

# Telford & Wrekin Transport Plan

## Summary: Transport Vision & Strategy 2027 to 2041

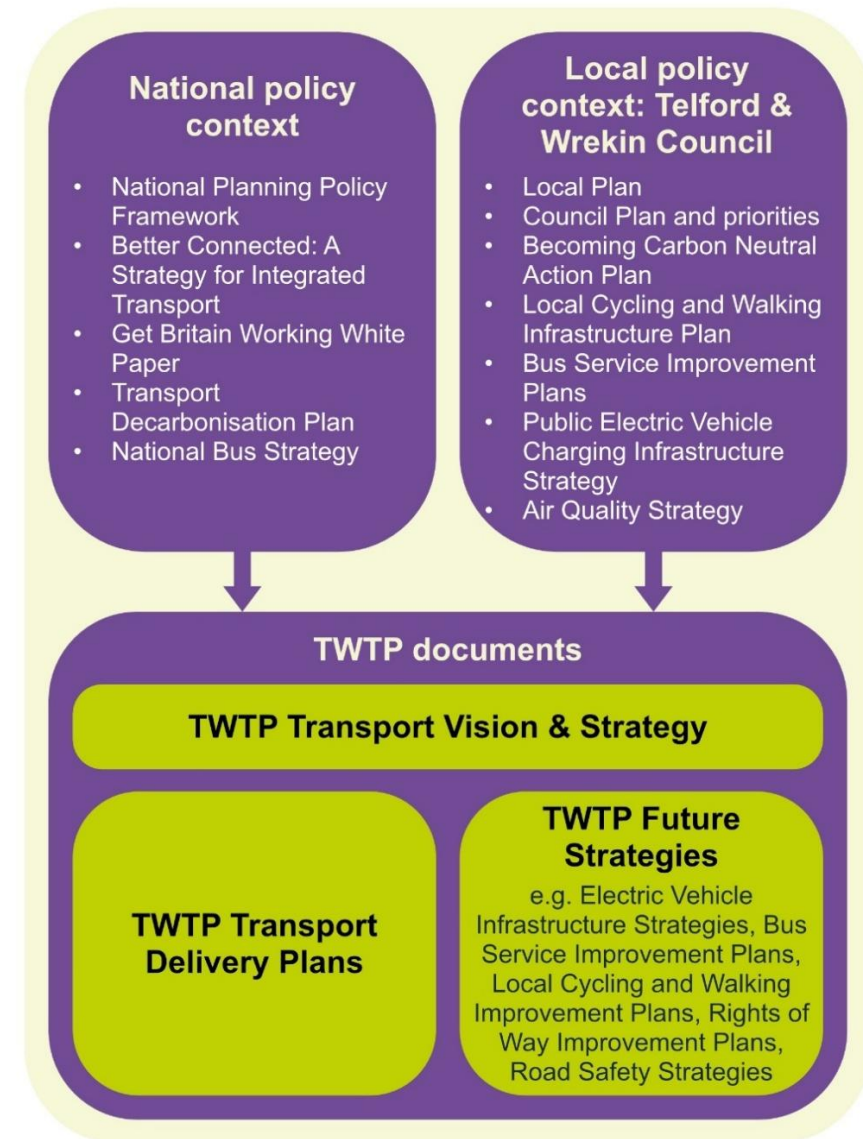
Draft for consultation



# Introduction to the Telford & Wrekin Transport Plan

**Telford and Wrekin is built on ambition.** From our internationally significant industrial heritage in Ironbridge and Coalbrookdale to Telford's transformation as one of the UK's most successful New Towns, the borough has continually evolved to meet the needs of a changing world. Today, Telford and Wrekin brings together thriving towns and communities including **Wellington, Dawley, Oakengates, Madeley, Ironbridge, New Town neighbourhoods** (like Woodside, Brookside, Sutton Hill and Hollinswood) and **Newport**, alongside **villages and rural communities** stretching from Tibberton and Allscott to Lilleshall. Its strategic location between the West Midlands, Shropshire and Wales, strong economy, attractive green spaces and rich heritage make the area one of the fastest-growing in the region. As the borough continues to grow, transport will play a vital role in connecting people to jobs, education, services and opportunities, while helping businesses and communities to flourish.

