Cllr. Mike Priestley, Cllr Bernie Attridge, Peter Scott, Andrew Ross, David Blainey, Tim James, Huw Jones and John Ablitt).

*Key Issues, barriers and shortfalls*

- Perception / images of buses / public transport.
- Quality of public transport provision (especially bus)...
  - Of the bus.
  - Of the bus stops / information.
- Lack of information / unreliable information to enable integration between modes.
- Lack of facilities to make waiting / change of mode easy.
- Perceptions of 2 parallel systems (bus and rail).
- Car is flexible and gets you where you want to go.
- Planning has led to developments outside key centres and public transport nodes – need for innovative solutions (e.g. Deeside Shuttle).
- Need for greater link between economic / land-use planning and transport planning. However, acknowledged difficulty of the reality of North Wales with a matrix of small towns / centres.
- Specific issues around pattern of train services and connection – with requirement to change.
- Level of service is a key issue – currently not frequent or quick enough and sometimes not where everyone needs to go.
- Integration of services at Shotton (two lines).

*Opportunities*

- Need to engage employers and provide them with the tools as part of the solution.
- Role of technology – difficulties associated with cross border.
- Segmentation and targeted initiatives.
- Quick-wins engaging with businesses at Deeside Industrial Park and Wrexham Industrial Estate in particular.
- Cycle networks linking key employment areas.

	<p><b>Group C</b></p> <p>(Nick Ovenell, Carol Willgoose, Iwan Prys-Jones, Carl Longland, Cllr. David Smith, Cllr. Herbert Manley, Lewis Brencher, Mike Jones and Jeff Collins).</p> <p><i>Key Issues, barriers and shortfalls</i></p> <ul style="list-style-type: none"> <li>- Population decline in some areas.</li> <li>- Current rail network does not support needs of commuters.</li> <li>- East-west networks + north-south connections to main corridor along the coast.</li> <li>- East-west public transport poor, leads to car based economy.</li> <li>- Public transport travel times between key centres are poor (e.g. Rhyl to Deeside Industrial Park).</li> <li>- Lack of understanding of behavioural patterns.</li> <li>- Is there a better use of the concessionary travel budget?</li> <li>- Will / can business contribute to the costs of provision, especially revenue?</li> <li>- Awareness of travel information and travel opportunities considered poor.</li> <li>- Journey times for bus in particular are deemed uncompetitive.</li> <li>- Cross-border tickets and practicalities of concessionary travel.</li> <li>- Difficulties associated with divergence of transport policy in England and Wales.</li> </ul> <p><i>Opportunities</i></p> <ul style="list-style-type: none"> <li>- Targeted minor improvements to the road network can help improve journey times.</li> <li>- Provision of bus terminals at employment centres rather than town centres.</li> <li>- Focus should be to provide transport solutions within the 'golden 45 minute' travel time.</li> <li>- Need for greater provision of Park &amp; Ride and /or Park &amp; Share solutions, which should be linked to rail/bus interchange hubs.</li> <li>- Need to make more of Wrexham-Bidston Line to connect commuter communities.</li> <li>- Capacity of public transport to cope with concentrated shift patterns.</li> <li>- Benefits of Personalised Travel Planning and Workplace Engagement to improve awareness of existing offer and scheduled improvements.</li> <li>- Need for greater publicity / marketing and promotion of services, infrastructure and initiatives.</li> <li>- Better network of express bus services.</li> </ul>	
	<p><b>General</b></p> <ul style="list-style-type: none"> <li>- One attendee considered that it would be useful to obtain a breakdown of capital and revenue spend across the sub-region to inform the Task Force.</li> <li>- Report from Business &amp; Enterprise Committee forthcoming.</li> <li>- Report on Passenger Users Website regarding integration to be uploaded in the near future.</li> </ul>	

**5 Task Force Delivery**

KR/MW outlined timescales associated with completion of reporting to the Minister.

Item	Date *
Task Force Inception Workshop	Wednesday 8 <sup>th</sup> May 2013 (AM)
Themed Workshops	Monday 20 <sup>th</sup> May 2013 (AM / PM) Tuesday 21 <sup>st</sup> May 2013 (AM)
Presentation of Initial Findings	Wednesday 5 <sup>th</sup> June 2013 (PM)
Issue of Draft Report	Tuesday 18 <sup>th</sup> June 2013
Presentation of Draft Report	Friday 21 <sup>st</sup> June 2013 (AM)
Report to be submitted to the Minister	Friday 28 <sup>th</sup> June 2013

\* *Dates confirmed post Workshop*

Following a suggestion from Rebecca Maxwell, the key themes that need to be taken forward by the Task Force were identified as follows, these met with general agreement from the workshop.

- a) Infrastructure;
- b) Service Design and Delivery; and
- c) Passenger & Travel Experience and Behaviour.

Each of which were discussed further in turn as an open dialogue.

*Infrastructure*

*Key considerations / questions*

- Task Force should consider
  - Rail (and interchange);
  - Bus;
  - Passenger information (incl. Real Time Passenger Information and active travel);
  - Park & Ride / Park & Share; and
  - Walking and cycling.
- Need to consider gap identification and end-to-end journey (i.e. capacity, frequency and interchange).
- Integration of modes (e.g. bus and rail timetabling and facilities for cyclists).
- How do we better use parking?
- How to serve key locations such as Airbus Broughton and Deeside Industrial Park?
- Alternatives for removing freight traffic from roads.
- Identification of opportunities for funding.

