



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

TravelTelford



Telford Growth Strategy

2025 Refresh

March 2025



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Executive Summary

Due to its strategic location near the West Midlands, Staffordshire, Shropshire, and North Wales, Telford and Wrekin is an attractive area for economic investment. The borough has a distinctive blend of urban and rural areas, with green open spaces alongside contemporary housing developments and traditional market towns. The borough's well-developed road and rail networks provide accessibility to various opportunities and markets. Economically, the borough has a strong industrial heritage, with key sectors including manufacturing, engineering, and technology. Manufacturing is the largest industry in Telford, accounting for a significant portion of the local economy, with more people employed in manufacturing in Telford than anywhere in the West Midlands.¹

Telford and Wrekin Borough has recently experienced notable economic growth, particularly in the manufacturing and technology sectors. This growth has been supported by the local authority, through various initiatives aimed at improving infrastructure, attracting investment, and enhancing the skills of the local workforce. This advantageous position is expected to drive significant housing and employment growth in the coming years, especially over the next Local Plan period.

The population of Telford and Wrekin continues to grow faster than the national rate. Following £1 billion of housing investment, Telford is the fastest growing town in the West Midlands and sits in the top five UK locations for housing growth - with the population set to rise by 30,000 in the next 20 years.² The population is also ageing at a faster rate than that seen nationally, with the growth in the number of over-65 residents between 2011 and 2021 one of the largest in England. As the borough grows, it is also becoming increasingly diverse, particularly amongst younger residents.

Whilst some neighbourhoods and communities in the Borough are among the most deprived areas nationally, other communities are amongst the more affluent in England. There are therefore notable inequalities in the borough, which affect outcomes for residents, and overall health in the borough is below average.

Economic growth is the number one mission of the Labour government, who have stated that it is essential for improving living standards and creating opportunities across every region of the United Kingdom. Achieving this requires a greater focus on two key areas: infrastructure and investment. The Government have stated that there is no trade-off between economic growth and net zero. Economic growth therefore needs to be delivered sustainably, and having an integrated sustainable transport network, which can accommodate and cope with additional demands, is critical to this.

The Labour government came to power in July 2024 and is currently undertaking a review of all policies and strategies produced by the previous government. However, the Department for Transport have highlighted the direction of their future transport policy. As part of this, they have outlined their intention to deliver the country's first Integrated National Transport Strategy in over two decades. This national plan for transport in England aims to drive a cultural change, which places people at the heart of how transport is designed, built

¹ [Why Telford - Invest Telford](#)

² [Living and working - Invest Telford](#)

and operated. This national vision for transport aims to empower local leaders to deliver integrated local transport that meets the needs of their local community.

Transport is a key enabler to the successful delivery of future growth, which will come forward over the next Local Plan period for Telford & Wrekin. A sustainable transport network is vital to managing growth effectively, allowing residents to continue to access employment, education and leisure opportunities both from existing and new residential developments. Sustainable travel will help reduce the impact of climate change by promoting active travel, public transport and electric vehicle infrastructure. National and local policies have shaped the guiding transport principles which will support growth in the borough over the next Local Plan period. The three guiding principles for ensuring successful growth in Telford and Wrekin are:

- Redressing the balance between public transport, active transport, and private transport;
- Accessibility of the transport system from a physical, social, and financial perspective; and
- Managing the growth of Telford sustainably to build thriving new communities who are well-connected to the existing transport system and have a variety of travel options available to them.

These three principles are aligned with the Government's Decarbonising Transport strategy, aiming to reduce the impact of climate change by promoting low-carbon travel modes and integrating transport decarbonisation into spatial planning and policymaking.

Growth in Telford & Wrekin needs to be delivered sustainably and having an integrated sustainable transport network which can accommodate and cope with additional demands is critical to this. Improving connectivity enables the full benefits of growth to be unlocked, by making it easier for people to live, travel and work across the country. The successful delivery of this will create a strong, sustainable community in Telford and Wrekin, where residents enjoy a high quality of life.

Introduction

The purpose of this strategy is to support the evidence base for the Telford and Wrekin Local Plan 2040, setting out the changes in transport infrastructure that are required to accommodate future housing, employment and population growth in the borough over the coming Local Plan period.

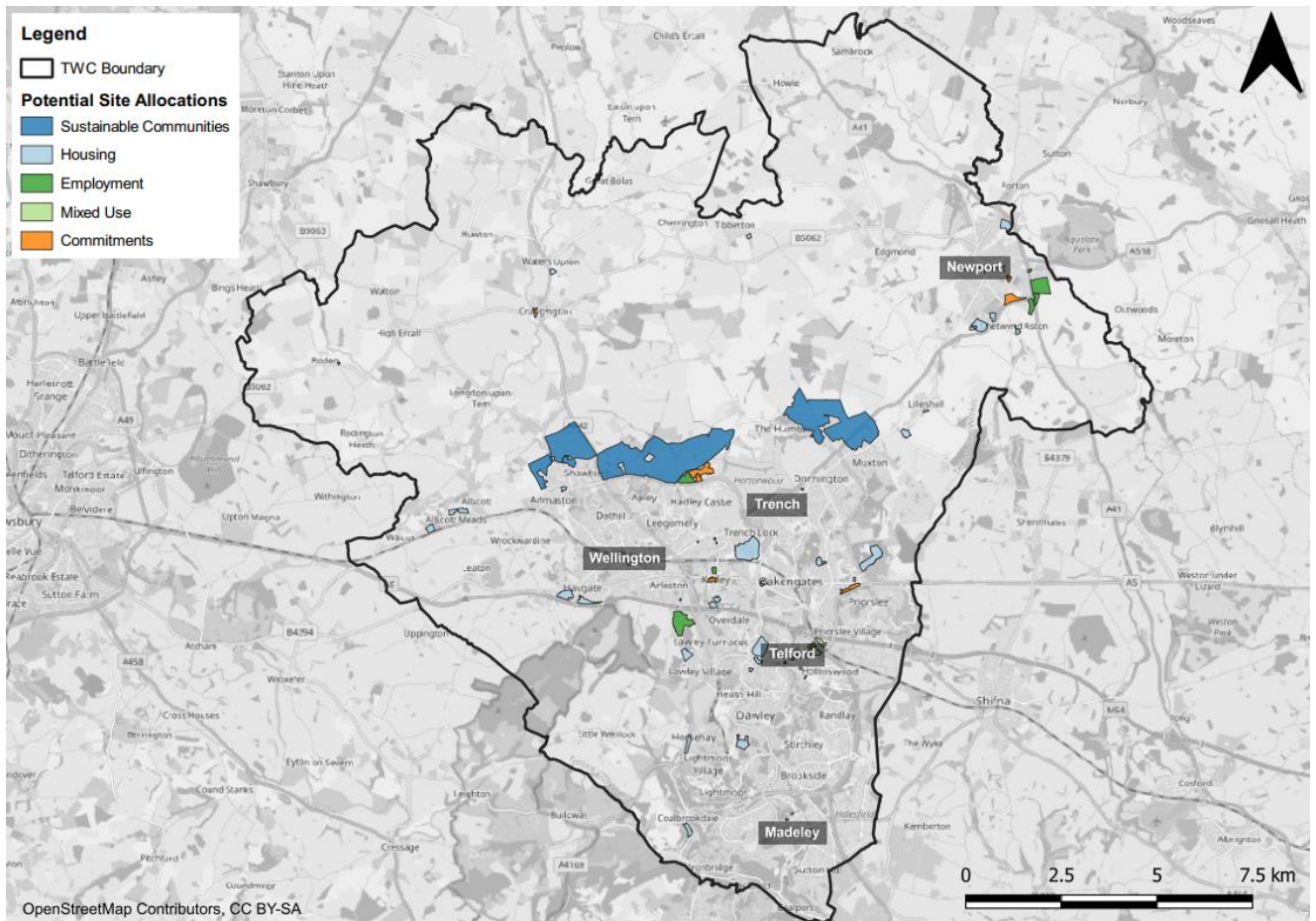
The Telford & Wrekin Local Plan (the Local Plan) is the adopted Development Plan for the borough. It is central to delivering plan led growth and is the starting point for determining planning applications. The Local Plan includes development management policies, which planning applications are assessed against, and it also identifies land for employment development and new homes.

This strategy also provides an updated strategic transport evidence base ahead of the new Telford & Wrekin Council (TWC) Local Transport Plan (LTP). The new LTP will detail the Core Strategy for transport and include a Delivery Plan to support future funding opportunities, including Local Transport funding detailed in future Government Budget announcements and Spring Statements.

Potential Growth Sites

Figure 1 presents the recommended site allocations coming forward as part of the Local Plan review 2020-2040, which includes housing, employment and mixed use sites. As part of this, there are three Sustainable Communities emerging as potential site allocations along the northern edge of the borough's urban area. In addition, there are a small number of sites in the urban area of Newport and the rural areas of Allscott, Waters Upton, Tibberton, Lilleshall, Chetwynd Aston and Church Aston. Aside from these broad areas, the remaining potential site allocations emerging through the Local Plan review are largely dispersed across Telford's urban boundary.

Figure 1 - Emerging Site Allocations



Policy Context

Introduction

All Local Planning Authorities are required by Government to review their local plans every five years following adoption, under The Town and Country Planning (Local Planning) (England) Regulations 2012. The purpose of the review is to take account of changing circumstances affecting the area, as well as any relevant changes in national policy.

TWC are currently undertaking a review of their Local Plan. The review of the Local Plan is critical to ensuring that growth within the borough continues to be delivered in a sustainable and measured way, that benefits the environment, communities and economy of the borough.

National Policy

National Planning Policy Framework

The Draft Local Plan, and this associated Transport Growth Strategy, have been developed in accordance with the National Planning Policy Framework (NPPF), which was last revised in December 2024.

The NPPF sits at the core of the planning system in England and has three dimensions to it: economic, social and environmental. At the heart of the framework is a presumption in favour of sustainable development, and the NPPF emphasises that in order to achieve this, economic, social and environmental gains should be pursued in mutually supportive ways through the planning system. The NPPF sets out 13 core land-use planning principles that should underpin both plan-making and decision-making. In relation to transport, Chapter 9, Paragraph 109 states that *'transport issues should be considered from the earliest stages of plan-making and development proposals.'*

In regard to Local Plans and the planning system, Paragraph 110 states that patterns of growth should be actively managed and that *'significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.'* Paragraph 117 states that developments themselves should *'give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use.'*