**The way people travel is changing, and so are the needs of our communities.** Much of Telford was designed at a time when travelling by car was expected to be the easiest option for most journeys. While this helped support decades of growth, today's challenges are different. The borough's population is expected to continue growing, with a growing older population and young people needing greater access to healthcare, education and opportunity. There is an increasing need to tackle climate change, protect our environment, and ensure our transport networks can cope with more extreme weather. To create a healthy, thriving borough, we need a transport network that offers genuine travel choices and enables everyone to access the places that matter to them, whether they drive or not.



*The TWTP is a suite of documents and has been informed by national and local policy*

**The new Telford & Wrekin Transport Plan (TWTP) will play a central role in meeting our challenges.** Covering the period from 2027 to 2041, it sets out our long-term vision for transport and the role it will play in shaping our borough's future. As the Council's fourth Local Transport Plan, it responds to the significant changes that have taken place since the previous plan was adopted in 2011 and provides a framework for future investment and improvement.

This **Transport Vision & Strategy is the heart of our TWTP**, which sets out our long-term vision, guiding principles, goals and policies for transport across the borough. Supporting this are a series of **Transport Delivery Plans**, which identify the schemes, projects and investment needed to turn that vision into reality. Our **first Transport Delivery Plan** covers the period from 2027 to 2030, with future plans expected to cover five-year periods. Together, they will guide how we maintain, improve and invest in our transport network over the years ahead, helping to create a reliable, accessible transport system that supports thriving communities, a strong economy and a more sustainable future for everyone who lives, works in and visits Telford and Wrekin.



