

Telford & Wrekin Transport Plan

Transport Vision & Strategy 2027 to 2041

Draft for consultation



Introduction

Introduction to the Telford & Wrekin Transport Plan

An effective and efficient transport system is a fundamental part of life in Telford and Wrekin:

- for individuals travelling for work, education, shopping, healthcare and leisure
- for businesses and organisations to access customers and employees, and to transport goods from A to B

Our networks of roads, footpaths, cycleways, bus routes, bus stops, railway stations and public spaces are all key parts of shaping Telford and Wrekin's communities, and it is essential that they meet our current and future needs.

The **Telford & Wrekin Transport Plan** (TWTP) is Telford & Wrekin Council's fourth Local Transport Plan, covering the period from 2027 to 2041. Much has changed since our last Local Transport Plan was produced in 2011: in Telford and Wrekin, in the Midlands, and in the nation. The Council has a duty to produce this statutory document under the Transport Act 2000, and it will play a key role in shaping the future of our borough.

The TWTP covers all forms of travel including public transport, car and motorcycle-based travel, and those walking, wheeling, cycling and riding horses. Freight transport by road and rail is also considered.

The TWTP is a suite of documents that will guide transport investment up to **2041** (Figure 1). This overarching **Transport Vision & Strategy** provides the long-term vision, guiding principles, goals and policies for improving and evolving transport in the borough. Alongside the Transport Vision & Strategy, our **Transport Delivery Plans** will set out the transport schemes and strategies that we will deliver to achieve our vision. These will be aligned with national government's **Local Transport Grant funding allocations**. Our first **Transport Delivery Plan (2027-2030)** has been published alongside this Transport Vision & Strategy. The following Transport Delivery Plans are expected to cover five-year periods (Figure 5).

Individual **topic-based strategies** will be developed over the coming years to address specific areas of transport provision. These are likely to include:

- Highways Asset Management Policy (2026)
- Highways Asset Management Strategy (2026)
- Public Electric Vehicle Charging Infrastructure Strategy (2026)
- Bus Network Accessibility Plan (2027)
- Road Safety Strategy
- Future Rail Strategy
- Future Freight Strategy
- Future iterations of the Bus Service Improvement Plan
- Future Walking, Wheeling and Cycling Strategy
- Future iterations of the Public Electric Vehicle Charging Infrastructure Strategy

In addition, the TWTP will also build upon established policy including the Local Flood Risk Management Strategy and will be aligned with the Council's new Urban Greening Plan.

The TWTP will be kept under review and refreshed as required to respond to changes in government policies and major changes in the borough, for example major developments.

Document structure

The Transport Vision & Strategy provides a comprehensive overview of Telford & Wrekin's transport ambitions over the next 15 years.

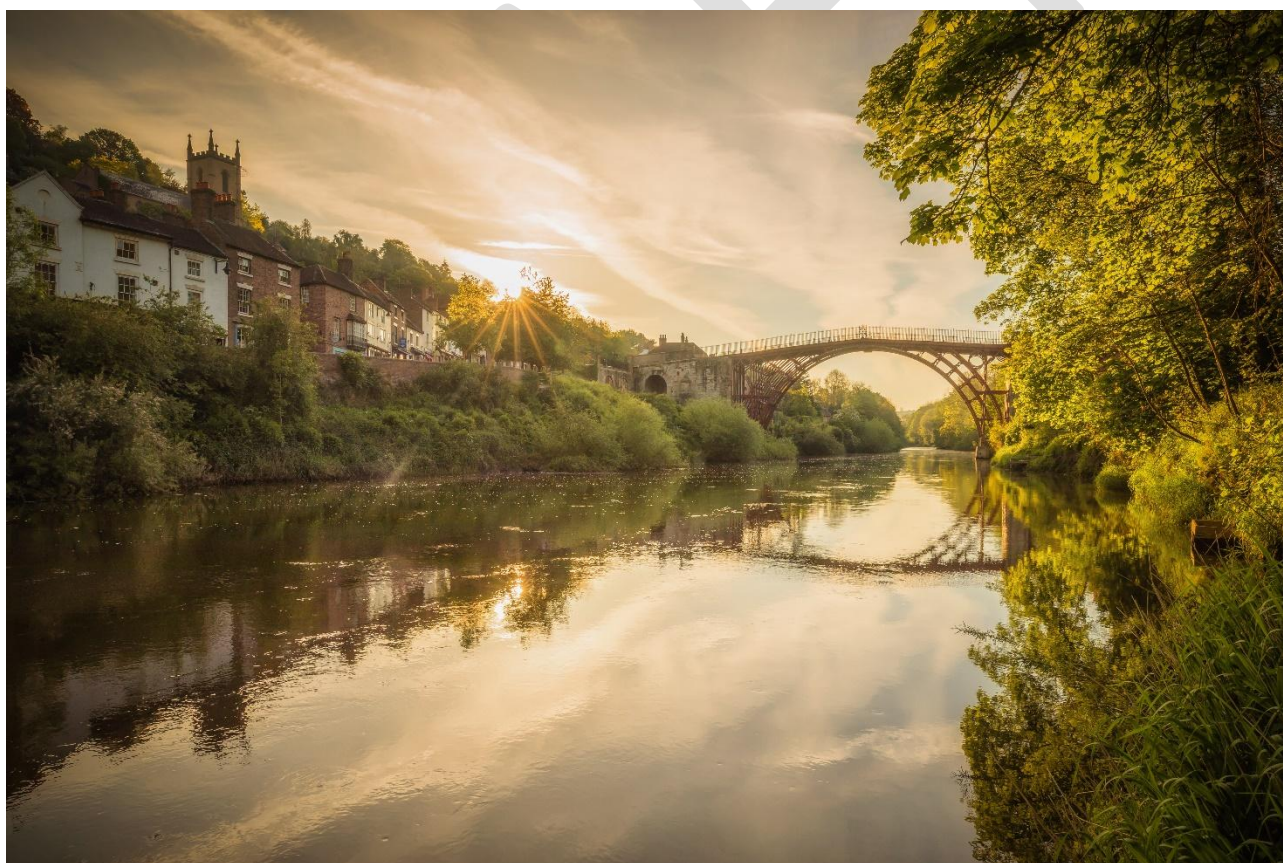
Introduction: An introduction to Telford and Wrekin and the new TWTP, setting out the case for transport investment and TWTP development process.

Current transport challenges and opportunities: A summary of the evidence base for the TWTP, including an overview of our communities, economy and environment, and of our transport networks.

Vision, guiding principles and objectives: Introduces the TWTP vision, guiding principles and goals.

Policies: Sets out our TWTP policies through which our vision and goals will be achieved.

Delivering our vision and strategy: An overview of our approach to delivering our transport ambitions, including the Transport Delivery Plans, working with partners, funding, and measuring success.



The Iron Bridge

The case for transport investment

Travel is an essential part of everyday life in Telford and Wrekin, whether for work, education, healthcare, shopping or leisure. Investment in our transport networks and

services will help to bring substantial improvements to our journeys, leading to positive impacts for those who live, work and visit the borough. In the longer term, these impacts can lead to wider positive outcomes for Telford and Wrekin and further afield.

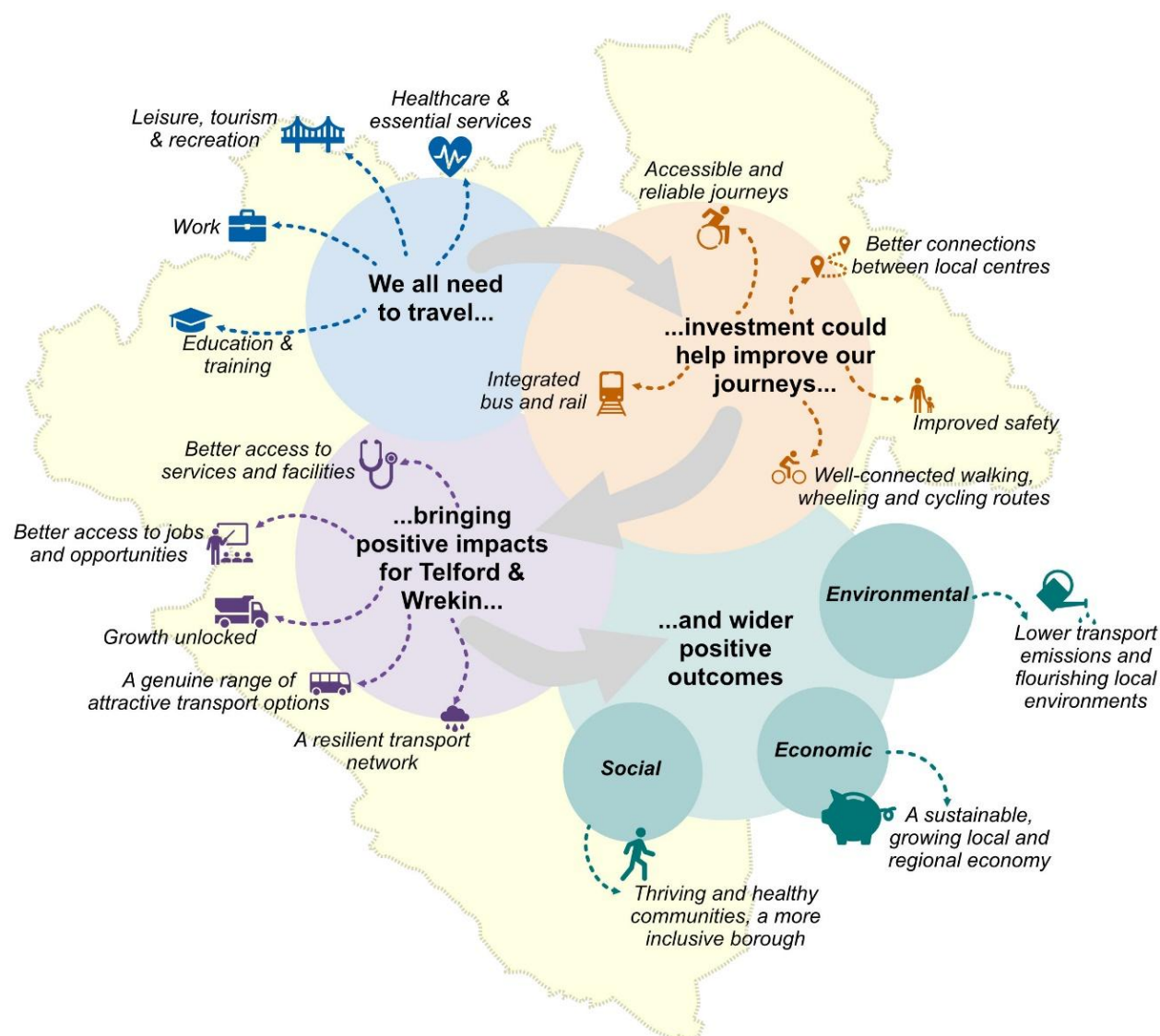


Figure 1: The case for transport investment

Growing our economy

The location of Telford & Wrekin borough makes it a desirable place for economic investment. Situated close to the West Midlands conurbation and Staffordshire, it serves as a gateway to areas to the west, including Shropshire and North Wales. Over recent years, residents and businesses alike have benefited from this strategic location supported by strong road and rail links. The M54 serves as a crucial artery, linking the borough to the national motorway network and facilitating efficient travel to major cities such as Birmingham and Wolverhampton. The borough is also well connected by rail, with three stations at Telford Central, Wellington and Oakengates providing services to key regional centres, including Birmingham, Shrewsbury and Wolverhampton. These connections help industries like manufacturing, logistics, tourism and our growing service sector connect to jobs, customers and markets.

Linked to these advantages in the borough's strategic position, Telford Town has been the fastest growing town in the West Midlands, more than doubling in size since the 1960s. This growth is set to continue, with significant housing and employment development expected in the borough over the next Local Plan period up to 2041.

A sustainable, integrated transport network is vital to managing this growth effectively, allowing residents, employees and visitors to continue to access work, education and leisure opportunities both from existing and new residential areas.

Travel options like walking, cycling, bus and rail will help to reduce the pressure on our road networks as our population and economy grows, supporting strong, sustainable communities, and a borough where businesses can thrive.

Meeting the needs of our communities

Telford and Wrekin's communities are diverse, growing and changing. The borough includes established urban neighbourhoods, new housing areas, and rural settlements, each with different levels of access to jobs, education, healthcare, shops and green space. While many people benefit from good connectivity, there are also marked differences in opportunity and life outcomes across the borough. Transport has a critical role to play in shaping inclusive, healthy and connected communities.

A socially sustainable transport network helps to reduce inequalities by ensuring everyone can participate in everyday life, regardless of income, age, ability or where they live. For people without access to a car or who cannot drive, it is essential that there are safe and convenient walking and wheeling, and cycling routes, and affordable, reliable public transport. Improving these options helps people access the things they need, supporting social mobility and reducing the risk of isolation. Better connectivity between Telford and Wrekin's local centres can also make them more vibrant places to live, work and socialise.

Transport also plays a fundamental role in supporting health and wellbeing. Safer, more attractive streets and paths encourage walking, wheeling and cycling as part of everyday journeys, helping to build physical activity into daily routines and supporting mental wellbeing. Reducing traffic dominance in residential areas improves air quality, lowers noise levels and creates calmer, more pleasant places, particularly benefiting children, those with existing health conditions, and our growing older population.

By supporting active lifestyles and improving access to employment, education and leisure, transport can contribute to healthier, happier and more prosperous lives.

Protecting and enhancing our environment

Telford & Wrekin borough is defined by the quality and character of its environment. The borough includes a rich mix of urban areas, historic towns and villages, valued landscapes and extensive green space, alongside nationally and internationally important heritage assets such as the Ironbridge Gorge World Heritage Site. Protecting and enhancing the borough's environment is essential to maintaining a high quality of life for residents, supporting tourism and sustaining the borough's long-term prosperity. By minimising impacts on sensitive landscapes, improving access to green spaces and heritage assets, and improving the habitat alongside transport infrastructure, transport investment can protect the environment and support nature recovery, while allowing more people to enjoy the borough's most valued places.

At the same time, we face environmental challenges that are closely linked to transport. Car and goods vehicle use contributes to carbon emissions and air, water and noise pollution. While air quality is generally good across the borough, increasing traffic could cause challenges over time, especially near too busy roads. Supporting attractive alternatives to car travel through improved conditions for walking, wheeling, cycling, public transport and electric vehicles helps to give people genuine travel choices. This helps to reduce car dependency while supporting cleaner air, quieter streets and healthier places. Over time, this contributes to more liveable communities and a reduced environmental footprint.

Climate change is increasing the frequency of extreme weather events such as heavier rainfall and higher temperatures. These impacts can disrupt journeys, damage infrastructure and affect people's health and wellbeing including through flooding of roads and railways, erosion and landslips, and railway lines buckling during periods of extreme heat. By taking a long-term approach to maintenance, design and operation, the transport network can remain safe and reliable in the face of climate pressures, protecting communities from disruption.

By protecting and enhancing our local environments, reducing transport emissions, and adapting to our changing climate, transport can contribute to a sustainable, healthy borough which is fit for the future.



Aerial view of Ironbridge town

Developing the TWTP

TWTP development process

The DfT published statutory **guidance for Local Transport Plans** in April 2026.¹ This guidance explains how local transport authorities should prepare Local Transport Plans, the relevant statutory duties and the overall approach authorities are expected to follow. This guidance was published during the development process of the TWTP. As such, we have taken a proportionate approach to applying this new guidance to the development of the TWTP.

In the development of the TWTP, we have followed the DfT's **Quantifiable Carbon Guidance** to carry out a Carbon Assessment and met **Strategic Environmental Assessment** requirements through our Integrated Sustainability Appraisal.

The development process for the TWTP is illustrated in Figure 2. Work completed to date has informed this **draft TWTP Transport Vision & Strategy** and the **draft TWTP Transport Delivery Plan**. Following the public consultation, we will produce updated, **final versions** of both documents ready for adoption in early 2027.

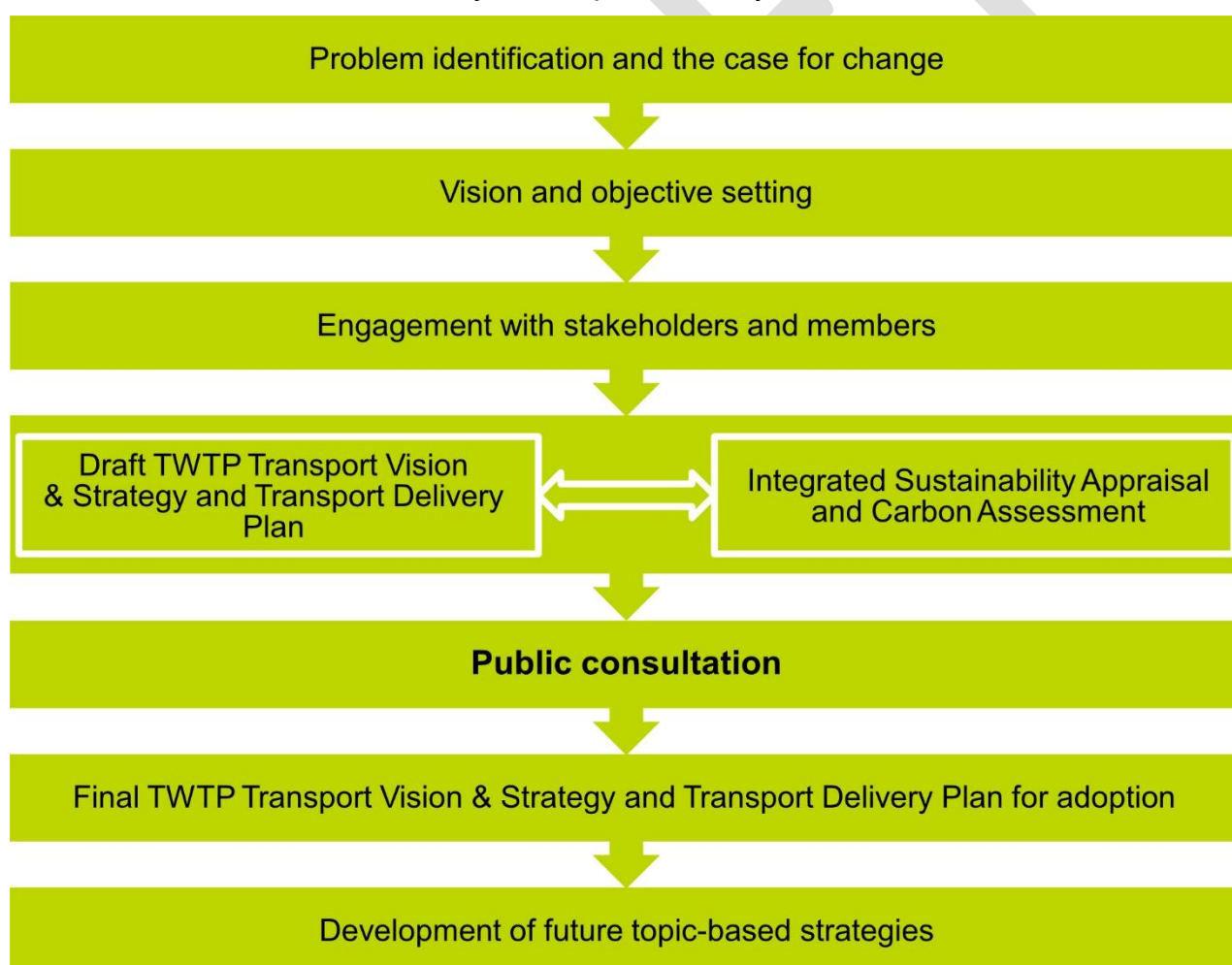


Figure 2: TWTP development process

¹ Source: [Local transport plans - GOV.UK](https://www.gov.uk/government/publications/local-transport-plans-guidance)

Policy and strategic context

We have reviewed relevant national and local strategies and identified the key themes to inform the TWTP vision, guiding principles, goals and policies. Figure 3 highlights some of the main documents that have informed the TWTP.

