



ATKINS

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Telford Local Plan Transport Analysis

Transport SWOT Analysis

December 2023

Notice

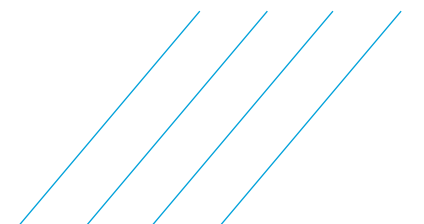
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Document history

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Version 1.1	Final draft	AD	SY	SY	SK	07.12.23

Client signoff

Client	Telford and Wrekin Council
Project	Telford Local Plan Support
Job number	5205679
Client signature/date	

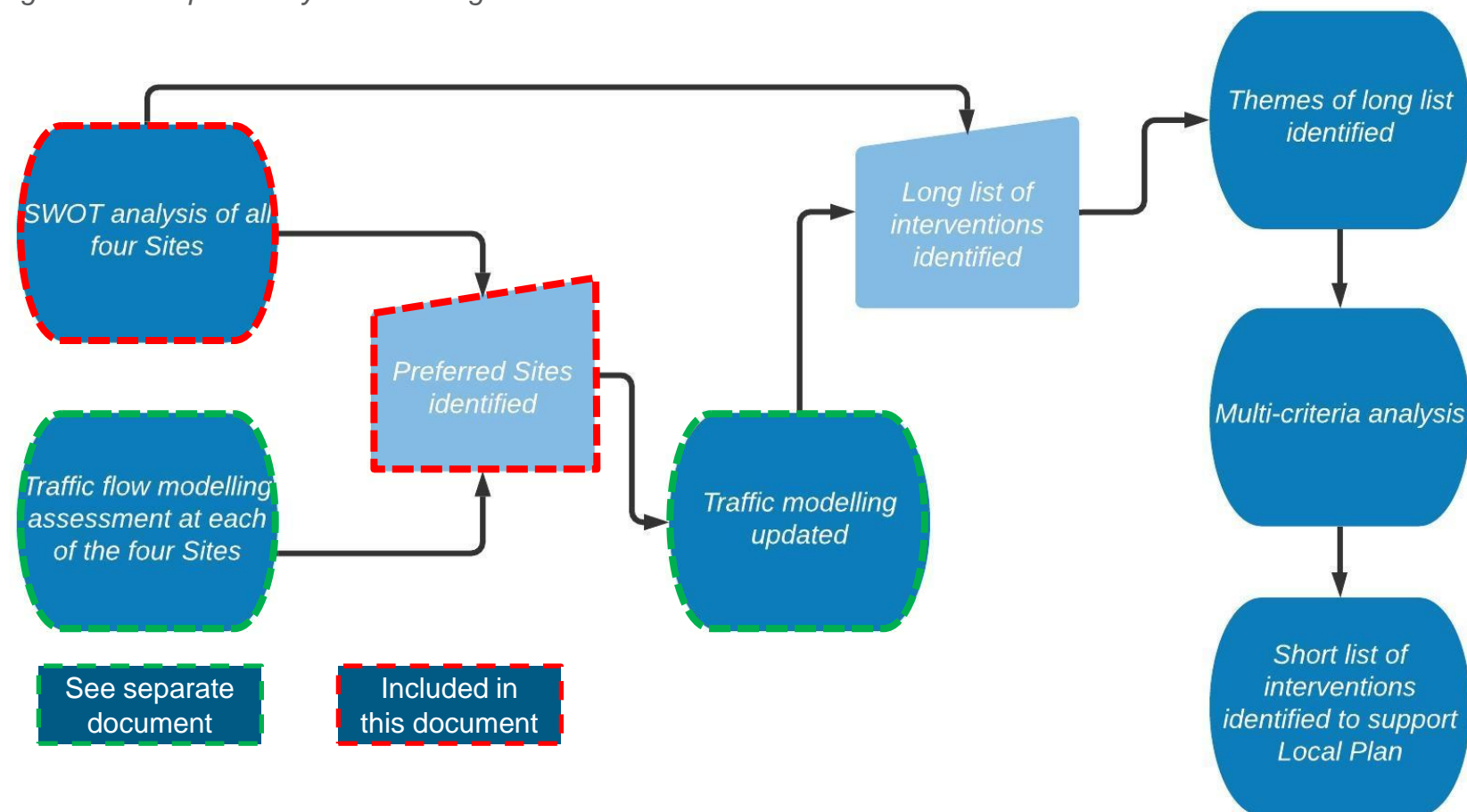


Introduction and context

This SWOT analysis is part of a broader scope of work which Atkins has been commissioned to complete as part of Telford's Local Plan Review. Four clusters of sites have been identified as part of the Local Plan refresh as potential Sustainable Urban Extensions (SUEs). This SWOT analysis aims to highlight the key transport aspects of each of these SUEs and assess their compatibility with Telford's strategic transport priorities and will sit alongside a wider review of the sites by Telford and Wrekin Council's Planning Team. Traffic modelling work has been undertaken to inform the potential highway impacts of each of these sites (separate document), as well as a comprehensive review of the existing active travel and public transport networks, and mapping of local amenities across the north of Telford.