	<p><i>Service Design and Delivery</i></p> <p><i>Key considerations / questions</i></p> <ul style="list-style-type: none"> <li>- Intrinsic link with infrastructure – prioritise speed, more stops and layers of service.</li> <li>- Bus sector             <ul style="list-style-type: none"> <li>- Public sector does not control.</li> <li>- Frequencies follow commercial pressures and are not well integrated.</li> <li>- Should buses act as feeders into rail, bus express services and hubs?</li> <li>- Could some services terminate at hubs rather than town centres?</li> <li>- Consider differentiation of services.</li> <li>- Challenge of providing for multiple centres.</li> <li>- Is it possible to take an aerial view and plan accordingly?</li> </ul> </li> <li>- Explore Quality Bus Partnerships to overcome issues of commercial viability and integration needs.</li> <li>- Cross-functioning economic area – need to communicate effectively cross-border.</li> <li>- Ticketing solutions (e.g. extents, awareness of, integration).</li> </ul> <hr/> <p><i>Passenger &amp; Travel Experience and Behaviour</i></p> <p><i>Key considerations / questions</i></p> <ul style="list-style-type: none"> <li>- How best to educate residents and businesses on what services are already available.</li> <li>- Need to ensure we understand how to tackle segments of the population – targeted approach needed.</li> <li>- Ticketing – smartcards.</li> <li>- Solutions that cater for shift patterns?</li> </ul> <hr/> <p>Task Force needs to be clear what problems it is trying to solve. TM to circulate Stage One Evidence Base Report.</p> <p>MW to circulate Terms of Reference.</p> <p>[<i>Terms of Reference accompany this pack</i>].</p>	
<p><b>6</b></p>	<p><i>Concluding Remarks</i></p> <p>Cllr. Mike Priestley summarised the event, timescales of the Task Force and reiterated his desire to ensure a quality submission to the Minister and invited all to play an active role and participate in the themed workshops.</p>	



	<ul style="list-style-type: none"> <li>▪ Important to note that there is a lot of good services / initiatives and it's important to build on existing offer.</li> <li>▪ One participant identified need to maintain existing service provision as a minimum, particularly when facing potential cutbacks in service.</li> <li>▪ Provision of express services will potentially require the stripping of resources at a local level.</li> <li>▪ Commercial services are concentrated on North Wales. Difficulties of providing services that encroach on commercial services.</li> <li>▪ It is understood that 42p in every £1 on bus travel is subsidised by the Welsh Government.</li> <li>▪ Important to cater for households that don't have access to a car and low income households with single car.</li> <li>▪ Network not easy to understand, with no overall network plan.</li> <li>▪ Owing to competition between operators, some corridors are 'over-bused'.</li> <li>▪ Suggestion that Local Authorities (i.e. Denbighshire / Flintshire / Wrexham) are working in 'silos' - Changes in BSOG and regional administration via Taith may begin to change this.</li> <li>▪ Unknown impacts of changes in administration of BSOG – suggestion that some operators are de-registering.</li> <li>▪ Sustainability of Demand Responsive Transport solutions questioned.</li> </ul> <p><i>Rail</i></p> <ul style="list-style-type: none"> <li>▪ North Wales Coast Line has been going from strength to strength – main issue is that of capacity and frequency.</li> <li>▪ Rail has a stronger image than bus, with the added bonus that it is easier to work on the move.</li> <li>▪ Frequency of Wrexham – Bidston Line (1 hour) insufficient to provide viable alternative to car.</li> </ul> <p><i>General</i></p> <ul style="list-style-type: none"> <li>▪ Public Transport good if you are on the defined rail and bus network, but poor off network.</li> <li>▪ Transport infrastructure is a major barrier to economic development. Cllr Smith considers that the road network needs to be improved to draw business into the rural areas.</li> </ul> <ul style="list-style-type: none"> <li>- Figures from the North Wales Ambition Board indicate that overseas investment in Wales has now dropped to 2% of the total for the whole of the UK. Transportation links are a key factor in locational decisions.</li> <li>- Suggestion that transport has not been at the forefront of decisions in the Health sector, with consolidation of facilities generating unsustainable trip patterns.</li> <li>- A55 'Road to Prosperity' has also drawn employment and residents out to the east.</li> </ul>	
<p>3</p>	<p><b>Quick Wins in terms of Service Design and Delivery to help deliver an Integrated Transport Network</b></p> <ul style="list-style-type: none"> <li>▪ Make better use of real time passenger information and technology.</li> <li>▪ Creation of rural transport hubs that are served by Community Transport</li> </ul>	

solutions and shuttle services. Interchange facilities to be provided for 'walk-up'.

- Creation of connected office hubs in rural areas to reduce the need to travel.
- Greater investment in providing an accessible network (incl. audio/visual provision and drop kerbs etc).
- Investment in marketing and promotion of services.
- Arriva Sapphire (Wrexham to Chester) held up as a good example of high specification services – including Wi-fi, leather seats, charging points, audio-visual services etc. Important that product is right prior to promotion.
- Potential solution to the provision of a more equitable provision of bus services lies in the creation of an Area-based (including cross-border) Quality Partnership (e.g. Wiltshire). This could potentially start as a couple of key routes and build up over time.
- Formalising car share options, linked into strong public transport hubs.
- In areas / locations where demand is building gradually or adhoc, interim or 'Jitney' solutions (share taxis) could be trialled.
- Need to make better use of existing facilities (e.g. Wrexham Road Park & Ride serving Broughton, Airbus, Sealand Road Park & Ride for Deeside Industrial Estate).
- Improved bus links into industrial/employment areas.