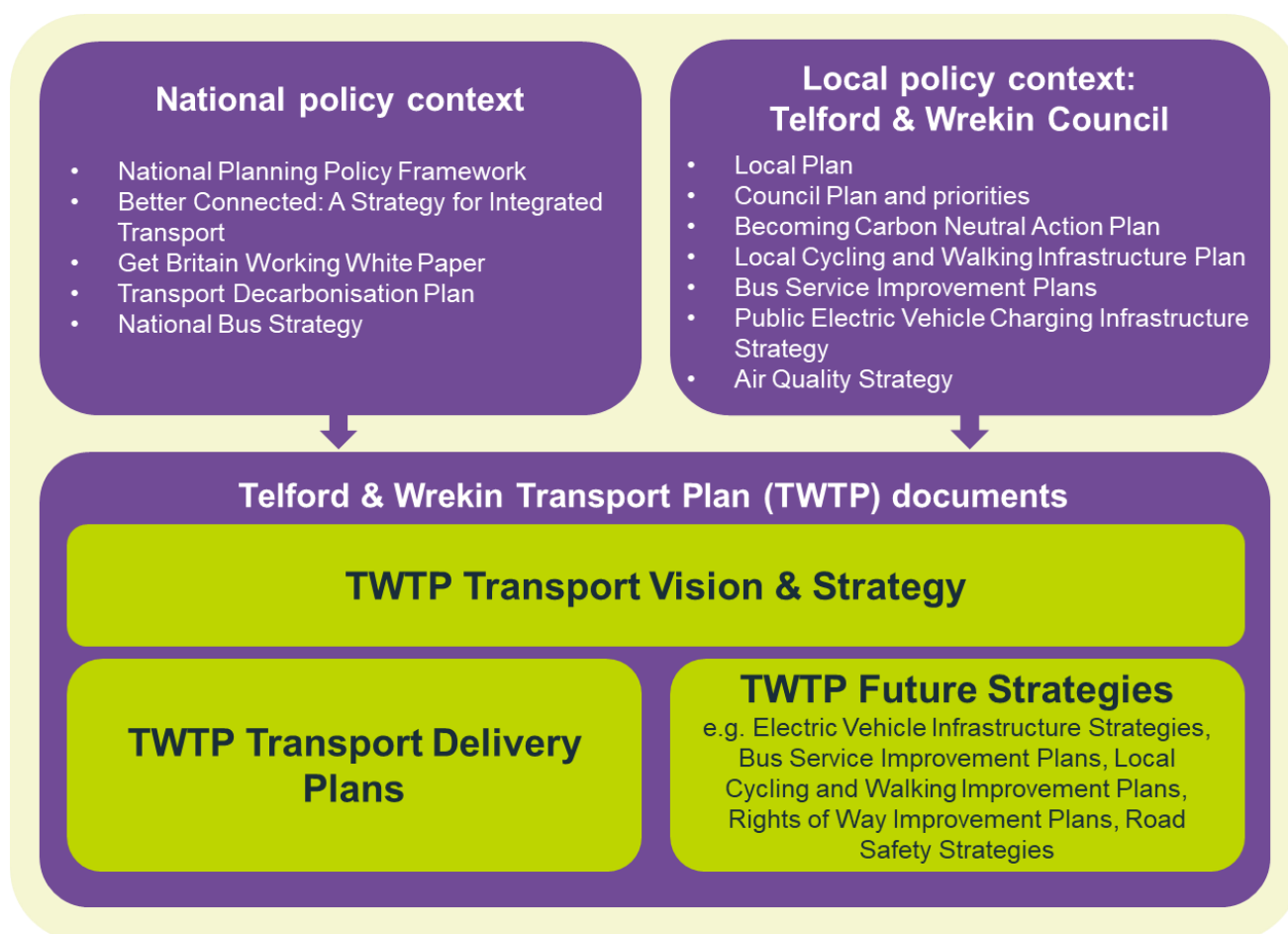


Figure 3: Policy and strategic context

Alignment with national policy

Local Transport Plans must work alongside and support other areas of policy. A range of national policies has therefore informed the development of the TWTP, including those summarised in Figure 3. In particular, the TWTP supports the DfT's three strategic priority outcomes:

- **Enhancing growth and place** – enhancing economic growth by transforming the transport system. Maintaining and renewing our existing network and developing new infrastructure, tailored to the needs and opportunities of different places and delivered through local partnerships.
- **Improving journeys for people** – improving the transport system to prioritise people's needs, ensuring that journeys are seamlessly integrated, reliable, accessible, and safe. This will enable everyone to travel with confidence and convenience, while accessing work, essential services, and opportunities.
- **Delivering green and healthy transport** – delivering transport that is greener, healthier and more resilient, to reduce greenhouse emissions, improve air quality, and boost public health by supporting walking, wheeling and cycling.

In alignment with the DfT's Better Connected: A Strategy for Integrated Transport,² the TWTP is built on the principles of:

- **Place** – use transport to create better connected places.
- **People** – put people at the heart of everything we do.
- **Partnership** – Work in partnership with local leaders and experts.

Through the guiding principles, goals, policies and schemes, the TWTP also supports the DfT's eight priorities set out in Better Connected, shown in Figure 4.

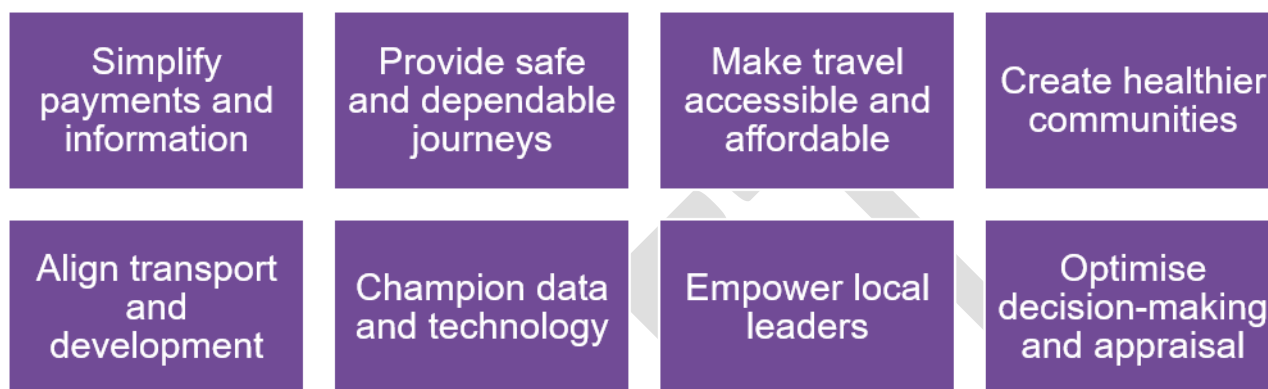


Figure 4: Better Connected: priorities

Alignment with local policy

At a local level, the TWTP supports, and will continue to inform, a range of policies and strategies, which will help the borough to progress its critical priorities.

We have developed the TWTP to align with the **Telford & Wrekin Council Plan** (2024/25 to 2026-27), which outlines how the authority will deliver its vision **to protect, care and invest to create a better borough**. The TWTP has an important role to play in achieving each of the Council Plan's four key priorities:

- Every child, young person and adult lives well in their community.
- Everyone benefits from a thriving economy.
- All neighbourhoods are great places to live.
- Our natural environment is protected, and the Council has a leading role in addressing the climate emergency.

The TWTP also aligns strongly with the new **Telford & Wrekin Local Plan** and **Growth Plan**, ensuring it supports delivery of the Local Plan's vision and objectives. Transport is critical in helping to unlock the planned future housing and employment growth within the borough. It is vital that the transport network provides excellent connectivity primarily by sustainable modes of transport and, where this is not possible, by car to ensure that the travel needs of residents, businesses and visitors to the borough are met.

In the future, Local Plans are expected to transition towards a vision-led approach to planning in response to the new (draft) **National Planning Policy Framework**. The TWTP will therefore play a critical role in shaping the transport approach needed for a vision-led

² Source: [Better Connected: A Strategy for Integrated Transport](#)

Local Plan in the future. It is anticipated that the TWTP will be refreshed in parallel with the next update of the Local Plan.

Figure 5 shows the TWTP timescales, with the TWTP Transport Vision & Strategy setting the long-term direction, supported by shorter-term Transport Delivery Plans. Because the Local Plan is the key driver for long-term planning in Telford and Wrekin up to 2041, the TWTP timescales have been designed to align with it.

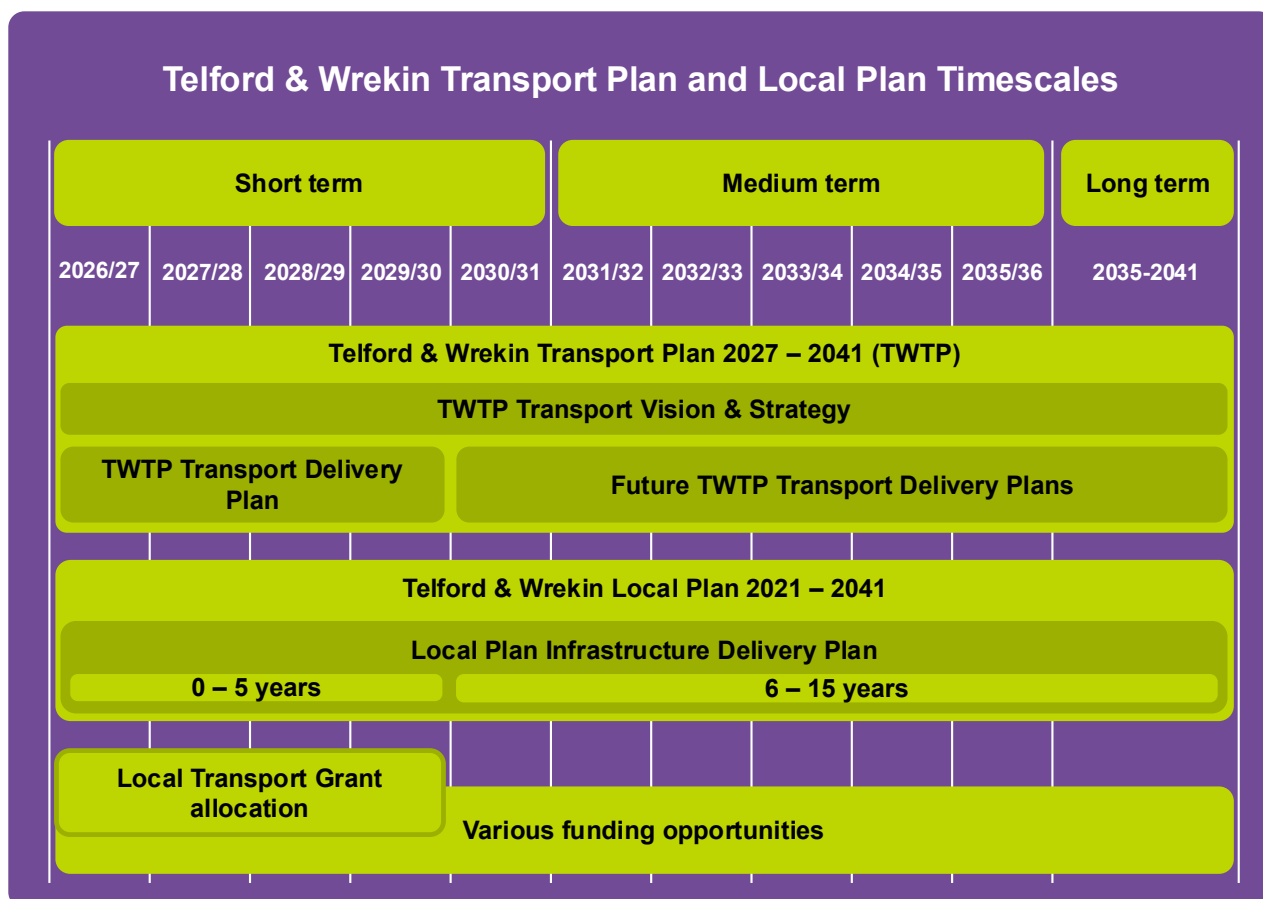


Figure 5: TWTP timescales diagram

Current transport challenges and opportunities

Overview

Telford and Wrekin has a rich history. The Ironbridge Gorge is located within the south of the borough and is a highly significant UNESCO world heritage site due to its reputation as “the **birthplace of the industrial revolution**”. It is home to The Iron Bridge which, upon opening in 1781, was the first major bridge in the world to be made of cast iron.

More recently, due to expanding housing needs, Telford was designated to become a new town in 1968. Since Telford New Town was designed and built before the 1970s oil crisis, it was based on the assumption that most people would travel by car.

Telford New Town comprises several distinct market towns and villages:

- **Wellington**: a historic market town forming the administrative and cultural hub.
- **Dawley**: the original nucleus of the New Town, with existing residential areas and pit-workings.
- **Oakengates**: provided pre-existing infrastructure and early industrial heritage.
- **Madeley**: key for its early urban development and industrial activity.
- **Ironbridge and Coalbrookdale**: preserved industrial landmarks, forming a basis for tourism and heritage conservation.
- **Smaller villages and hamlets**: such as Donnington and Malinslee, many of which were partially restructured, relocated, or integrated into new housing estates.
- **New Town neighbourhoods**: such as Woodside, Brookside, Sutton Hill and Hollinswood, developed in the late 1960s and early 1970s as part of the New Town designation to provide modern housing for a growing population.

Outside of Telford, **Newport** is the next largest urban centre and is a thriving market town with a population of around 14,000. Outside of the two main urban centres, our large rural area is home to many villages such as Tibberton, Allscott and Lilleshall.

Figure 6 provides an overview of the borough, including towns and larger villages, key road and rail links, and cross-border connections. Figure 7 summarises the transport related challenges and opportunities, with further detail provided in the following sections.

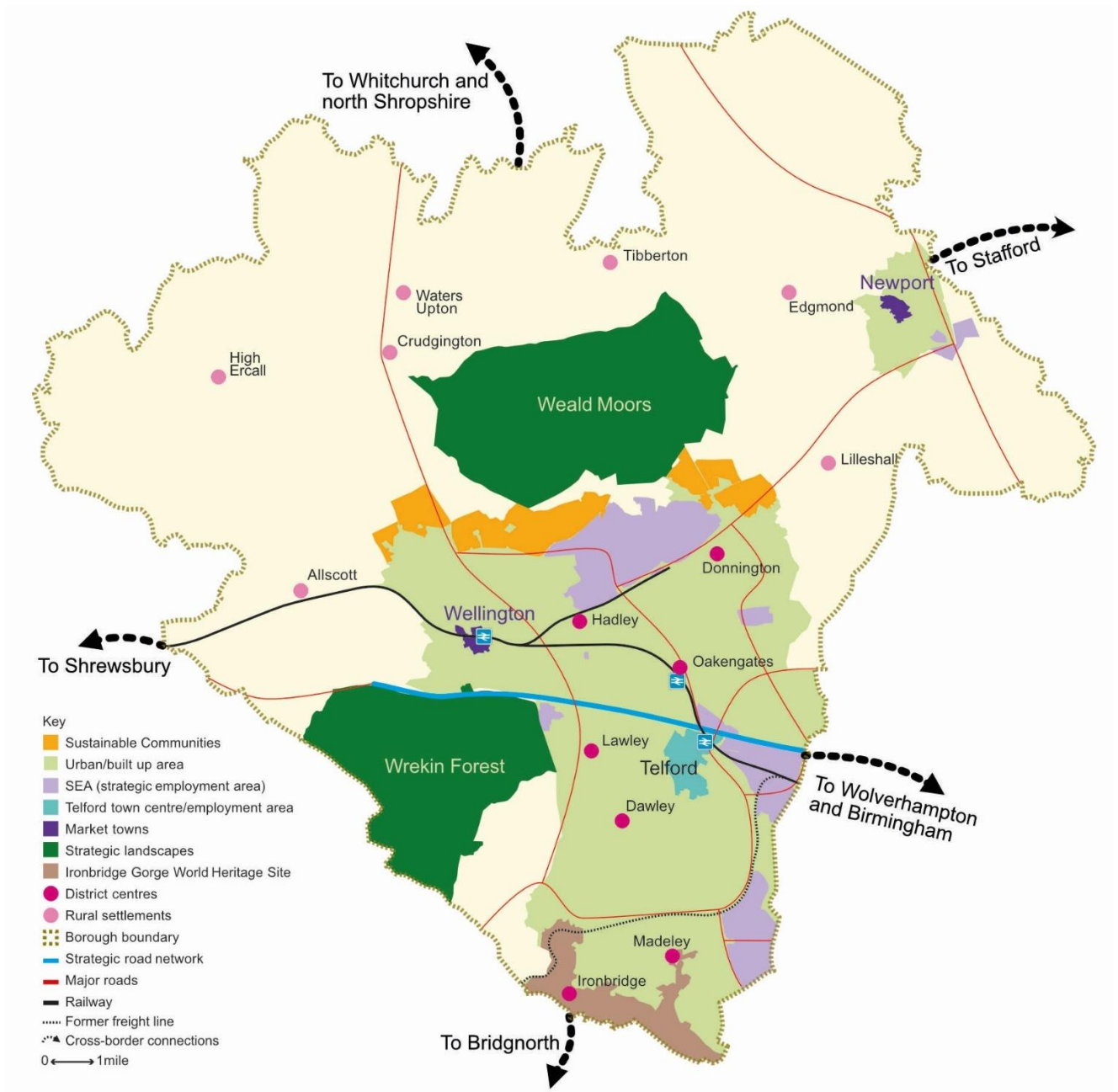


Figure 6: Overview of Telford and Wrekin borough



Figure 7: Summary of key transport challenges and opportunities

Our communities

Transport must better connect communities to opportunities, ensuring everyone can access jobs, services and local centres, regardless of where they live or their access to a car. The TWTP also provides an opportunity to build on recent regeneration success and support thriving communities.

Telford & Wrekin borough has a population of approximately 189,000 which is forecast to grow to 220,000 by 2041.³ Previously there was a relatively young population, but there have been large recent increases in older age groups.

Telford and Wrekin has a unique natural, historic and built environment. The borough is made up of a diverse mix of communities, including established urban neighbourhoods, new residential areas and dispersed rural settlements. While this variety is a strength, it also creates challenges in how people access jobs, education, healthcare and everyday services. **Connectivity between communities and local centres can be limited**, particularly where development has been designed around car travel, increasing the distance to opportunities and services and the difficulty of making journeys by other modes.

There are also large **disparities** between areas in the borough, which affect the opportunities and outcomes for residents. Whilst some communities are amongst the more affluent in England, others face significant deprivation challenges: 18 areas in the borough are ranked in the 10% most deprived nationally, with a further ten areas ranked in the 10-20% most deprived.⁴ Where deprivation is coupled with lower levels of car ownership, such as in Wellington, Malinslee, Dawley and Woodside, there is an increased risk of social isolation. Figure 8 shows the risk of transport-related social exclusion across the borough, combining access to everyday places with population vulnerability.

At the same time, the borough's rural communities face a different set of challenges. With services spread across a wide area and public transport more limited, many residents are heavily reliant on private vehicles. This can make it difficult for those without access to a car to meet their everyday needs and can increase the cost of living for households who feel they have little choice but to drive.