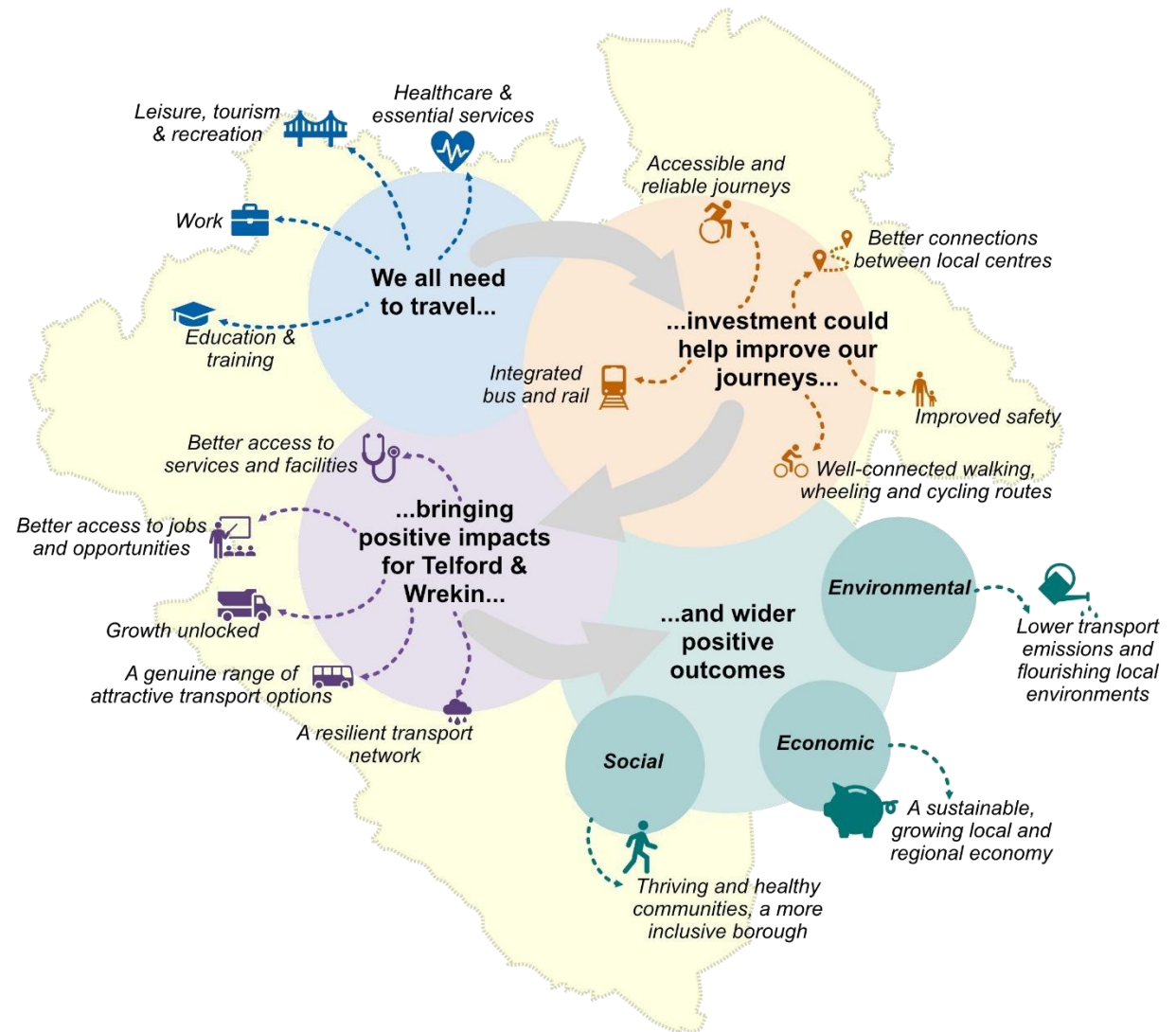
# The case for transport investment

Travel is an essential part of everyday life in Telford and Wrekin, whether for work, education, healthcare, shopping or fun. Investment in our transport networks and services will help to bring substantial improvements to our journeys, bringing positive impacts for those who live, work and visit the borough. In the longer term, these impacts can lead to wider positive outcomes for the borough and further afield.

**Growing our economy:** Improved travel options like walking, cycling, bus and rail will help to reduce the pressure on our roads as our population and economy grows, supporting strong, sustainable communities, and a borough where businesses can thrive.

**Meeting the needs of our communities:** 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:** By protecting and enhancing our local environments, reducing transport emissions, and adapting to our changing climate, transport can contribute to a flourishing, sustainable borough which is fit for the future.



*Transport can help to support a wider range of positive outcomes*

# Current transport network

The borough's transport network is made up of a range of bus, rail, walking, cycling and road connections, providing access both within Telford and Wrekin and to destinations beyond:

## Public transport

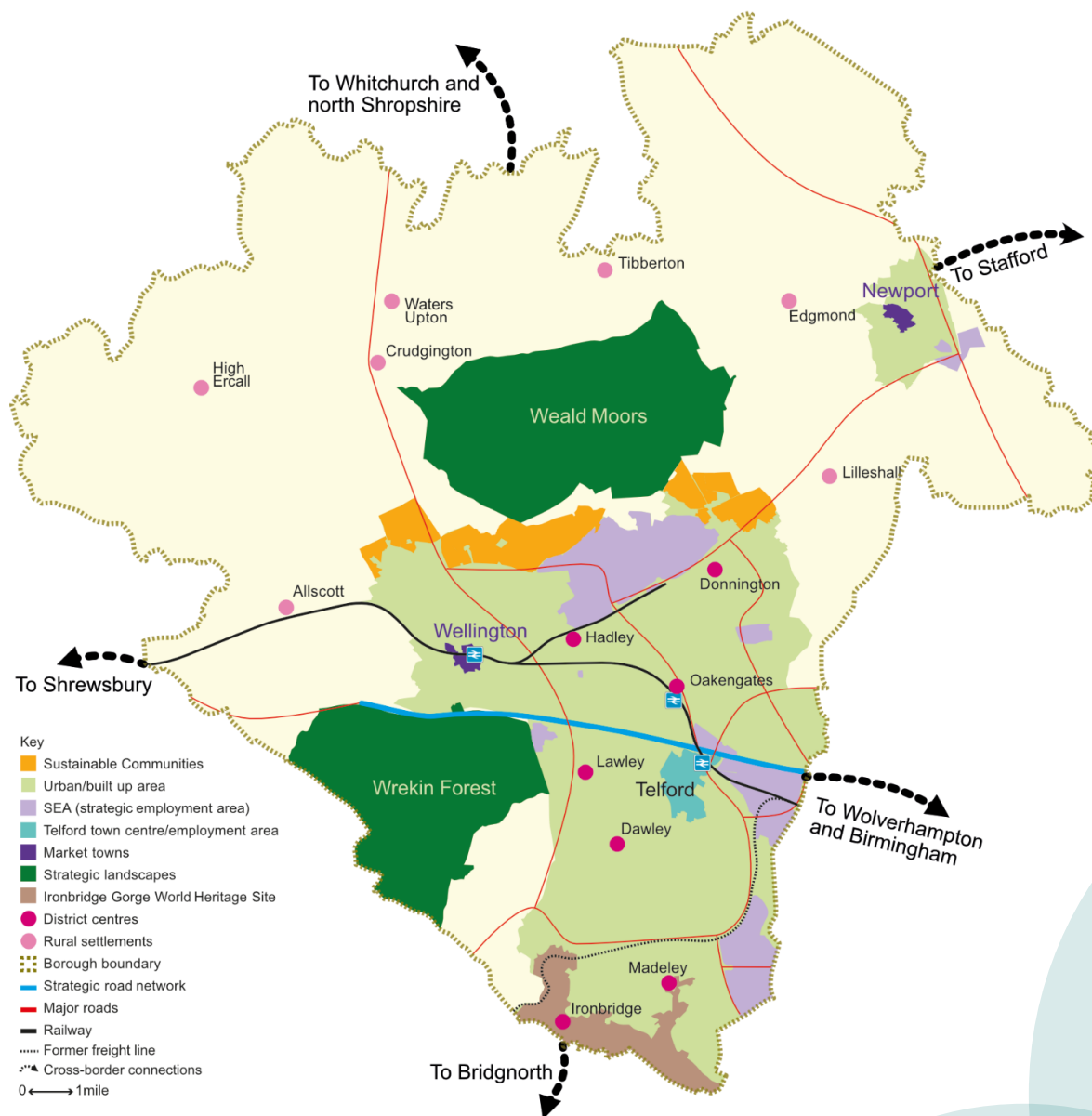
- Commercial and council-supported bus services serving communities across the borough, including the tendered Travel Telford bus services 99 to 104.
- Travel Telford On-Demand, a flexible bus service with no fixed route or timetable.
- Seasonal Ironbridge Park and Ride service.
- The Shrewsbury-Wolverhampton railway line, with stations at Telford Central, Oakengates and Wellington.

## Walking, wheeling and cycling

- An extensive network of walking, wheeling and cycling routes and a Public Rights of Way network including:
- The 14-mile Silkin Way.
- Four National Cycle Network routes.

## Road

- As a council, we look after 626 miles of road.
- The M54 and A5 are part of the Strategic Road Network and connect the borough with Birmingham, Wolverhampton, Shrewsbury and beyond.



*Key communities and existing transport links in Telford and Wrekin*

# Current transport challenges and opportunities

Our borough benefits from strong transport connections and a network of distinctive communities, offering opportunities to support growth and improve access to jobs, services and leisure. At the same time, the combination of its historic layout, reliance on car travel and varied urban and rural areas present challenges in creating a more reliable, accessible and inclusive transport system for all. The key issues and opportunities for the borough are summarised below.

Population growth and changing demographics create an opportunity to provide high-quality homes and a transport network that supports everyone. This includes helping young people access education and employment, while enabling older residents to reach healthcare and essential services.



The population has grown by 11.4% since 2011 to 185,600, nearly twice the national rate, with a 36% increase in residents aged over 65.



**18 neighbourhoods among the 10% most deprived nationally** for health, skills, employment and housing.

Transport must better connect communities to opportunities regardless of where people live, supporting regeneration, economic growth and thriving local centres.



**75% of residents drive to work** despite 41% of living within 5km of workplace. Car ownership levels are higher than average for England.

There is a need to avoid continued growth in road traffic and the associated congestion, safety concerns and greenhouse gas emissions through improved public transport and walking, wheeling and cycling.