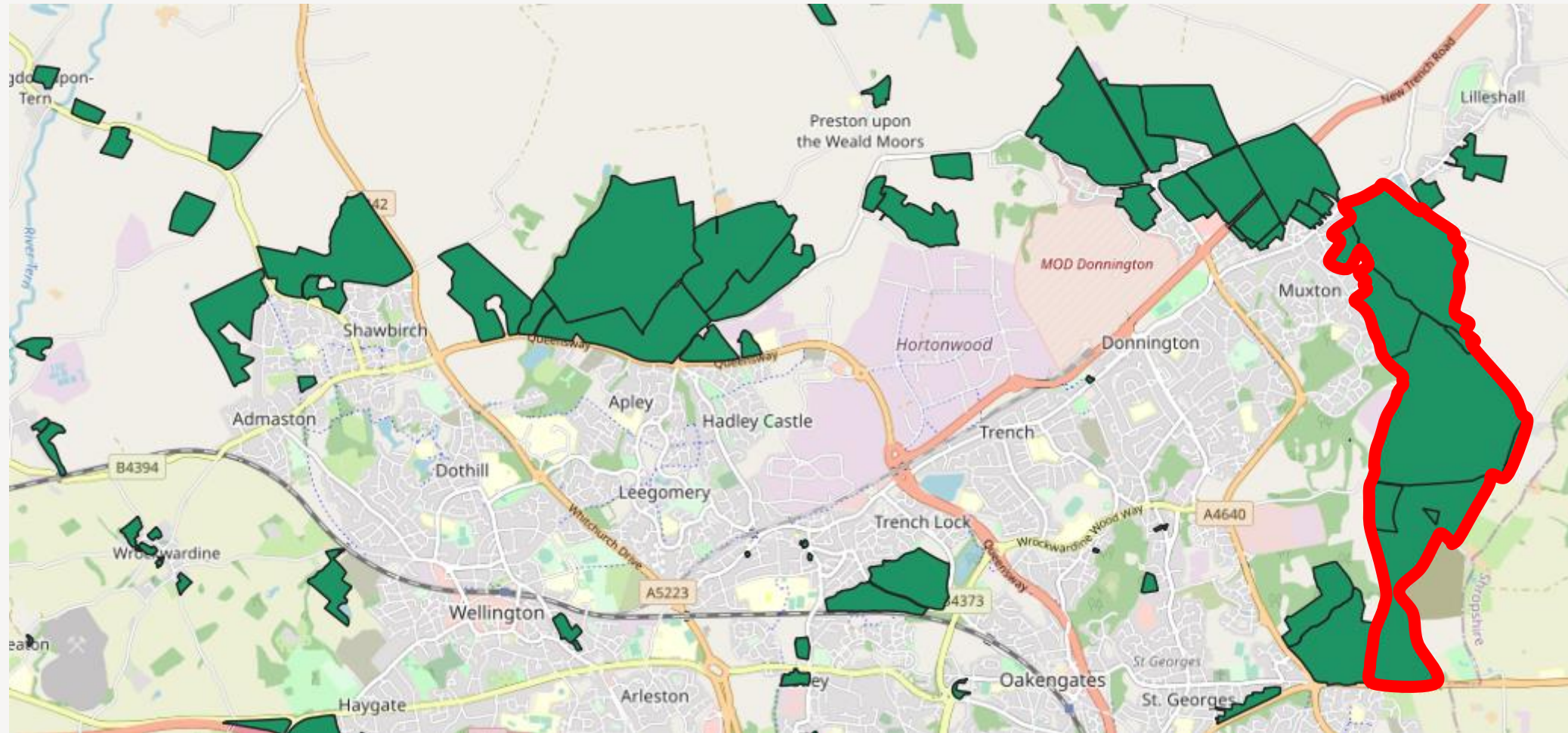
Each of the sites is introduced in context, and the strengths, weaknesses, threats and opportunities are identified. The final section provides a summary of the main points from each analysis and gives a recommendation about whether the site is suitable to proceed to consultation or whether any mitigating factors will need to be considered.

Figure 1: Transport Analysis Flow Diagram



Land North of Redhill

Figure 2: Land North of Redhill – Site location









Land North of Redhill sits to the North East of Telford Town Centre, near the communities of Muxton, Donnington and Priorslee. It is bound to the south by the A5 and the north by Wellington Road. The site is largely on the footprint of the Shropshire Golf Course, and is adjacent to Granville Country Park.



A link road running North-South through the centre of the development from the A5 to Wellington Road has been proposed. This development is contingent upon this new link, which will only have accesses built in at either end.