We are investing in regeneration across key centres including Telford town centre, Oakengates and Wellington, to create more vibrant, accessible and attractive places. These investments provide an opportunity to strengthen connections between communities and local centres, support local businesses and reduce the need to travel longer distances, supported by initiatives such as the Pride in Place programme which invests in community-led improvements to local centres and neighbourhoods.

Overall, there is a need to better connect communities to opportunities, improve access to local centres, and ensure that everyone can travel easily and affordably, regardless of where they live or their access to a car. Transport has a critical role to play in creating more inclusive, healthy and well-connected communities across the borough.

³ Source: ONS, Subnational population projections for England: 2022-based

⁴ Source: Index of Multiple Deprivation (2019)

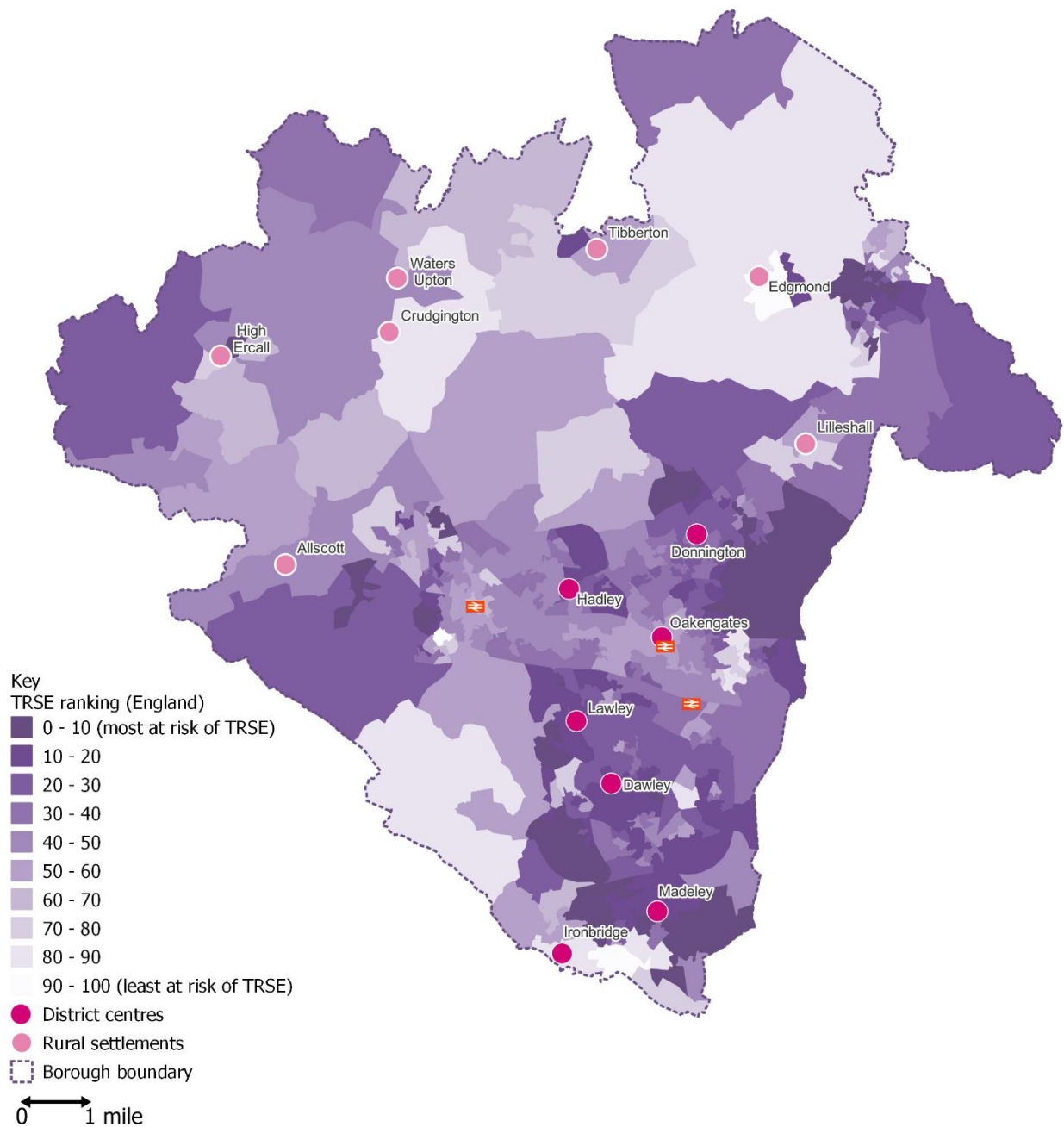


Figure 8: Transport-related social exclusion⁵

⁵ Source: [TRSE In England](#), Transport for the North. Contains public sector information licensed under the Open Government Licence v3.0.

Our economy

We have an opportunity to strengthen the borough's economy by improving access to jobs, skills, growth locations and visitor destinations through a more connected transport network.

Due to its strategic location near the West Midlands, Staffordshire, Shropshire, and North Wales, Telford & Wrekin borough is an attractive area for economic investment. The borough combines urban and rural areas, supported by strong road and rail links that enhance access to jobs and markets.

The local economy generates around **£4.9bn annually**, supported by diverse sectors including advanced manufacturing, agri-tech, defence, engineering, plastics, IT and data centres, construction, retail, food and drink, and tourism. It hosts over **140 international firms** such as Epson, Xerox, Denso Europe, Magna Cosma and Capgemini. Newport and the rural areas build on strengths in agriculture and food production, linked to Harper Adams University and Ni Park. Telford Town Centre provides a mix of well-known retailers, the Telford International Centre, and the emerging Station Quarter development.

There is a **76% employment rate** among working age residents, which is slightly higher than the West Midlands average (74%) but in line with the English average. The largest employment sectors are construction (730 businesses) and retail (700 businesses).⁶

Harper Adams University and Telford College provide world class higher and further education. However, overall qualification levels amongst Telford and Wrekin residents remain below the national average, with **26% of residents holding Level 4 qualifications** or above compared to 34% across England.⁷ Lower levels of education and skills can be linked with deprivation and difficulties for young people entering the workforce. Access to education is a key priority for the TWTP. Telford College is entering a period of significant growth and transformation and is opening a new Sixth Form in Station Quarter, a much more accessible location. This will bring substantial opportunity for our young people, boosting their post-16 options within the borough, reducing their time spent travelling, and supporting access by bus, rail, on foot and by bicycle.⁸

Tourism is a key part of our local economy. There are numerous visitor attractions within the borough, such as the **Ironbridge UNESCO World Heritage Site**, Telford Town Park (which hosts major events like the Balloon Fiesta and Drone Show) and The Wrekin, alongside conservation areas, scheduled monuments and listed buildings. As of spring 2026, many of the museums in the Ironbridge UNESCO World Heritage Site are run by the National Trust, following a £9 million investment.⁹ The Iron Bridge itself is cared for by English Heritage. Overall, the gorge sees an estimated **1.5 million visitors a year**,¹⁰ with

⁶ Source: Census 2021; ONS annual population survey, January 2025-December 2025; NOMIS UK Business Count 2022

⁷ Source: 2021 Census (TS067)

⁸ Source: [Telford College Strategic Plan](#)

⁹ Source: [Shropshire's Ironbridge Gorge Museums saved for the nation - GOV.UK](#)

¹⁰ Source: [Ironbridge Gorge named one of UK's Best Towns 2023 - Visit Telford](#)

300,000 visiting the Iron Bridge museum and a long-term ambition to double this. Our transport networks need to be flexible to sustainably accommodate this growth in visitors.

Our environment

There is a need to reduce the environmental impacts of transport, support the transition to lower carbon travel, and ensure that the network is resilient to future climate conditions, while protecting and enhancing the borough's valuable natural and green spaces.

Telford and Wrekin benefit from a high-quality natural and built environment, which plays a key role in supporting health, wellbeing and quality of life. The borough was designed with significant **green space**, with 89% of households located within 300 metres of accessible green space.¹¹ Telford is recognised as a Tree City of the World, one of 27 in the UK and part of a global network, highlighting the Council's commitment to planting and conserving trees with support from local communities.¹² In addition, the Council has committed to protecting over 300 green spaces in the borough under its Green Guarantee.¹³ Places like Telford Town Park, one of the largest urban parks in the country, and our wider network of parks and green corridors, provide important spaces for recreation, and support biodiversity and climate resilience.

However, there are environmental challenges linked to transport and growth. While overall **air quality** in the borough is good and consistently meeting national requirements, there are two locations near busy roads where pollutants can build up (Mill Bank in Wellington and Telford Bus Station), with nitrogen oxides (NO_x) and particulate matter (PM_{2.5} and PM₁₀) particularly associated with traffic emissions. Transport is also a major contributor to carbon emissions, which will need to be reduced to meet the borough's climate ambitions.

Telford & Wrekin Council declared a **climate emergency** in July 2019 and has committed to becoming carbon neutral in its own operations by 2030. A further commitment was made to engage with residents, business and public sector organisations and partners to work together with the aspirations for the borough as a whole to be carbon neutral by 2030. Within Telford and Wrekin, transport is the most polluting sector: **34% of all greenhouse gas emissions originate from road transport**, which is substantially higher than the UK national average of 27%.¹⁴ As set out in our Carbon Baseline Report, around two thirds of our road-based emissions come from trips which start or finish within the borough, and the remaining third relate to through trips.

¹¹ Source: [Access to Nature Statistics - GOV.UK](#)

¹² Source: [Tree-mendous! Telford recognised again for its urban greenery | Newsroom](#)

¹³ Source: [Telford & Wrekin Council | Green Guarantee](#)

¹⁴ Source: [Department for Energy Security and Net Zero \(2025\) UK local authority and regional greenhouse gas emissions, 2005 to 2023.](#)

Travelling by walking, wheeling and cycling

Despite relatively strong active travel infrastructure, walking, wheeling and cycling levels are low. There is a need to continue to invest in safe, well-connected routes alongside empowering residents to make use of them.

Telford and Wrekin has an extensive network of walking and cycling routes and a Public Rights of Way network, which provide connections to key destinations within the borough, such as Telford Town Centre, district and local centres, and industrial estates. Walking infrastructure, like pavements and footpaths, varies substantially across the borough. For example, footways tend to be wider and of better quality in the newer areas, and narrower and less consistent in the older areas.

The 14-mile **Silkin Way** forms the spine of the borough's active travel network, running north-south and connecting key settlements including Apley, Hadley, Telford and Madeley. Four routes on the National Cycle Network (NCN) run north-south and east-west through the borough, including through Ironbridge, Telford town centre, Newport, Wellington and Priorslee. Some sections of the NCN route 81 overlap with the Silkin Way.

There is additional cycle infrastructure within the borough including segregated paths, shared use paths, off-road routes and quiet ways. The majority of the existing cycle infrastructure is concentrated within urban areas and the borders of potential sites for new development. Formalised cycling infrastructure is limited in the rural north, largely due to the topography and the large distances between towns and villages.

Despite relatively strong infrastructure, walking, wheeling and cycling levels are low:

- 1.5% of residents **travelled to work** by bicycle and 6.0% on foot, compared to 2.1% and 7.6% across England, according to the 2021 Census.
- 27% of respondents engaged in **walking and cycling for travel purposes** (active travel) twice within 28 days of being surveyed, compared to 34% in England in 2025.¹⁵
- Overall **health outcomes** in the borough are below the average for England.
- There is work to be done to further improve **safety** and perceptions of safety as residents often reference safety as a key reason they do not cycle.¹⁶ This is despite there being fewer serious or fatal injuries among pedestrians and cyclists in Telford and Wrekin compared to the national average (0.8 pedestrian and cyclist serious or fatal injuries per 10,000 population, compared to 1.5 in England in 2024).¹⁷

Telford & Wrekin Council's Local Cycling and Walking Infrastructure Plan was published in June 2022, with the aim to "**address gaps in the Borough's strategic cycling network, connecting settlements both to each other and to clusters of key destinations (e.g. town centres, schools, railway stations)**". 18 corridors were identified within the plan for development. It also identified 14 areas in which existing pedestrian activity is highest, including Telford Town Centre, Madeley and Wellington. The walking environment in these areas should be fully enhanced, to encourage short local journeys to be made by foot, and to support economic activity in these local centres.

¹⁵ Source: [Active Lives | Results](#), November 2024 to November 2025

¹⁶ Source: 2021 Telford & Wrekin consultation survey. Further information: [T&W LCWIP](#)

¹⁷ Source: [Reported road casualty statistics in Great Britain: interactive dashboard, from 2018](#)

Travelling by bus and rail

There is a need to strengthen and better integrate the bus and rail network to improve access to key destinations, increase public transport use and reduce reliance on the car.

Bus and rail services play an important role in connecting people to jobs, education and services across Telford and Wrekin and beyond. The borough benefits from a rail line linking Telford to the West Midlands, Shrewsbury and Wales, with stations at Telford Central, Oakengates and Wellington. Telford Central provides the principal gateway, while Wellington offers an important interchange between bus and rail.

The bus network includes a mix of commercially operated and supported services. Arriva operates the majority of commercial services in the borough, primarily focused on the main urban areas. In addition, Travel Telford, the council-owned operator, provides fully supported services, which have been recently refreshed through the Bus Service Improvement Plan. This has helped to stabilise the network and improve coverage, particularly for communities that may not be commercially viable to serve.

Rail patronage has largely recovered since the Covid-19 pandemic across our three stations, as shown in Figure 9. However, like many parts of the national rail network, the borough's rail connections face resilience challenges associated with severe weather and ageing infrastructure.

Despite the strengths of the network, bus use remains relatively low. Telford & Wrekin borough records just 17.3 passenger journeys on local bus services per head, compared to 47.7 across the West Midlands and 62.6 across England,¹⁸ reflecting a combination of factors including service frequency, journey times, network coverage, high car ownership, and the historic design of the borough around car travel. While recent bus improvements have increased stability and passenger numbers, services are generally focused on key urban corridors, with more limited provision in rural areas, making it difficult for some communities to access public transport for everyday journeys.



Travel Telford bus at Sutton Hill

¹⁸ Source: [Bus statistics data tables - GOV.UK](#), 2025

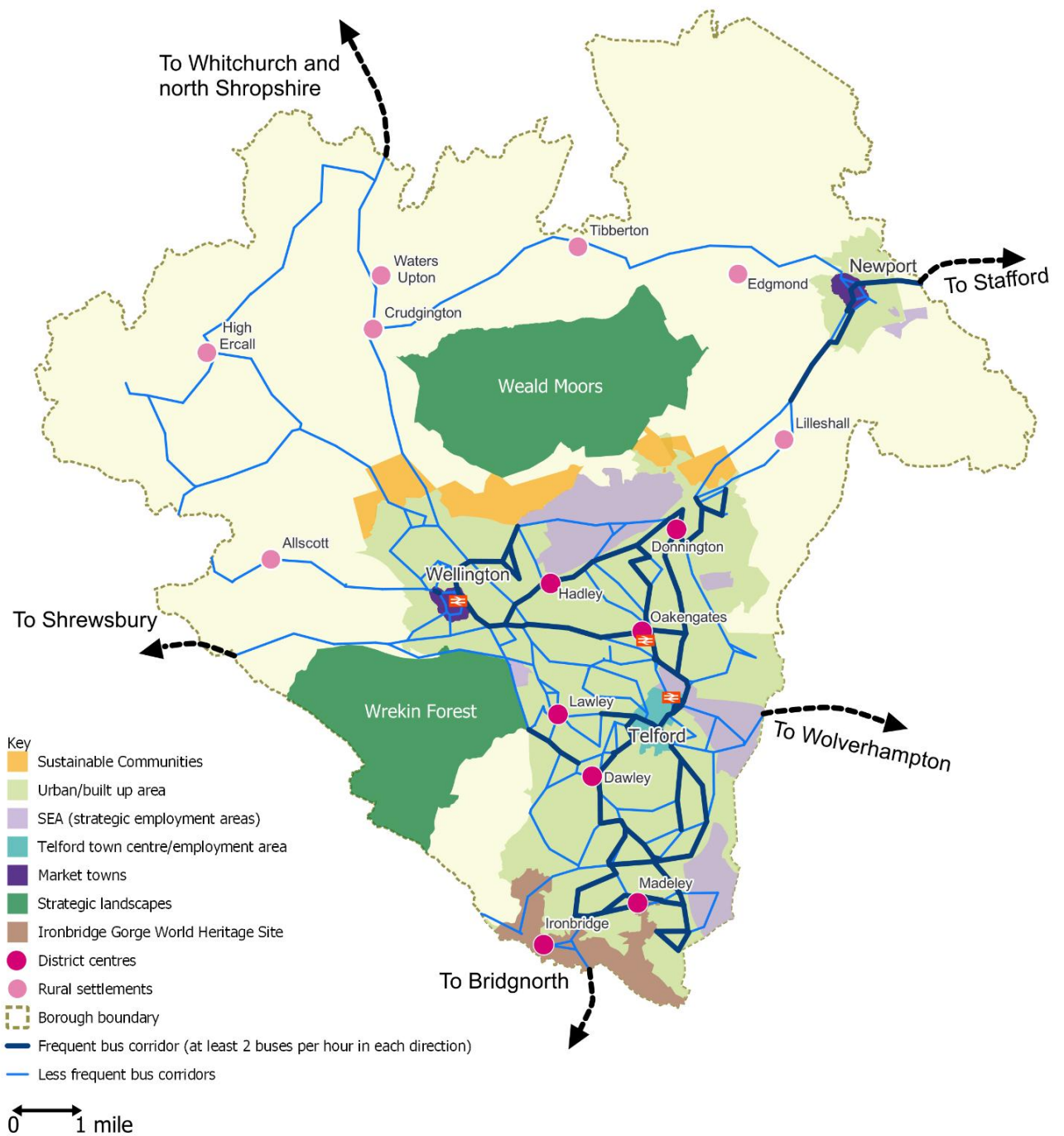


Figure 9 – Bus routes and frequencies

Rail line	Stations within Telford and Wrekin	Operator	Approx frequency (per direction)
Birmingham – Wolverhampton – Shrewsbury	Telford Central, Oakengates, Wellington	West Midlands Railway	2 per hour
Birmingham – Wolverhampton – Chester	Telford Central, Wellington	Transport for Wales	1 per 2 hours
Birmingham – Shrewsbury – Aberystwyth	Telford Central, Wellington	Transport for Wales	1 per 2 hours
Birmingham – Chester – Holyhead	Telford Central	Transport for Wales	Infrequent, approx. 1 per day

Table 1: Rail service frequencies

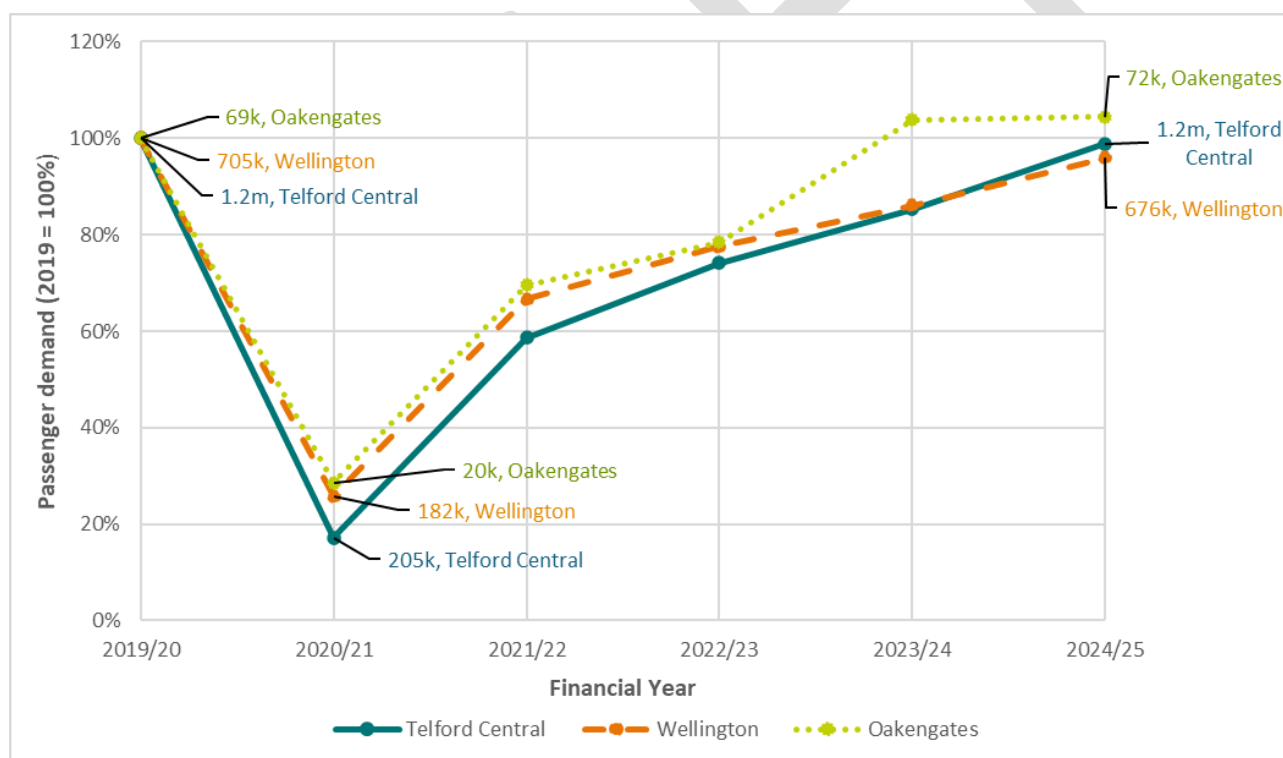


Figure 9: Rail patronage¹⁹

¹⁹ Source: [Estimates of station usage | Office of Rail and Road](#)

Travelling by car

There is a need to avoid a continued increase in road traffic and associated congestion, safety concerns and greenhouse gas emissions, through measures including improved conditions for public transport and walking, wheeling and cycling.