**Health outcomes are below average** for England, with relatively low levels of physical activity and high levels of obesity.

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.

There is a need to support lower-carbon travel, including electric vehicles, while reducing reliance on private cars, improving resilience to climate change, and protecting the borough's natural and green spaces.



Climate emergency declared in July 2019. **33% of the borough's total emissions are from road transport.**



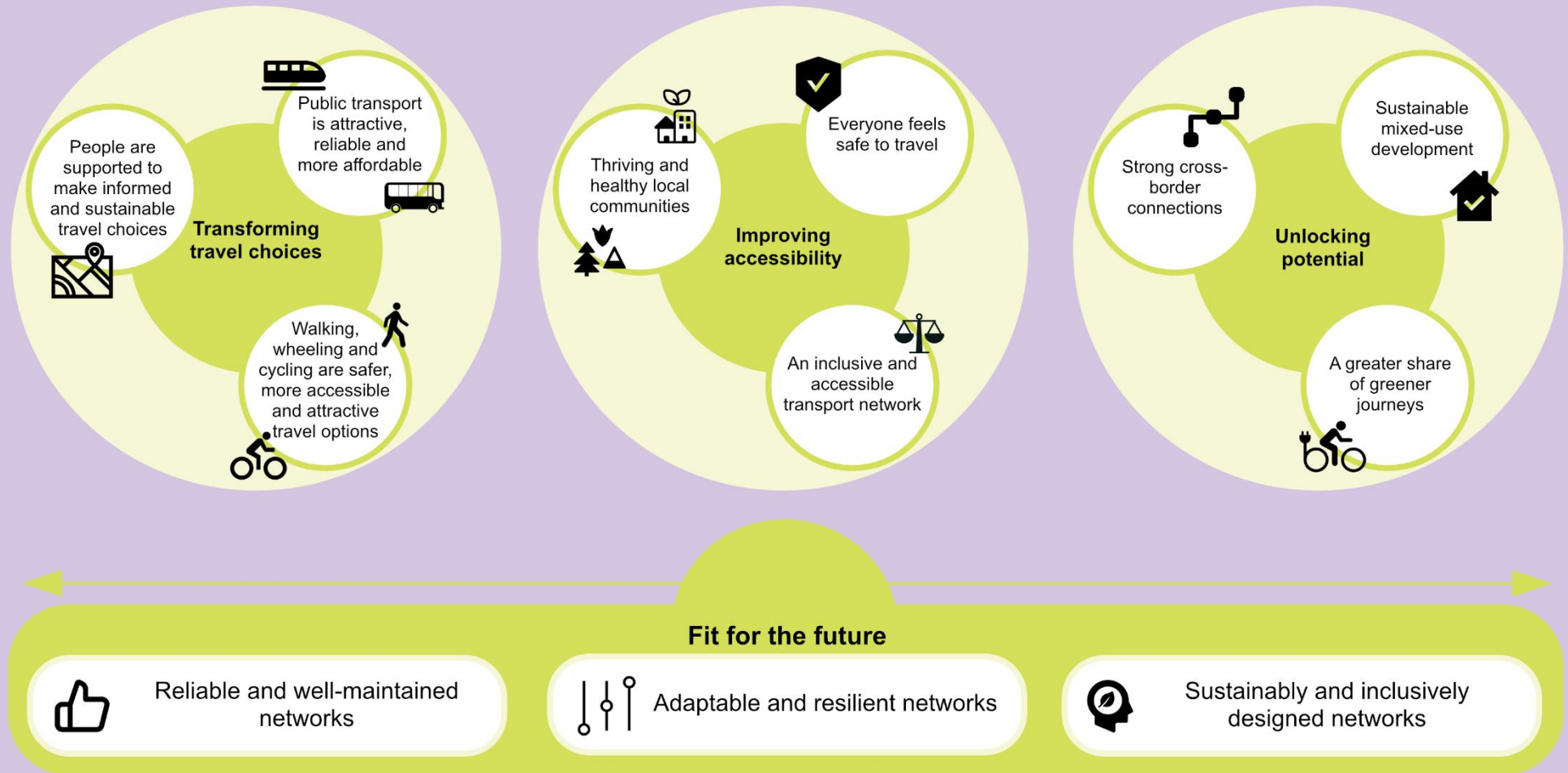
**88,200 jobs** specialising in advanced manufacturing, defence and security, environmental technology, food manufacturing and production.