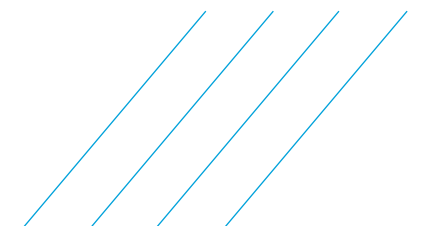
Category	Strengths
	Large enough to accommodate a new local centre with resources and facilities for the new community, as well as green space
	Good access to existing NCN routes and segregated walk/cycle path most of the way along the A4640
	Good highway access to key roads, including the A5 and close to the M54 for strategic journeys, and easy access to TTC (Telford Town Centre) without additional infrastructure

Category	Weaknesses
	Potential for people to use Granville Road as a rat run to Asda in Donnington
	Due to proposed site layout a significant proportion of the link road would need to be constructed before early phases of the development can be completed. This will affect ability of local plan to meet housing numbers.
	The site is dependent on the link road for delivery, and it will be limited to two access points which traffic modelling suggests could result in significant impact on the local roads at these points.
	Much of the site is over a 20 minutes walk or cycle from nearby facilities in Donnington/Oakengates (including the train station)/TTC
	The delivery phasing for this site does not lend itself to providing a public transport link to the site immediately, as there is unlikely to be a critical mass, and this may affect public transport (particularly bus) uptake later on due to habits not being embedded early

Category	Threats
	Adding more traffic on to the A518 towards Newport and into Telford Town Centre, which is already at capacity on some stretches.
	Concerns about the viability of a development which is contingent upon a new spine road, but that can only host access points on the north and south ends of the route. Could result in additional queueing on the A5 and A518.
	Uncertainty regarding the agreements on securing land for the link road.
	Land take from new spine link may affect yield, and depending on standard of the road could introduce air quality, safety and severance issues for residents/active travellers.

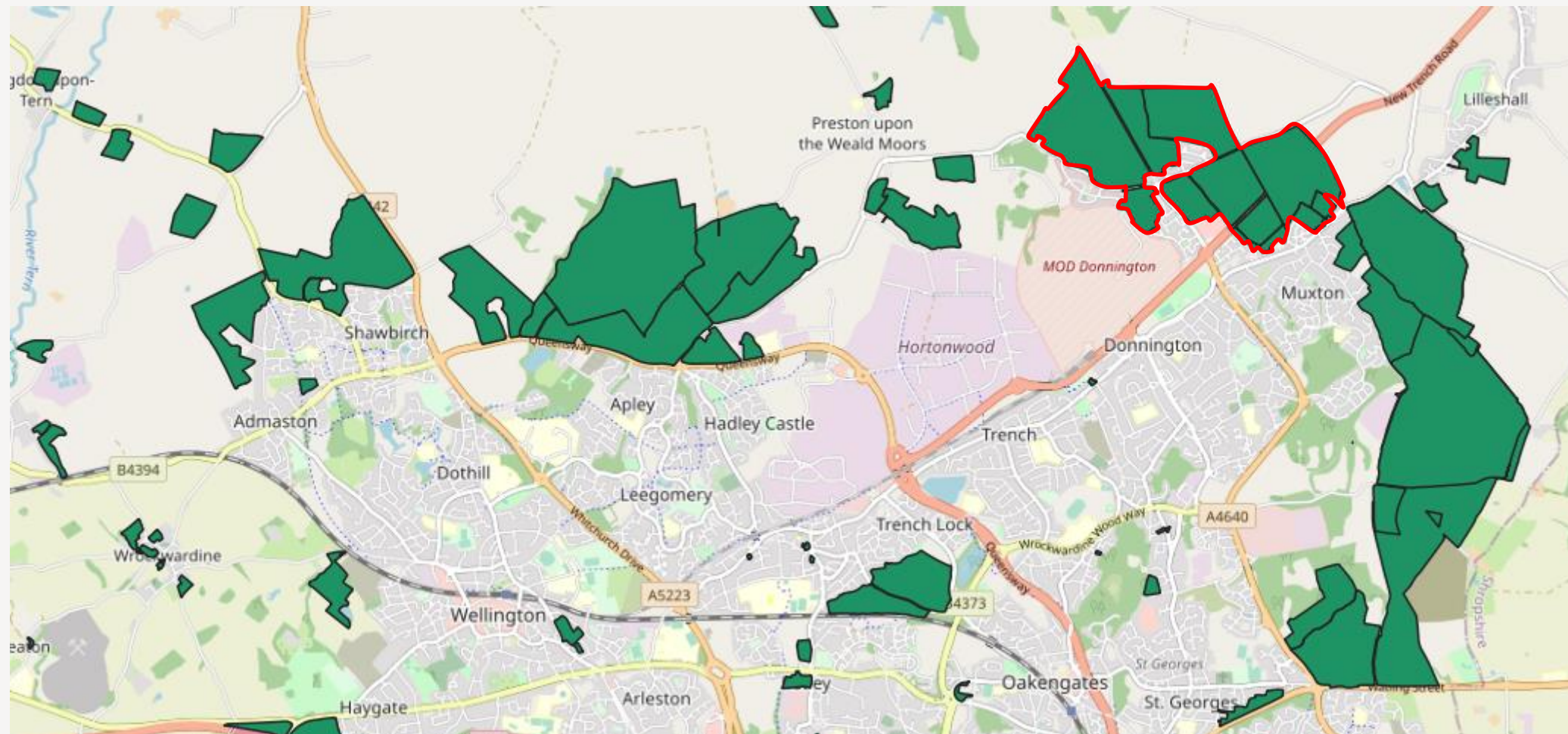
Category	Opportunities
	Potential to install cycle routes from the development which join onto NCN55 to access the Hortonwood Industrial Estate to the north, and NCN81 to the south for Oakengates, Telford centre and Stafford Industrial Park.
	Granville Road could be converted to a cycle/pedestrian route with access to the country park and a direct non-vehicle link onto the A4640
	Oakengates train and bus station could be designated an active travel hub with docking stations for e-bikes/scooters within the development and at the hub
	DRT/shuttle service to TTC and possibly major employment sites as a more attractive alternative to bus services – will also assist with ageing-in-place strategic priorities

Legend	Community	Employment	Active Travel	Public Transport	Highways
					



Land East of Muxton

Figure 3: Land East of Muxton – Site location



Land East of Muxton is comprised of several parcels of land sitting either side of the A518 to the North East of Telford Town Centre. The northern part of the site is adjacent to MOD Donnington, and bound by Humber Lane. The site backs onto open fields and agricultural land.