Telford New Town was designed and built based on the assumption that most people would travel by car. This has resulted in a mixture of strengths and challenges.

The roads and infrastructure in the New Town area were built to a **high standard** with **space for growth**. As a result, despite a rapidly growing population, road congestion has not worsened as much as in some other parts of the country. Telford & Wrekin borough records an average delay of 13.1 seconds per vehicle per mile on local 'A roads', significantly below the average delay across the West Midlands and England (41.0 and 41.5 respectively).²⁰ However, as the borough continues to grow, there is a need to enable and encourage a shift to other modes of travel to avoid worsening congestion and support longer term sustainability.

Cars still dominate both **space** and **travel habits** in the borough. The wide, high-speed roads act as a physical barrier for those walking, wheeling, cycling or taking public transport, making it difficult to navigate and resulting in long, impractical routes. The M54 acts as a major barrier between the north and south of the borough. Employment and commercial areas also tend to be completely separate from the main residential areas, reducing the walkability of the borough and increasing the distance that people need to travel.

On top of this, due to the borough's distinctive blend of urban and rural areas, car usage is particularly high in areas outside the main population centres in Telford. Despite recent improvements to public transport and walking, wheeling and cycling networks, many residents feel there is limited choice but to own and use a car, van or motorcycle to meet their everyday needs. Safety is also a concern in the borough. Although Telford & Wrekin Council has been ranked amongst the best performing authorities for improving road safety, there is still work to be done. In 2024, there were 3 fatalities and 40 serious injuries on our roads, 16 of which were people either walking or cycling.²¹

In Telford and Wrekin, **79% of households have access to at least one car or van**, up from 77% in 2011. Furthermore, despite 41% of residents living within 5km from their workplace, **75% drive to work**.²² Travelling by car will always remain an important part of our transport system, but it is essential to strengthen the alternatives to prevent a continued increase in road traffic and associated congestion and greenhouse gas emissions. This is explored in more detail in our Carbon Assessment.

²⁰ Source: [Average speed, delay and reliability of travel times \(CGN\) - GOV.UK](#)

²¹ Source: [Reported road casualty statistics in Great Britain: interactive dashboard, from 2018](#)

²² Source: 2021 Census

Travelling by electric vehicle

There is a need to support the transition to electric vehicles as part of a wider approach to decarbonising transport, while ensuring that investment results in charging infrastructure that is targeted, accessible and integrated with other transport improvements. This should sit alongside measures to reduce reliance on private vehicles by improving the availability and attractiveness of walking, wheeling, cycling and public transport.

Electric vehicles (EVs) will play an important role in reducing carbon emissions from transport in Telford and Wrekin, particularly for journeys where there are currently limited alternatives to the car. EV ownership in the borough is growing but remains below the national average, indicating the need for further investment, such as in EV charging points.

The transition to EVs is already underway, supported by national policy and local action. Between 2020 and 2025, the proportion of vehicles registered within the borough increased from 1% to 8%, primarily including fully electric cars and hybrid cars, as well as low emission LGVs, motorcycles and buses and coaches.²³ Telford & Wrekin Council has developed an EV strategy and is investing in EV charging infrastructure, including the provision of charge points in council-owned car parks. This provides a strong foundation to support increasing uptake over time.

However, EVs do not address all of the challenges associated with car dependency. While they reduce tailpipe emissions, they do not reduce congestion, road safety risks or the amount of space required for vehicles or completely remove air and water pollution. Although EVs are usually cheaper to run over time, they currently remain more expensive to buy than petrol or diesel vehicles. In addition, access to charging infrastructure can be uneven, particularly for residents without off-street parking or in rural areas, potentially creating new inequalities.

Road maintenance

Substantial ongoing investment in maintenance is needed to ensure a safe, reliable and resilient network that supports everyday journeys and future growth.

Telford and Wrekin's predominantly car-based urban centre creates a strong reliance on the road network, leading to a need for **large-scale road maintenance** to ensure safe and efficient travel across the borough. Much of the area was developed as a New Town in the 1960s and 1970s, with relatively modern highway assets built to a high standard. In contrast, older routes such as the A5 rely on historic combined drainage systems, which brings additional maintenance challenges.

As the newer infrastructure ages, many assets are now **deteriorating and nearing the end of their operational lives**. With responsibility for 626 miles of road, 743 miles of footpaths, over 300 bridges and 120 roundabouts, ongoing inspection, repair and investment are essential to maintain network resilience and performance. While proactive

²³ Source - [Vehicle licensing statistics data tables - GOV.UK](https://gov.uk/statistics/data/vehicle-licensing-statistics-data-tables)

and preventative investment in carriageway assets has been strong, other highway assets have not benefitted from the same level of attention.

Maintenance and investment in the borough are delivered by an award-winning highways team, supported through funding from the Pride in Our Community Capital Programme. Between April 2025 and March 2026, there were 3,248 potholes reported, and we fixed over 3,252.²⁴ As a result, road conditions across the borough perform **better than the national average**. Overall satisfaction with highways and transport services is among the highest in the region, and there remains a clear commitment to protecting, caring for and investing in a better borough.²⁵ However, there remains work to do. Telford & Wrekin Council, along with 124 other authorities, received an overall amber rating in 2025 to 2026 for local road maintenance.



Aerial view of Telford Town Park

²⁴ Source: [Telford & Wrekin Council, Potholes dashboard](#)

²⁵ Source: [Telford & Wrekin Council, Planned highways and transport projects](#)

Vision, guiding principles and goals

The vision and goals set the direction for the TWTP and communicate our aspiration for transport in Telford and Wrekin.

Vision

Our vision for the future is:

A reliable, accessible transport network delivering genuine options and supporting a healthy, thriving and growing Telford and Wrekin.

Over the coming years, our borough will need to adapt to a growing population, evolving economy and a changing climate. Key to doing this well will be creating a safe transport network that delivers genuine choices for our residents, businesses and visitors. We are committed to **protecting, caring and investing to create a better borough**, creating a place where all can prosper, whatever their background. As we progress towards our TWTP vision, we will support our growing economy, help to meet the needs of our communities, and contribute to protecting and enhancing our environments.

Guiding principles and goals

To deliver this vision, we have developed a set of **four guiding principles**, each supported by **three goals**. They are summarised in Figure 10. These principles are closely linked and often overlap but are set out separately to highlight our key priorities. The goals are explored in more detail in the upcoming policy chapters.

The context, opportunities and challenges discussed in previous chapters have shaped the guiding principles and goals to support positive social, economic and environmental outcomes in the borough.

Guiding principle 1: Transforming travel choices

Providing a genuine range of attractive and reliable travel options

Car use tends to increase when the design of places and the transport options available make driving the easiest choice. In the past, new roads have often been built to reduce congestion, but this usually only works in the short term. As roads are expanded, journeys by car can become quicker at first, encouraging more people to drive. Over time, traffic builds up again, leading to further congestion.

Like many areas in England, people travelling around Telford and Wrekin rely heavily on the car, in part due to limited alternatives. When other travel options are not reliable, affordable, accessible or safe, it can make everyday life more difficult. This can affect people's health and wellbeing, as well as their ability to get to work, education and services. For some households, it can also mean having to own and run a car even when it is difficult to afford.

We will **transform travel choices** through pursuing the following three goals:

- **Walking, wheeling and cycling are safer, more accessible and attractive travel options**
- **Public transport is frequent, reliable and more affordable**
- **People are supported to make informed and sustainable travel choices**

Guiding principle 2: Improving accessibility

Designing a safe, accessible, people centred transport system

A good transport system is one that works for everyone, helping people reach the places, services and opportunities they need in their daily lives.

Ensuring that everyone has access to affordable and reliable transport is crucial for supporting the economy and helping people improve their life chances. However, some residents are held back from the opportunities the borough has to offer due to unequal access to transport across different geographical areas and for different population groups, such as our growing older population.

In simple terms, accessibility means ensuring that transport does not act as a barrier in accessing opportunities. People should be able to choose how to travel, with options that suit a wide range of different needs and budgets. An accessible and inclusive transport network also means that people feel safe and comfortable, whatever way they choose to travel.

We will **improve accessibility** through pursuing the following three goals:

- **Thriving and healthy local communities**
- **Everyone feels safe to travel**
- **An inclusive and accessible transport network**

Guiding principle 3: Unlocking potential

Maintaining prosperity while maximising the potential of the borough

Telford & Wrekin borough is a major economic hub, described as the ‘beating heart of UK investment’, with over 6,000 businesses in sectors including manufacturing, engineering and technology.²⁶ The strong connectivity and labour pool makes the borough particularly attractive to supply chain businesses, with more people employed in manufacturing than anywhere in the West Midlands.²⁷ Telford and Wrekin’s growth is supported by £1 billion of housing investment and a projected population increase of approximately 30,000 in the next 20 years.²⁸

The economic and population growth in the borough will result in an increased demand for services, including transport. Our transport networks, particularly our cross-border connections, need to be strengthened and ready to cope with growth, especially considering our growing manufacturing industry and freight demand. In parallel, new developments will be carefully planned to minimise the pressure and impact on our

²⁶ Source: [Economy - Invest Telford](#)

²⁷ Source: [Why Telford - Invest Telford](#)

²⁸ Source: [Living and working - Invest Telford](#)

transport networks and our local environments, encouraging a greater use of rail, bus, walking, wheeling, cycling and electric vehicles.

To effectively manage this growth, creative approaches are required. It is important that high density mixed-use developments are focused in existing local centres. Where new urban extensions and sustainable communities are required, it must be ensured that they are well connected to existing active travel and public transport networks.

We will **unlock potential** through pursuing the following three goals:

- **Strong cross-border connections**
- **Sustainable, mixed-use development**
- **A greater share of greener journeys**

Guiding principle 4: Fit for the future

Keeping Telford and Wrekin moving, now and for the future

Our transport network needs to be ready for change. This means keeping it reliable for everyday journeys, but also making sure it can adapt to new challenges, opportunities and technologies in the years ahead.

Many of our roads, bridges and footways were built decades ago and need ongoing care to remain safe and dependable. At the same time, we are facing new pressures, including the need to cut greenhouse gas emissions, more extreme weather, changing travel patterns and rapid advances in technology. We also need to make sure that the way we design and deliver transport schemes supports healthier communities and a cleaner environment.

Being “fit for the future” means taking a long-term approach. This includes looking after what we already have, planning for future risks, and making better use of data and new technologies. It also means designing transport in a way that considers environmental impact, reduces carbon emissions, and supports people’s health and wellbeing.

We will get **fit for the future** through the following three goals:

- **Reliable and well-maintained networks**
- **Adaptable and resilient networks**
- **Sustainably and inclusively designed networks**

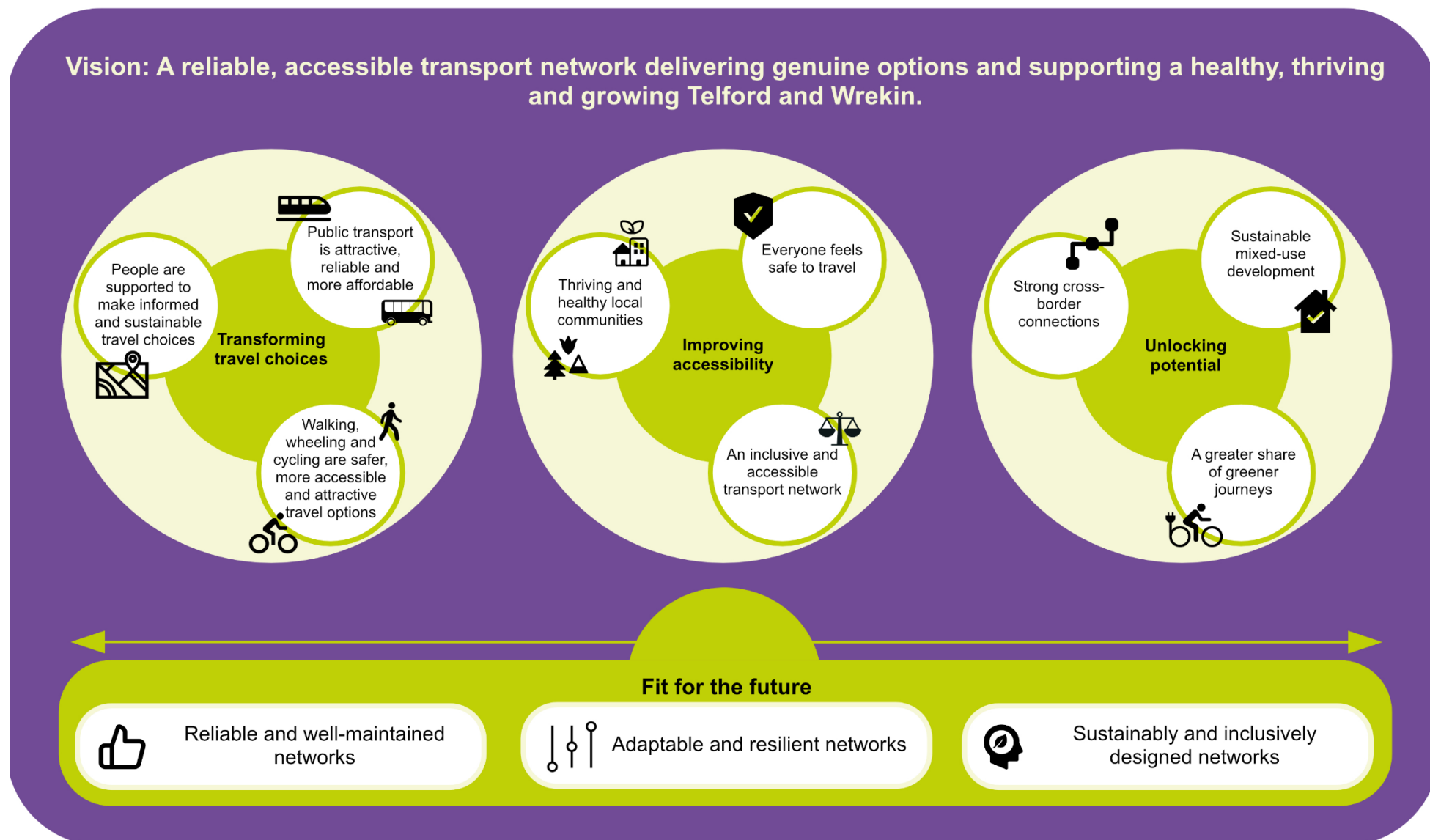


Figure 10: TWTP vision, guiding principles and goals

Place-based approach

Telford & Wrekin is a borough of towns, villages and rural areas, where access to jobs, education, services and amenities varies depending on where people live. Transport must respond to these differences and support how people live, work and travel across the borough. As highlighted in [Better Connected: A Strategy for Integrated Transport](#), we need a range of practical, place-specific solutions to reflect the distinct characteristics of our different areas.

In line with this, we have adopted a **place-based approach** to maintaining and improving transport, recognising the differing roles of **urban centres**, **suburban communities** and **rural areas**.

While most of the borough is rural in area, the **majority of residents live in urban and suburban locations**. Telford is the main urban area, including Telford town centre and key centres such as Oakengates, Wellington, Madeley and Dawley. While access to bus and rail is stronger in these areas, the transport network often has a more suburban character than other large towns or cities. Roads are typically higher speed and less congested but can be difficult to cross and feel less safe or convenient for walking, wheeling and cycling. Shops, jobs and homes are more spread out, meaning people have to travel further for their daily needs. Reflecting national guidance, there will be a stronger focus on bringing destinations closer together through new development, promoting well-connected development in and around existing centres, and prioritising walking, wheeling, cycling and public transport.

Our **suburban areas**, such as Lawley, Donnington and Stirchley, are typically lower density and more car-dependent, with less direct access to services and public transport. The focus here is on increasing travel choice through better bus links, improved walking and cycling connections, improved access to EV charging, and more sustainable neighbourhood design.

Newport plays a distinct role as a **market town**, serving a wider rural hinterland including villages like Edgmond and Tibberton. Its strong town centre offers good potential for local walking and cycling, supported by improved access by sustainable modes and strong connections to surrounding villages.

Across the borough's over 60 **rural settlements**²⁹, residents often face very limited transport options and dispersed services, with little choice but to rely on a car, van or motorcycle for their everyday needs. As the borough continues to grow, our approach will be to broaden travel choices in our rural areas, supported by a range of improvements to suit the needs of each community.

²⁹ Source: Telford and Wrekin Local Plan Review: Rural Settlements Technical Paper, 2025

Policies



The Ironbridge Gorge World Heritage Site, PT Aerial Photography

Transforming travel choices

Providing a genuine range of attractive and reliable travel options

The following section sets out our TWTP policies which help to **transform travel choices**, aiming to make walking, wheeling, cycling and public transport viable and more attractive travel options. They are structured around the three goals:

- Walking, wheeling and cycling are safer, more accessible and attractive travel options
- Public transport is attractive, reliable and more affordable
- People are supported to make informed and sustainable travel choices

Goal: Walking, wheeling and cycling are safer, more accessible and attractive travel options

Through this goal, we are seeking to make walking, wheeling and cycling viable travel options for more journeys, and the natural choice for short trips. These are the most affordable ways to get around, helping people manage the cost of living by reducing the need to spend on fuel, public transport fares or car ownership.

Using methods of travel that involve physical activity, such as walking, wheeling and cycling, is an effective way of integrating exercise into day-to-day routines. This could be for a full end-to-end journey, such as walking children to school, or as part of a longer journey, like walking to a bus stop or cycling to a railway station. Increased physical activity is associated with significant improvements in physical and mental wellbeing, which can contribute to enhanced quality of life and bring wider social and economic benefits.