Local Policy

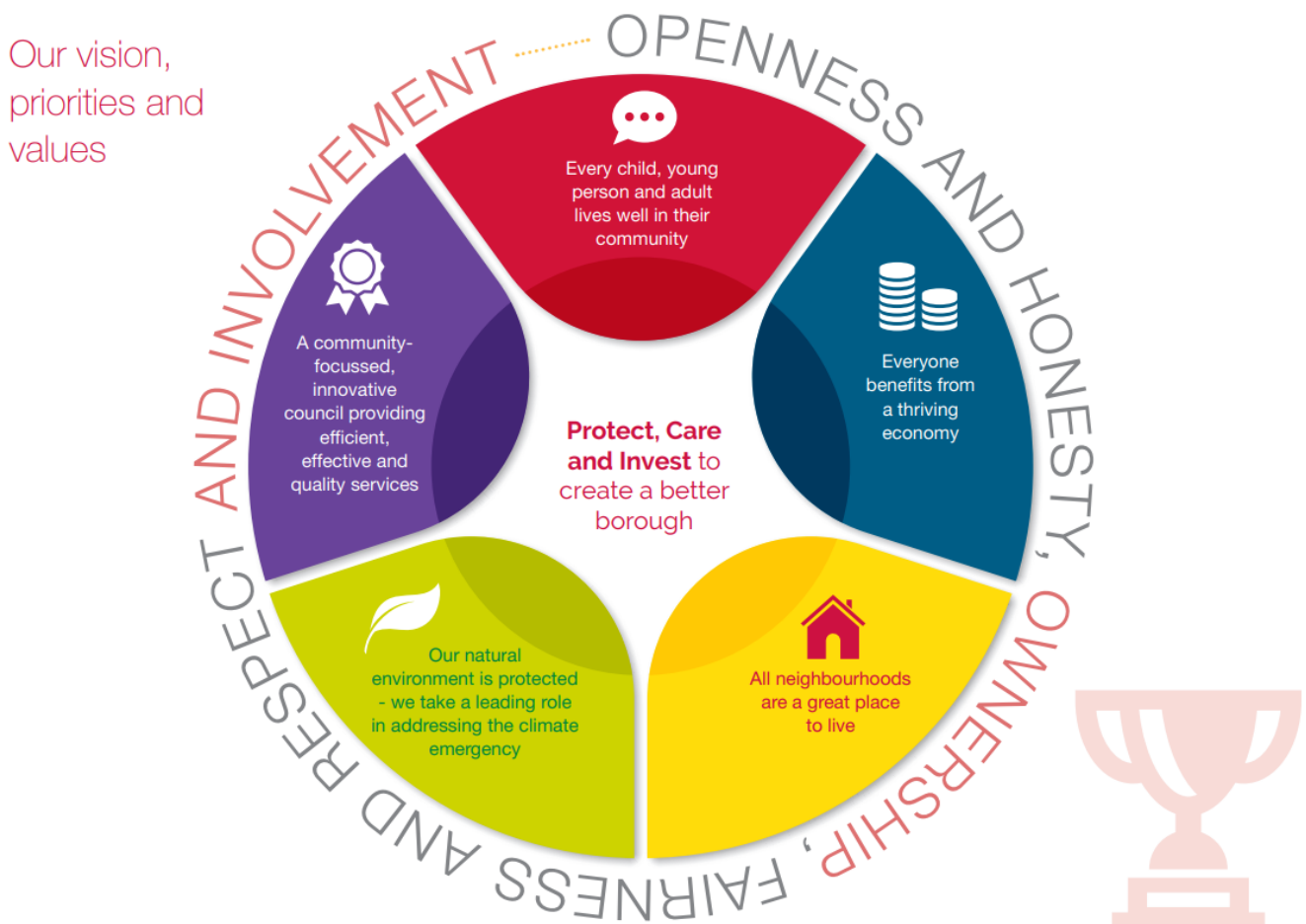
Telford and Wrekin Council Plan

The Telford and Wrekin Council Plan (2024/25 to 2026-27) outlines how the authority will deliver their vision to protect, care and invest to create a better borough as shown in Figure 2. The Plan states that this vision will be delivered through four priorities, namely:

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

TWC will be community-focussed and innovative in providing efficient, effective and quality services to enable the vision for the borough to be realised. The long-term vision for transport in the borough is set by the Telford and Wrekin Council Plan (2024/25 to 2026-27), as well as the Telford and Wrekin Local Transport Plan (2011-2026).

Figure 2 - TWC's Vision, Priorities and Values



The Telford and Wrekin Council Plan supports the delivery of the Council's 10-year plan, Vision 2032. Vision 2032 sets out a more detailed view of where TWC want the borough to be in 2032, identifying the measures that they want to see delivered in the next decade. The three ambitions to be delivered by 2032 to achieve the vision of building a more inclusive borough are:

1. Inclusive carbon neutral economy;
2. Inclusive communities that are vibrant, safe and clean; and
3. Inclusive healthy, independent lives.

Telford and Wrekin Draft Local Plan

The Telford and Wrekin Draft Local Plan sets out the council's vision for the Borough; priorities for the plan period; preferred policies; and proposed housing and employment sites. Once adopted, the Draft Local Plan will replace the 2011-2031 Local Plan, which was adopted in 2018.

Key priorities and objectives within the Draft Local Plan include:

- Tackling climate change and achieving carbon neutrality;
- Maximising inward investment and employment opportunities;
- Securing better homes for all;
- Improving health, wellbeing and tackling health inequalities;
- Protection and enhancement of green and natural environment; and
- Delivering regeneration, renewal and stronger communities.

The Draft Local Plan proposes the construction of 20,200 dwellings by 2040, which equates to an average of 1,010 new homes per year, of which 55% of these dwellings are consented, under construction or built already. The additional dwellings will be supplied through the existing supply, and land allocations. In addition, 167 hectares of employment land will also be delivered for a range of uses including 'Class Eg(i)' (offices or the research and development of products or processes, 'Class Eg(iii)' (industrial processes or general industrial), and 'Class B8' (storage and distribution).

Transport forms a key component of ensuring the Local Plan vision and objectives are successfully delivered. Transport is an enabler to unlocking the planned future housing and employment growth within the Borough. Therefore, it is vital that the transport network within the borough provides excellent connectivity primarily by sustainable modes of transport (active travel, bus, and rail), and where this is not possible by car, to ensure that the travel needs of residents, businesses and visitors to the borough are met.

This Transport Growth Strategy sets out the transport infrastructure and investment that is required to accommodate the planned future growth within Telford and Wrekin, ensuring that Telford retains competitiveness to attract inward investment, create jobs, and improve quality of life for residents and visitors.

Telford and Wrekin Draft Infrastructure Delivery Plan

The Telford and Wrekin Draft Infrastructure Delivery Plan (IDP) is being brought forward in parallel with the Draft Local Plan. The IDP sets out the strategic infrastructure requirements needed to support planned development within the borough over the plan period, including projects, estimate costs, delivery phasing and likely funding sources. The IDP ensures that the growing needs of the borough are met and identifies a strategy for funding, as well as where there may be funding gaps.

A range of infrastructure requirements are set out in the IDP, including utilities such as water, electricity and gas, social infrastructure and environmental infrastructure. Highways and transport are also a key component of the document. The emerging IDP sets out the

strategic significance of the borough's highways and transport infrastructure, in connecting residents to education, employment and leisure opportunities. The transport networks within the borough include:

- Strategic Road Network (SRN) and Primary Road Network;
- Strategic walking and cycling routes;
- Bus route network;
- Passenger rail network; and
- Rail freight.

To ensure the full benefits of future planned housing and employment growth is unlocked, the IDP sets out a range of measures that are required to ensure that each of the above transport networks meets the needs of the borough. This includes, but is not limited to, the delivery of:

- Upgrades to active travel infrastructure, including the implementation of routes outlined in the borough's Local Cycling and Walking Infrastructure Plan;
- Improvements to the bus network, as identified in the Bus Service Improvement Plan;
- Improvements to the rail network, including the provision of additional capacity on peak trains, and the provision of more frequent direct services to London; and
- Investment in the borough's highway network, to create additional capacity and reduce congestion at constrained links and junctions across the borough.

This Transport Growth Strategy aligns with and supports the measures outlined in the IDP, specifically those which relate to highways and transport improvements.

Telford and Wrekin Local Transport Plan, 2011-2026

The Local Transport Plan for Telford and Wrekin 2011-2026 (LTP) sets out the long-term strategic policies of the local transport authority and forms the strategic framework for the Local Plan transport policies. A copy is available on the Council website.³ The LTP sets out how TWC will plan to manage, maintain and develop the Borough's transport network over the plan period.

The document is TWC's third LTP and supports the Council's Vision 2026⁴. The LTP recognises that due to workplaces and homes being located separately in the borough, and the good road links, travel behaviours in Telford are currently unsustainable. This is a legacy which dates back to the New Town design philosophy of the mid 1960's. The challenge for Telford is to use future growth to re-shape the borough and create an urban form and density that is more conducive to cycling, walking and public transport. The LTP also recognises that better use must be made of the existing infrastructure, acknowledging that the car will remain essential for many journeys. The LTP identifies a number of issues and challenges

³ [Telford and Wrekin Local Transport Plan, 2011-2026](#)

⁴ Note, since TWC LTP3 was published the Council Vision 2026, has been replaced by the Council Vision to 2032 which can be found here: [Telford Vision 2032 - Telford & Wrekin Council](#)

in the period up to 2026 with the key challenges particularly relevant to sustainably delivering Local Plan growth sites being:

- To manage traffic from new developments and provide access to key services;
- Accommodate increasing travel without increasing carbon emissions and maintain the reduction in road accident casualties;
- To create an urban form that encourages cycling and walking trips through regeneration and new development; and
- Enhance the image of public transport.

The vision adopted for LTP3 is to create “a successful, prosperous and healthy community which offers a good quality of life for all the people of Telford and Wrekin”. The LTP outlines six goals which will help to achieve the overall vision in 2026:

1. Making travel more reliable and efficient, to attract jobs and support growth and regeneration;
2. Maintain highways effectively and efficiently;
3. Reduce carbon emissions to help tackle climate change;
4. Allow everyone to access jobs, education, healthcare, shops and leisure;
5. Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier; and
6. Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment.

Drivers for Change

The drivers for change outlined in Table 1 have been identified as common strands in national and local policy.

The Labour government came to power in July 2024 and is currently undertaking a review of all policies and strategies produced by the previous government. However, the Department for Transport have highlighted the direction of transport policy by publishing five strategic priorities which put transport at the heart of future plans for change and investment. They include:

- Improving performance on the railways and driving forward rail reform;
- Improving bus services and growing usage across the country;
- Transforming infrastructure to work for the whole country, promoting social mobility and tackling regional inequality;
- Delivering greener transport; and
- Better integrating transport networks.

The government have also announced their intention to deliver the country's first Integrated National Transport Strategy in over two decades. This national plan for transport in England aims to drive a cultural change which places people at the heart of how transport is designed, built and operated. At its core will be a single national vision for how transport systems should work together, empowering local leaders to deliver integrated local transport that meets the needs of their local community.

Economic growth is the number one mission of the Labour government, as without economic growth Labour say the lives of ordinary working people cannot be improved. Rachel Reeves, Chancellor of the Exchequer, said in a speech on 29th January 2025, "growth is about the vibrancy of high streets, thriving businesses that create wealth, jobs and new opportunities for us, for our children, and grandchildren". Labour's mission to grow the economy is about raising living standards in every single part of the United Kingdom. To achieve this requires greater focus on two key areas: infrastructure and investment. There is no trade-off between economic growth and net zero, therefore economic growth needs to be delivered sustainably, and having an integrated sustainable transport network which can accommodate and cope with additional demands is critical to this. Through improving connectivity between towns and cities across the country, enables true growth potential to be unlocked, by making it easier for people to live, travel and work across the country.





The Labour Government has set ambitious new housing targets to address the housing crisis. The T&W Draft Local Plan called for 1,010 dwellings per annum, allowing both for growth and the duty to co-operate with Black Country Authorities. Over half of the sites already have planning permission granted, therefore reducing the number of additional new homes per year in the Draft Local Plan to 429 per annum.

The UK Government's Transport Decarbonisation Plan, which was published by the DfT in 2021 provides a roadmap for transport decarbonisation across the country. The plan sets out the government's commitments to decarbonise the entire transport system in the UK and highlights the wider benefits that net zero transport can deliver by widening opportunity

and boosting prosperity. Linked to this, the Ministry of Housing, Communities & Local Government remains focused on spreading opportunity more equally across the UK, including the role that local public transport can play in boosting productivity, therefore bringing economic growth and improved living standards.

At a local level, the policies of TWC align with these national visions. Strategies and policies such as the Draft Local Plan, Local Transport Plan, Local Cycling and Walking Infrastructure Plan (LCWIP), and Health and Wellbeing Strategy outline a vision to enhance the quality of life and the natural environment in Telford and Wrekin, and to continue to support the borough's economic success. Table 1 provides a summary of the drivers for change and policy alignment both nationally and locally.