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.

# Vision, guiding principles and goals

To deliver our vision for Telford and Wrekin, we have developed a set of **four guiding principles**, each supported by **three goals**:

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



# Policies

## Guiding principle 1: Transforming Travel Choices

### Providing a genuine range of attractive and reliable travel options

We want it to be easier to choose walking, wheeling, cycling, bus or rail travel for more journeys. Achieving this means making these travel options more reliable, affordable, accessible and safe. While the car will continue to play an important role, this guiding principle is about giving people better options and reducing the need to rely on cars for every trip, supporting healthier lifestyles, stronger communities and a more sustainable future.

We will **transform travel choices** through pursuing three goals. Our policies to achieve this are summarised below, and set out in full in the main Transport Vision & Strategy document.



### 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.

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#### Policy TT1: Deliver a priority network for walking and wheeling.

We will provide safe, well-connected routes for walking and wheeling, focusing on improving the pedestrian environment in key centres.

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**Policy TT2: Deliver a priority network for cycling.** We will provide safe, well-connected routes for cycling, focusing on connecting major destinations such as large employment and shopping areas.

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**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, as well as supporting different types of cycle hire schemes.

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**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.

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## **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.

**Policy TT5: Work with operators to develop a comprehensive bus network.** We will build on recent progress to deliver an improved, borough-wide bus network that better connects residential areas with key destinations for work, education, healthcare, and leisure.

**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, with a focus on bus connections between our main centres.

**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 every 10 minutes on our core services during the day.

**Policy TT8: Support simple and affordable public transport ticketing.** We will simplify ticketing by improving integration between bus operators and making fares more consistent and easier to use.

**Policy TT9: Improve links to bus stops and rail stations.** We will improve integration between transport modes to make multi-modal

journeys easier and more reliable, including the exploration of mobility hubs.

**Policy TT10: Explore opportunities for very light rail.** We will progress feasibility studies for a new very light rail link, aiming to deliver a shuttle-style service connecting important destinations in Telford and Wrekin, as well as exploring opportunities to serve wider areas 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 operating the Ironbridge Park and Ride service, where viable, and work with partners to improve and promote sustainable transport links to key visitor attractions.



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

Through this goal, we are aiming to ensure that individuals have the information, confidence and support to make the most of the travel options available to them.

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### 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. 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.

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### Policy TT14: Provide travel information in user friendly formats.

We will continue to provide consistent, integrated travel information through our journey planning app, CityMapper, as well as standardising bus stop infrastructure across the borough, and ensuring accessible travel information is available at key public locations.

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

We will work with event organisers, transport operators and local partners to plan and manage transport for events in the borough.



## Guiding principle 2: Improving accessibility

### Designing a safe, accessible, people centred transport system

We want everyone in Telford & Wrekin to be able to access the places, services and opportunities they need in their daily lives. A good transport system is one that helps people get where they want to go easily, reliably and at a reasonable cost.

This guiding principle is about creating a transport network that works for everyone. People should have a range of travel options that meet different needs, abilities and budgets, so that they can choose to travel with confidence.

An accessible and inclusive transport network also means that people feel safe and comfortable, whatever way they choose to travel. By improving access to transport across the borough, we can help people stay connected and ensure that everyone can benefit from the opportunities that the borough has to offer.

We will **improve accessibility** through pursuing three goals. Our policies to achieve this are summarised below, and set out in full in the main Transport Vision & Strategy document.

### Goal: Thriving and healthy local communities

Through this goal, we will help create stronger, more connected communities by improving access to jobs, services and opportunities, particularly for those with limited access to a car.

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**Policy IA1: Support sustainable access to employment, education and healthcare.** We will strengthen connections to key destinations for work, education and healthcare, ensuring transport

networks support access, reduce inequalities and boost the local economy.

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### **Policy IA2: Broaden travel choices in suburban and rural areas.**

We will support connectivity in suburban and rural areas through flexible, community-focused transport options, including expanding demand-responsive services and exploring shared travel solutions.