Currently, across the borough, people can be discouraged from walking, wheeling and cycling by, for example, physical barriers caused by railways, pavement parking, or the need to navigate high-traffic roads and complex junctions. It is essential to provide the right infrastructure in the right places for people to make their journeys safely.

Policy TT1: Deliver a priority network for walking and wheeling

This network will provide safe, well-connected routes for walking and wheeling. Our Local Cycling and Walking Infrastructure Plan provides detail on the **Core Walking Zones** that we will be prioritising in Phase 1 (highest priority) and Phase 2 (lower priority or more complex to deliver). Phase 1 Core Walking Zones include **Telford**, **Oakengates**, **Wellington**, **Ironbridge**, **Newport**, **Dawley** and **Madeley**. These zones will be focused on improving the pedestrian environment in key centres. Typical improvements include upgraded crossings, signage, lighting, improved or new footways and places to rest.

Policy TT2: Deliver a priority network for cycling

This network will provide safe, well-connected routes for cycling. It will focus on connecting major destinations such as large employment and shopping areas. Our Local Cycling and Walking Infrastructure Plan provides detail on the **Cycle Corridors** to be prioritised in Phase 1 (highest priority) and Phase 2 (lower priority or more complex to deliver). As part of Phase 1, we have already delivered the **Oakengates to Telford Centre** cycle corridor. Further Phase 1 corridors include **Great Dawley (Silkin Way)**, **Hadley Castle**

(Hortonwood Loop Connector), **Shawburch to Arleston** (via Wellington), and **Madeley to Ironbridge** (via Ironbridge / Madeley Road). These corridors prioritise providing continuous cycle infrastructure between key centres. We will implement the right type of improvements in the right locations based on national best practice and the needs of our local communities. Typical improvements can include introducing segregated or shared use paths, quiet streets, upgraded crossings, signage, and junction improvements.

Case study: Silkin Way

Telford & Wrekin Council made a large number of improvements along the Silkin Way in 2022. This included new signage and way markers, surfacing repairs, bicycle parking, and 50 new benches. In 2024, we delivered footpath improvement works from Greyhound Roundabout to Rampart Way and upgraded crossing facilities at three new points where the Silkin Way meets roads: Stafford Road, Canongate and Station Hill. These improvements were part of our Local Cycling and Walking Infrastructure Plan.



Signage on the Silkin Way

Policy TT3: Support secure and convenient cycle parking and facilities

We will support the provision of secure and convenient cycle parking and other facilities across the borough. Building on our existing **bike hubs** at Telford Town Park, Dawley,

Telford Central railway station, Wellington Civic & Leisure Centre, and Oakengates railway station, facilities will be focused on key places like town centres, schools, workplaces and transport interchanges. This will help to support cycling to work, education and other destinations, and will make it easier for people to combine cycling with public transport. We will also continue to provide a wide range of bikes for hire at the Telford Bike Hub including standard bicycles, e-bikes, tandems and adaptive bikes, broadening the access to cycling to those without their own bike or who have additional needs.

Policy TT4: Maintain and enhance our leisure routes including Public Rights of Way

We are committed to maintaining and improving our **leisure routes**, including Public Rights of Way and green spaces. These routes will support walking, wheeling, cycling and horse riding for leisure and tourism, help people access the borough's natural and historic places, and bring benefits for health, wellbeing and the local economy. For example, Ironbridge is identified as a Core Walking Zone in our Local Cycling and Walking Infrastructure Plan, where we will focus on improving leisure routes. This would include greater priority to walking and cycling on key routes like the High Street, and better access to the river and nearby attractions. In addition, the Great Dawley (Silkin Way) cycle corridor has been identified for surfacing, lighting and signage improvements, including through Telford Town Park. These leisure routes are essential for residents and visitors alike, providing access to our famous green spaces.



Big Walk Week, Coalport, Severn Valley Way

Goal: Public transport is attractive, reliable and more affordable

Our goal is for our public transport networks to meet the needs of our residents, employees and visitors, and for bus and rail to become viable choices for medium and longer distance journeys. Through our Bus Service Improvement Plan, we have set a target of 4.5 million bus passenger journeys by 2030, representing 36% growth from 2023.

Buses play a vital role in providing access to key centres, employment, education and services for our population, as well as helping manage the cost of living by offering a more affordable alternative to car travel. Although our rail network is less comprehensive, it provides longer distance connections such as to Birmingham, Wolverhampton, Shrewsbury and Wrexham, as well as a potential future direct service to London. Travelling by bus and rail needs to be convenient, affordable and accessible, with routes linking people to their destinations.

Better public transport will help to broaden travel horizons, improving connections between our local centres and providing more equitable access to destinations and opportunities, including for people with limited or no access to a car. If more people can travel by public transport, this can help to improve road congestion and reduce transport-related greenhouse gas emissions.

Policy TT5: Work with operators to develop a comprehensive bus network

Thanks to recent work through our Bus Service Improvement Plan, we now have a stable bus network. Currently, Arriva is our main bus operator, providing both commercial services and our 'Travel Telford' tendered services. Banga Buses, Select Bus Services and D&G Bus also provide less frequent services across the borough. This policy seeks to build on recent progress and develop an improved **borough-wide bus network** that works for as many residents and visitors as possible. We are aiming to connect our main residential areas with key destinations for employment, education, healthcare, leisure and shopping. If needed, we will consider alternative operating models to our current Enhanced Partnership model, such as franchising.

Case study: refreshed Travel Telford bus network

Telford & Wrekin Council's newly re-designed Travel Telford buses launched in 2022, marking a new milestone for improved bus services. Driven by resident feedback, the refreshed fleet features striking new colours and graphics designed to make services instantly recognisable and even more accessible. Lower fares help to make bus travel more affordable. Between launching in 2022 and the end of 2025, passengers made more than 800,000 journeys. These improvements are expected to boost passenger numbers further and have already reached over 1 million rides by midway through 2026.

Policy TT6: Work with operators to improve bus reliability and speed up journeys

We will continue to work with operators to understand the **reliability** issues on our bus networks, regularly reviewing each route and seeking ways to support improvements. For example, this could involve giving buses priority at key junctions such as Hollinswood and Apley, delivering new bus lanes, or better protecting bus-only areas (such as bus stops and bus lanes). In particular, we will focus on the bus connections between our main centres so that we maintain a spine of rapid routes which as many people as possible can access.

Policy TT7: Work with operators to increase bus frequencies

We will continue to work closely with our main bus operators to regularly review service **frequencies**, aiming for an ideal of buses 10 minutes on our core services during the day. Currently just one service (service 4) operates to this frequency, but our target is to expand this to four services by 2030. For second-tier routes, our ambition is for half-hourly daytime services. Evening and Sunday service frequencies will be reviewed with the aspiration of introducing additional services to boost connectivity at all times of day, particularly for young people, vulnerable users and to areas of low car ownership. Together with policies TT5, TT6 and IA2, improved frequencies will enable more flexibility and support a wider range of journey types, including those outside traditional peak periods.

Policy TT8: Support simple and affordable public transport ticketing

Bus fares can be complicated to understand, particularly where there are differences between operators and limited multi-operator ticketing. We will simplify ticketing by improving integration between bus operators and making fares more consistent and easier to use. We will work to maintain a consistent **£4 day ticket** (or equivalent) across operators. We will also continue fare capping on Travel Telford services and work with operators, including Arriva, to extend this approach more widely. Single fares will remain simple and affordable, with the aim to retain a £2 adult cap and £1 for under 19s. We will introduce tap-on tap-off payment across the bus network, allowing passengers to travel using a contactless card or device. Fares will be calculated automatically to ensure passengers pay the best value for their journey. We will also work with operators, the Department for Transport and Great British Railways towards integrating bus and rail ticketing in the longer term.

Case study: £2 bus fare cap

In May 2026, the £2 fare cap on Travel Telford services was expanded to include routes operated by Arriva across the borough, with single journeys for under-19s capped at £1. Supported by Telford & Wrekin Council subsidies, the fare cap has made travel simple, consistent and affordable, with fares below the national £3 single cap.

Policy TT9: Improve links to bus stops and rail stations

Many journeys involve multiple modes of transport, and we will improve **integration between these modes**, for example, through secure cycle parking at stops and stations, safe walking routes and crossing points near to bus stops, and buses which route via rail stations. In particular, we will seek to increase the number and improve the reliability of bus services stopping at Telford Central railway station. We will also explore whether mobility hubs could support this at key locations across the borough – which bring together multiple modes of transport in one convenient location such as car parking, EV charging, bicycle parking, bus and rail services, and Connect On-Demand, a flexible and bookable service with no fixed routes or timetables.



Wellington transport interchange

Policy TT10: Explore opportunities for very light rail

We have an exciting opportunity to explore a new '**very light rail**' line between the Shrewsbury–Wolverhampton rail line and the Ironbridge line. The vehicles would be entirely battery powered and would likely operate a relatively short distance shuttle-type service between key destinations. We will progress feasibility studies over the coming

years in the hope of delivering this pioneering new transport solution in Telford and Wrekin. We will also explore how very light rail could serve wider destinations across the borough in the future.

Policy TT11: Develop a rail strategy

We will work with operators, Network Rail and Great British Railways, and neighbouring areas to develop a rail strategy, focused on increasing patronage and exploring opportunities for new or improved services.

Policy TT12: Support tourism-focused public transport

We will continue to support the seasonal Ironbridge Park and Ride service to reduce visitor congestion. We will regularly review ridership and costs to ensure it remains effective, with the intention to maintain it as long as usage remains strong and funding is available. We will also work with key partners, including the National Trust and English Heritage, to explore the provision and promotion of sustainable transport connections to their sites.

Goal: People are supported to make informed and sustainable travel choices

It is essential that we improve the experience of travelling by bus, rail, walking, wheeling and cycling through delivering more reliable services and safe, accessible, high-quality infrastructure as described in the previous goals. The other essential step is to ensure that individuals are empowered to start using these methods of travel – whether through publicising key routes and services, improving skills and confidence, running engagement and educational programmes, providing understandable information in accessible formats, or providing incentives to try something new.

This will help us all to get the most out of our transport networks and will be essential in realising the economic, social and environmental benefits from any new improvements we deliver.

Policy TT13: Continue to deliver behaviour change and travel awareness programmes

Building on the success of our award-winning Bike Hub, we will continue to deliver **educational programmes** with children, young people and vulnerable groups to empower everyone to make safe, well-informed travel choices. Programmes such as Bikeability, Scooter Skills, Dr Bike, Urban Games and post-16 Travel Training boost attendees' confidence and skills, encouraging walking, wheeling, cycling and public transport use. We will continue to work with key employers, education centres, healthcare providers and visitor destinations to ensure that up-to-date travel plans are in place and acted upon.

Case study: Award winning Telford Bike Hub

In the heart of Telford Town Park, Telford Bike Hub is a facility for people to hire bicycles to explore the local area. The scheme won a national award for community engagement and, since reopening in 2022, the Bike Hub has hired out more than 5,000 bikes, taught over 3,000 children to cycle, and supported over 2,500 children to achieve Level 2 Bikeability.



Telford Town Park Bike Hub adaptive hire bikes

Case study: Festive fares

Over the 2024/25 festive period, all single journeys on Travel Telford services were reduced to just 50p. Following its popularity, the initiative was also rolled out during the 2025 October half term, resulting in a 10% increase in patronage over the week, and again over the 2025/26 festive period. These reductions helped residents to get around, eased travel costs, and encouraged greater use of our bus services

Policy TT14: Provide travel information in user friendly formats

We will continue to ensure that there is standardised travel information available through our journey planning app, **CityMapper**. This brings together live bus and train travel times, prices, stop and station locations, trip comparison, live traffic information, and step-by-step navigation. In future, we aim to include walking and cycling routes and any future cycle

hire schemes. Across the borough, bus stops will be standardised, with consistent branding and displays to share key timetable and price information with passengers. We will also continue to provide accessible information at key public locations such as railway stations and libraries.

Policy TT15: Work with our partners to plan for major events

In Telford and Wrekin, we are proud to host a range of major events, including the annual Balloon Fiesta and conferences at the International Centre, which attract thousands of visitors to the borough. These events are an important part of Telford and Wrekin's identity, bringing a strong sense of community and economic benefits, but they also require **careful planning** to manage increased travel demand and avoid disruption. We will work with event organisers, transport operators and local partners to plan and manage transport for these events. This will include providing clear and timely travel information, coordinating additional or adapted services where needed, and managing travel demand to reduce disruption. By taking a joined-up approach, we will help ensure that events are accessible, safe and enjoyable while minimising impacts on local communities and the transport network.

Improving accessibility

Designing a safe, accessible, people centred transport system

The following sections set out our TWTP policies which promote **accessibility**, seeking to remove physical, social, financial and digital barriers to travel and opportunity. They are structured around the three goals:

- Thriving and healthy local communities
- Everyone feels safe to travel
- An inclusive and accessible transport network

Goal: Thriving and healthy local communities

Through this goal, we are aiming to support people's everyday lives and strengthen communities across Telford and Wrekin. This includes revitalising our places, creating more attractive and welcoming streets and centres and improving access to jobs, services and opportunities, particularly for those with limited access to a car.

Transport plays a central role in shaping how people experience their local area – not just how we move around, but how places feel and function. For some residents, limited access to a car, combined with gaps in transport provision, can make it more difficult to reach essential services, employment or education, or participate fully in community life. These barriers can contribute to inequality and social isolation, particularly for those on lower incomes, older people and young people.

Therefore, it is essential to provide inclusive, accessible and well-connected transport options that respond to these challenges. By improving accessibility, enhancing public spaces and reducing barriers to travel, transport can help support vibrant, resilient communities, improve quality of life, and ensure that everyone in Telford and Wrekin can benefit from the borough's opportunities.

Policy IA1: Support sustainable access to employment, education and healthcare

This policy complements our wider approach to improving public transport and walking, wheeling and cycling by focusing on some of the most important journeys people make to access work, education and healthcare. These connections are essential to everyday life, supporting wellbeing, reducing inequalities and helping our local economy to thrive.

This includes supporting **the right services in the right places**. For example, the new A level centre, Telford 6th, near Telford Central will enable more students to access high-quality post-16 education within the borough, reducing the need to travel further afield. This will be transformative for access to education, particularly for those in the south of the borough. We will continue to work with the college to support walking, wheeling, cycling and bus access to both sites, and rail access to the new site, avoiding increased drop-off traffic, and giving young people greater travel choice and independence.

As set out in our latest Bus Service Improvement Plan, we are also **shaping our transport networks** to better connect people to key destinations. Our tendered bus network is designed to provide convenient, affordable access to the Princess Royal Hospital, including services aligned with staff shift patterns. Home-to-school journeys are being incorporated into scheduled services, encouraging greater use of local buses. The

100 Work Express service provides direct links to employment sites and has seen strong passenger growth – as of early 2025, there were around 10,000 trips per month on this service.

We will continue to work with key partners, including education providers and major employers such as Harper Adams University, to understand local needs and strengthen these connections. By improving access to essential services and opportunities, we will help more people take part in work, learning and community life.

Policy IA2: Broaden travel choices in suburban and rural areas

We will continue to support connectivity in our suburban and rural areas through measures which work for our communities. As set out in our latest Bus Service Improvement Plan, we will continue to run our demand responsive service, **Connect On-Demand**, where conventional bus services are limited, and will explore opportunities to expand this further. These services help residents, students and visitors to reach their destinations, and can also be used to get to larger transport hubs like railway stations and conventional bus stops. We will explore other flexible forms of shared transport like car sharing – which can all help residents to save money as well as access the things they need. We will also consider suburban and rural mobility hubs which bring together multiple modes of transport in one convenient location, such as car parking, EV charging, bicycle parking, bus services, and Connect On-Demand.

Case study: Connect On-Demand

Travel Telford On-Demand is a flexible public transport service designed to make getting around easier. It is 'demand responsive transport', which means there is no fixed route or timetable. Instead, passengers book a ride when they need it, and the bus comes to a nearby stop within their zone. It currently operates in dedicated travel zones including Horsehay, Ironbridge, Lightmoor, Longdon-on-Tern and Telford College, and connects residents in suburban and rural areas to key destinations like Telford Central railway station, the Princess Royal Hospital and Madeley.



Travel Telford Connect On-Demand bus

Policy IA3: Deliver placemaking and regeneration

We will work with our communities to create **safer, more welcoming streets** to make local communities stronger and help to strengthen local pride in place. This builds on our Local Cycling and Walking Infrastructure Plan's approach to Core Walking Zones, which looks to improve the pedestrian environment in our key centres. Whether in a large town or small village, investment in placemaking will create spaces and places that people want to visit and spend time in, which in turn supports social inclusion and local business. For example, the Council have already been awarded £30m of investment for Woodside, Brookside and Sutton Hill through the **Pride in Place** project, and are undertaking a significant regeneration project at Telford Town Centre.

Case study: Oakengates and Wellington high streets

Projects in Oakengates and Wellington are revitalising high streets, supporting independent businesses, and creating new cultural and community spaces. This approach has helped keep retail unit vacancy low, with only 4.4% of units empty compared to the UK average of 13.9%.

Policy IA4: Link communities together

Telford & Wrekin is a polycentric borough made up of a network of distinct towns and villages, each with its own character and identity. This is one of our strengths, contributing to the borough's quality of life and sense of place. However, it can also make it harder for people to travel between communities and access key services and opportunities. Our dispersed population can make it more challenging to provide frequent public transport, while major roads and railways can create barriers within and between neighbourhoods. Through this policy, we will **better link our communities** by improving public transport connections, making crossings safer and more convenient, and enhancing walking, wheeling and cycling routes. This aligns with our Bus Service Improvement Plan and Local Cycling and Walking Infrastructure Plan. Focusing on links between places will help people access local centres more easily and stay connected to everyday opportunities.

Policy IA5: Continue to partner with communities

We are committed to putting our **communities at the heart of everything we do**. We will continue to engage with local residents, businesses and organisations, including people who are often not heard, to ensure we better understand their needs. We will collaborate with Town and Parish Council, community representatives, including disability networks, elders' forums, and other typically under-represented groups, to inform the design of transport and accessibility improvements.

For example, our Pride of Place project is deliberately doing things differently. Our resident led Neighbourhood Boards will play a central part in shaping long-term regeneration, strengthening communities, improving local facilities and giving residents a stronger voice in decisions about their neighbourhood.

Policy IA6: Support improved digital connectivity

Although this plan focuses on transport, having a **good internet connection** is becoming just as important for everyday life. It helps people work, access services, keep in touch,

learn new skills and enjoy their free time without always needing to travel. Across Telford and Wrekin, 68% of premises have access to full fibre broadband and 92% to ultrafast broadband, compared to 86% and 93% across the West Midlands respectively.³⁰ We will support improvements to digital connectivity across the borough so that people and businesses can stay connected, including those in more rural areas or those who find it harder to travel. This will help make sure no one is left behind. Better digital connectivity can also reduce the need to travel in some cases. For example, people may sometimes be able to work from home or attend appointments and access services online. This can mean not always having to make a trip or being able choose quieter times to travel, easing pressure on busy roads and making journeys easier for everyone.

Case study: Gigabit Telford

Telford & Wrekin Council has partnered with Virgin Media O2 Business to deliver a multi-million-pound boost to connectivity infrastructure across the borough. This will provide access to ultra-fast full fibre network connectivity to more than 200 public buildings. On top of this, these infrastructure upgrades will help future-proof the borough for further growth. Work began in late 2022 and was expected to be completed by March 2025.

Goal: Everyone feels safe to travel

We want everyone in Telford and Wrekin to feel safe and confident when travelling, no matter how they choose to get around. While the borough has a strong track record of improving road safety, there is still more to do, with people walking, wheeling, cycling and motorcycling particularly at risk of serious injury.