Category	Strengths
	Good access to the NCN55 and the strategic cycle route on the edge of the Hortonwood Estate, and segregated walk/cycle path most of the way along the A4640
	Good access onto A518 key highway link to Newport
	Proximity to employment site at Hortonwood Industrial Estate
	Large enough to accommodate a new local centre with resources and facilities for the new community, as well as green space

Category	Weaknesses
	Severance could be an issue at this site – part of the land take is the other side of the A518 which could potentially isolate this part of the community.
	Narrow country roads leading from the site to surrounding villages may see traffic growth even if they are unsuitable for carrying large volumes of traffic – further traffic model investigation may be needed.
	Industrial estate environment not attractive to cyclists/pedestrians after dark – walking and cycling routes through the estate should either be well lit with plenty of surveillance, or avoid the industrial estate altogether

Category	Threats
	Adding more traffic on to the A518 towards Newport and into Telford Town Centre, which is already at capacity on some stretches.
	Hortonwood and the A442 is a main area of traffic growth approaching 2041, so additional trips in this area may create unforeseen pinch points and cause backing up onto the network.
	Traffic modelling indicates use of Humber Ln as a rat run would be exacerbated by additional development and has the potential to cause safety issues and pinch points.
	Accident clusters on Humber Ln at Preston upon Weald Moors junction and at Donnington Roundabout

Category	Opportunities
	Improve walking and cycling access within the industrial estate – wider paths, better surveillance, cut-throughs and lighting
	Investigate active travel desire lines to provide a safe, easily accessible crossing on the A518 to join the two sides of the site and prevent unofficial crossing points which could lead to safety issues
	Widening and improved lighting of Humber Ln (retaining hedgerows) to allow cycle access to the back of the estate and remove some vehicular traffic from this route.
	DRT/shuttle service into the industrial estate to take traffic off the network – will also assist with ageing-in-place strategic priorities
	Long term – make use of the freight terminal as a passenger rail head/opportunity for light rail services into Wellington.