Table 1 - Drivers for Change in Telford and Wrekin

Driver for Change	Current Status	Aspirations / Visions	Relevant Policies / Strategies
Climate Emergency 	<ul style="list-style-type: none"> TWC declared a climate emergency in July 2019 and committed the Council to ensuring its operations are carbon neutral by 2030. A further commitment was made to engage with residents, businesses, public sector organisations and partners to work together towards the ambitious aspiration for the borough to also be carbon neutral by 2030. 32% of the Borough's total emissions originate from on-road transport. 75% of residents drive to work despite 41% of them living within 5km of their workplace. Car ownership levels are high in comparison to the rest of England. 	<ul style="list-style-type: none"> TWC operations to be carbon neutral by 2030. TWC will work with stakeholders towards the ambitious aspiration for the borough to also be carbon neutral by 2030. By 2040, Telford and Wrekin will be a Forest Community with an enhanced and protected natural environment. 	<ul style="list-style-type: none"> DfT Strategic Priorities (2024) Decarbonising Transport: A Better, Greener Britain Draft Local Plan Local Transport Plan, 2011-2026 Sustainable Telford and Wrekin
Economic Growth and Opportunity 	<ul style="list-style-type: none"> T&W's economy supports 88,200 jobs specialising in advanced manufacturing, defence and security, environmental technology, food manufacturing and production. The largest employment sectors in the borough are construction (730 businesses) and retail (700 businesses).⁵ 85% of residents work within Telford & Wrekin and Shropshire so employment is largely self-contained. Telford is appealing to businesses due to its proximity to the Strategic Road Network (SRN) – M54. 	<ul style="list-style-type: none"> TWC will deliver 167 ha of employment land over the Local Plan period and invest in key infrastructure to create growth and create job opportunities. Telford's 2032 vision is to have a robust economy with growth in new sectors that delivers well paid jobs, many of which are linked to a zero-carbon economy. 	<ul style="list-style-type: none"> DfT Strategic Priorities (2024) Draft Local Plan Invest Telford 2024-2032
Reducing Inequality and Improving Accessibility 	<ul style="list-style-type: none"> Telford & Wrekin has a population of 185,600 people, an increase of 11.4% since the 2011 census. This is a much larger increase than the average for England (6.6%). The population of over 65s increased by 35.7% between 2011 and 2021, the second largest increase out of all 151 upper tier authorities in England. 18 neighbourhoods ranked among the 10% most deprived nationally for health, skills, employment and housing – there are significant variations in inequalities in the borough. 	<ul style="list-style-type: none"> Increase levels of active travel amongst over 65s. Create clear pathways through education and ultimately into local employment, driven by new education infrastructure. Increase the amount of affordable housing available within the borough. Promoting equality of opportunity to access the transport network is part of LTP3. 	<ul style="list-style-type: none"> DfT Strategic Priorities (2024) Draft Local Plan Ageing Well Strategy Local Transport Plan, 2011-2026 Vision 2032 Council Plan 2024/25 – 2026/27
Improving Health and Wellbeing 	<ul style="list-style-type: none"> Overall health in the Borough is below the average for England. The reliance on motorised transport is reflected in low levels of physical activity and high levels of obesity. 	<ul style="list-style-type: none"> Tackle obesity through designing spaces that support active travel. Increase the number of residents using active travel and public transport. 	<ul style="list-style-type: none"> DfT Strategic Priorities (2024) Draft Local Plan Local Cycling and Walking Infrastructure Plan (LCWIP) Health and Wellbeing Strategy 2023-2027 Vision 2032

⁵ Source: NOMIS UK Business Count 2022

The visions and objectives which the Telford and Wrekin Council Plan and TWC LTP seek to achieve amplify the importance of the borough delivering a low-carbon inclusive sustainable multi-modal transport network. This is critical to provide residents with a modal choice and ensure that the borough's transport network provides access to education and employment opportunities, regardless of socio-economic background.

Guiding Principles for Growth

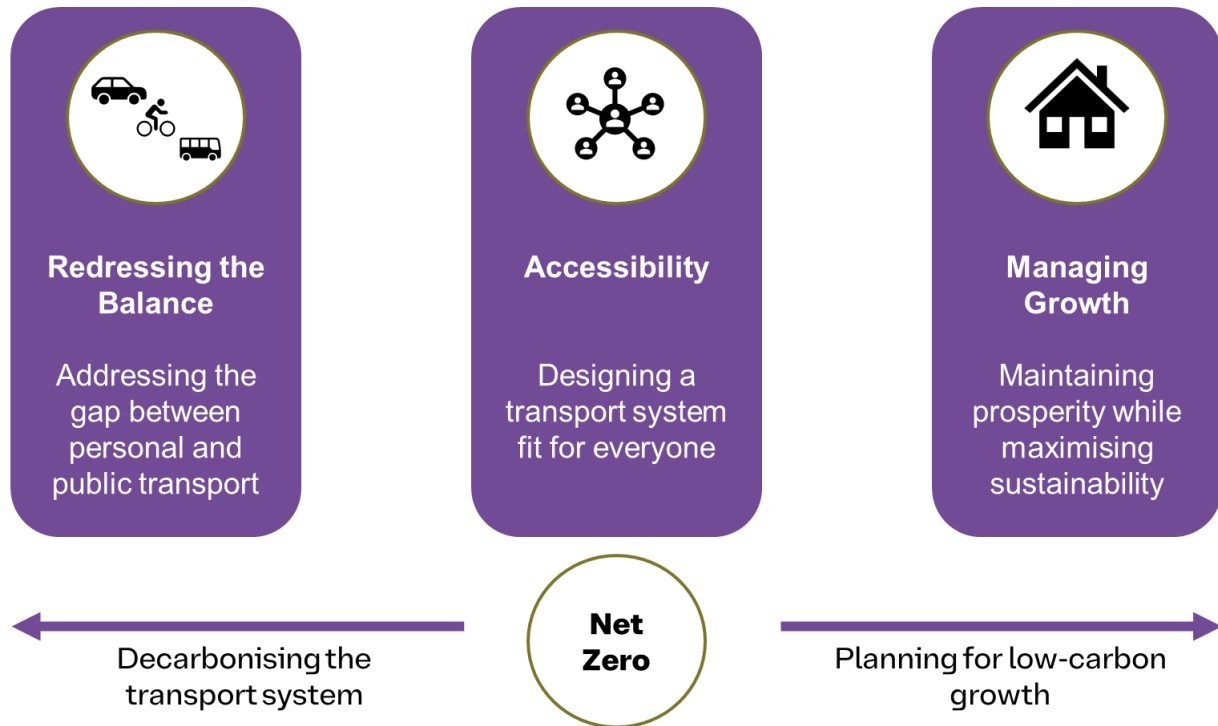
The location of Telford and Wrekin makes it a desirable place for economic investment. The town is situated in close proximity to the West Midlands conurbation and Staffordshire, and also serves as a gateway to areas to the west, including Shropshire and North Wales. Over recent years, the advantages provided by this strategic location have been maximised by the borough's high performing road network and rail connectivity, which enable residents and businesses alike to access a range of opportunities and markets.

Given these advantages in the borough's strategic position, significant housing and employment growth is expected in the Borough over the next Local Plan period, as illustrated in Figure 1. A sustainable transport network is vital to managing this growth effectively, allowing residents to continue to access employment, education and leisure opportunities both from existing and new residential developments. Sustainable travel will help reduce the impact of climate change by promoting walking, cycling, public transport and electric vehicle infrastructure.

The policy context and drivers for change covered earlier in this document have shaped the guiding transport principles to support growth in borough. These will be developed and expanded further within the refreshed LTP. The guiding principles for growth in T&W are shown in Figure 3, and listed below:

- Redressing the balance between public transport, active transport, and private transport;
- Accessibility of the transport system from a physical, social, and financial perspective; and
- Managing the growth of Telford sustainably to build thriving new communities who are well-connected to the existing transport system and have a variety of travel options available to them.

Figure 3 - Telford and Wrekin – Guiding principles for growth



Each of these growth principles is underpinned by the net zero principles outlined in the Government's *Decarbonising Transport: A Better, Greener Britain*. This includes decarbonising all forms of transport and promoting low carbon modes such as walking and cycling. The plan also covers decarbonisation of the freight and logistics sector and embedding transport decarbonisation principles within spatial planning and policymaking.

The following sub-sections provide additional details on each of the guiding principles for growth and its impact on the plans for the borough.

Redressing the Balance

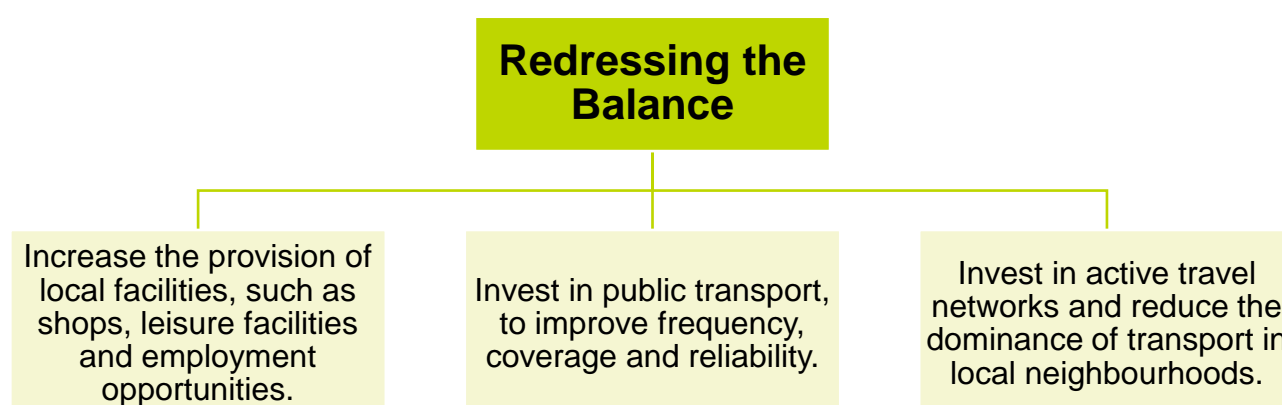
Car dependency arises due to transport systems and land use patterns that favour journeys by car. The congestion caused by this reliance on the private vehicle has historically been relieved by constructing new roads, but this approach fails to provide a long-term solution. The initial increase in vehicle capacity as a result of investment in roads results in car journey times decreasing, therefore encouraging the use of private transport. Over time, this leads to traffic volumes increasing, causing a further need to increase vehicle capacity.

Telford, like many towns in England, is heavily reliant on the car, as public transport and active travel networks are not attractive enough to encourage people out of their private vehicle. This means that residents are often forced to use their car, even if they wish to use alternative provision. To redress this balance, high density planning is to be encouraged within future developments, with mixed use developments and the optimisation of local centres to bring facilities closer to people and enable new or different choices. Housing and employment developments must also have a plan for sustainable access and major future investment is required in public and active travel networks to support growth.

As allocations come forward through the Local Plan, there is a significant opportunity for growth sites to make seamless connections into existing active and public transport networks, making this a cornerstone of future development. For example, the potential sustainably community site at Land to the North East of Muxton is located either side of National Cycle Network Route 55 and Local Cycling, and Walking Infrastructure Plan Proposed Route 1 is planned to route through the heart of the growth site. From the earliest stages of the design process, it is critical that providing connections from this site's land parcels to this strategic active travel infrastructure is prioritised, enabling and encouraging future residents to travel by active modes. The Modal Plans for Growth Section later in this document builds on the above example, highlighting the types of transport improvements which are required to enable future residents of growth sites to access employment, leisure and education facilities sustainably.

Figure 4 summarises the key principles associated with redressing the balance vision in Telford and Wrekin. These principles will form the basis of strategic planning in the borough and help realise the change needed to deliver sustainable economic growth and better access for all.

Figure 4 - Redressing the Balance Principles



Accessibility

Accessibility is a key emerging theme of the Draft Local Plan and the Labour Government's five strategic priorities for the UK's transport system. Ensuring that everyone has access to an affordable and effective transport system is key to unlocking the benefit of transport, promoting economic growth and social mobility.

A good transport system is one that works for everyone, and allows people to access the facilities, services and opportunities that they need. Telford and Wrekin faces a number of potential challenges in regards to transport and accessibility, namely:

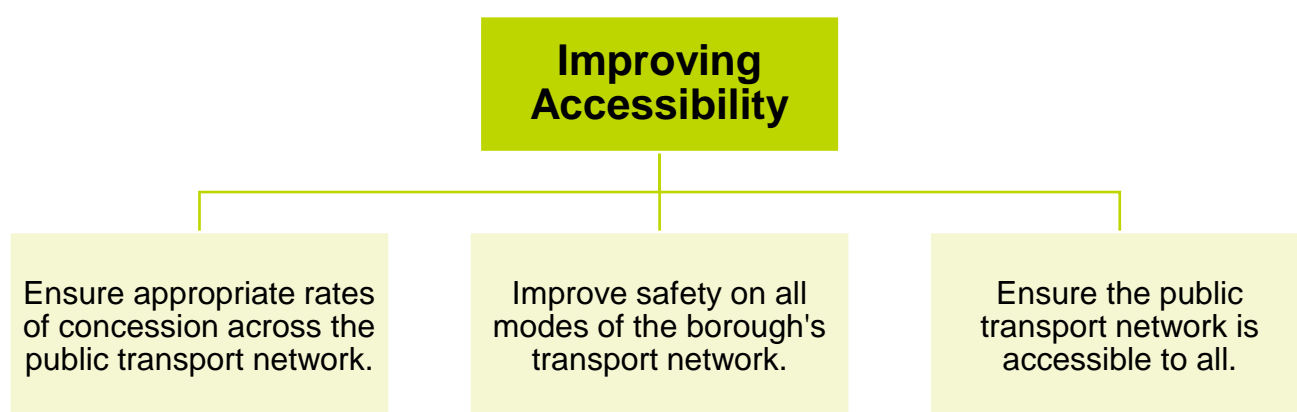
- **Ageing population:** in 2021, there were around 3,600 adults aged over 85 in Telford and Wrekin. By 2031 this is predicted to increase by 55% to 5,600⁶. A 9% increase in over 65s is also forecast by 2031; and
- **Inequality:** There are stark disparities in inequality across with borough. There is a concentration of lower super output areas (LSOAs) in the built-up areas across the south of the borough, which are amongst the 10% most deprived areas in England for health, skills, employment and housing.