Safety is about both real risks and how people feel. Concerns about traffic, poor lighting, unsafe crossings or limited cycling facilities can discourage people from choosing healthier and more sustainable ways to travel. For example, perceptions of safety are the main barrier to people cycling, especially for women and children.³¹ People may also feel less safe when accessing public transport, including at bus stops and stations. In the UK, 86% of women aged 18-24 have experienced sexual harassment in public spaces, including public transport.³² Together, this highlights the importance of designing transport environments that feel safe for all people.

We will improve safety for all modes by investing in better-designed streets, safer crossings and well-lit routes, alongside education and awareness programmes. Our ambition is to progress towards **Vision Zero** – that there would be no serious injuries or fatalities on our roads.

By reducing risks and improving perceptions of safety, we will help more people travel confidently and access the opportunities around them.

³⁰ [Connected Nations update: Spring 2026](#)

³¹ [National Travel Survey 2024](#)

³² [APPG-UN-Women Sexual-Harassment-Report 2021.pdf](#)

Policy IA7: Develop a new road safety strategy and adopt a safe system approach

We will adopt a **Safe System** approach to road safety, focusing on five interdependent components – safer roads, safer speeds, safer vehicles, safer road use, and effective post-collision response. These components work together to prevent crashes or reduce their severity, ensuring that even when people do make mistakes, the transport network is forgiving and safe for everyone. By treating road safety as a system, we commit to integrated measures that collectively protect all road users, including our most vulnerable, and support our **Vision Zero** goal.

Policy IA8: Empower everyone to travel safely on our roads, progressing towards Vision Zero

This policy aligns with the '**safe road users**' components of the Safe System approach in empowering all those who use our roads to be both competent and responsible. This includes those walking, wheeling, cycling, horse riding and driving a vehicle. We will continue to run a comprehensive range of programmes to support residents to travel safely. For example, at schools, we will continue programmes such as **New School Journey** where we work intensively with schools and their communities, providing resources and training to support walking and cycling and reduce car travel. We also run post-16 and adult **Travel Training** sessions, and the **Mature Drivers** programme for older adults.



Cycle training at a local school

Case study: Post-16 Travel Training

Building on earlier successes, the post-16 and adult Travel Training programme will continue. This provides focussed support to anyone who is unsure about travelling by bus, whether due to mobility challenges, neurodivergence, or general apprehension about how to access and pay for bus travel.

Policy IA9: Design for safety

We will proactively design and manage our streets and transport networks to **reduce the risk of collisions** and make journeys safer for everyone. This includes putting the needs of people walking and wheeling first, followed by cyclists, in line with the Highway Code's approach to protecting the most vulnerable road users. We will regularly review safety across our networks, focusing on areas where risks are higher and where there are more vulnerable people. We will use a range of measures, such as appropriate speed limits, safer crossings, improved junction design, traffic calming and targeted enforcement, to create safer and more comfortable streets.

Policy IA10: Improve the experience of personal security, particular for more vulnerable groups

We will work to ensure that everyone feels safe and confident when travelling, with a focus on the needs of more vulnerable groups, including women and girls, older people and those travelling alone. Drawing on best practice, our first step will be to carry out a programme of '**Getting Home Safely**' audits for bus stops and surrounding areas, identifying opportunities to improve lighting, visibility and access, and using these insights to inform future investment. By improving personal security across our transport network, we will help more people travel with confidence, particularly during the evening and at night.



Safety zone at the Princess Royal Hospital

Goal: An inclusive and accessible transport network

Through this goal, we are aiming to make the transport network more inclusive and accessible, to support all user groups to be able to travel to jobs, essential services and opportunities. This is particularly important for those with increased accessibility needs, and those with protected characteristics who may face additional barriers when travelling.

Transport is fundamental to how people access opportunities across Telford and Wrekin. However, for some residents, accessing employment, education, healthcare and community facilities can be challenging. For example, a higher proportion of people living in the borough (21%) say their day-to-day activities are limited a lot or a little by long term health conditions, compared to the national average (18%). Barriers to accessing transport can include physical obstacles, inaccessible infrastructure, or a lack of clear and accessible travel information.

By improving accessibility and reducing barriers, we can help ensure that everyone is able to take advantage of the opportunities available across the borough.

Policy IA11: Improve bus, stop, station and vehicle accessibility

There are currently over **1,000 bus stops** in Telford and Wrekin; **bus stations** within central Telford, Wellington, Oakengates, and Newport; along with **local interchanges** in Madeley and Hadley. It is essential that these hubs are accessible for people with different needs and facilities like public toilets are provided where possible. Having recently upgraded Wellington bus station, we are committed to refurbishing our remaining bus interchanges and hubs to bring them up to the same standard. All new bus vehicles are to meet national accessibility standards³³ with audio-visual journey information,³⁴ and bus driver disability awareness training will be required as part of the Enhanced Partnership.

Policy IA12: Continue to support Dial-a-Ride

We will continue to run our **Dial-a-Ride** community transport scheme, which offers a door-to-door service for eligible residents who cannot access conventional public transport due to mobility problems. All vehicles are easy to access, having the ability to carry passengers in wheelchairs. All staff are fully trained in disability awareness and passenger safety to ensure the comfort and well-being of customers. We will explore future funding sources and consider integration within the mainstream network to work towards longer term sustainability.

Policy IA13: Improve railway station facilities and accessibility

Our railway stations at Telford Central, Wellington and Oakengates are key gateways to the borough. We will continue to work with partners, including Network Rail, to improve accessibility and the overall quality of facilities, making rail travel easier and more attractive for everyone. At **Wellington**, we will support the delivery of an Access for All scheme, including a new footbridge and lifts to provide step-free access between platforms, and we will deliver improved links to the bus station. At **Telford Central**, recent investment has delivered step-free access via an upgraded footbridge, alongside improved

³³ Source: Public Service Vehicle Accessibility Regulations 2000

³⁴ Source: Bus Services Act 2017

lighting, landscaping and connections to the town centre as part of the Station Quarter regeneration. We will build on this by exploring opportunities to enhance station facilities, such as improved waiting areas and the potential for cafés or shops. We will also explore longer-term opportunities to improve access and facilities at Oakengates.



Wellington railway station

Policy IA14: Provide accessible information and ticketing for all

We will make it easier for everyone to access **clear, timely travel information** and **simple ticketing options** which support different needs. This includes rolling out solar-powered e-paper timetable displays with push-button audio at bus stops, helping passengers access real-time and accessible information. We will begin by installing these at 100 locations, with the ambition to expand coverage across the borough. We will also support inclusive travel through initiatives such as the Telford Teen Card, which offers discounted fares for young people, alongside maintaining free travel for older people and those with disabilities in line with national requirements. Together, these measures will help ensure public transport is easy to use and accessible to all.

Policy IA15: Ensure taxis and private hire vehicles offer an accessible and safe service

Taxis and private hire vehicles play an important role in the transport network, providing flexible, door-to-door journeys and helping people complete trips, such as accessing rail stations or airports. They are particularly valuable for people without access to a car, including many disabled users. We will continue to meet our responsibilities under national legislation, including maintaining a list of wheelchair accessible vehicles. We will also work with licensing authorities and operators to incentivise or require additional wheelchair-accessible taxis, such as through licensing policy adjustments or, where possible, providing financial support for vehicle upgrades. Alongside this, we will support safe

journeys through initiatives such as our voluntary CCTV scheme and mandatory training for drivers, helping to ensure passengers feel safe and confident when travelling.



Adaptive Bikes at Oakengates Athletics Track

Unlocking potential

Maintaining prosperity while maximising the potential of the borough

The following sections set out our TWTP policies which support and **unlock potential** in Telford and Wrekin, ensuring that we grow in a way that is sustainable for our transport networks and environment, and so all communities can benefit. They are structured around three complementary goals, that together ensure growth is managed sustainably:

- Strong cross-border connections
- Sustainable, mixed-use developments
- A greater share of greener journeys

Goal: Strong cross-border connections

Through this goal, we will enhance and future-proof connections between Telford and Wrekin and neighbouring areas, including Birmingham, Wolverhampton, Shropshire, Staffordshire and Wales. This will ensure that the borough is fully integrated into the wider regional transport network. Strong cross-border connectivity is essential to support sustainable economic growth, enabling businesses and residents to benefit from improved access to employment, skills, investment, and services beyond local boundaries.

Telford & Wrekin borough is home to a diverse and dynamic economy, with over 6,000 businesses operating across key sectors such as manufacturing, engineering, and technology. By prioritising improvements to road, rail, and public transport connections across administrative borders, we will help ensure that businesses can access wider markets, attract talent, and remain competitive in a regional and national context. We recognise the importance of efficient and reliable freight movement in supporting our local economy, ensuring that goods can move seamlessly across borders to connect businesses with regional and national markets.

For residents, enhanced cross-border connectivity will open up greater opportunities for employment, education, services and leisure, while also helping to attract new investment and opportunities into the borough. We will work to reduce barriers to travel, making it easier, faster, and more sustainable for people to access opportunities outside the borough.

Policy UP1: Work with neighbouring areas to improve our cross-border connections

We will work alongside **neighbouring areas** to improve our cross-border connections in relation to road, rail, buses and coaches to allow for residents and businesses to access opportunities in the wider region, and to support visitors travelling to Telford and Wrekin. This will involve ongoing engagement with organisations like Shropshire Council, Staffordshire County Council, the West Midlands Combined Authority and the West Midlands Rail Executive to identify areas for improvements. We will continue to work with partners across the Midlands, through Midlands Connect and future regional partnerships, to help deliver better transport connections.

We will work collaboratively with relevant authorities and organisations to bring forward improvements that benefit communities across the region, ensuring that the needs of residents, businesses and organisations are fully considered. This will include

collaborating on planning for future development to ensure that housing, employment and infrastructure growth is well-coordinated. Through this policy, we will ensure that the cross-border transport needs are identified and addressed, supporting growth in the wider region.



A442

Policy UP2: Work with National Highways, Network Rail (and Great British Railways in the future) and train operators to improve our longer distance motorway and rail connections

We will work collaboratively with **National Highways**, **Network Rail** (and **Great British Railways in the future**), **Transport for Wales** and **West Midlands Railways** to strengthen and enhance the borough's long-distance motorway and rail connections. These bodies are responsible for a range of aspects of strategic planning, operations, improvements and maintenance of transport networks. We are committed to working collaboratively to ensure that the interests of our residents, employers, and visitors are taken seriously. For example, we are supportive of enhanced and direct rail services to Birmingham and beyond, including London.

This will also involve the sharing of data and insights to support coordinated planning, better understanding of travel patterns, and more informed decision-making across networks. We will also work closely with these bodies to ensure that disruption, such as planned works or unplanned closures on the strategic road and rail networks, is managed sensitively and communicated effectively to minimise impacts on communities and businesses. For example, we will work with Transport for Wales to manage the potential disruption relating to their upcoming programme of much needed train upgrades and refurbishments.

Through this, we will be able to best ensure that cross border connections are reliable and efficient, providing access to wider opportunities, particularly for work and leisure, and transporting goods more effectively.

Policy UP3: Support long distance freight movements

We will support the **efficient and sustainable movement of freight** over long distances by strengthening connections to the M54 and A5 and working with National Highways to improve the resilience and performance of key freight corridors. This will ensure that goods can move reliably between local businesses and wider markets, supporting the large freight industry in and beyond the borough, contributing to economic growth and attracting investment across Telford and Wrekin. We will support long-term sustainability in the freight industry through supporting the transition to cleaner fuels and growth in rail freight. We will also maximise the opportunities from the West Midlands Rail freight network to strengthen connections to regional and national markets.



Transport for Wales Class 158 at Telford Central railway station

Goal: Sustainable, mixed-use development

We will promote sustainable mixed development that creates balanced, vibrant, and resilient communities across Telford and Wrekin. This approach will support the integration of homes, jobs, services, and green spaces, including within the Sustainable Communities identified in the Local Plan, ensuring that development meets the needs of both current and future residents while making efficient use of land and infrastructure.

By encouraging a mix of residential, commercial, and community uses in well-connected locations, we will reduce the need to travel long distances and support more sustainable

travel choices, including walking, cycling, and public transport. This will help to ease pressure on the transport network, improve accessibility, and enhance overall quality of life as our borough continues to grow.

Policy UP4: Support the current Local Plan

We will deliver the transport improvements necessary to support the growth set out in our **2021-2041 Local Plan**. Our Local Plan identifies urban extensions that are key to achieving the growth ambitions of the borough. These development opportunities include extending beyond the existing urban area to the north of Telford, at Bratton, Wappenshall and Northeast of Muxton, growth within Newport and Church Aston, and opportunities for growth in key rural settlements.

Through this policy, we will ensure that transport requirements at growth sites are identified and addressed, enabling development to come forward in the right locations and under the right conditions. In particular, bus, cycling and walking connections will be prioritised, supporting our aim to reduce car dependency and making sure there are multiple travel options available. This will support economic growth, improve access to employment and key services, and help attract investment across Telford and Wrekin. Larger developments will be required to adopt site-based Travel Plans (Local Plan Policy ST1) and contribute financially to infrastructure requirements through Section 106 agreements (Local Plan Policy S7).

Policy UP5: Transform the town centre through Station Quarter and Telford Central Reimagined

We will support the delivery of **Station Quarter** and **Telford Central Reimagined**, complementary projects that will strengthen Telford Central station's role as a gateway to the borough and support the continued regeneration of Telford Town Centre.

Station Quarter is a major mixed-use development in Telford Town Centre centred on Telford Central railway station. This will create a well-connected hub, improving links between the station and key destinations including Telford Shopping Centre, Telford Town Park and Telford 6th. To make the most of its location and mix of uses, we will promote sustainable travel by supporting high-quality transport infrastructure and services. This includes direct walking and cycling routes, strong connections to rail and bus services, and provision for car clubs and electric vehicle charging. We will work with local partners to take a coordinated approach to parking provision and access in the surrounding area, ensuring they support the sustainable travel vision for Station Quarter and align with wider town centre transport objectives.

Through **Telford Central Reimagined**, we will enhance the station experience through improved facilities, a more welcoming environment and better passenger amenities. Together, these projects will reinforce one another, helping to increase the attractiveness of both the station and the town centre.



Telford Central railway station

Policy UP6: Shape future Local Plan development

Local Plans must be reviewed every five years and refreshed if needed. During the next Local Plan refresh, we will support and promote a **vision-led**, '**decide and provide**' approach. This means deciding on a preferred vision for the future, understanding the travel needs, and progressing a spatial and transport strategy best suited to meeting those needs. Public transport, walking, wheeling or cycling enhancements will be considered first and foremost when accommodating new development, and we will only consider road capacity schemes once all other options have been explored. This approach puts the transport needs of people and communities first and will prioritise access to employment, amenities and services, nature, and public spaces. This will ensure that transport and land-use planning are better integrated and will support thriving, sustainable communities.

Policy UP7: Integrate a range of transport options into new development

We will ensure that new developments are **high-quality**, **well-connected** and **sustainable** places to live and work. To do this, we will ensure that a range of transport options are integrated into new developments from the outset. This includes following best practice guidance to design road and pavement layouts for walking, wheeling and cycling, provide convenient and secure cycle parking, and design roads to allow buses to operate safely and efficiently. Walking, wheeling and cycling routes will be the natural choice for travelling to nearby amenities and public transport hubs, while bus and rail services will offer onward connections. Streets will be designed to meet inclusive mobility standards so that they are accessible for people of all ages and abilities. This approach is essential to reducing car dependence and contributing to better quality of life.

In particular, sensibly placed and designed development can contribute to the long-term viability of existing bus services through supporting patronage growth. As part of our Local Plan, we have developed a Supplementary Planning Document on bus service funding to ensure that developers are informed and supported in incorporating and enhancing existing bus services.

In addition, we will ensure that new developments provide EV charging facilities and consider opportunities for car clubs or car-sharing schemes. Recognising that national Building Regulations provide only a minimum baseline, we will expect new development to deliver enhanced levels of active, accessible, conveniently located and future-ready EV charging infrastructure, reflecting local needs. In particular, where developments include limited or no on-site parking, consideration should be given to alternative charging provision for residents and users, including those living in flats or without a driveway, such as public on-street charging. This will support EVs as a viable option and help accelerate the transition.



Travel Telford bus vehicle

Goal: A greater share of greener journeys

We recognise the urgent need to respond to the Climate Emergency and the role that the transport sector plays in greenhouse gas emissions. Telford & Wrekin Council committed to making council-controlled operations and activities carbon neutral by 2030, and to engage with residents, business, public sector organisations and partners towards the aspiration of a carbon neutral borough as a whole by 2030. For transport, this means helping more people choose greener ways to travel. This would reduce greenhouse gas emissions, while also improving air quality and reducing congestion across the borough, which is particularly important as our population continues to grow.

Through this goal, our ambition is to increase the share of journeys made by greener, low-emission modes, such as walking, wheeling, cycling, bus and rail, and supporting the transition to electric cars, buses and freight. Encouraging a shift towards more sustainable and low-emission modes of travel is a key component of climate change mitigation, helping to reduce greenhouse gas emissions from the transport sector and support the borough's transition to a carbon neutral future.

We recognise that different measures are suited to different types of journeys. Walking, wheeling and cycling are most effective for shorter trips, while bus services can support short to medium-distance journeys, and rail plays an important role in longer-distance connectivity. These modes are likely to play a more significant role for travel in and around urban areas.

Addressing longer trips is important. While they make up a relatively small proportion of total journeys, longer journeys account for the majority of emissions. For example, Midlands Connect estimates that trips over 10 miles long account for over 65% of road vehicle emissions within Telford and Wrekin.

For more rural travel, shared transport and the transition to electric vehicles will be particularly important.

To enable this transition, we will make greener journeys easier and more attractive options. We will expand access to public electric vehicle charging infrastructure, ensuring it is reliable and accessible across the borough. We will also support residents and businesses in making greener travel choices. In doing so, we will help drive progress towards our climate objectives, and support the development of more vibrant, healthy and resilient communities.

This goal addresses encouraging the transition to zero emissions vehicles and changes to travel demand. This complements **transforming travel choices**, which seeks to improve conditions for walking, wheeling, cycling and public transport, and **fit for the future**, which focuses on planning and delivering infrastructure sustainably. Together, these goals and policies represent a comprehensive, holistic approach to decarbonising and improving the sustainability of transport in Telford and Wrekin.

Policy UP8: Incentivise sustainable travel

Encouraging and supporting residents to make greener journeys is essential to achieving more sustainable transport patterns in the borough, building on our policies to **transform travel choices** and **improve accessibility**. We will introduce incentives to make public transport, park and ride and active travel options more attractive and affordable, such as discounted introductory tickets for bus, rail and park and ride services, as well as reduced fare initiatives during school holidays and major events. Initiatives such as 50p fares on Travel Telford services have proven popular, helping to ease travel costs while increasing bus use and encouraging a shift towards more sustainable modes.

In addition, we will support the transition to electric vehicles through innovative measures such as electric car sharing schemes, giving residents flexible access to EVs without the need for ownership and supporting wider uptake of low-emission travel.



Christmas Glow Ride

Policy UP9: Implement smarter parking strategies that meet evolving needs

Effectively designed and managed parking can play an important role in supporting the local economy by ensuring that key services, local centres and visitor destinations remain accessible, particularly for those with mobility impairments. At the same time, when balanced effectively, parking management can support more sustainable travel choices by encouraging walking, wheeling, cycling, car sharing and the use of public transport, alongside reducing congestion at key destinations.

To support this, we will ensure the right level of parking is provided in the right locations, including sufficient provision of electric vehicle and accessible spaces close to key destinations, to create inclusive and convenient access for all users. We will review parking charges where appropriate to ensure they remain fair and proportionate and provide a range of flexible payment methods to meet different user needs, including through the MIPERMITS app. Additionally, we will continue to manage parking effectively through appropriate design and enforcement, helping to reduce inappropriate parking such as in busy residential areas, in bus-only areas, and blocking pavements.