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**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.

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**Policy IA4: Link communities together.** We will better link our communities by improving public transport connections, making crossings safer and more convenient, and enhancing walking, wheeling and cycling routes.

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**Policy IA5: Continue to partner with communities.** 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.

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**Policy IA6: Support improved digital connectivity.** We will support improvements to digital connectivity across the borough to help people and businesses stay connected, ensuring no one is left behind, which will enable greater access to work, services and opportunities, while easing pressure on the transport network.



## Goal: Everyone feels safe to travel

Our goal is to enable everyone in Telford & Wrekin to feel safe and confident when travelling, no matter how they choose to get around.

**Policy IA7: Develop a new road safety strategy and adopt a safe systems 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.

**Policy IA8: Empower everyone to travel safely on our roads, progressing towards vision zero.** We will support safer road use by empowering all users to travel responsibly through a range of education and training programmes.

**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.

**Policy IA10: Improve the experience of personal security, particularly 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.



## 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.

**Policy IA11: Improve bus, stop, station and vehicle accessibility.** We will improve accessibility across bus stops, stations and interchanges by refurbishing facilities and ensuring they meet consistent, high standards, as well as supporting accessible vehicles and enhanced driver training to promote inclusive travel for all users.

**Policy IA12: Continue to support Dial-a-Ride.** We will continue to provide Dial-a-Ride services for residents who cannot access conventional public transport, ensuring safe, accessible and supportive journeys.

**Policy IA13: Improve railway station facilities and accessibility.** We will work with partners to improve accessibility and the quality of our railway stations, making rail travel easier and more attractive for everyone.

**Policy IA14: Provide accessible information and ticketing for all.** We will improve access to clear, real-time travel information and simple, inclusive ticketing, including rolling out accessible display technology at bus stops. We will also expand coverage over time and support affordable travel through initiatives for young people, older residents and those with disabilities.

**Policy IA15: Ensure taxis and private hire vehicles offer an accessible and safe service.** We will support the role of taxis and private hire vehicles in providing flexible, accessible journeys, particularly for those without access to a car.

## Guiding principle 3: Unlocking potential

### **Maintaining prosperity while maximising the potential of the borough**

Telford and Wrekin is a growing and successful borough, with a strong economy, a diverse business base and ambitious plans for new homes and jobs. This growth brings opportunities for residents, businesses and communities, with our transport network playing an important role in supporting this success.

We want our transport network to be well-connected, strengthened and ready for growth. By planning new development alongside transport improvements, we can help people access jobs, services and leisure opportunities more easily while supporting healthier and more sustainable ways of travelling.

This guiding principle is about creating places where walking, wheeling, cycling, public transport and electric vehicles are attractive and convenient choices. New mixed-use development should be located and designed to make the most of existing centres and transport links, while ensuring that new communities are well connected to active travel routes and public transport from the outset.

We will **unlock potential** through pursuing three goals. Our policies to achieve this are summarised below, and set out in full in the main Transport Vision & Strategy document.

## Goal: Strong cross-border connections

Through this goal, we will enhance and future-proof connections between Telford & Wrekin and neighbouring areas, to ensure that the borough is fully integrated into the wider regional transport network.

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**Policy UP1: Work with neighbouring areas to improve our cross-border connections.** We will work alongside our neighbouring areas to help residents better access opportunities in the wider region as well as support visitors to Telford & Wrekin.

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**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 with these bodies to strengthen and enhance our transport network through stronger collaboration over strategic planning, operations and maintenance.

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**Policy UP3: Support long distance freight movements.** We will support the efficient and sustainable movement of freight over long distances through strengthening connections to the M54 and A5 as well as working closely with National Highways to improve resilience and performance of key corridors.

## Goal: Sustainable, mixed-use development

We will promote sustainable mixed-use development that brings together homes, jobs, services and green spaces to create vibrant and resilient communities.

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**Policy UP4: Support the current Local Plan.** We will deliver the transport improvements necessary to support the growth set out in our 2020-2041 Local Plan.

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**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.