**Medium and Longer-Term solutions to providing a joined-up Transport Network across the region and supporting economic growth, including supporting cross-boundary trips**

*Bus*

- Need to move towards a more defined hub and spoke network – can't expect to provide routes from all areas.

*Rail*

- Increased provision for parking at stations – many stations at capacity or parking limited.
- Improving interchange at Shotton between North Wales Coast Main Line and Borderlands Line.
- Remodelling provision at Deeside – is there a better solution?
- Provision of 30minute frequency on the Wrexham-Bidston Line. Difficulties associated with justifying business case given current numbers, but need to consider suppressed demand and make 'invest to grow' case.
- Increases in base frequency – ½ hourly as standard. Three trains per hour on the Coast and Virgin Trains.
- Electrification of Wrexham-Bidston Line, however indicative cost understood to be c. £200 million.
- Access to Wrexham Industrial Estate via a halt on the Wrexham – Chester Line. Similar solution needed to serve Industrial Estates at Ellesmere Port?
- Increased frequency on the Llandudno to Manchester Line / Chester to Manchester.
- Provision of services to South Liverpool (via Halton Curve).

*General*

- Tube style network needed i.e. clear integrated bus and train network map.

<ul style="list-style-type: none"> <li>▪ Need to provide hubs on the bus and rail network. Potential hub sites suggested at following locations:             <ul style="list-style-type: none"> <li>▪ Chester Business Park (good highway connectivity / existing Park &amp; Ride);</li> <li>▪ Wrexham Bus Station – however poor connectivity to rail stations and car parking limited);</li> <li>▪ Denbigh;</li> <li>▪ St. Asaph or Bodelwyddan.</li> </ul> </li> <li>▪ Success of Park &amp; Share site at Anglesey noted (1/3 full without any signing / advertising). Park &amp; Share locations suggested at:             <ul style="list-style-type: none"> <li>▪ Abergale;</li> <li>▪ Caerwys;</li> <li>▪ Northop; and</li> <li>▪ Rossett.</li> </ul> </li> <li>▪ Need to make shorter trips on bus and rail more affordable.</li> <li>▪ Need to provide carrots (e.g. bus lanes) and sticks (e.g. parking charges) to deter car commuting.</li> <li>▪ Deeside Industrial Park not deemed to be very sustainable - need to get into businesses to understand where people are coming from and identify the barriers.</li> <li>▪ Initiatives such as that currently being delivered in England (e.g. through the Local Sustainable Transport Fund) are considered to be what is needed to alter perceptions of sustainable modes, however need longer term framework.</li> <li>▪ Strong land use planning needed to ensure that housing development is permitted in areas with strong transport links / close proximity to employment and training opportunities.</li> </ul>	
<p><b>Potential barriers to delivering more joined-up services across the study area? How can these issues be resolved?</b></p> <ul style="list-style-type: none"> <li>▪ Difficulties of delivering schemes across the border recognised – Iwan Prys-Jones highlighted potential need for a delivery body to deliver schemes. Issue is due to different priorities and different pots of funding.</li> <li>▪ Jamie Matthews (CW&amp;C) highlighted that the authority is being drawn into greater collaboration with Cheshire East and Warrington as part of the regionalisation of transport spending, with potential for future inclusion of housing infrastructure. C. £22million of funding to be shared between 3 authorities for 2015-19 highlighting the level of the challenge.</li> </ul>	

Project:	<b>North East Wales Integrated Transport Task Force</b>	Job No/Ref:	<b>60289423</b>
Purpose:	Workshop A: Infrastructure	Date held:	<b>20/05/2013</b>
Held at:	Taith Offices, Flint	Made by:	<b>Tom Marsden</b>
Present:	Kevin Riley AECOM Tom Marsden AECOM Jamie Matthews Cheshire West & Chester Council Huw Jones CBI Gethin Jones Conwy County Council (Secondment to Taith) Malcolm Cowtan Denbighshire County Council Cllr David Smith Denbighshire County Council Kevin Sutton Flintshire County Council Fil Prevc Mersey Dee Alliance / CW&C Jeff Collins Network Rail Andy Scogings Network Rail Glyn Evans Sustrans Michael Whittaker Taith Iwan Prys-Jones Taith Carol Willgoose Welsh Government David Hall Welsh Government Darren Williams Wrexham County Borough Council Peter Scott Wrexham County Borough Council	Distribution:	All Listed + Wider Task Force Officer Group
Apologies:	Nesta Jones Bus Users UK Lindsay Haveland CTA Graham Jones FSB		

No.	Item	Action By
1	<p><b>Introductions and Background</b></p> <ul style="list-style-type: none"> <li>▪ Introductions around the table undertaken.</li> <li>▪ Background to the project outlined by Michael Whittaker.</li> <li>▪ Carol Willgoose highlighted that studies into rail modernisation and A55/A494 are ongoing and out of scope of the work of the Task Force.</li> <li>▪ Deadline for submission of Task Force report is 28<sup>th</sup> June 2013.</li> </ul>	
2	<p><b>Key constraints, barriers and shortfalls in / relating to Infrastructure within the study area</b></p> <p><i>Active Modes</i></p> <ul style="list-style-type: none"> <li>▪ Planning not always imposing good active modes networks – e.g. missed opportunity at Croes Atti (Flint), with no high quality links stipulated to nearby Connah’s Quay and Flint.</li> </ul> <p><i>Rail</i></p> <ul style="list-style-type: none"> <li>▪ Stations in the Shotton / Hawarden area not ideally located for accessing Deeside Industrial Park.</li> <li>▪ Question whether current stations are in the right place (i.e. town centre</li> </ul>	

locations with limited car parking).