Policy UP10: Roll out more EV charging facilities

Our vision is to support EV users with a network of **accessible, reliable EV charging facilities** across the borough, to ensure that EVs are a viable option for residents, visitors and businesses. We will expand public charging provision in line with existing and future demand, working closely with developers and the private sector to increase coverage and improve access. New charge points will be designed with accessibility in mind with suitable

bay layouts, clear signage and ease of use for drivers with disabilities. In addition, we will work with National Grid and other relevant infrastructure providers to understand and address grid capacity requirements, helping to ensure that the electricity network can support the planned expansion of EV charging facilities across the borough.

It is important that EV charging infrastructure is provided at a range of locations, including key destinations and workplaces, but also across the borough's varied residential communities. Through our **Public EV Charging Infrastructure Strategy**, we will support the delivery of on-street charging in residential and commercial areas where off-street parking is limited. Through this approach, we will increase confidence and improve access for residents to transition to EVs. We will also develop bespoke **Telford & Wrekin EV charging infrastructure guidance** to clearly set out our expectations for EV charging facilities across new and existing development, including homes, workplaces, retail destinations, public spaces and on-street locations where access to off-street parking is limited.

Policy UP11: Support businesses and organisations to transition to electric fleets

We will work with businesses and organisations to support the transition to EVs in **corporate fleets**, accelerating the shift to low-emission travel across the borough. Where carpools or car clubs are in operation across Telford and Wrekin, we will encourage their transition towards a fleet of EVs, supported by appropriate charging infrastructure. These measures will help to reduce greenhouse gas emissions and will contribute to improved air quality and a cleaner, quieter environment for residents and businesses.

Case study: Council car park electric vehicle charging

Work began in 2024 to install 70 new charging points across the borough in 21 council owned car parks, each with two sockets, making it possible to charge a total of 140 cars at the same time.

Policy UP12: Support the transition to electric buses

Working with operators, we will seek funding to support the transition to a **zero-emission bus fleet**, with initial investment focused on the core network of key services. Funding will be delivered through the Enhanced Partnership, in line with State Aid requirements, to ensure a fair and collaborative approach. This will help to bridge the cost gap between conventional and zero-emission vehicles and accelerate uptake.

Recognising the age profile of the current fleet, we will also support lower-cost measures in the short term. This will include retrofitting exhaust treatment systems across the existing fleet as part of wider refurbishment programmes, to reduce emissions, improve air quality and enhance the passenger experience while the transition to a zero-emission fleet is underway. As we transition towards electric buses, we will also seek opportunities to reduce operating costs such as by expanding our renewable energy generation and linking directly with bus facilities.



Travel Telford bus

Policy UP13: Support sustainable local and last-mile freight movements

In the evolving landscape of logistics, there are significant opportunities to **modernise the first and last stages of goods delivery**, known as first and last mile. With the rise of e-commerce, deliveries have increased leading to a surge in Light Goods Vehicle (LGV) mileage. There is potential to support a shift from petrol and diesel LGVs to low-emissions deliveries (such as electric vans or cargo bikes) through smaller, local distribution centres, known as micro-consolidation hubs. Adopting more sustainable delivery methods can minimise infrastructure impact, making our roads and communities safer, less polluted and more efficient. Initiatives such as Wellington's volunteer-led Cargo Bike Delivery Scheme demonstrate how environmentally friendly, community-based delivery services can support local traders and reduce reliance on motorised trips for short-distance goods movements. We will continue to explore opportunities to support sustainable freight movements within Telford and Wrekin.

Fit for the future

Keeping Telford and Wrekin moving, now and for the future

The following sections set out our TWTP policies focused on getting **fit for the future**, through maintaining, protecting and enhancing what we have, and being ready to adapt as our world changes. They are structured around the following three complementary goals, which together ensure our transport system is future ready:

- Reliable and well-maintained networks
- Adaptable and resilient networks
- Sustainably and inclusively designed networks

Goal: Reliable and well-maintained networks

We want everyone to be able to rely on the transport network to get where they need to go, safely and on time. Reliable journeys are essential for everyday life, whether travelling to work, education, healthcare or other activities.

To achieve this, we will ensure our transport infrastructure is well maintained and fit for purpose, helping to reduce disruption and support safe travel across all modes. We will also take a proactive approach to managing the network, using data and technology to respond quickly to changing conditions and improve journey reliability. By maintaining and operating our networks effectively, and planning ahead for future needs, we will support a more dependable transport system that works for residents, businesses and visitors.

By strengthening how we use data, we can better understand travel patterns and identify where improvements are needed. This will help us plan and deliver future schemes more effectively, creating a transport network that continues to improve and adapt to the borough's needs.

Policy FF1: Maintain and manage our transport assets

We will get the most out of our existing and future highway assets through a **proactive, whole life approach to maintenance and management**. We are required to keep a register of all highway assets, understanding which are the most crucial for a well-functioning network, and regularly checking and reporting on their condition. This includes local roads, footpaths, cycleways, bridges and signs. Each area's specific priorities will likely vary over time, but they are always underpinned by a duty to improve reliability, reduce delays, maintain high standards of safety, and manage risks effectively.

We will take a preventative approach to asset maintenance to extend asset life, using smarter technologies, and co-ordinating works with partners and utilities companies. Our ambition is to uplift our amber 2025-26 rating for local road maintenance to green.

Policy FF2: Keep our transport network running smoothly

We will take a **proactive, evidence-led approach to managing our transport network**, ensuring it operates efficiently, reliably and in line with changing travel needs. We will continue to use data and modern tools to monitor performance, respond to issues quickly and identify opportunities for improvement. This includes using bus network planning software to support evidence-based discussions with operators and explore service enhancements that are more likely to be commercially viable. We will also enhance our

strategic transport model to better understand travel patterns across all modes, assess the potential impacts of new schemes, and support informed decision-making going forwards.

We will work with partners to improve journey reliability and manage congestion through measures such as smarter traffic management and responsive technologies. We will also explore new approaches to help balance the needs of different users and create streets that work better for people and places.



Road at night

Goal: Adaptable and resilient networks

Our goal is for Telford and Wrekin's transport network to be resilient and adaptable, ready to respond to changing conditions now and in the future. This includes the impacts of climate change, such as more frequent extreme weather, as well as wider changes in how people travel, driven by new technologies and evolving lifestyles.

We will design and manage our networks to cope with these challenges, ensuring they continue to operate safely and reliably during disruption. This includes building in resilience to flooding and temperature extremes and maintaining infrastructure so it performs well over time.

We will also embrace innovation, including new and emerging forms of transport, to provide people with more flexible and convenient travel choices. Alongside this, we will use data to better understand how people travel, enabling us to plan ahead, respond to change and deliver improvements where they are most needed. By staying flexible and forward-looking, we will create a transport network that can adapt to future needs and opportunities. We will maintain our people-centred approach, ensuring that all residents

can benefit including those less confident with technology, so no one is left behind as the network evolves.

Adapting to the effects of climate change and embracing innovation strengthens everyday reliability and safety, linking to our ambition for **reliable networks** where **everyone feels safe to travel**.

Policy FF3: Build in resilience to climate change and extreme weather

We will ensure that transport networks are designed and managed to be resilient to the impacts of climate change and extreme weather. Climate adaptation will be a key consideration in the planning, design and maintenance of transport infrastructure, helping the network respond to increasing risks from flooding, surface water runoff, storms and extreme temperatures. These impacts can damage infrastructure and disrupt services, including through flooding of roads and railways, erosion and landslips, and railway lines buckling during periods of extreme heat.

We will work with partners to **reduce flood risk** through measures such as green and blue infrastructure, Natural Flood Management and Sustainable Drainage Systems (SuDS), improving both resilience and water quality. Where possible, we will avoid areas at highest risk of flooding, and where this is not feasible, appropriate mitigation and compensation will be put in place. We will maintain our networks proactively, including managing drainage systems to ensure they continue to function effectively during heavy rainfall.

We will also design infrastructure and services to better withstand **temperature extremes**, including through appropriate materials, planting for shade and shelter (using native species of local provenance), and the use of low-carbon solutions. By planning ahead and adapting to future conditions, we will help ensure a safe, reliable and resilient transport network for the borough.

Policy FF4: Embrace new transport data and technologies

We will continue to embrace **data and new technology** to enhance the efficiency, reliability and sustainability of our transport networks. Building on Telford and Wrekin's industry strengths, we will lead in the development and deployment of innovative transport solutions – supporting cutting-edge research, piloting new technologies, and fostering partnerships that position us at the forefront of future mobility.

For example, we are currently rolling out AI-powered traffic lights equipped with bus priority technology to give bus passengers smoother and quicker journeys. In the future, connected and autonomous vehicles could improve network efficiency and provide travel options for people with limited access to public transport or who are unable to drive. We will support trials and pilot schemes to test innovative transport and data solutions, closely monitoring their impacts, evaluating their success against our goals and adapting our future approaches where needed. We will make sure that new technologies are applied in a way that is inclusive and people-centred. We will assess new schemes for accessibility, digital inclusion and public acceptance, aligning with best practice and the TWTP's focus on putting people at the heart of innovation.



Ironbridge Gorge at night

Goal: Sustainably and inclusively designed networks

We want our transport networks to be planned and delivered in a way that supports the environment, strengthens communities and contributes to a thriving local economy. Transport can have both positive and negative impacts, so it is important that sustainability is considered at every stage.

We will work closely with partners to ensure our policies and schemes protect and enhance Telford and Wrekin's natural, built and historic environments. This includes identifying the right level of assessment for each project and meeting relevant statutory requirements.

Our approach will seek to deliver environmental improvement wherever possible, including enhancing biodiversity, reducing pollution and creating more attractive, resilient places. We will also look for opportunities to link with wider strategies, ensuring that transport investment delivers wider benefits for people, places and nature. This complements our **transforming travel choices** and **unlocking potential** policies, contributing to a holistic approach to sustainability.

Further information on our approach to sustainability can be found in the TWTP Integrated Sustainability Appraisal (ISA) and Carbon Assessment.

Policy FF5: Seek opportunities to bring enhancement through transport schemes

We will work with partners to ensure sustainability is considered from the earliest stages of planning and design. Our aim is to deliver transport schemes that not only meet their primary objectives, but also bring wider **environmental benefits**.

Wherever possible, we will seek to achieve net improvements to the local environment, taking opportunities to protect and enhance natural, built and historic assets. This could include habitat enhancement, management of invasive non-native species, and the remediation of previously contaminated or degraded land. We will link transport schemes with wider initiatives, such as Biodiversity Action Plans, Rights of Way Improvement Plans and Local Nature Recovery Strategies. Environmental considerations will be embedded throughout design, construction and operation, identifying opportunities to enhance green infrastructure, improve air quality and support biodiversity. For example, through our Bus Service Improvement Plan, we are introducing green roofs and air quality monitoring on upgraded bus shelters across the borough.

Policy FF6: Protect areas that are recognised for their importance to conservation and biodiversity

We will ensure that transport schemes are designed and delivered in a way that protects and enhances **areas which are important for conservation and biodiversity**. This includes avoiding impacts on sensitive locations wherever possible and applying best practice in wildlife-friendly design, alongside appropriate mitigation and compensation where impacts cannot be avoided. We will give particular consideration to irreplaceable habitats, priority habitats and species, peat, and Best and Most Versatile agricultural land, as well as functionally linked land and important geodiversity sites. Sensitive lighting will be used where appropriate, balanced with safety requirements. We will continue to undertake Habitats Regulations Assessment where required to ensure that transport schemes avoid adverse effects on internationally important sites.

We will also seek opportunities to create and enhance habitats, strengthen ecological networks and support biodiversity net gain, including through improvements to green infrastructure and the Public Rights of Way network (as set out in policy TT4).

Policy FF7: Protect Telford and Wrekin's landscape, townscape and historic environments

We will ensure that transport schemes are planned, designed and delivered in a way that protects and enhances Telford and Wrekin's landscape, townscape and historic environments.

This includes avoiding impacts on **sensitive areas** wherever possible and ensuring that designs respect local character and setting, in both urban and rural environments. We will consider landscape design and planting from the outset, helping transport improvements become a positive part of the places they serve. We will consider local vernacular architecture and seek opportunities to enhance landscapes and townscapes through high-quality, well-integrated design. Appropriate guidance will be followed where schemes are located within designated areas, including National Landscapes and Conservation Areas.

We will also protect the historic environment by designing schemes that respond positively to heritage assets and their settings, ensuring that features like seating, signage and

lighting reflect local character, and considering archaeological potential at an early stage where development may affect previously undiscovered remains.



The Wrekin

Policy FF8: Protect air and water environments from transport pollution

We will ensure that transport schemes are designed and operated in a way that protects **air quality**, **water environments** and **local quality of life** from transport-related pollution, including noise and vibration, supporting both human health and ecological receptors.

We will continue to meet relevant air quality legislation and guidance, and enhance where possible, considering the impacts of transport on both people and the natural environment, including sensitive ecological sites. As set out in many of our other policies, we will promote more sustainable travel choices, such as walking, wheeling, cycling, public transport and low emission vehicles, to reduce ongoing emissions from transport. While electric vehicles can help reduce noise, carbon emissions and some air pollutants, they do not eliminate all emissions, including particulate matter (PM2.5) from tyre and brake wear. We will therefore continue to support measures that reduce these emissions, including encouraging sustainable travel, maintaining our roads and managing traffic to reduce stop-start driving. Where appropriate, we will increase tree and vegetation cover using native species to help improve air quality and enhance the local environment.

We will also protect water environments by preventing pollution during construction and operation, and by considering risks to all types of water bodies, including groundwater. Where possible, we will integrate green-blue infrastructure and support the objectives of the Water Environment (Water Framework Directive) (England and Wales) Regulations 2017.

Policy FF9: Reduce whole-life carbon

We will work to minimise the carbon impact of transport schemes across their **full lifecycle**, from design and construction through to operation, maintenance and eventual replacement. While many of our policies reduce emissions from travel, we will also address the carbon associated with transport infrastructure. This includes reducing emissions from materials, construction activities and ongoing energy use.

We will take a proactive approach to managing carbon at every stage, working with partners to improve carbon outcomes. This includes using existing assets where possible, only constructing new infrastructure where needed, using low-carbon materials, improving energy efficiency and incorporating nature-based solutions where appropriate. We will support the use of low-carbon and renewable energy, generating our own where possible.

We will develop our carbon reduction measures to also deliver wider benefits, including improved air quality, greater resilience, cost savings and enhanced natural environments.

Case study: Off-grid bus station in Wellington

In 2022, we opened the UK's first solar and wind powered bus station in Wellington. Lighting, CCTV and electronic timetables are now powered by the turbines and panels mounted alongside bus shelters, which themselves will be made from recycled bottles. Over its lifespan, the carbon savings will be equivalent to planting more than 750 trees, with each shelter generating around 820 kilowatt-hours a year. This is a great example of how we can benefit the environment, improve passenger facilities, and reduce our ongoing electricity costs.



Wellington off-grid bus station

Policy FF10: Protect natural resources and promote circular economy principles

We will ensure that transport schemes are designed and managed in a way that uses **natural resources efficiently** and **reduces waste**.

We will support a more circular approach by encouraging the reuse and recycling of materials and improving resource efficiency throughout the lifecycle of transport infrastructure. This includes considering how materials are sourced, used and maintained, and reducing waste wherever possible. We will explore the use of innovative technologies and approaches in design, construction and operation of transport schemes to improve effectiveness and efficiency, helping ensure long-term value while minimising environmental impact.

Policy FF11: Proactively consider health and equalities impacts

When we deliver transport schemes, impacts could be experienced in different ways by different individuals, particularly those who may be considered vulnerable due to such differentials as age, health, ethnicity, sex or income, or who have protected characteristics under the **Equality Act 2010**. As our TWTP policies and schemes progress, we will proactively consider health and equalities issues from the earliest stages. HIA and/or EqIA assessments will be conducted as needed to evaluate potential impacts on individuals or groups, guiding the design and delivery process. We will use the latest inclusive design standards, including DfT guidance, to mitigate adverse effects and maximise beneficial ones, ensuring fair and equitable access to services, facilities, and amenities for all members of society.



Inside a Travel Telford bus

Delivering our vision and strategy

Transport Delivery Plans

The TWTP Transport Delivery Plans will set out how we will turn our vision and strategy into action. They will provide a clear, phased programme of schemes and interventions, aligned with national LTP guidance and funding arrangements, and will be updated regularly to reflect progress, funding opportunities and evolving priorities.

Our first Transport Delivery Plan covers the period to 2030. It identifies the schemes we will deliver in the short term, alongside those that will progress through design and business case development during this period. This approach ensures we not only deliver immediate improvements, but also build a strong pipeline of future schemes to support our longer-term ambitions.

The initial Transport Delivery Plan focuses on getting the foundations right for sustainable growth. It prioritises maintaining and renewing our existing assets, improving network resilience and capacity, and targeting investment in key locations where it can unlock wider benefits, such as Station Quarter. It represents a practical first step, ensuring that the transport network is fit for purpose and ready to support change.

The programme brings together schemes and priorities identified through a range of strategies and plans, including the Local Plan, Local Cycling and Walking Infrastructure Plan, Bus Service Improvement Plan and Public Electric Vehicle Charging Infrastructure Strategy. By aligning these programmes, we can maximise impact, improve coordination, and ensure investment supports shared objectives across the borough.

Future Transport Delivery Plans will build on this foundation. As schemes are developed and new opportunities emerge, later plans will place greater emphasis on more ambitious and transformative interventions, supporting a shift towards a cleaner, more sustainable and better-connected transport network over the longer term.

Partnership working

To achieve our ambitious TWTP vision and goals, we recognise the need to work with local and national partner organisations.

We will lead on the delivery of the TWTP as part of our statutory responsibility to maintain and develop transport and highways at a local level. However, many of our policies and schemes will require the involvement and support of other organisations. We are committed to continuing close collaboration with these groups and lobby for the interests of our borough.

To meet the needs of those who live, work and visit Telford and Wrekin, we will work with other teams at Telford & Wrekin Council, local organisations such as town and parish councils, businesses and key employers, communities, residents, visitor destinations and interest groups.

Some of our partners own or operate transport infrastructure or services in Telford and Wrekin: Network Rail and Great British Railways, National Highways, bus and coach operators, train operators (Transport for Wales and West Midlands Trains, and in future Great British Railways) and freight operators. It is therefore vital that we maintain regular

liaison with these organisations to ensure support for services and schemes that will bring benefits to all.

Figure 11 illustrates some of the key stakeholders that we will work with to deliver our shared ambitions. Collaboration will be wide reaching, involving a wider range of local groups and organisations than those shown.