Legend	Community	Employment	Active Travel	Public Transport	Highways

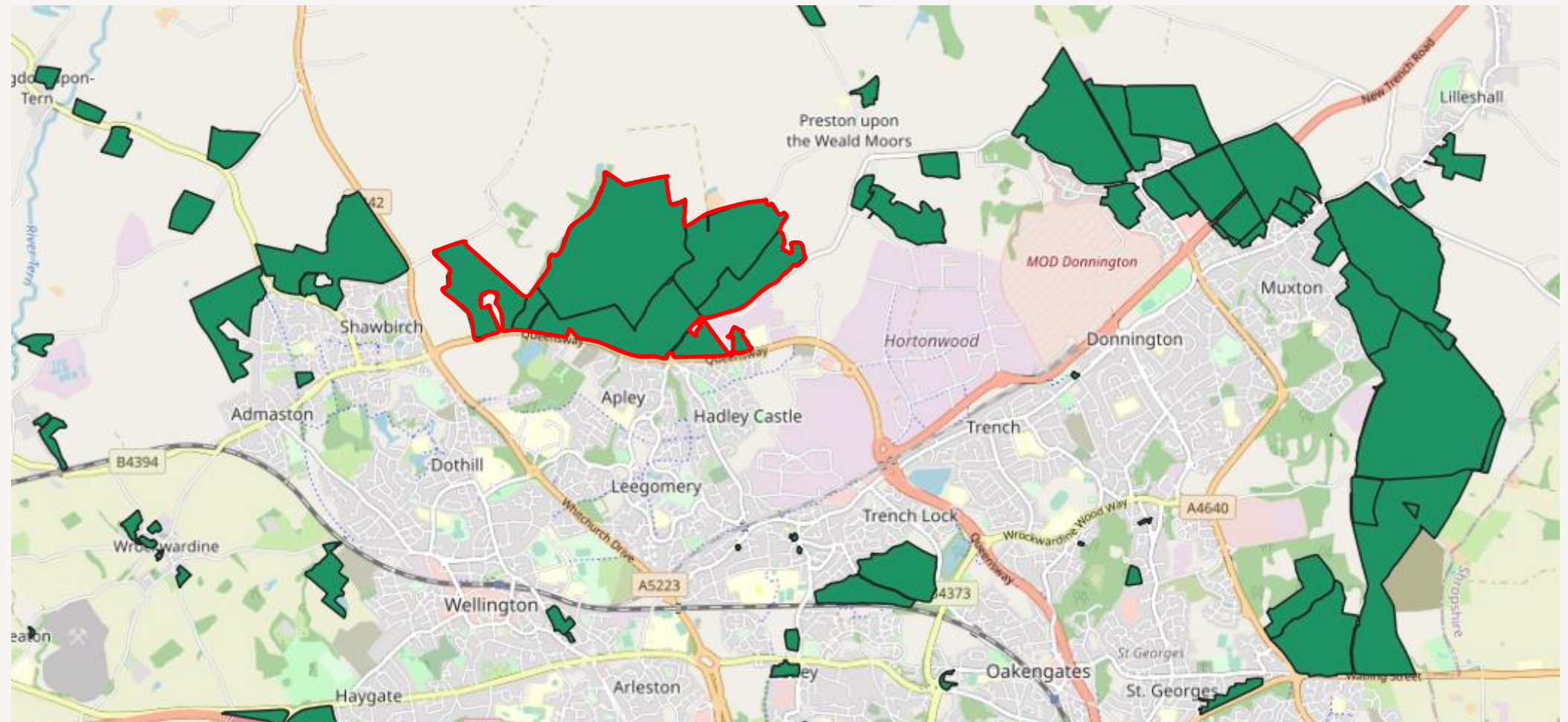




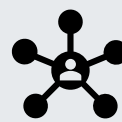


Land North of A442 off Wheat Leasows



Figure 4: Land North of A442 off Wheat Leasows – Site location



Land North of A442 off Wheat Leasows is a large site at Wappenshall, North of Telford. The A442 Queensway runs along the southern edge. The site itself is on open fields and agricultural land, and is close to the Hortonwood Industrial Estate to the East and the Princess Royal Hospital at Apley Castle.


The site encompasses Wappenshall Junction, a canal junction on the Shrewsbury and Newport Canal.

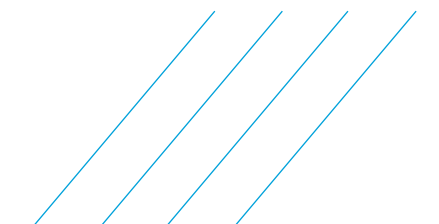


Category	Strengths
	Proximity to employment site at Hortonwood Industrial Estate and Princess Royal Hospital
	Potential for bridging the transport gap for people travelling from Bratton/Shawbirch to Hortonwood without getting on the A442
	Size of the site will allow for a full set of facilities for the local community and ~50ha of employment which will minimise external trips
	Proximity to Silkin Way, Ironbridge Walking Way and Shrewsbury & Newport Canal which provide options for active travel
	Good highway access to the A442 and onto the M54
	Existing shared cycle/ped route along A442 on southern edge of site.
	Within 15min cycle of Wellington Station

Category	Weaknesses
	Issue of severance by the A442 is key – it makes it more difficult for pedestrians and cyclists, to access TTC.
	Industrial estate environment not attractive to cyclists/pedestrians after dark – walking and cycling routes through the estate should either be well lit with plenty of surveillance, or avoid the industrial estate altogether.

Category	Threats
	Cycle and pedestrian access to the site is difficult without overbridge or crossings which lead to stop-start traffic on the A442
	Without adequate access consideration or mode shift, large amounts of traffic could be dumped onto the A442, which is already busy, and create pinch point junctions
	Traffic modelling indicates use of Humber Rd as a rat run would be exacerbated by additional development and has the potential to cause safety issues and pinch points
	Accident cluster at Shawbirch Roundabout (A442/A5223) including four serious. Additional traffic could exacerbate this without consideration of the junction