- Larger employment sites i.e. Deeside Industrial Park (c. 8,000), Chester Business Park (c. 9,000), Airbus (c. 6,000) and Wrexham Industrial Estate (c. 9,000) not / poorly served. Question whether rail should serve economic or social function?
- Need to strike a balance between express mid to longer distance services and local stopping services.

#### *Road*

- Access to Deeside Industrial Park - need to address issues of congestion on the A494 and A550 and pinchpoints on the A483.
- Cllr. David Smith highlighted need for new road infrastructure in the Vale of Clwyd, citing new links off the A55 and / or bypass of St. Asaph.

#### *General*

- Northern Gateway expected to provide 5,000 jobs and 1,200 houses, which will generate additional impacts on the area.
- Need to provide a balance between retaining businesses and attracting new business to the area.
- Lack of integration between modes.
- Need to shift freight to rail to free up capacity.
- Wider need to review lorry parking facilities within the study area (notwithstanding new facility provided at Deeside Industrial Park).
- Lack of capacity on the strategic routes has a 'knock-on' impact on the local network.

Huw Jones (CBI) provided a summary of comments received through initial consultation, which were passed onto the Task Force.

- Issues by Road
  - A494 Aston Hill.
  - Dee Bridge.
  - A485 / A55 Roundabout.
  - A483 South of Wrexham to English Border.
  - Link to Vale of Clwyd.
- Rail
  - Electrification of Wrexham-Bidston Line.
  - Dualling track between Chester and Wrexham (n.b. to start late 2013).
  - Direct trains to Liverpool South.
  - Electrification of North Wales Coast Line.
  - Improved links to Airports.
  - Deeside.
- Active modes within Town Centres.

### 3 **Quick Wins in terms of Infrastructure to help deliver an Integrated Transport Network**

#### *Active Modes*

- Provision of high quality and signed walking and cycle routes to stations, supplemented by secure cycle parking facilities \* Reference North Wales Rail Study.

- Provision for 'Park & Cycle' at Park & Share and Park & Ride sites.
- Promoting awareness of and application of Taith Sustainable Transport Grant – open to businesses.
- Delivery of enhanced 'in-town networks'.

#### *Rail*

- Reductions in journey times on the North Wales Coast Line owing to planned signalling improvements.
- Greater co-ordination of services on the North West Coast Line and the Wrexham to Bidston Line.

#### *Bus*

- Flintshire County Council looking at addressing difficulties through Shotton, Queensferry and Saltney – currently looking at synchronising traffic signals.
- Targeted Bus Priority Measures on Target Corridors / junction hotspots (e.g. through Shotton and Saltney).

### **Medium and Longer-Term solutions to providing a joined-up Transport Network across the region and supporting economic growth, including supporting cross-boundary trips**

#### *Active Modes*

- Provision of routes between Mold and Wrexham, Mold and Chester and Connah's Quay / Shotton / Ewloe / Buckley ('Flintshire Matrix') area.
- Provision of cycling facilities as part of A483 / A55 junction scheme.

#### *Rail*

- Increased parking provision at Flint and Shotton Stations.
- Provision of Halton Curve to enable direct services to Liverpool South / Liverpool from the study area.
- New infrastructure to provide Park & Ride stations north (Rossett / Gresford area) and south of Wrexham (Ruabon / Llangollen Road).
- Station facilities can be influenced through future franchise processes / awards.
- Links / connectivity between Shotton High Level / Low Level – options being considered.
- Ambition to improve access of North East Wales residents to job opportunities at Wirral Waters (e.g. Rhyl to Birkenhead in 40mins)? Improvements at Hawarden required and focus on the timetabling of buses.
- Utilising benefits from High Speed 2.

#### *Bus*

- Provision of express bus services between Wrexham – Chester Business Park – Ewloe – Deeside Industrial Park. Need to mirror car journeys.
- Park & Ride sites as hubs for rural services.
- Reviewing 'short-hop' bus charges.

#### *Road*

- Park & Ride sites could potentially be developed to accommodate:
  - Park & Share:

	<ul style="list-style-type: none"> <li>▪ Express bus services / hub for local services.</li> <li>▪ Provision of a Park &amp; Share facility at Northop currently being investigated by Flintshire County Council. Potential issue with land ownership?</li> <li>▪ Suggestions for Park &amp; Share sites:             <ul style="list-style-type: none"> <li>▪ A483 / A5 (Black Park / Chirk) - McDonalds;</li> <li>▪ Dobshill; and</li> <li>▪ Johnstown area – adjacent to A483.</li> </ul> </li> <li>▪ Potential opportunities afforded by an any extension to the Chester West Link Road – could it be linked to Park &amp; Ride and Park &amp; Share solutions.</li> </ul> <p><i>General</i></p> <ul style="list-style-type: none"> <li>▪ Promoting rail stations as accessible office hubs, with good broadband / WiFi connections. Network Rail to identify any under-utilised assets.</li> <li>▪ Future – consolidation of rural services into a single hub incorporating post office, home delivery pick-up, as well as transport function.</li> <li>▪ Promotion of / support for community enterprise facilities at stations (e.g. cycle hire).</li> <li>▪ Noting that Deeside Industrial Park and Wrexham Industrial Estate form part of the Strategic Business Parks project, which has benefitted from European Regional Development Funding – need to work with employers.</li> <li>▪ Need to make utilise planned works to undertake infrastructure works and vice-versa.</li> </ul>	
<p>4</p>	<p><b>Potential barriers to delivering improved infrastructure across the study area? How can these issues be resolved?</b></p> <ul style="list-style-type: none"> <li>▪ Jamie Matthews (CW&amp;C) highlighted that funding is currently limited – for example c. £22million of funding to be shared between CW&amp;C, Cheshire East and Warrington for 2015-19 highlighting the level of the challenge. Need to be innovative with funding schemes via developments and reserves.</li> </ul>	

Project:	<b>North East Wales Integrated Transport Task Force</b>	Job No/Ref:	<b>60289423</b>																																		
Purpose:	Workshop C: Passenger Travel Experience and Influencing Travel Behaviour	Date held:	<b>21/05/2013</b>																																		
Held at:	Taith Offices, Flint	Made by:	<b>Caroline Ella</b>																																		
Present:	<table border="0"> <tr><td>Tom Marsden</td><td>AECOM</td></tr> <tr><td>Caroline Ella</td><td>AECOM</td></tr> <tr><td>Lewis Brencher</td><td>Arriva Train Wales</td></tr> <tr><td>Nesta Jones</td><td>Bus Users UK</td></tr> <tr><td>Steve Williams</td><td>Cheshire West &amp; Chester Council</td></tr> <tr><td>Bethan Edwards</td><td>Cheshire West &amp; Chester Council</td></tr> <tr><td>Lindsay Haveland</td><td>CTA</td></tr> <tr><td>Gethin Jones</td><td>Conwy County Council (Secondment to Conwy County Council)</td></tr> <tr><td>Malcolm Cowtan</td><td>Denbighshire County Council</td></tr> <tr><td>Kate Wilby</td><td>Flintshire County Council</td></tr> <tr><td>Kevin Sutton</td><td>Flintshire County Council</td></tr> <tr><td>Glyn Evans</td><td>Sustrans</td></tr> <tr><td>Michael Whittaker</td><td>Taith</td></tr> <tr><td>Iwan Prys-Jones</td><td>Taith</td></tr> <tr><td>Carol Willgoose</td><td>Welsh Government</td></tr> <tr><td>David Hall</td><td>Welsh Government</td></tr> <tr><td>Ed Reid</td><td>Wrexham County Borough Council</td></tr> </table>	Tom Marsden	AECOM	Caroline Ella	AECOM	Lewis Brencher	Arriva Train Wales	Nesta Jones	Bus Users UK	Steve Williams	Cheshire West & Chester Council	Bethan Edwards	Cheshire West & Chester Council	Lindsay Haveland	CTA	Gethin Jones	Conwy County Council (Secondment to Conwy County Council)	Malcolm Cowtan	Denbighshire County Council	Kate Wilby	Flintshire County Council	Kevin Sutton	Flintshire County Council	Glyn Evans	Sustrans	Michael Whittaker	Taith	Iwan Prys-Jones	Taith	Carol Willgoose	Welsh Government	David Hall	Welsh Government	Ed Reid	Wrexham County Borough Council	Distribution:	All Listed + Wider Task Force Officer Group
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2	<p><b>Key constraints and barriers to promoting sustainable transport modes and modal shift within the study area?</b></p> <ul style="list-style-type: none"> <li>▪ Currently no 'one stop shop' for travel advice across the Travel to Work Area. Tends to be operator led or focus on one mode. Transport Direct and Traveline are available, but awareness of these could be further improved. The accuracy of the data provided by these organisations also needs to be verified.</li> <li>▪ Major barriers to use of services are cost, perception of safety, flexibility and journey times.</li> <li>▪ There are a range of different bus fares on offer which are confusing for both passengers as well as drivers. Season tickets tend to be operator-led which can reduce flexibility and frequency of available services to the ticket holder. General poor awareness of options across all modes.</li> <li>▪ The cost of public transport – single fares are often very expensive with some</li> </ul>	