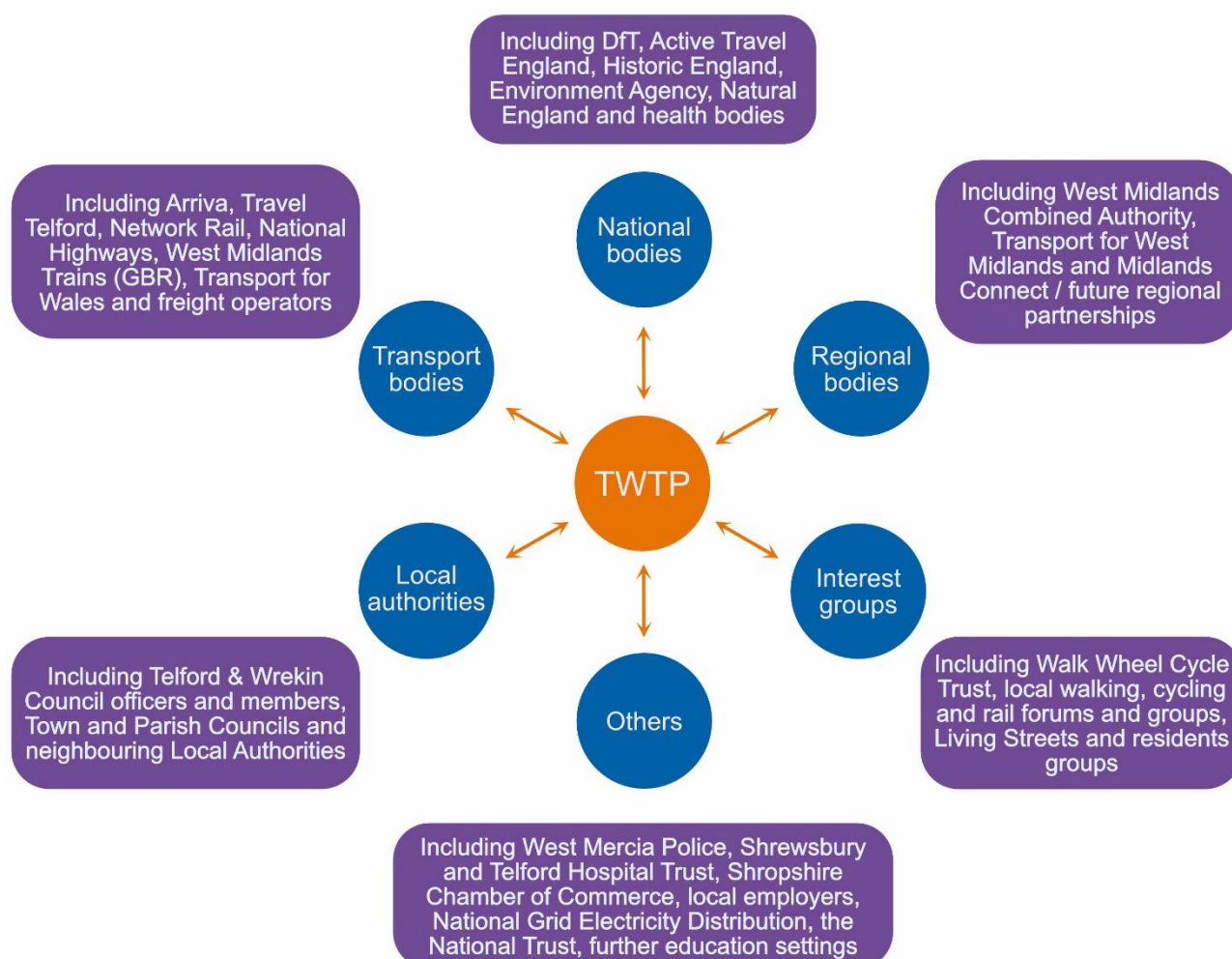


Figure 11: TWTP delivery partners

Funding and finance

As explained above and in Figure 5, our TWTP Transport Delivery Plans will be aligned with national government's Local Transport Grant allocations and are expected to cover five-year periods. Each Transport Delivery Plan will set out how the funding will be allocated to deliver schemes aligned with the four TWTP guiding principles.

In addition to Local Transport Grant funding, we will seek opportunities to draw on a range of complementary funding sources to support transport improvements across the borough. Locally, this will include securing developer contributions through Section 106 agreements, which will help fund the infrastructure required to support new development and deliver benefits for existing communities. We will also continue to coordinate investment across council services, including transport engagement programmes in schools and public health initiatives.

Revenue funding will continue to play an important role in maintaining and enhancing the transport network, road safety education and behavioural change programmes. This includes income from sources such as parking charges, which will be reinvested to support network management, maintenance and improvement.

Major improvements to the strategic highway network and rail infrastructure will primarily be funded and delivered by National Highways and Network Rail (and, in future, Great British Railways), working in partnership with the Council where appropriate.

Recognising the scale of investment required to deliver our long-term ambitions, we will continue to explore additional funding and financing opportunities. This includes bidding for national funding programmes, working with regional partners, and attracting private sector investment to bring forward priority schemes.



Brookside Community Centre Dr Bike

Measuring success

Measures of success for the TWTP

Throughout the plan period, we will monitor the effects of TWTP investment and evaluate the benefits of delivered schemes. This will help us to demonstrate how our programmes contribute to providing attractive and reliable travel choices, delivering a safe, accessible, people-centred transport network, supporting economic prosperity, and getting ready for the future. Success will be reflected in measurable improvements across the borough, including higher use of walking, wheeling, cycling and public transport, improved access to jobs and services, safer roads, and reduced transport emissions.

Ongoing feedback and lessons learned will be used to improve our approach to delivery. This will apply both to how schemes are implemented across the borough and to the outcomes they achieve, ensuring that future interventions are increasingly effective and aligned with local needs.

Strengthening our local evidence base will be a key priority. By capturing and demonstrating the benefits of successful schemes delivered in Telford and Wrekin, we will build stakeholder confidence and strengthen the case for securing funding and investment into the future.

Performance indicators

We will measure progress against the TWTP goals through monitoring key transport performance indicators. In April 2026, the Department for Transport published the Local Transport Outcome Framework as part of the Local Transport Plan Guidance. This framework sets the priorities that Local Transport Authorities are expected to achieve but does not include fixed targets. Instead, performance is measured using a range of indicators to assess overall progress and effectiveness.

We have developed our TWTP goals to align with these indicators. Figure 12, Figure 13, Figure 14 and Figure 15 show the **primary** indicators that will be used to measure progress against each goal, across our four guiding principles. In addition, Figure 16 shows the indicator we will use to monitor our scheme delivery progress more generally. Each indicator has been selected to reflect progress against one of our goals and the outcomes it is intended to deliver. However, in reality, there are many links between our goals and the indicators, both direct and indirect.

A desired direction of travel has been defined for each indicator: increase, decrease, maintain. Maintain is only used for NO₂ monitoring sites above limits since we have no such sites in Telford and Wrekin, and we will strive to ensure this remains the case.

Where there is not a single suitable national transport outcome indicator for a goal, we have used a suitable indicator from the wider Local Outcomes Framework, or developed our own indicator based on local data: these are shown in blue and marked with a star. This ensures that all goals are considered when monitoring and evaluating our progress towards our TWTP vision.

We will report progress regularly and use these findings to inform future Transport Delivery Plans and investment decisions.

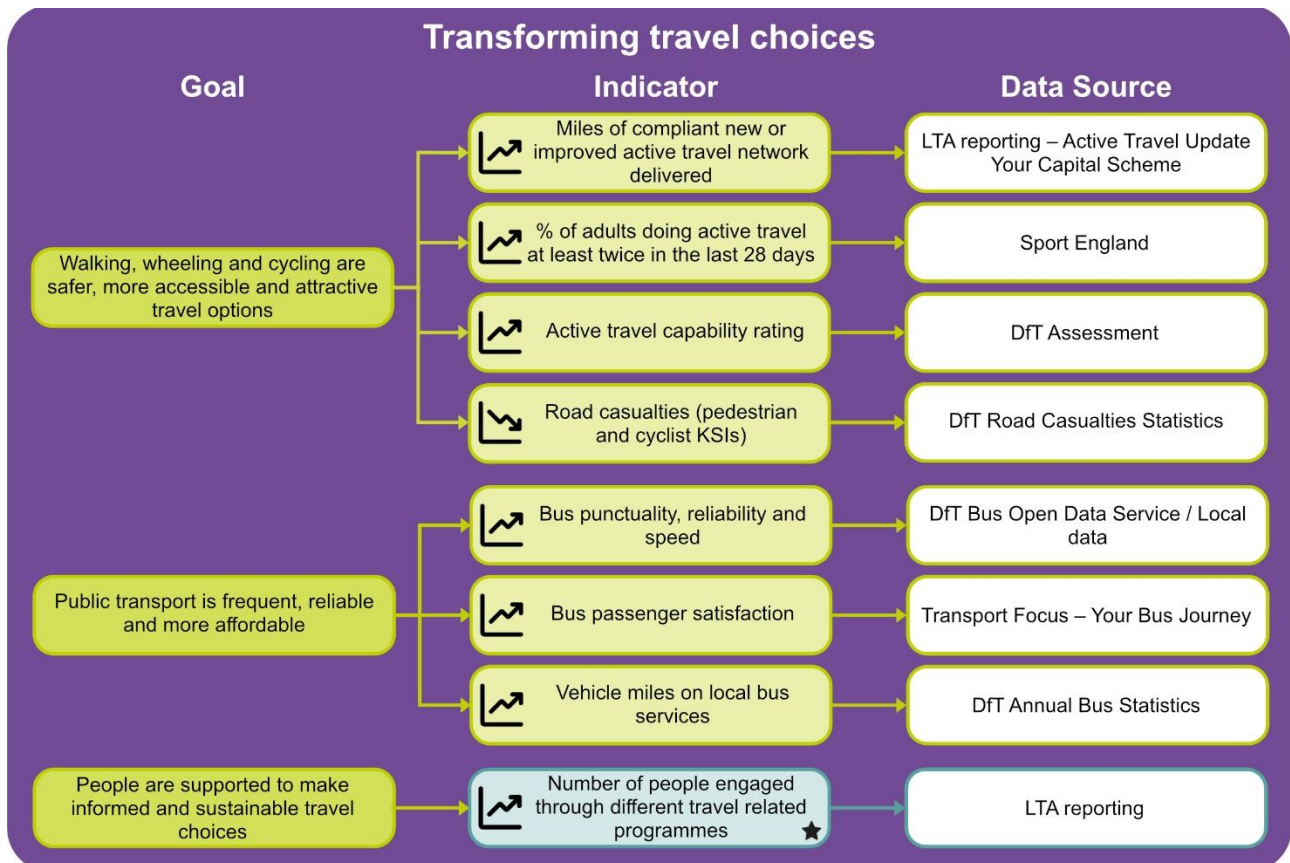


Figure 12: TWTP performance indicators – transforming travel choices

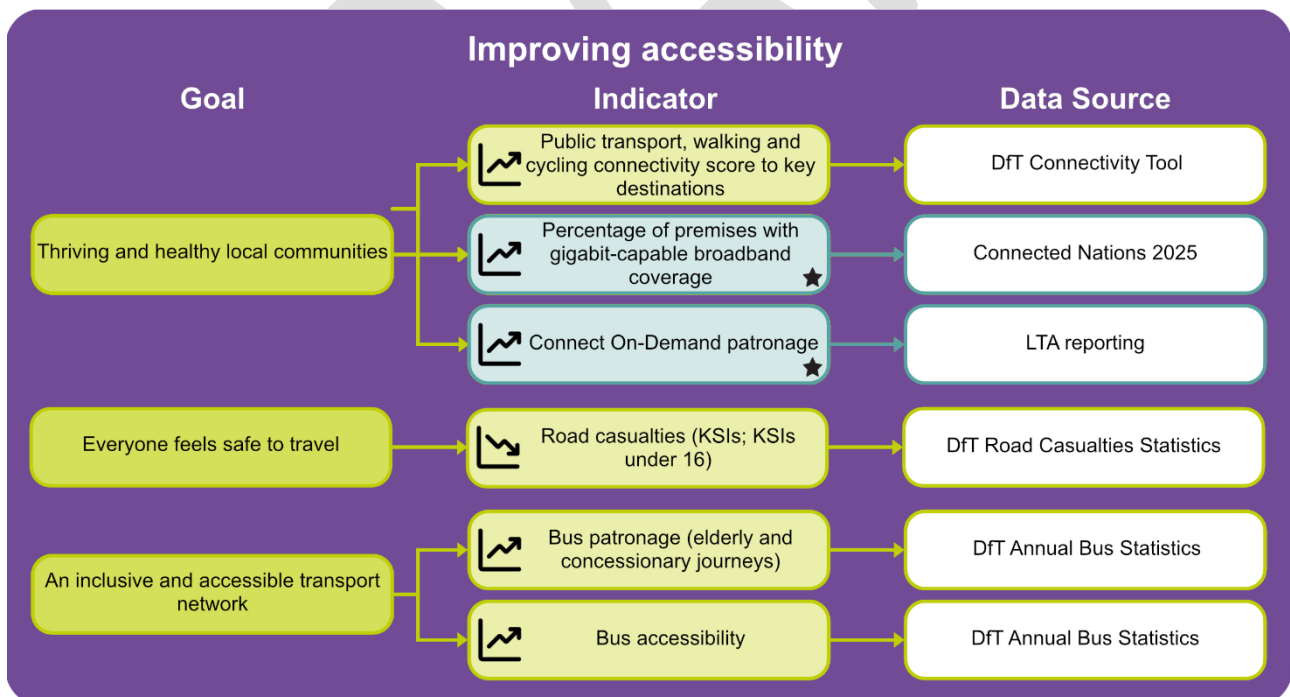


Figure 13: TWTP performance indicators – improving accessibility

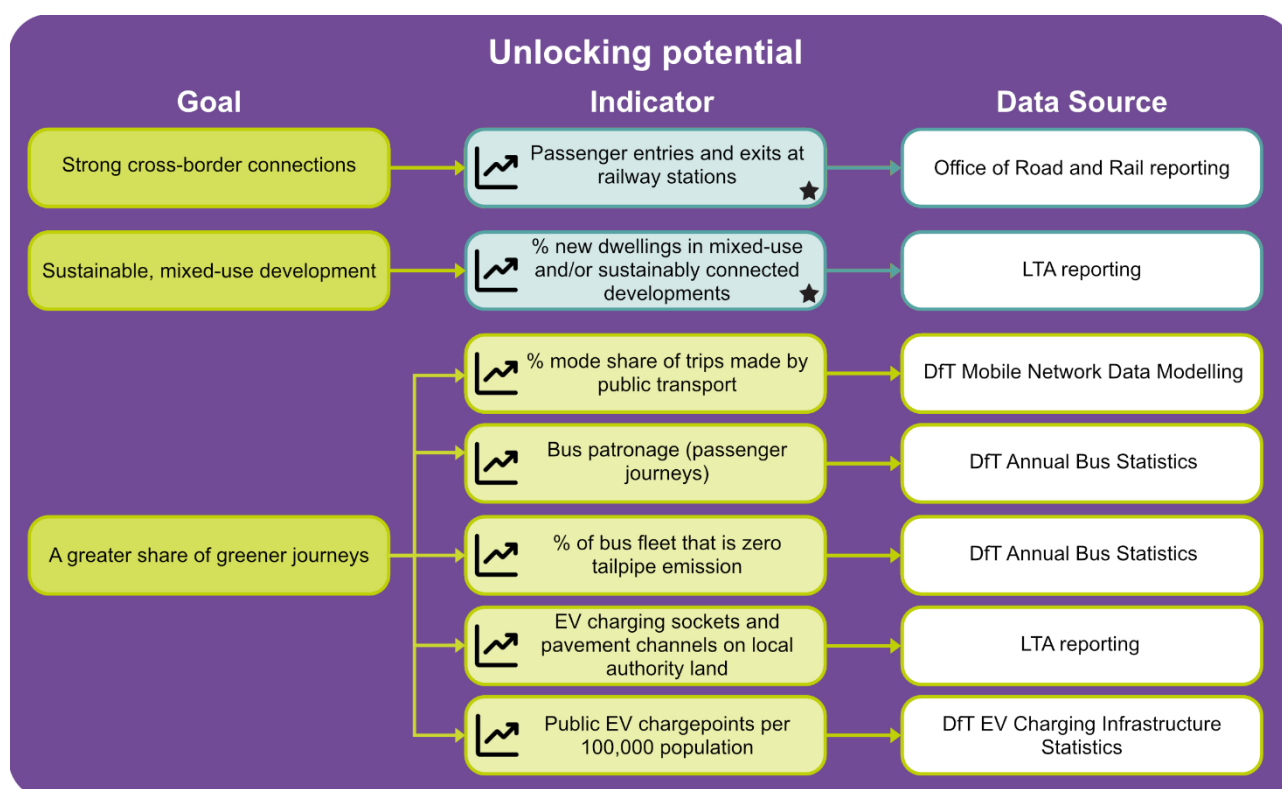


Figure 14: TWTP performance indicators – unlocking potential

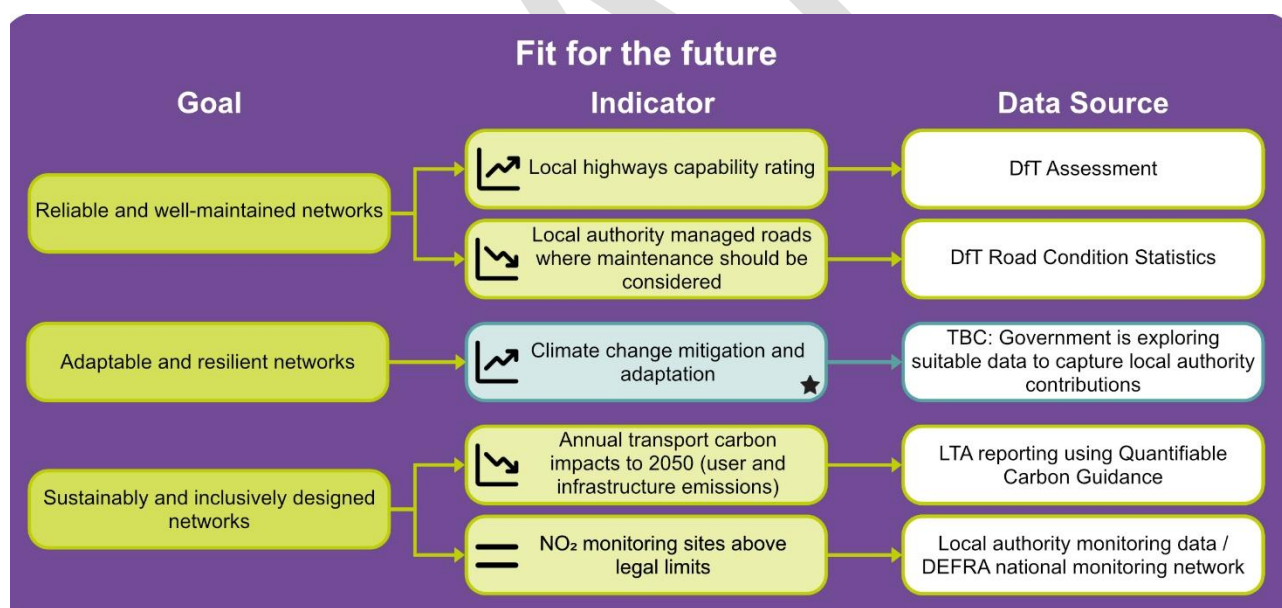


Figure 15: TWTP performance indicators – fit for the future

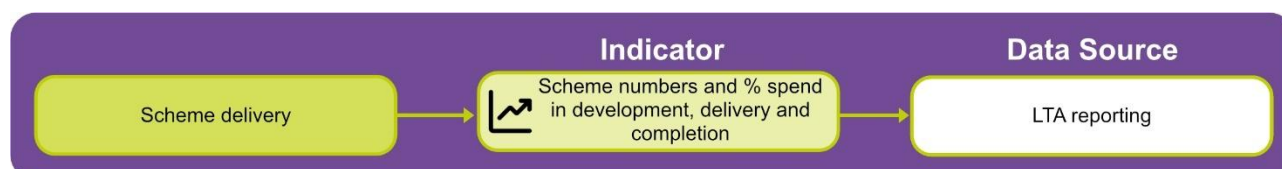


Figure 16: TWTP performance indicators - scheme delivery



Waterway adventures through the Ironbridge Gorge

Protect
Care and Invest
to create a
better borough



Telford & Wrekin
COUNCIL