In regard to transport, accessibility means ensuring that the transport network is never a barrier to accessing opportunities and that people have autonomy over their travel choices. An accessible transport network therefore provides a range of travel options which cater for a range of physical and financial capabilities. In addition, an inclusive transport network also ensures that residents and users feel safe at all times, regardless of mode of travel they choose to use.

When bringing forward growth sites in Telford and Wrekin, the installation of public/ active transport networks with high quality, physically accessible facilities along coherent routes should be considered. In addition, shared mobility programmes such as car clubs or shared fleet should be considered to allow for affordable, flexible access to private vehicles. Shared mobility programmes can improve access to transportation for underserved communities, helping to bridge the gap in transport inequalities. This can enhance social inclusion and provide better access to jobs, education, and healthcare which aligns with the Council Plan vision.

Figure 5 summarises the key principles associated with improving transport accessibility vision in Telford and Wrekin.

Figure 5 - Aims of Improving Accessibility



⁶ ONS 2018 population projections and Census 2021 included in - [Introduction - Ageing Well - Telford & Wrekin Council](#)

Managing Growth

Hailed as the ‘beating heart of UK investment’ by the UK Department of Business & Trade, Telford is an economic hub; home to over 6,250 businesses, from micro start-ups to large multi-nationals, across a diverse range of sectors.⁷ Key business sectors in the borough include manufacturing, engineering, and technology. Manufacturing is the largest industry in Telford, accounting for a significant portion of the local economy.

The borough is home to 350,000 skilled workers living within a 30-minute drive, meaning Telford’s connectivity is unrivalled. That’s why supply chain businesses choose Telford as home, with more people employed in manufacturing in Telford than anywhere in the West Midlands.⁸

The Invest Telford Strategy for Growth 2024-2034 aims to promote fair and inclusive economic growth. This strategy emphasises simplifying processes to attract investment, supporting business growth, and investing in necessary infrastructure. The Strategy provides a roadmap for economic growth across the Borough for the next ten years. It recognises the development of Telford from ‘new town’ to a mature town transformed by new infrastructure but retaining its green spaces and quality of life. The strategy is deeply aligned with the Council’s broader goals of creating a thriving community with happier, healthier residents.

Following £1 billion housing investment, Telford is the fastest growing town in the West Midlands and sits in the top five UK locations for housing growth - with the population set to rise by 30,000 in the next 20 years.⁹ The population of Telford and Wrekin is expected to continue growing over the next decade. Based on current trends, the population is forecast to reach approximately 190,419 by 2025 and 197,538 by 2030. By 2034, the population is projected to grow to around 200,000.¹⁰ This growth is supported by factors such as net internal migration, international migration, and a relatively high birth rate compared to the national average. The borough’s strategic location and ongoing development initiatives also contribute to its attractiveness for new residents.

The economic and population growth in the borough will result in an increased demand for housing and services, including the Borough’s transport network. New developments will need to be carefully planned, to ensure that the town’s current reliance on private travel is not embedded, and that instead, the use of sustainable transport is maximised.

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 sustainable communities are required, it must be ensured that they are well connected to existing active travel and public transport networks.

Figure 6 summarises the key principles associated with managing growth vision in Telford and Wrekin.

⁷ [Economy - Invest Telford](#)

⁸ [Why Telford - Invest Telford](#)

⁹ [Living and working - Invest Telford](#)

¹⁰ [Telford and Wrekin Population | Varbes](#)

Figure 6 - Aims of Managing Growth

Summary

Telford and Wrekin's strategic location as a gateway to the Midlands, Shropshire, and North Wales is driving significant housing and employment growth in the borough. To not only manage this growth, but also maximise the opportunities it presents, transport enhancements are essential. These improvements will ensure that residents of both existing communities and future residential areas are fully connected to leisure, employment, and education facilities.

This section has outlined the guiding principles that will shape the future delivery of these transport enhancement to ensure sustainable growth within the Borough. These principles align with national drivers for change and local priorities, ensuring that transport improvements in the borough enhance access to opportunities, stimulate economic activity, and contribute to decarbonising the transport system. Importantly, these principles support Telford and Wrekin Council's vision to "protect, care, and invest to create a better borough" and will help achieve the Council's priorities of fostering a thriving economy while protecting the natural environment.

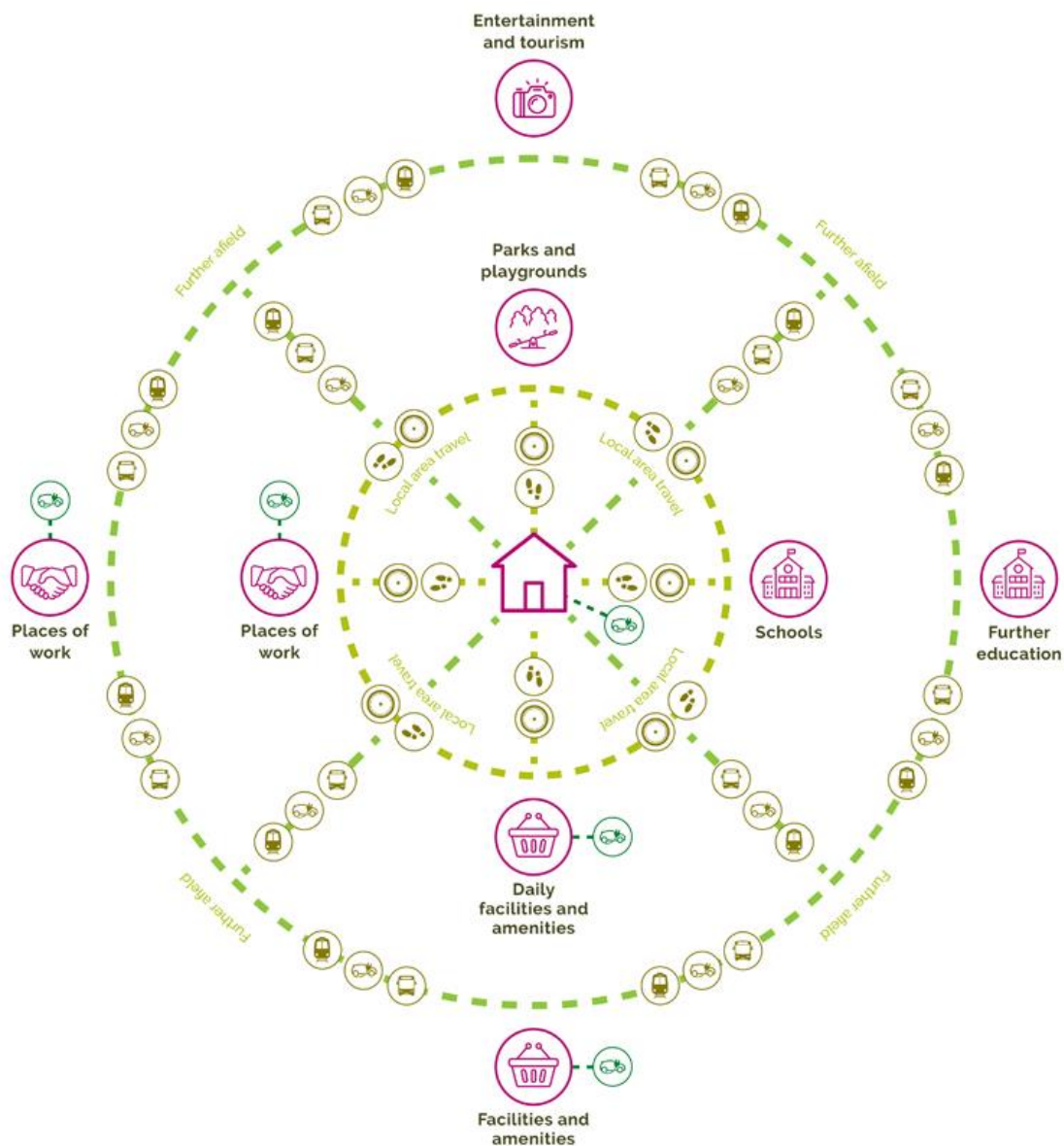
The guiding principles will help deliver a sustainable vision for the future and provide the high-level strategies to manage and capitalise on the growth ahead.

Modal Plans for Growth

This section outlines the existing provision of each of the key transport modes in Telford and Wrekin and the ways in which they connect to the potential growth sites in the Borough. The purpose of this section is to highlight the extent to which each mode can support the key growth areas, and the improvements and mitigation that may be required to maximise the opportunities for sustainable travel at each site, as per the Guiding Principles for Growth outlined earlier in this document.

The vision for transport within Telford and Wrekin is for each resident to be well-connected to employment, education and leisure opportunities by an effective, accessible and affordable sustainable transport network. Figure 7 provides a schematic representation of this vision for the transport provision in the borough, highlighting the seamless connectivity between modes of transport and services.

Figure 7 - Sustainable Travel

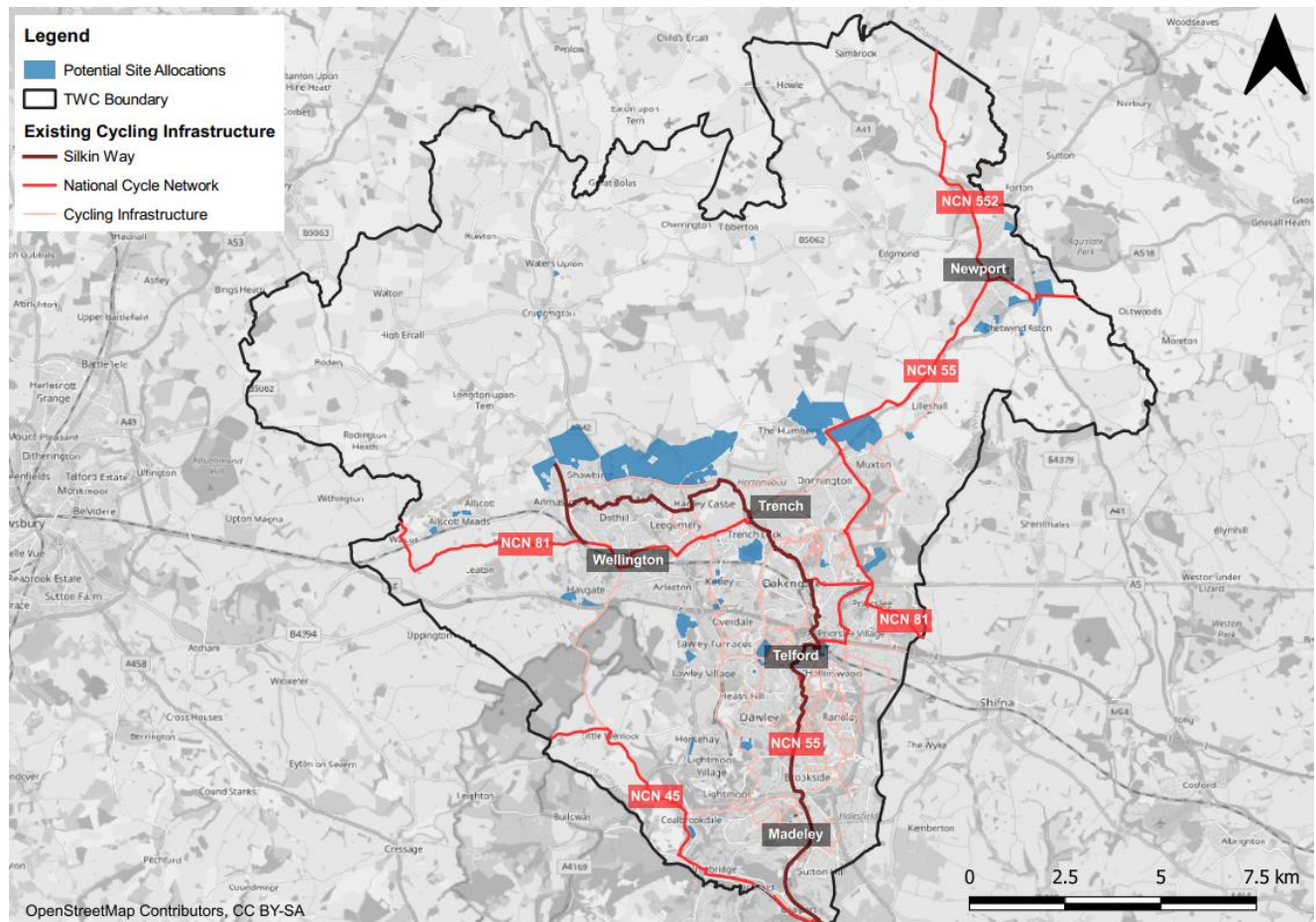


Active Travel

Cycling

Telford and Wrekin has an extensive network of walking and cycling routes, as well as 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. Figure 8 illustrates the existing cycling infrastructure within the borough.