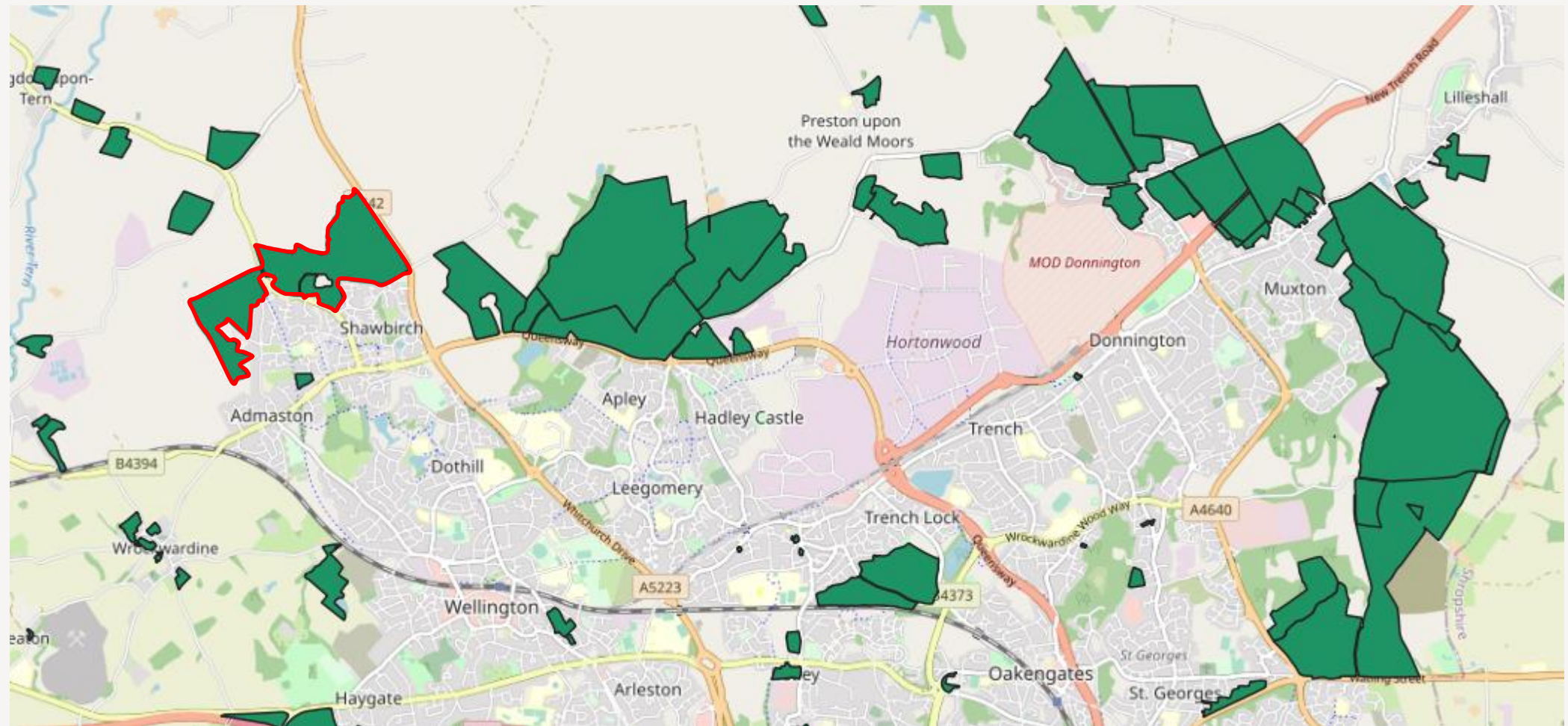
Category	Opportunities
	Canal environment gives opportunities for leisure and tourism as well as use as a cycle/pedestrian route especially in summer
	Placemaking opportunities to develop an attractive local centre with active travel designed into all of the facilities – covered, lockable bike racks; wide, well-lit shared cycle paths; good quality way-finding etc
	Improved cycle infrastructure on the A442 including wider cycleways and priority crossing points along desire lines at junctions/roundabouts
	Bus service could be developed in tandem with Bratton and any additional development there to allow hourly cycling to TTC and 30min cycling to Wellington bus station and the Princess Royal Hospital









Land West of Bratton and Shawbirch

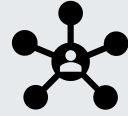

Land West of Bratton and Shawbirch sits to the North West of Telford, alongside the A442 and bisected by the B5063. The site itself is adjacent to two existing communities (Bratton and Shawbirch) and extends down to Admaston on the western side. This site is furthest of the four from existing employment hubs, however it is closer to Wellington and the facilities within that local centre.



Figure 5: Land West of Bratton and Shawbirch – Site location








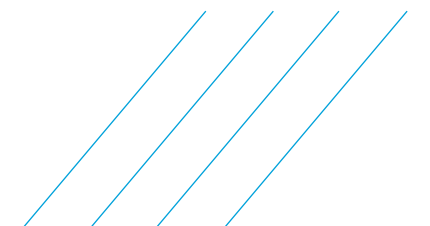
Category	Strengths
	Existing bus links to Telford/Wellington and the train stations from Bratton.
	Traffic modelling confirms no main pinch points or over-capacity stretched on the highway network in this area.
	Existing cycle route runs from Bratton to the Hortonwood Estate.
	Close to Charlton Secondary School – able to encourage young people to access schools via active travel
	Close to local nature reserves – can be used for green space and green cycle routes, and supports the Forest Community principles
	Full set of community facilities will encourage 15min neighbourhood principles and reduce the need to access TTC for basic needs.

Category	Weaknesses
	Further from Hortonwood Industrial Estate which could mean decreased likelihood of mode shift without careful planning of active travel routes and other interventions.
	Cycle provision on B5063 and A442 east of site is poor – no lighting, NSL to 40mph, narrow single carriageway, no dropped kerbs and no separate cycle lane for most of the route.
	Accessibility for wheelchair/electric scooter and pushchair users on B5063/A442 is poor – no dropped kerbs, NSL from north of proposed development means fast moving traffic, no street lighting.

Category	Threats
	Smaller development may not merit size for a local centre or employment opportunities, and there are few facilities within the existing developments.
	Accident cluster at Shawbirch Roundabout (A442/A5223) including four serious. Additional traffic (especially trips into TTC/Wellington/Hortonwood) could exacerbate this without consideration of the junction.

Category	Opportunities
	Potential to install a cycle/walking route which links in with the Silkin Way to provide green corridor to Wellington Centre
	Natural methods of shielding existing developments from new housing (hedgerows, treelines etc) could provide additional quiet routes/off-road routes for active travel for both new and existing communities
	S106 could be used to provide a direct bus service between TTC and the development, also servicing existing housing at Shawbirch and Admaston
	DRT/shuttle service to Wellington Station as a more attractive alternative to bus services – will also assist with ageing-in-place strategic priorities