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	<p>feedback from users that return tickets are sometimes denied – perceived evidence of skewing of fares to maximise income from concessionary fares.</p> <ul style="list-style-type: none"> <li>▪ Need to cater not only for local residents but also tourists to the area who tend to be more spontaneous in their local travel plans, e.g. deciding to go somewhere if the weather is nice that day.</li> <li>▪ With regards to bus services, some areas have poor timetables with services duplicated instead of distributed evenly (e.g. two identical services leaving 5 minutes after each other followed by a long gap before next service).</li> <li>▪ Importance of real time information over pre-produced literature. Printed information doesn't translate well in the event of a delay or disruption. Real time information means that passengers can be kept up to date with delays. This is important for those who may be trying public transport for the first time and need to have a positive experience to increase the probability of them trying it again. Real time equipment however has its down side – it is costly to maintain and is not always correct. There has been a rise in smart phones which ultimately act as personal real time information relays.</li> <li>▪ Poor ability to accommodate cycles on buses and trains to support sustainable travel.</li> <li>▪ Need awareness of disabled users and greater training by PT employees to recognise and assist passengers accordingly e.g. audio updates, height accessible ticket counters and signs etc.</li> <li>▪ Criteria to using CT can be off putting to some and may restrict its use. This could be overcome through a relaxation of regulations. Difficult to instigate changes in community transport as its run mainly by volunteers who have contributed a lot of time over the years and many of whom may be resistant to change.</li> <li>▪ Importance of an identifiable brand to back-up measures to influence travel behaviour and enable integration across modes and boundaries.</li> <li>▪ Difficulty of merging systems in England and Wales with different operators and regulation.</li> </ul>	
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3	<p><b>Quick Wins in terms of improving the passenger experience and influencing travel behaviour to ensure more sustainable trips across the study area.</b></p> <ul style="list-style-type: none"> <li>▪ The Go Cymru card is now live in NE Wales and was trialed in SE Wales too. This is a stored value card where you need to enter a destination to determine a ticket price. It is not currently capped at a daily maximum spend like other schemes such as the Oyster card in London. It is looking to extend to rail. Supports current trends for cashless society.</li> <li>▪ Zonal system would be a good approach as seen in other European countries. The introduction of this could be an ambition of this taskforce as it could enable cross boundary integration. Also need cross operator collaboration. Zones shouldn't necessarily be based upon county or country boundaries, but instead reflect travel patterns to key destinations.</li> <li>▪ Flexibility of tickets is important – the ability to have a ticket that you can purchase for say 10 trips or a week or use for a certain duration e.g. up to 90 minutes as seen in Italy.</li> <li>▪ Need to be raising awareness of those who are not currently using sustainable travel. This means not necessarily advertising at bus stops or on</li> </ul>	
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train (preaching to converted here), but instead looking at other avenues, such as roundabouts, petrol pumps, back of buses etc.

- Work with operators to target routes which would benefit from higher provision of cycle space (e.g. Bike Bus).
- Improve offering of buses and rail e.g. WI-FI and mobile phone signal and make them comfortable, clean and attractive to entice users. Promote productivity time of public transport over private car travel.
- Work based PTP needs to have buy-in from employers and the necessary facilities such as showers and bike racks. There are grants available for this in Wales (Taith Sustainable Transport Grant) with similar grants from other sources available in England (e.g. through Local Sustainable Transport Fund).
- Development of a training package / qualification aimed at public facing passenger and public transport staff, aimed at improving awareness of routes, ticketing etc.
- Development of a one-stop shop web-based resource for travel and transport-related needs across the Travel to Work Area.
- Delivery of workplace engagement / road shows aimed at improving awareness of sustainable travel opportunities.
- Increased delivery of workplace travel planning and greater attention on monitoring and evaluation.

#### **Medium and longer-term solutions to improving the passenger experience and influencing travel behaviour?**

- Importance of hubs and interchanges and improving these to improve perceptions of safety. Having staffed centres would help this and the cost of having these could come from raising departure fee or having a shop (potentially staffed by ex public transport officers).
- Use of PTP to provide a tailored approach to encouraging modal shift. This is important as it recognises that each individual has different needs e.g. education and young person compared to commuter and OAP. Need to ensure that target areas are carefully selected – product needs to be strong. PTP could be trialled in a few areas and rolled out to larger areas.
- Consider need for an integrated transport body to oversee delivery of all forms of transport.

Workshop: **North East Wales Integrated Transport Task Force** Date held: **Wednesday 5<sup>th</sup> June '13**

Venue: **County Hall, Mold** Time: **2pm-4pm**

<b>Attendees:</b>	<b>Apologies:</b>	<b>Distribution:</b>
<ul style="list-style-type: none"> <li>- Kevin Riley, AECOM.</li> <li>- Tom Marsden, AECOM.</li> <li>- Ben Davies, Arriva Train Wales.</li> <li>- Lewis Brencher, Arriva Train Wales.</li> <li>- Barclay Davies, Bus Users UK.</li> <li>- Jamie Matthews, Cheshire West &amp; Chester Council (CW&amp;C).</li> <li>- Lindsay Haveland, CTA</li> <li>- Rebecca Maxwell, Denbighshire CC.</li> <li>- Peter Daniels, Denbighshire CC.</li> <li>- Carl Longland, Flintshire CC.</li> <li>- Kevin Sutton, Flintshire CC.</li> <li>- Katie Wilby, Flintshire CC.</li> <li>- Fil Prevc, MDA.</li> <li>- David Blainey, Merseytravel.</li> <li>- Glyn Evans, Sustrans, Cmyru.</li> <li>- Cllr. Mike Priestley, Taith.</li> <li>- Michael Whittaker, Taith.</li> <li>- Iwan Prys-Jones, Taith.</li> <li>- Carol Willgoose, Welsh Government.</li> <li>- Claire Bennett, Welsh Government</li> <li>- Darren Williams, Wrexham CBC.</li> <li>- Ed Reid, Wrexham CBC.</li> <li>- Peter Scott, Wrexham CBC.</li> </ul>	<ul style="list-style-type: none"> <li>- Margaret Everson, Bus Users UK.</li> <li>- Huw Jones, CBI.</li> <li>- Cllr. Herbert Manley, CW&amp;C.</li> <li>- Steve Kent, CW&amp;C.</li> <li>- Chris Hindle, CW&amp;C.</li> <li>- David Thomas, CW&amp;C.</li> <li>- Betsan Caldwell, CTA.</li> <li>- John Pockett, CPT.</li> <li>- Mike Jones, Denbighshire CC.</li> <li>- Cllr. David Smith, Denbighshire CC.</li> <li>- Cllr. Bernie Attridge, Flintshire CC.</li> <li>- Gwyn Evans, FSB.</li> <li>- Graham Jones, FSB.</li> <li>- Chris Koral, MDA.</li> <li>- Huw Jenkins, Merseytravel.</li> <li>- Tim James, Network Rail.</li> <li>- Jeff Collins, Network Rail.</li> <li>- Adele Baumgardt, PTUC Wales.</li> <li>- John Ablitt, PTUC Wales.</li> <li>- Martin Mansfield, Wales TUC.</li> <li>- Alex Bevan, Wales TUC.</li> <li>- Sarah Leyland-Jones, WCVA.</li> <li>- Cllr. Bob Dutton, Wrexham CBC.</li> <li>- Lee Robinson, Wrexham CBC.</li> </ul>	<p>All Listed</p>