Figure 8 - Existing Cycling Infrastructure



As illustrated in Figure 8, the Silkin Way forms the spine of the borough's active travel network, routing north-south through key settlements such as Apley, Hadley, Telford and Madeley. The Silkin Way is a 14-mile green corridor route for walkers and cyclists between Bratton and Coalport, with much of the route following the former Great Western Railway Wellington – Market Drayton railway, or the former Shopshire Canal.

In addition to Silkin Way, four routes on the national cycle network (NCN) route through the Borough namely:

- **NCN55:** routes north-south through the Borough from Coalport to Newport, via Telford Town Centre. Parts of this route are on the Silkin Way;

- **NCN552:** connects with NCN55 in the heart of Newport, before routing north towards Shropshire;
- **NCN45:** begins at the foot of The Wrekin, on the borough's western border, before routing south east through Ironbridge and Coalport; and
- **NCN81:** routes east-west through the Borough, from Wellington to Priorslee, via Trench Lock. Parts of this route are on the Silkin Way.

In addition to the core routes provided by Silkin Way and the NCN, there is additional cycle infrastructure within the borough with the coverage shown in Figure 8. This infrastructure primarily consists of segregated use paths, shared use paths some of which route alongside the borough's strategically important roads, off-road routes such as bridleways free of motor-traffic and away from the carriageway, and quiet ways which are low-traffic roads with low speeds and are intended for cyclists.

Figure 8 highlights that much of the existing cycling infrastructure provision covers the built-up urban area of the borough, and borders the potential site allocations, especially the sustainable community sites located to the north of the existing urban area. However, the figure also shows that there is very limited formalised cycling infrastructure in the rural north of the borough, due to the topography of the area and the distances required to be travelled to reach built up urban settlements.

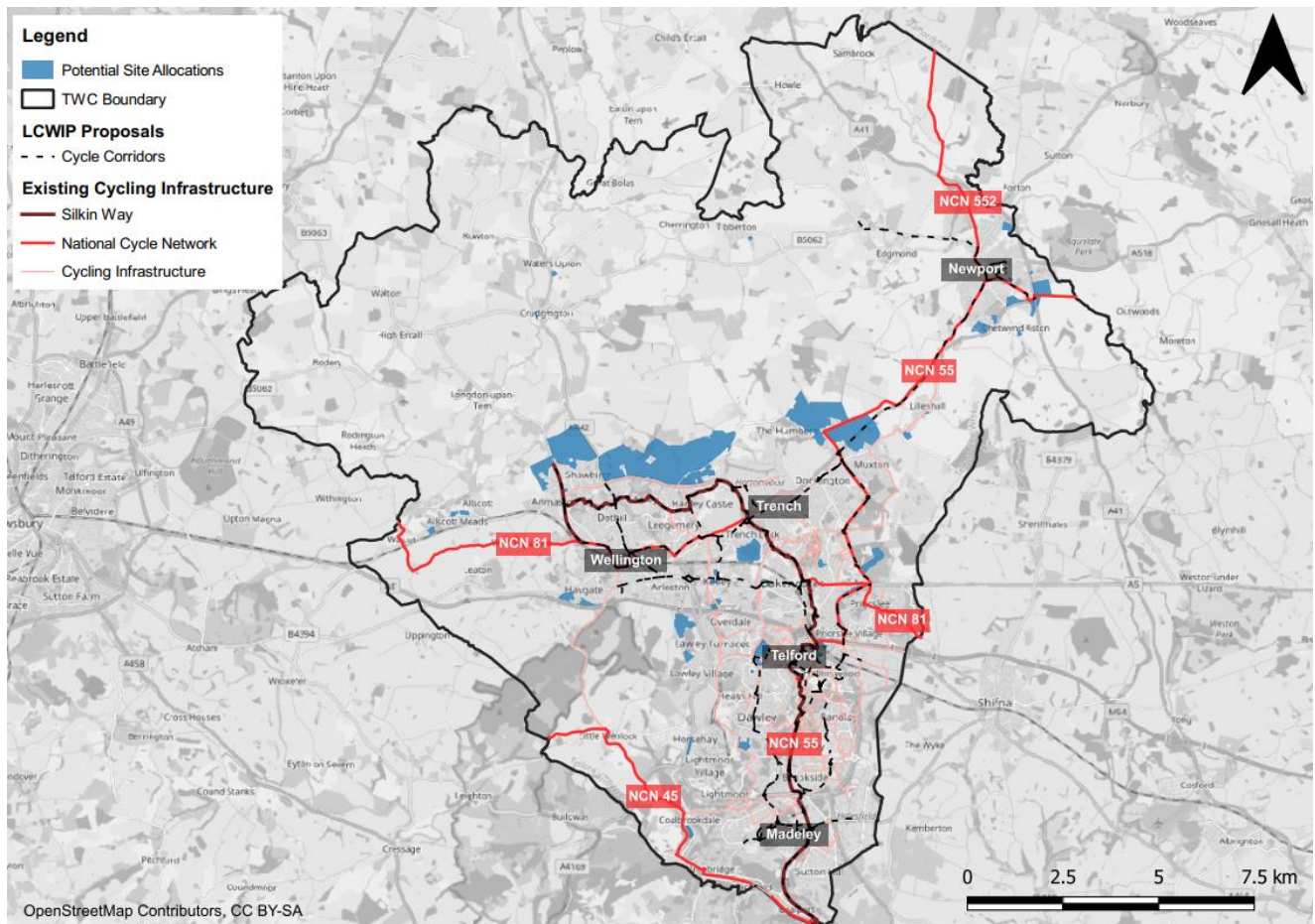
The existing cycling infrastructure presents a significant opportunity to integrate new cycling facilities within upcoming developments, seamlessly linking them to the established cycling routes. This integration will enhance connectivity from site allocations to the broader strategic cycling network within the Borough. For instance, the existing shared-use path along the A442, between Shawbirch and Hadley Castle, connects to the Silkin Way. By linking residents of the potential sustainable community site north of the A442 to this established route, the borough can ensure network coherence and provide extensive opportunities for residents to access key destinations such as educational institutions and employment centres by bicycle. Additionally, connecting site allocations to leisure routes will offer residents easy access to the borough's open spaces, promoting both strategic and recreational trips.

Telford and Wrekin Local Cycling and Walking Infrastructure Plan

TWC's Local Cycling and Walking Infrastructure Plan (LCWIP) was published in June 2022. The LCWIP outlines a long-term plan to enhance active travel in the borough. The primary objective of the LCWIP is to increase the number of people walking and cycling in the borough, particularly for short utilitarian journeys. The LCWIP identified a wide range of active travel interventions, to be delivered over the short, medium and long-term in the borough to increase the number of people walking and cycling.

In relation to cycling specifically, the LCWIP aimed 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, etc.)”*. In total, 18 corridors were identified across the Borough and prioritised for delivery in either the short, medium or long-term. Figure 9 presents all the cycle routes proposed in the LCWIP, alongside the existing cycling network, and potential future site allocations.

Figure 9 - Existing and Proposed Cycling Infrastructure



The LCWIP plays a pivotal role alongside the existing cycling infrastructure in bringing sites forward as part of the Local Plan allocation by:

- **Enhancing Accessibility** - the LCWIP aims to improve and expand the cycling and walking network, making new development sites more accessible. This increased accessibility can make these sites more attractive for development and easier to integrate into the broader community;
- **Supporting Sustainable Development** – by promoting active travel, the LCWIP aligns with sustainability goals, reducing reliance on cars and lowering carbon emissions. This supports the Local Plan's objectives of creating environmentally friendly and sustainable communities;
- **Boosting Economic Viability** - improved cycling and walking infrastructure can enhance the economic appeal of new sites by making them more accessible to businesses and residents. This can lead to increased investment and development interest in these areas; and
- **Improving Public Health** - encouraging walking and cycling through the LCWIP can lead to better public health outcomes, which is a key consideration in planning decisions. Healthier communities are often more vibrant and attractive places to live and work.

Several potential site allocations would greatly benefit from the construction of the LCWIP routes in terms of enhancing active travel connectivity, especially in areas with limited

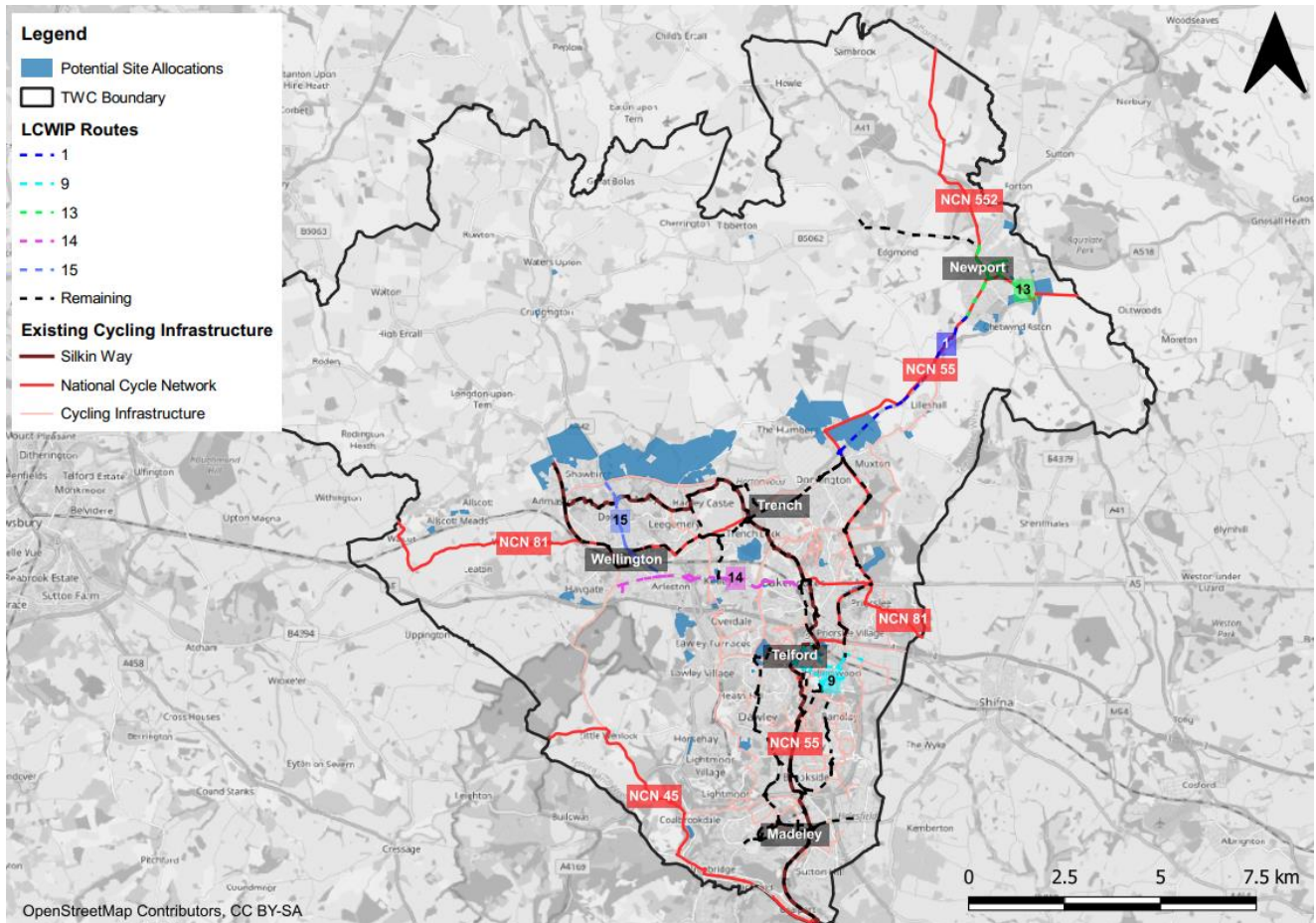
existing active travel infrastructure. For example, LCWIP Route 15 extends towards the potential sustainable community site north of the A442, enhancing connectivity to key urban centres such as Wellington. In Newport, potential site allocations would benefit from Route 13, which aims to improve facilities within the town, and Route 1, which offers an improved connection towards Donnington.