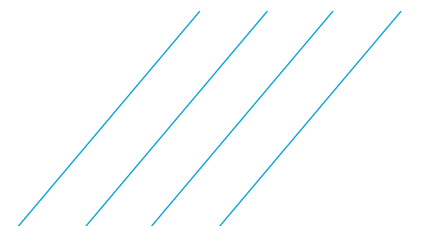
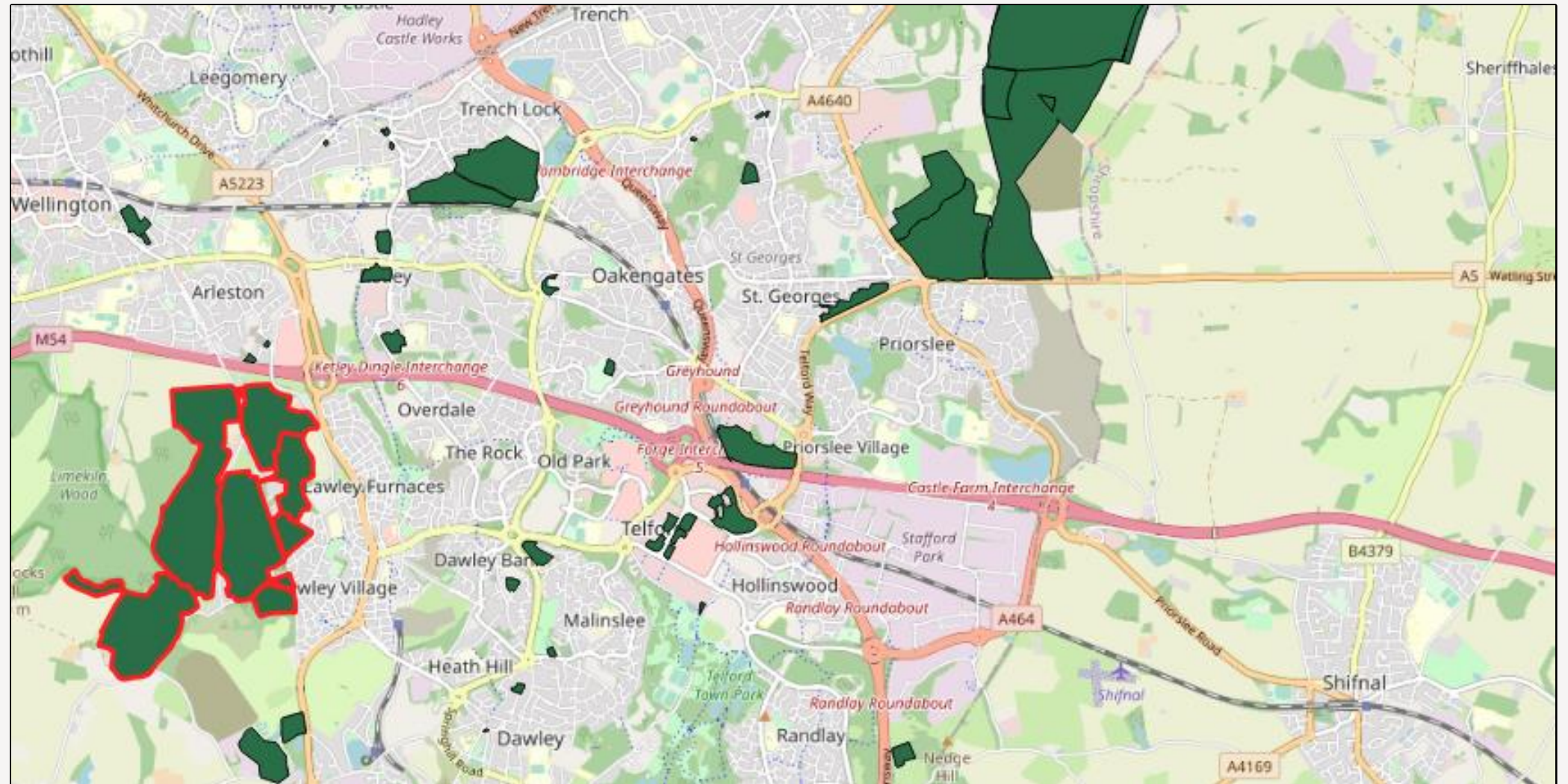
Legend	Community	Employment	Active Travel	Public Transport	Highways
					










Land West of Lawley


Figure 6: Land West of Lawley – Site location



Land West of Lawley sits to the West of Telford, to the south of M54 J6 alongside Lawley Drive and bisected by Dawley Road. The site itself is adjacent to Lawley. This site is one of the most distant from existing employment hubs, however it is close to the M54 and the local centre facilities of Lawley.








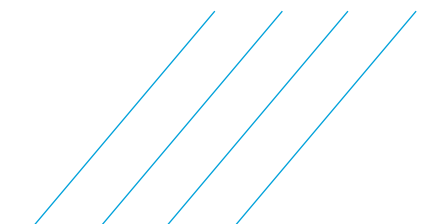
Category	Strengths
	Good highway access onto the M54 given proximity to Junction 6
	Southern side of the site could access Lawley Village Primary Academy School – able to encourage young people to access schools via active travel
	Close to local nature reserves – can be used for green space and green cycle routes, and supports the Forest Community principles
	Full set of community facilities will encourage 15min neighbourhood principles and reduce the need to access TTC & Wellington for basic needs.