<b>No.</b>	<b>Item</b>	<b>Action By</b>
<b>1</b>	<p><b>Introduction from the Chair</b></p> <p>Cllr. Mike Priestley outlined the broad structure of the session and encouraged all to play an active role.</p>	

**2 Moving The Report Forward**

Kevin Riley, AECOM outlined a summary of the slides to be presented today.

- Methodology
- Recap: Summary of the issues and Barriers from the Evidence Base.
- Emerging Priorities.
- Approach to Sifting and Developing a Short List / Packaging.
- Reporting Structure.

Kevin Riley outlined the key sources used in developing the evidence base, including the Task Force Officer Group, North East Wales Job Seeker Survey, consultation with the business community, Task Force themed sessions and wider stakeholder engagement.

Kevin Riley presented a summary of the key issues and opportunities that emerged from the evidence base presented at the previous Task Force Group.

Kevin Riley outlined the twelve key emerging themes that would ultimately form the basis of the Task Force Report and invited feedback from the group.

- Delivering an accessible and integrated transport network.
- Working towards legible and integrated ticketing systems, utilising new technology.
- Improving awareness of and access to sustainable transport modes.
- Delivering an improved bus offer through Corridor or Area-Based Quality Partnerships.
- Developing a network of bus, rail and car share transport hubs, incorporating opportunities for multi-modal interchange.
- Working towards greater rail capacity / frequency and delivering new links and stations.
- Providing improved bus links to industrial / employment areas.
- Connecting the rural 'hinterland'.
- Making best use of existing facilities.
- Providing an enhanced commuter and recreational active mode network.
- Facilitating stronger cross-border working arrangements.

General agreement that the twelve themes were reflective of the ambitions of the group. The following specific comments were received.

- Need to make the network more resilient. Accessibility and linkage to the Vale of Clwyd was cited as a key priority for retaining and attracting business in Denbighshire.
- Importance of emphasising two-way flows between North East Wales and North West England. However, focus should be on providing jobs in and attracting businesses to North East Wales.
- Need to make sites in North East Wales more accessible to help in efforts to attract inward investment.
- Importance of tourism potential should be acknowledged.
- Greater prominence should be attached to LSTF type initiatives, including PTP.

Tom Marsden, AECOM outlined the broad approach to sifting and packaging to be applied to help produce a series of packages / schemes to help deliver the vision identified by the Task Force.

	<p>Tom Marsden presented the proposed reporting structure and invited comment on the approach. No specific comments were made.  <i>[Full slides accompany this pack].</i></p>	
<p><b>3</b></p>	<p><b>Breakout Sessions</b></p> <p>Given timescales, The second session was devoted to working through the Long List of schemes.</p> <p>Kevin Riley / Tom Marsden outlined the purpose of the breakout sessions to help understand the potential timescales of schemes suggested, in particular any quick-win or short-term schemes and for the group to flag-up any particular issues or opportunities that should be factored into reporting.</p> <p>Owing to the constraints of timing identified for the session, it was not possible to work through the whole Long List of schemes. It was therefore agreed that the full long list would be circulated to the Task Force Officer Group for comment.</p>	<p>TM</p>
<p><b>4</b></p>	<p><b>Concluding Remarks</b></p> <p>Cllr. Mike Priestley thanked all individuals for the inputs and outlined timescales for report completion.</p>	

Workshop: **North East Wales Integrated Transport Task Force**

Date held: **Friday 21<sup>st</sup> June '13**

Venue: **County Hall, Mold**

Time: **10am-12pm**

**Attendees:**

- Kevin Riley, AECOM.
- Craig Bell, AECOM
- Tom Marsden, AECOM.
- Ben Davies, Arriva Train Wales.
- Lewis Brencher, Arriva Train Wales.
- Barclay Davies, Bus Users UK.
- Huw Jones, CBI.
- Jamie Matthews, Cheshire West & Chester Council (CW&C).
- John Pockett, CPT.
- Rebecca Maxwell, Denbighshire CC.
- Carl Longland, Flintshire CC.
- Glyn Evans, Sustrans, Cmyru.
- Cllr. Mike Priestley, Taith.
- Michael Whittaker, Taith.
- Iwan Prys-Jones, Taith.
- Carol Willgoose, Welsh Government.
- Dewi Rowlands, Welsh Government
- Cllr. Bob Dutton, Wrexham CBC.
- Darren Williams, Wrexham CBC.
- Ed Reid, Wrexham CBC.