Table 2 summarises the LCWIP routes that would provide an active travel connection where there is currently limited infrastructure, and how they would enhance the active travel offering of the potential site allocations. These routes are illustrated in Figure 10.

Table 2 - LCWIP Routes and Site Allocations

Route No.	Benefitting Sites	Summary of Benefit
1. Newport to Telford (via A518)	<ul style="list-style-type: none"> Land North East of Muxton Sites located along southern and south eastern boundary of Newport bordering A518 and A41 	<ul style="list-style-type: none"> Places cycling infrastructure on the most direct route between Newport and Donnington. The current NCN route is indirect.
9. Telford Shopping Centre Loop	<ul style="list-style-type: none"> Land off Ironmasters Way Blue Willow Car Park Lime Green Car Park 	<ul style="list-style-type: none"> Proposed infrastructure along existing 'missing links' in the cycling network at the heart of Telford. Will provide safe connections along the entirety of the loop reducing the risk of collisions in an area with high traffic flows.
13. Newport Local	<ul style="list-style-type: none"> Sites located along southern and south eastern boundary of Newport bordering A518 and A41 	<ul style="list-style-type: none"> Provides safe cycle routes within Newport, benefitting local residents making short utilitarian trips by bike.
14. Arleston to Oakengates	<ul style="list-style-type: none"> Land at Aga Rangemaster, Waterloo Road Shropshire Star, Waterloo Road, Keltey 	<ul style="list-style-type: none"> Provides infrastructure along a route where there is currently very little facilities for cyclists. Routes towards Oakengates railway station, encouraging multi-modal trips.
15. Shawburch to Arleston	<ul style="list-style-type: none"> Western side of the Land North of A442 Wheat Leasows (Wappenshall) Land at Bratton 	<ul style="list-style-type: none"> Provides residents with a direct route to Wellington railway Station, encouraging multi-modal trips.

Figure 10 - LCWIP Routes and Site Allocations



Many of the LCWIP routes overlap with existing cycling infrastructure. These upgrades delivered through the LCWIP are no less important, with more coherent routes, and a higher level of cycling infrastructure provision including segregation between pedestrians and cyclists, likely to encourage a greater modal shift towards active travel. For example, the Route 8a improvements which covers part of the existing Silkin Way network would better connect residents at the Land at Bratton site to Wellington, whilst several routes within the borough's urban heart, such as Route 11 (Newdale to Telford) and Route 10 (Oakengates to Telford) would benefit future residents at Old Park and future users of the Land off Ironmasters Way site.

Walking

In relation to walking, the LCWIP identified 14 areas in which existing pedestrian activity is highest, illustrated in Figure 11. The LCWIP states that the pedestrian 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 key local centres.

Figure 11 - LCWIP Walking Proposals

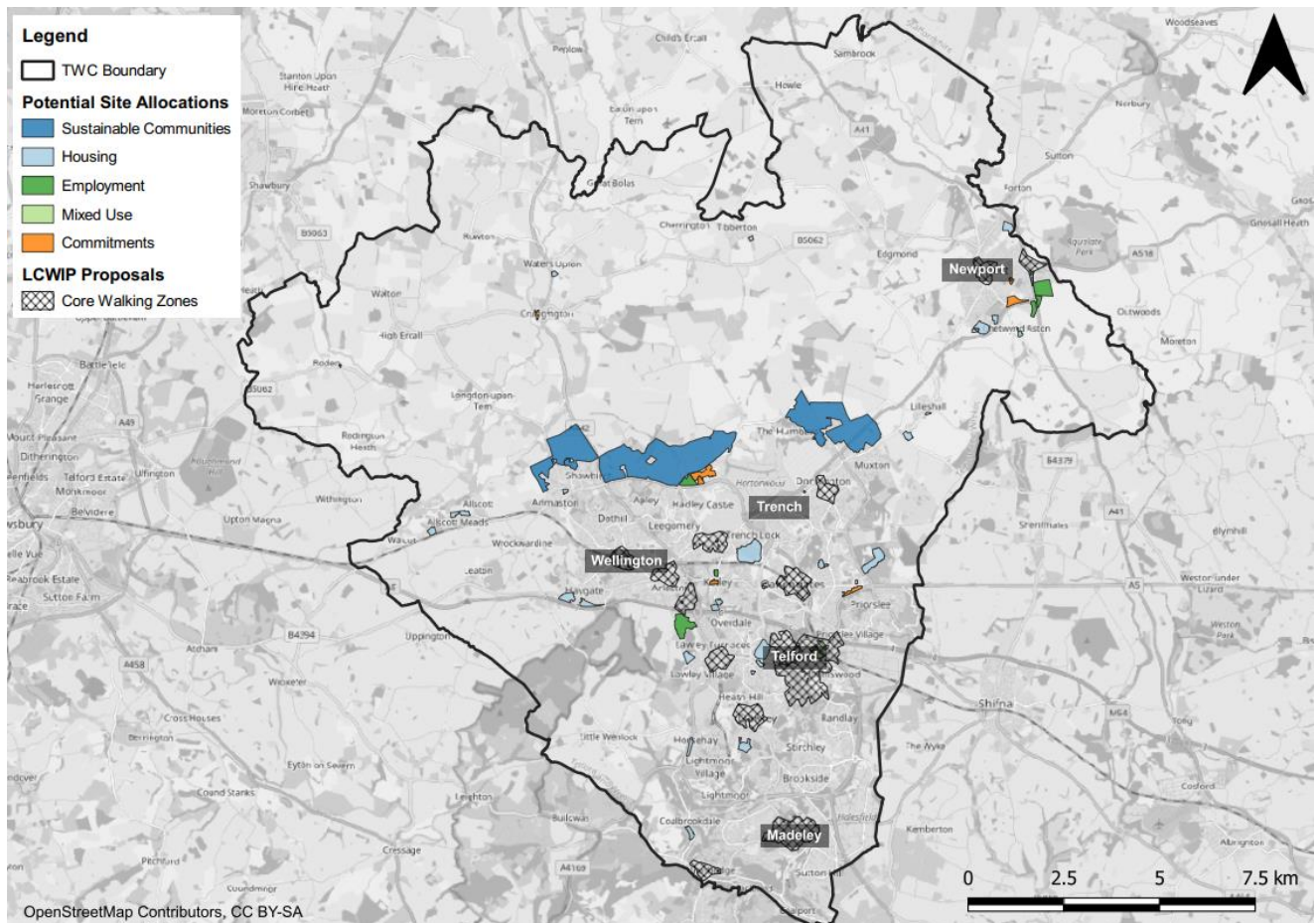


Table 3 summarises the design principles outlined in the LCWIP and their importance to the growth sites as they are brought forward over the coming years to maximise the opportunities for walking.

Table 3 - Walking Principles Outlined in LCWIP with Growth Site Application

Design Outcome	Description
Attractiveness	Walking infrastructure should enhance the public realm and foster a welcoming environment. New growth sites should be developed to these standards. This can be achieved within growth sites by incorporating green spaces, public art, and well-designed pedestrian areas that encourage walking.
Comfort	Walking facilities should be fit for purpose and well-maintained, allowing everyone to walk comfortably. Facilities within new growth sites must be developed in line with this principle. For example new sites should provide wide, smooth pavements, adequate lighting, and seating areas to make walking more comfortable for all users.
Directness	Movements along desire lines should be accommodated by removing severance. Allocated sites should ensure that direct routes are provided on to existing walking infrastructure; that sites are permeable;

Design Outcome	Description
	and that crossing points are provided along highly trafficked routes. For example new sites should be designed with permeable layouts with multiple access points and providing safe crossing points especially along busy roads.
Safety	Infrastructure should be safe both in regards to interactions with motorised traffic and personal safety and security. In terms of new site design this includes implementing crossings that meet LTN 1/20 standards on highly trafficked streets and incorporating features like good lighting and clear sightlines.
Coherence	Walking infrastructure should be interconnected and easy to navigate for users. Develop interconnected and easy-to-navigate walking routes within new sites. This can be achieved by ensuring that pathways are continuous, well-signposted, and integrated with the wider walking network.

Figure 11 shows that some of the potential site allocations located in Telford, and Lawley border LCWIP core walking zone proposals. Ensuring seamless connectivity for pedestrians between the site, and the core walking zones will create a more walkable environment promoting healthier lifestyles and reducing reliance on car journeys.

In addition, whilst the sustainable community sites to the north of the borough do not have a LCWIP core walking zone in their immediacy, the LCWIP walking principles should be adopted in the master planning of these sites to encourage walking as the primary mode of travel within the site. Additionally, the location of the sustainable community sites bordering existing pedestrian infrastructure provides the opportunity for these sites to deliver high-quality connections to existing pedestrian infrastructure outside the site boundary to enhance connectivity encouraging walking and reducing car dependency. Consideration will need to be given to suitable, accessible crossing points across existing highway networks such as the A442 and A518 when bringing the sustainable community sites forward, this is critical to prevent unofficial crossing points forming between two sides of the site which could lead to safety issues.

Active travel is a core component of the 15-minute neighbourhood concept. This urban planning principle aims to ensure that residents can access most of their daily needs within a 15-minute walk or cycle from their homes. When bringing potential sites forward, the 15-minute neighbourhood concept should be applied especially in locations such as those of the sustainable communities where existing service provision is limited. By integrating active travel into the design of 15-minute neighbourhoods, TWC can create more sustainable, healthy, and connected communities, and help reduce carbon emissions and traffic congestion, contributing to a cleaner and more sustainable environment.

Summary

There are several key walking and cycling routes including both Silkin Way and National Cycle Network which can be used to sustainably connect potential site allocations to Telford Town Centre, and other local centres within the borough including Newport and Wellington. This sub-section has shown that existing segregated walking and cycling routes have the

potential to be widened and their consistency improved which the LCWIP proposals will do to an extent. Further improvements should be explored in the immediate area when bringing potential sites forward to maximise the opportunities for active travel to/from the sites. Reducing the need to travel will be an important principle to consider when bringing new sites forward to minimise the car journeys and carbon emissions generated and maximise active travel opportunities.

Bus

Telford and Wrekin Borough have a comprehensive bus network designed to enhance connectivity and accessibility for residents and visitors. Figure 12 presents the bus network in the borough, showing the spatial coverage of services and typical frequencies.