Category	Weaknesses
	Distance from employment sites, Telford Town Centre and Wellington means the likelihood of mode shift is low without careful planning of active travel routes and public transport connectivity.
	Dawley Road is currently a minor road. Additional demand from site would result in capacity constraints accessing Wellington and Lawley
	Infrequent bus links to Telford and Wellington via Dawley Road and from south of site in Lawley Village
	Cycle Networks (both Ironbridge Way and Strategic Cycle Network) run east and west by some distance from site, making strategic cycling connectivity a challenge.
	Considerable walking and cycling distance from existing local amenities in Lawley with need to cross Lawley Drive and navigate local road network. This could act as a barrier to walking and cycling.

Category	Threats
	Smaller development may not merit size for a local centre or employment opportunities, without this investment communities could be isolated from existing local facilities in Lawley
	Adding more traffic on to Lawley Drive towards M54 J6 could lead to capacity constraints for those wishing to access Strategic Road Network.
	Traffic modelling confirms emerging pinch points on the southern approach to M54 J6 on Lawley Drive.
	Dawley Road would also need to be upgraded to accommodate growth in demand and provide an effective route to Wellington and Lawley

Category	Opportunities
	Potential to install a cycle/walking route which links in with the Ironbridge Way to the east and Strategic Cycle Network to the west to provide links to Wellington
	Natural methods of shielding existing developments from new housing (hedgerows, treelines etc) could provide additional quiet routes/off-road routes for active travel for both new and existing communities
	S106 could be used to increase the frequency of direct bus service between TTC and the development, also servicing existing housing at Lawley.
	DRT/shuttle service to Wellington Station as a more attractive alternative to bus services – will also assist with establishing more sustainable travel behaviours

Legend	Community	Employment	Active Travel	Public Transport	Highways
					



Summary

Site	Summary	Recommendation
Land North of Redhill	<ul style="list-style-type: none"> This site has great sustainability potential with good access to existing cycle routes. There are opportunities to improve active and public transport links to Oakengates train station and other local centres. Would increase pressure on A518 corridor which is already reaching capacity in that vicinity. Site relies on the delivery of a new link road, and land is not yet secured to ensure that it is deliverable The new link road increases the pressure on the A518 and A5 	Do not proceed until link road land ownerships are resolved. Even then consider carefully how impact on A5 and A518 could be resolved
Land East of Muxton	<ul style="list-style-type: none"> The proximity to employment at the Hortonwood Industrial Estate is a key strength of this site. It also benefits from the same access to the cycle network. Good access to the NCN55 and the strategic cycle route on the edge of the Hortonwood Estate, and segregated walk/cycle path most of the way along the A4640 Severance is an important consideration for this site, and could have a negative impact on the community and reduce access to community facilities. Consideration will need to be given to suitable, accessible crossing points on the A518. The Hortonwood Estate is also an unattractive environment for pedestrians and cyclists, and has low permeability for these modes from the development. 	Proceed, but identify solutions to mitigate impact on A518
Land North of A442 off Wheat Leasows	<ul style="list-style-type: none"> This large development has the potential to bring a self-sufficient local centre to Telford, with associated employment and other infrastructure which will minimise trips onto the network. There is good access onto existing strategic cycle routes and the Silkin Way. It is also within a 15 min cycle of Wellington Station. There are opportunities to re-open the old canal route over the longer term to provide an additional sustainable travel corridor and draw for tourism. Severance may be an issue for this site as the A442 runs directly to the south – this is most relevant to active modes. Adding additional trips onto busy junctions and a part of the road network which is at capacity could increase congestion and rate of accidents. 	Proceed
Land West of Bratton and Shawbirch	<ul style="list-style-type: none"> Though small, this site is in the vicinity of existing areas of housing and therefore any new developments will be able to access these local centres and their facilities, as well as facilities associated with the development. This site is also close to an existing bus route, and cycle routes including the Silkin Way. There are no main pinch points on the surrounding highway network and there is the potential to improve the public transport offering and link the development with the site at Wappenshall to provide a multi-modal corridor to the north of Telford. However it is also the furthest development from the major employment sites around Telford. The roads immediately surrounding the development are generally narrow country roads with no current provision for pedestrian or cycle access. 	Proceed

Text colour	Meaning
Green	Indicates positive transport aspects which uphold sustainable principles
Orange	Indicates challenges to sustainability which need to be considered and addressed



Summary

Site	Summary	Recommendation
Land West of Lawley	<ul style="list-style-type: none"> This site has the potential to provide effective links to the SRN due to proximity to M54 J6 Proximity to local nature reserves – can be used for green space and green cycle routes to create attractive environment for physical activity There are opportunities to improve active and public transport links however this requires investment in service frequencies and effective walking and cycling access to the Strategic Cycle Network and local amenities Site relies on infrastructure investment to connect development into local network. This could lead to pinch points developing in the Lawley area and additional pressure on Lawley Drive. Dawley Road would also need to be upgraded to accommodate growth in demand and provide a viable route to Wellington and Lawley Northern and Western areas of the site, would be a considerable distance from local amenities in Lawley and onward links to TTC. Without investment in a new local centre or employment opportunities, these communities could be isolated. 	Do not proceed without investment in local amenities and highway infrastructure

Text colour	Meaning
Green	Indicates positive transport aspects which uphold sustainable principles
Orange	Indicates challenges to sustainability which need to be considered and addressed