- Steve Kent, CW&C.
- Chris Hindle, CW&C.
- David Thomas, CW&C.
- Betsan Caldwell, CTA.
- Lindsay Haveland, CTA
- Peter Daniels, Denbighshire CC.
- Mike Jones, Denbighshire CC.
- Cllr. David Smith, Denbighshire CC.
- Cllr. Bernie Attridge, Flintshire CC.
- Kevin Sutton, Flintshire CC
- Katie Wilby, Flintshire CC
- Gwyn Evans, FSB.
- Chris Koral, MDA.
- Fil Prevc, MDA.
- David Blainey, Merseytravel
- Huw Jenkins, Merseytravel.
- Tim James, Network Rail.
- Jeff Collins, Network Rail.
- Adele Baumgardt, PTUC Wales.
- John Ablitt, PTUC Wales.
- Martin Mansfield, Wales TUC.
- Alex Bevan, Wales TUC.
- Sarah Leyland-Jones, WCVA.
- Claire Bennett, Welsh Government
- Lee Robinson, Wrexham CBC.
- Peter Scott, Wrexham CBC.

**Distribution:**

All Listed

**Apologies:**

- Margaret Everson, Bus Users UK
- Cllr. Herbert Manley, CW&C.

No.	Item	Action By
1	<p><b>Introduction from the Chair</b></p> <p>Cllr. Mike Priestley outlined the broad structure of the event, thanking all and their respective organisations for the time commitments in helping towards the production of the Task Force Report.</p> <p>Cllr. Mike Priestley acknowledged that there is still work to do in refining the report to ensure it is concise and yet contains the key messages to get across to the Minister, but is confident that a quality report will be produced.</p>	

<p><b>2</b></p>	<p><b>Emerging Recommendations</b></p> <p>Kevin Riley, AECOM presented the emerging recommendations and sought specific feedback on the principle and wording of each.</p> <p>Following feedback from the group, a number of recommendations will be reworded to reflect the discussions of the group. Key changes to include: -</p> <ul style="list-style-type: none"> <li>- No. 3: To be amended to acknowledge internal links and accessibility from deprived areas.</li> <li>- No. 4. To be amended to integrated public transport hubs.</li> <li>- No. 5. To be made more specific as to what is proposed.</li> <li>- No. 7. To be amended to acknowledge existing products and reflecting modern lifestyles / working patterns.</li> <li>- No. 8. To acknowledge connections to transport interchange hubs and removal of reference to Active Travel Bill.</li> </ul> <p>Rebecca Maxwell highlighted need to include a recommendation orientated towards freight movement and tackling key pinchpoints / bottlenecks.</p> <p>General – suggestion that there is a need to include a recommendation that there is greater integration between land use planning and transport planning, and aligning planning mechanisms cross-border.</p> <p>Dewi Rowlands advised that the recommendations need to be made more specific and needed to outline exactly what is required from the Minister.</p> <p>Kevin Riley also presented a conceptual transport vision for the area. General acceptance of the broad concept, with a few minor amendments as suggested by the group including ensuring representation / relative proportions of employment size, links to Shropshire / Midlands, inclusion of ports and alteration of title to an integrated public transport network.</p> <p><i>[Full slides accompany this pack].</i></p>	
<p><b>3</b></p>	<p><b>Delivery Proposals and Timings</b></p> <p>Kevin Riley presented a set of potential schemes that would help deliver the vision, acknowledging that many of the schemes would require further work / feasibility to deliver.</p> <p>The report will emphasise that:</p> <ul style="list-style-type: none"> <li>- a number of the schemes are partially implemented or planned to be delivered within existing budgets.</li> <li>- a number of schemes could be delivered by making better use of existing resources / diverting existing funding.</li> <li>- a number of schemes could be accelerated or delivered through the identification of new funding.</li> </ul>	
<p><b>4</b></p>	<p><b>Cross-Border Working Arrangements</b></p> <p>Kevin Riley led discussion on cross-border working arrangements and sought feedback on the recommendations outlined in the draft report.</p> <p>All agreed the need to simplify artificial boundaries and enhance internal and external workings.</p> <p>Jamie Matthews suggested that given appropriate dialogue between the Welsh Government and the Department for Transport, there might be an opportunity to create a shadow Local Transport Board or similar that could help to develop, prioritise and deliver schemes.</p> <p>General acceptance of the need to enlist Minister’s support in identifying a suitable structure to take the Report forward.</p> <p>Acknowledging wider North Wales context and also North Wales Economic Ambition Board, Rebecca Maxwell highlighted a slight caution in that new structure(s) / partnerships should not create new barriers for North West Wales.</p>	

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<b>5</b>	<b>Concluding Remarks</b> <p>Cllr. Mike Priestley again thanked all individuals for the inputs and outlined timescales for report completion.</p> <p>Cllr. Bob Dutton highlighted the potential of c.50,000 jobs in the Mersey Dee Alliance area as a key incentive to delivering a stronger and integrated transport network serving North East Wales and the wider region.</p> <p>Carl Longland highlighted need to ensure that key outcomes are given greater emphasis in the report.</p> <p>Carol Willgoose thanked all for their inputs to date, particularly given tight timescales and invited any final comments on draft report to be sent to Tom Marsden, AECOM, no later than <b>noon on Monday 24<sup>th</sup> June.</b></p>	
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