Figure 12 - Existing Bus Frequency¹¹

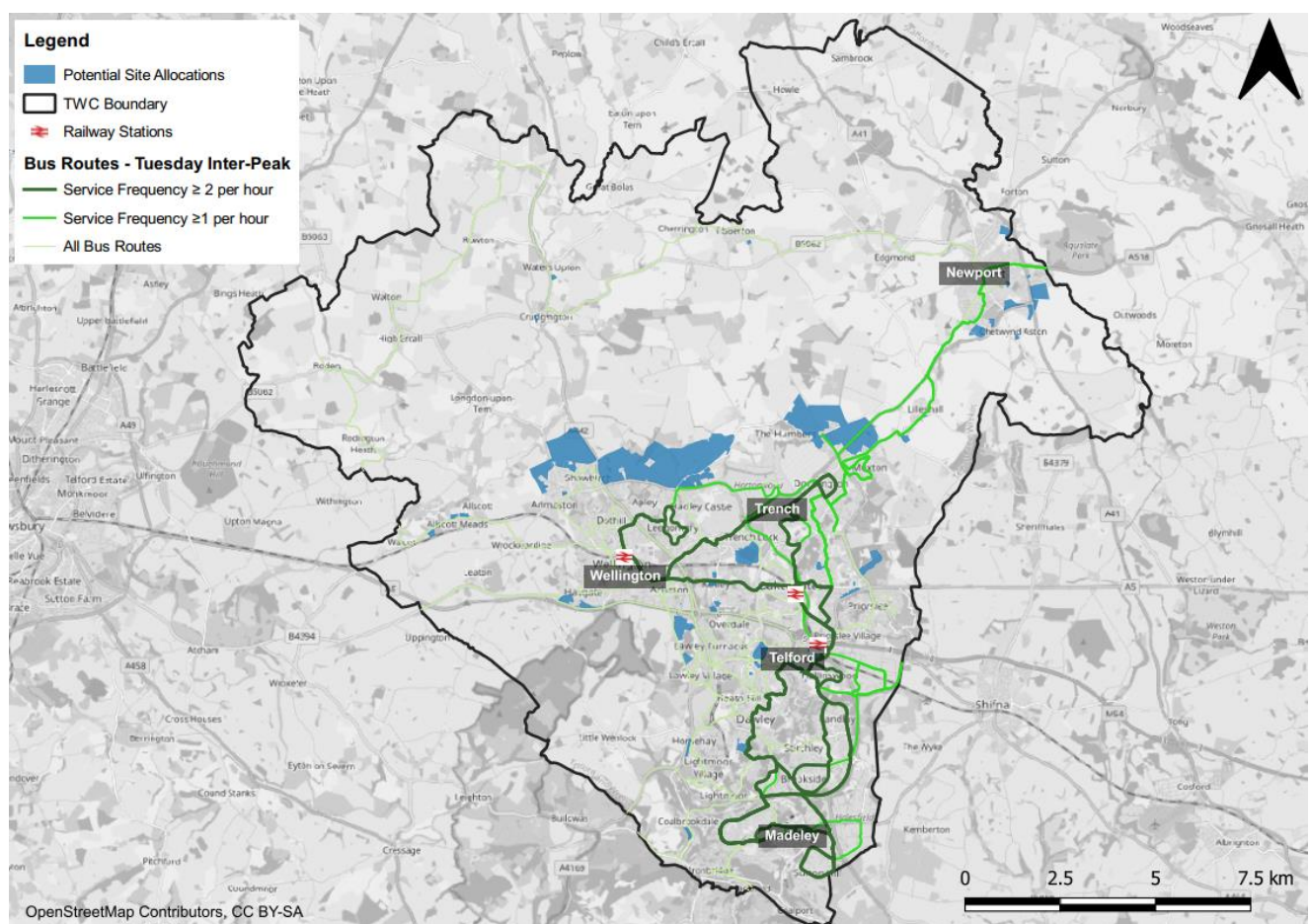


Figure 12 illustrates that the Borough benefits from a network of core bus routes serving the primary urban settlements of Madeley, Telford, Oakengates, Wellington, and Leegomery. In urban areas, these routes typically operate on a half-hourly basis from Monday to Saturday during daytime hours. Services to key employment destinations such as Hadley Castle, Hortonwood, and Donnington generally operate on an hourly schedule.

¹¹ Note school bus services are excluded.

In contrast, services in the rural northern areas of the Borough operate every two hours, with limited availability during evenings and Sundays. The figure highlights that the majority of potential site allocations have an existing bus service which borders the site which can be built upon as these sites come forward. However, there is considerable variation in the level of service frequency and destinations served by the bus routes adjacent to the potential site allocations, which is explored further in Table 4.

It is important to note that Figure 12 presents the frequency for each bus service individually, rather than the frequency along a section of road. For example, it is noted that between Telford and Newport, services '5' and '5A' combine to provide an approximate service frequency of two per hour. However, individually, these services run hourly and are presented as such on the map.

Telford's Bus Service Improvement Plan (BSIP), published in November 2022, outlines aspirations for the borough's future bus network and potential measures to achieve them. The BSIP commits TWC to collaborating with bus operators to identify services for increased frequencies or new network connections. The Public Transport team at TWC will work closely with Planning colleagues to ensure new developments meet bus users' needs and facilitate efficient bus operations. New developments, such as the potential site allocations shown in Figure 12 will have opportunities to connect to the bus network as they progress.

Table 4 outlines potential bus network enhancements to existing routes to maximise opportunities for sustainable travel by bus at the four largest potential site allocations (Land at Bratton, Land North East of Muxton, Sites North of A442, and Newport site cluster). At this stage, the considerations listed are purely indicative, and further work is required to fully consider feasibility and provide more detailed proposals for bus improvements towards the growth sites. As well as amendments to existing bus services, new bus services should also be investigated when sites come forward, especially where multiple large sites are located in close proximity to each other. For example, a new bus service could be developed for Land North of A442 and Land at Bratton sites in tandem. As a general principle, to reduce car dependency, sites should be located where there is good access to reliable and frequent public transport options.

Table 4 - Potential Bus Improvements at Growth Areas

Growth Area	Existing Bus Provision			Considerations when bringing sites forward to maximise opportunity for bus travel
	Service	Avg. Daytime Frequency	Nearest Bus Stop	
Land at Bratton	99A/99C (Telford Circular)	90 mins	Approx. 700m south east of site's centre	<ul style="list-style-type: none"> Extend route northwards so that it routes through the development, and bus stop provision within development. Increase frequency of route to at least one per hour to provide a more regular service.

Growth Area	Existing Bus Provision			Considerations when bringing sites forward to maximise opportunity for bus travel
	Service	Avg. Daytime Frequency	Nearest Bus Stop	
Land North East of Muxton	5 (Telford to Stafford)	60 mins	Stop located on western edge of development, on Station Road.	<ul style="list-style-type: none"> Divert route via Richards Road which runs parallel to A518 to route bus through the site. Introduction of bus stops on Richards Road, and/or A518 dependent on route alignment.
	5A (Telford to Stafford)	60 mins	Stops located on southern edge of development, on Wellington Road.	<ul style="list-style-type: none"> Divert route into the development's southern parcel. Additional bus stops on Wellington Road and clear pedestrian route between site and bus stop on Wellington Road.
	102 (Newport, Priorslee, Wellington)	90 mins	Stops located on southern edge of development, on Wellington Road.	<ul style="list-style-type: none"> Divert route into the development's southern parcel. Explore possibilities to increase route frequency.
Newport Sites	5/5A (Telford to Stafford)	Combined frequency of 30 mins.	Stops located west of sites along Wellington Road and Wallshead Way.	<ul style="list-style-type: none"> Reroute either the 5 or the 5A to continue along the A518, possibly entering Newport centre via Audley Avenue.
	102 (Newport, Priorslee, Wellington)	90 mins	Stop located in Newport village centre approx. 1km north.	<ul style="list-style-type: none"> Extend route towards Newport Growth Sites, creating a more circular route within Newport. Explore possibilities to increase route frequency.
	103 (Newport, High Ercall, Wellington)	150 mins	Stop located in Newport village centre approx. 1km north.	<ul style="list-style-type: none"> Extend route towards Newport Growth Sites, creating a more circular route within Newport. Explore possibilities to increase route frequency.
Sites North of A442	100	60 mins	Approx. 300m south of Leegomery Roundabout.	<ul style="list-style-type: none"> Divert route into development parcel. Explore possibilities to increase route frequency.

Growth Area	Existing Bus Provision			Considerations when bringing sites forward to maximise opportunity for bus travel
	Service	Avg. Daytime Frequency	Nearest Bus Stop	
	99A/99C (Telford Circular)	90 mins	Approx. 300m south of Leegomery Roundabout.	<ul style="list-style-type: none"> Extend route into the development parcel.

In addition, to route enhancements documented within the BSIP, the BSIP also proposes a range of measures to improve the overall quality of the network, which will make bus travel a more attractive, convenient and accessible mode for residents of the borough. These measures include, but are not limited to:

- Introducing Bus Lane Enforcement, and associated expansion of parking enforcement to reduce delays to buses at stops or pinch-points with regular infringements of parking restrictions;
- Extending Transport for West Midlands (TfWM) Swift Card to Telford and introducing 'Tap On, Tap Off' to support fare capping;
- Delivering a £4 day ticket, available across all services across the borough;
- Vehicle refurbishment including audio-visual next stop announcements; and
- Improved bus stop quality and installation of CCTV at key interchange locations.

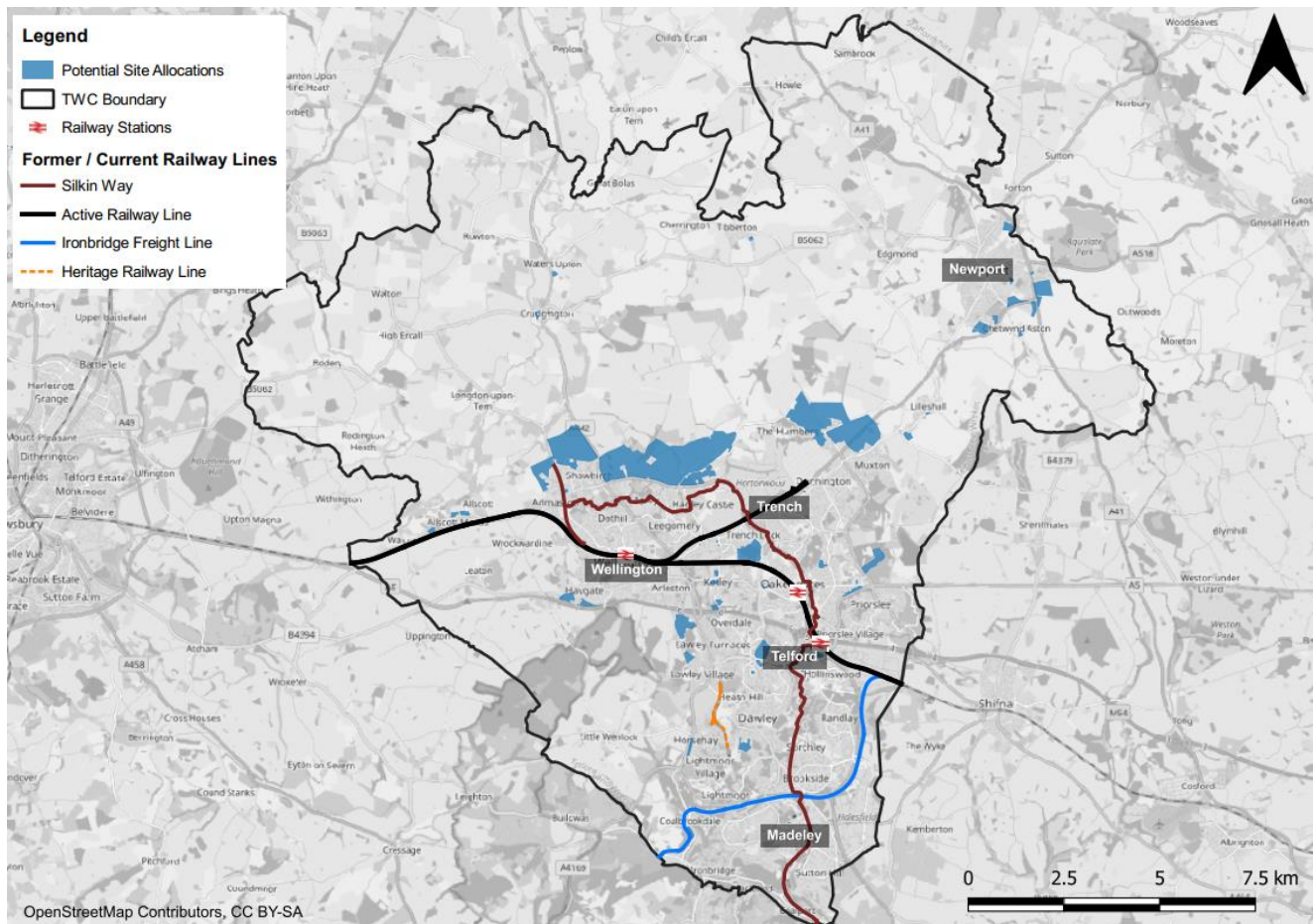
Summary

The borough benefits from a network of core bus routes and where possible potential site allocations have been located within close proximity to these routes. Where this is not the case developments will be expected to provide funding to support existing bus services or introduce new services to levels of frequency, times and routing that would help reduce car use. Access to bus stops should be integral to the design of the development and provide convenient, safe, accessible and convenient routes to help encourage use of public transport as the preferred mode of choice. Finally, where it is not viable to serve larger developments by conventional public transport, developers will be required to demonstrate a package of alternatives to car use; for example, a package of demand responsive transport (DRT) services, car clubs, car share schemes, bike hire or other appropriate schemes.