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**Policy UP6: Shape future Local Plan development.** During the next Local Plan refresh, we will support and promote a vision-led approach to new transport schemes, that puts people and places first.

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**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.



## Goal: A greater share of greener journeys

Our goal 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.

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**Policy UP8: Incentivise sustainable travel.** We will encourage and support residents to make greener journeys through incentivising public transport and active travel options.

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**Policy UP9: Implement smarter parking strategies that meet evolving needs.** We will ensure the right level of parking is provided in the right locations, including sufficient provision of EV and accessible spaces close to key destinations, to create inclusive and convenient access and support sustainable travel.

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**Policy UP10: Roll out more EV charging facilities.** We will support EV users with a network of accessible, reliable EV charging facilities across the borough, to ensure that EVs are a more viable option.

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**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.

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**Policy UP12: Support the transition to electric buses.** 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.

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**Policy UP13: Support sustainable local and last-mile freight movements.** We aim 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.

## Guiding principle 4: Fit for the future

### Keeping Telford & Wrekin moving, now and for the future

We want our transport network 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.

This guiding principle is about investing in and maintaining our transport infrastructure so that it remains safe, dependable and efficient. It is also about embracing innovation, new technologies and better ways of planning and delivering transport improvements.

By taking a long-term approach, we can create a transport network that is resilient to future challenges, supports healthier lifestyles and helps reduce environmental impacts. Looking after what we already have, planning for future risks, and making better use of data and new technologies will ensure that the network continues to serve the borough well for years to come. It also means designing transport in a way that considers environmental impact, reduces carbon emissions, and supports people's health and wellbeing.

We will become **fit for the future** through pursuing three goals. Our policies to achieve this are summarised below and set out in full in the main Transport Vision & Strategy document.



### Goal: Reliable and well-maintained networks

Through this goal, we will maintain a safe and reliable transport network, using data and technology to improve performance and reduce disruption.

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**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.

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**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.

### 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.

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**Policy FF3: Build in resilience to climate change and extreme weather.** We will work with partners to reduce flood risk through measures such as green and blue infrastructure as well as designing infrastructure and services to better withstand temperature extremes, including through appropriate materials, planting for shade and shelter, and the use of low-carbon solutions.

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**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.

## Goal: Sustainably and inclusively designed networks

Through this goal, we will ensure that our transport networks are planned and delivered in a way that supports the environment, strengthens communities and contributes to a thriving local economy.

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**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.

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**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.

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**Policy FF7: Protect Telford and Wrekin's landscape, townscape and historic environments.** We will ensure that transport schemes are designed and delivered in a way that protects and enhances Telford and Wrekin's landscape, townscape, historic and water environments.

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**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 and water environments, supporting both human health, and wildlife and habitats.

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**Policy FF9: Reduce whole-life carbon.** We will work to minimise the carbon impacts of transport schemes across their full lifecycle, from design and construction through to operation, maintenance and eventual replacement.

**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.

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**Policy FF11: Proactively consider health and equalities impacts.** We will proactively consider health and equalities issues from the earliest stages.



# Delivering our vision and strategy

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

Our **first Transport Delivery Plan** covers the period to 2030. It identifies the schemes that we will deliver in the short term, while also progressing others through design and business case development. This ensures that we deliver immediate improvements for residents while building a strong pipeline of future schemes to support our longer-term ambitions.

**Partnership working** will be central to delivery. We will work closely with teams across Telford & Wrekin Council as well as town and parish councils, businesses, key employers, community groups and residents. We will also collaborate with organisations that own or operate transport infrastructure and services, including Network Rail, National Highways, bus and coach operators, and train operators. Maintaining strong relationships with these partners will help ensure services and investment deliver the greatest possible benefit.

Each plan will typically cover a five-year period and will be aligned with the government's **Local Transport Grant** funding allocations. **Funding** will be drawn from a range of sources, including government grants, developer contributions, council funding, and investment from organisations such as National Highways and Network Rail. We will also continue to explore additional funding

opportunities, including national programmes, regional partnerships and private sector investment, to help deliver more ambitious schemes.

Throughout the plan period, we will regularly **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. Our monitoring indicators are based on the Department for Transport's Local Transport Outcome Indicators.