Rail

Telford and Wrekin Borough benefits from a well-developed rail network that supports both local and regional connectivity, with several existing and former rail routes, shown in Figure 13. With regard to in-use infrastructure, there are three railway stations within the borough namely, Telford Central, Wellington, and Oakengates. These stations provide access to local and national rail services. There is also an international rail freight depot at Donnington.

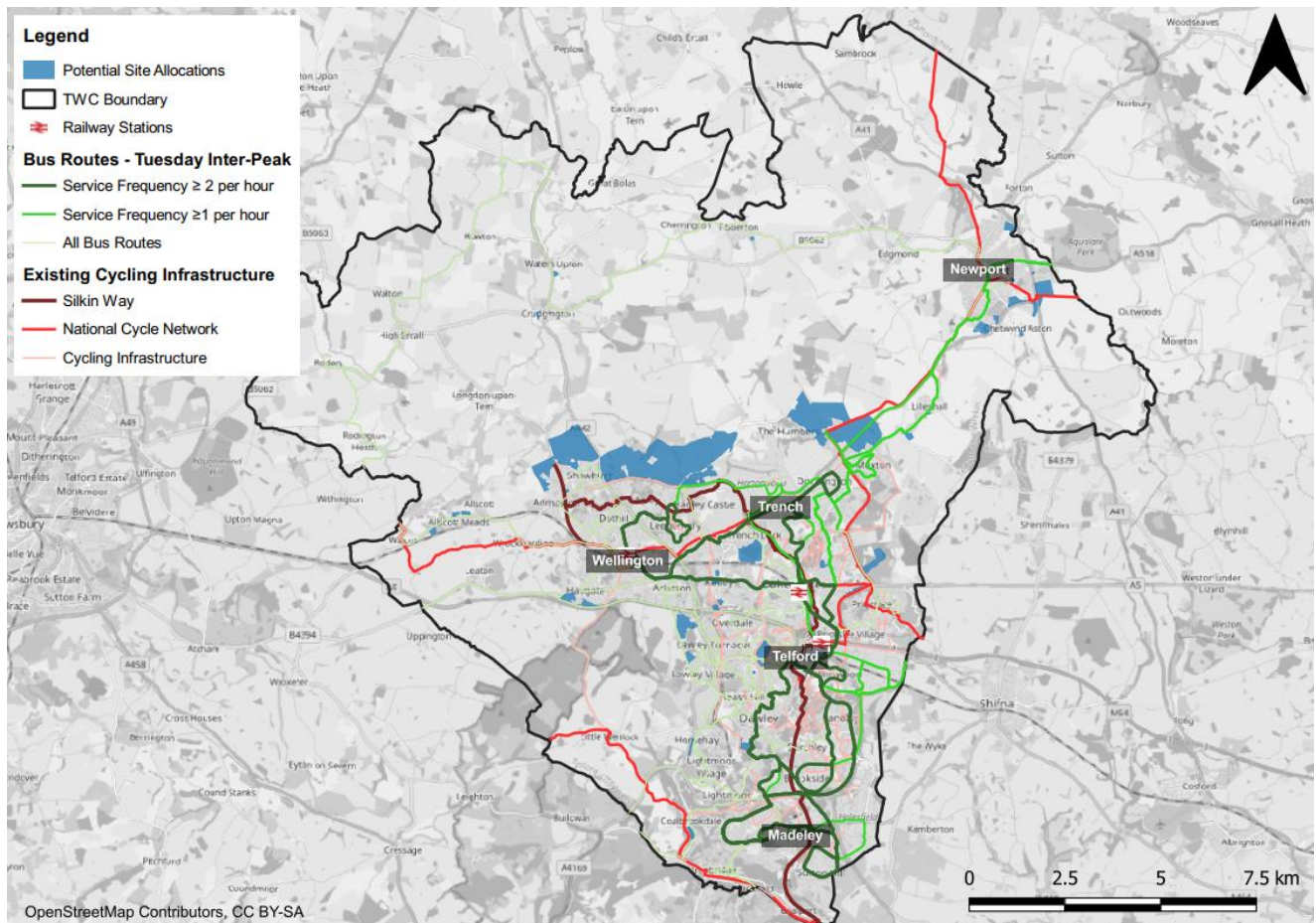
Figure 13 - Former and Current Railway Lines



The rail network connects Telford and Wrekin to major cities such as Birmingham, Shrewsbury, and Wolverhampton. This enhances the borough's accessibility and supports economic growth by facilitating commuter and business travel. Regular services operate through the borough, ensuring frequent connections for passengers, with the Shrewsbury – Birmingham line services running three per hour. The T&W LTP outlines ongoing and future investments in the rail network to further enhance connectivity and service quality. This includes potential upgrades to stations and infrastructure to accommodate future growth.

The rail network in the borough is integrated with other forms of public transport, including buses and cycling routes, to provide seamless travel options for residents and visitors, illustrated in Figure 14. All three railway stations within the borough also have secure cycle parking provision. Wellington and Telford Central railway stations also have car parking provision.

Figure 14 - Rail, Bus and Active Travel Provision



A number of former rail routes in the borough are protected for walking, cycling and/or rail use. These routes are of high value because they provide connections, often between local centres, which are relatively flat, when considering the uneven topography of much of the borough. The Ironbridge Freight Line, shown in Figure 13, is one example of this, which has the potential for new uses, whether in the form of innovative very light rail, or active travel uses. Safeguarding these rail corridors is a priority for TWC, in order to ensure that they are protected for future uses as transport corridors to help enable sustainable growth in the borough.

The potential site allocations can fully leverage the existing rail network within Telford and Wrekin by ensuring the provision of high-quality active travel and bus routes between the development sites and railway stations, building upon the existing infrastructure provision. This strategic integration will not only reduce the number of car journeys by encouraging the use of rail transport but also ensure that individuals without access to a car can still utilise the rail network. This inclusivity enhances accessibility and promotes social equity. Furthermore, the shift from car to rail travel will contribute to broader economic benefits by reducing traffic congestion, lowering emissions, and fostering a more sustainable and connected community.

Highways

Telford and Wrekin Borough has a well-connected highway network that enhances its regional accessibility. The M54, which is part of the Strategic Road Network (SRN), 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. Several A-roads junction with the M54 motorway including the A5223, and A4640, providing north-south connectivity to residential and employment areas in the borough. Overall, the borough's highway network performs well, with Telford and Wrekin having the lowest A-Road average delay across the West Midlands. This comprehensive highway infrastructure supports economic growth by enabling smooth and reliable transportation for residents, businesses, and visitors alike.

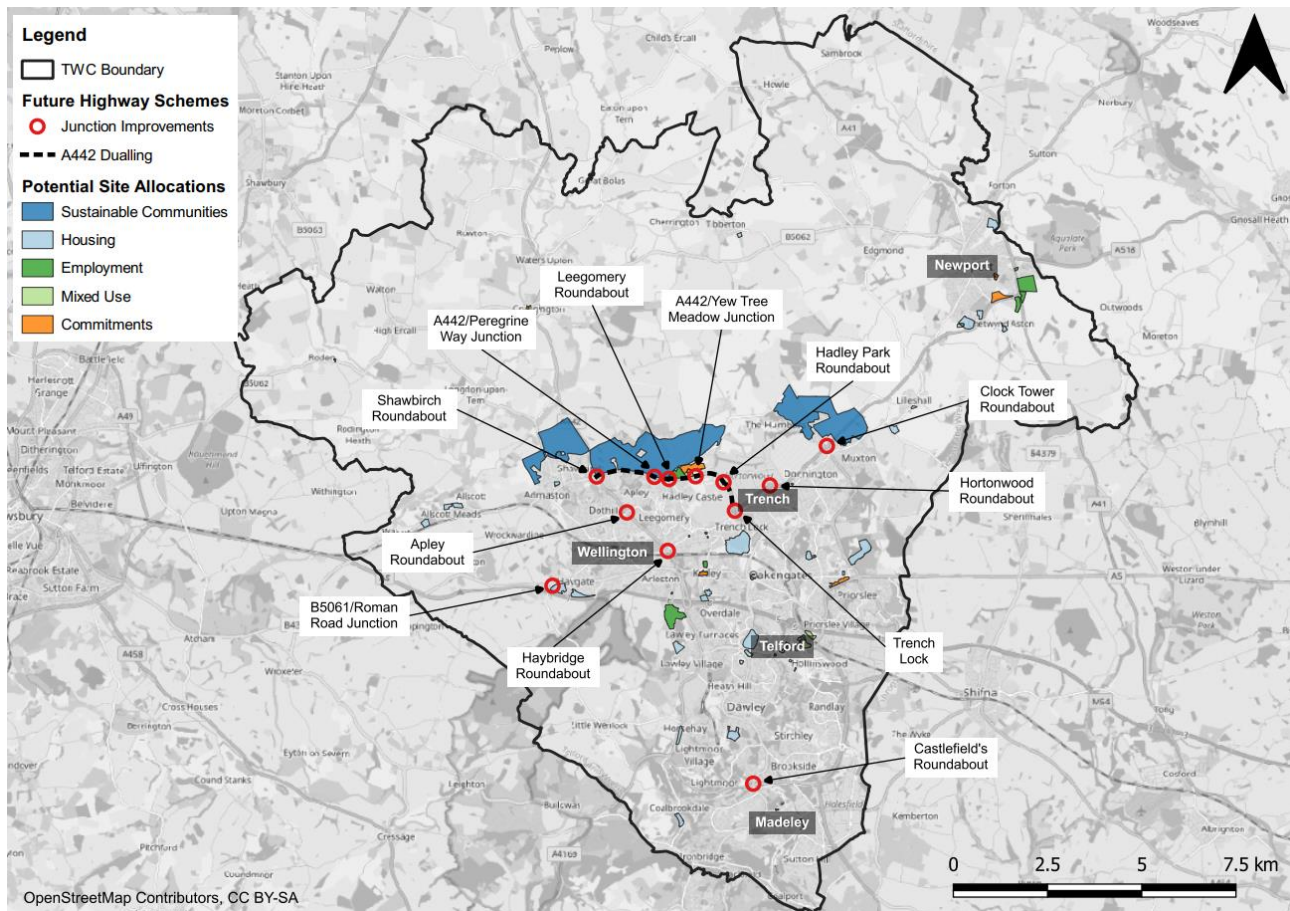
Traffic modelling, using the Telford Strategic Transport Model (TSTM), has been undertaken to assess the impact of the proposed Local Plan developments on the borough's road network and the M54 / A5 which is the responsibility of National Highways. The purpose of this traffic modelling was to enable the identification of the preferred sites for growth and to inform the identification of required strategic highways improvements, to support planned growth.

The TSTM was used to model five different future scenarios, which included varying levels of possible housing, employment and population growth over the coming decades. The parameters inputted into the model included, but were not limited, to the existing Local Plan growth; the 2040 Local Plan growth; and differing build out rates of proposed sustainable communities.

The traffic modelling has identified several junctions and links that may become constrained in the future, as a result of the proposed growth. To address these potential constraints, TWC have identified a range of future highway schemes, which are detailed in the Infrastructure Delivery Plan, and shown in Figure 15. Delivering these future highway schemes will be important in ensuring that TWC's highway network remains efficient, and capable of supporting future growth and development. The highway schemes target both links and junctions and include:

- Widening roads through dualling (specifically sections of the A442);
- Improving junction capacity by providing additional approach lanes and extending flare lanes; and
- Re-designing existing junctions to improve traffic flow and reduce congestion.

Figure 15 - Future Highway Schemes



In addition to delivering these future highway schemes, a more sustainable and long-term solution to addressing highway capacity concerns could be achieved by promoting a modal shift away from private vehicle use towards more sustainable modes of transport, such as public transport, cycling, and walking. This approach aligns more closely with the Council's vision, as outlined in the Telford and Wrekin Council Plan (2024/25 to 2026-27), which emphasises the importance of creating a more sustainable and environmentally friendly borough.

By encouraging residents to adopt alternative modes of transport, the Council can reduce traffic congestion, lower carbon emissions, and improve overall air quality. Additionally, this shift supports the Council's broader goals of enhancing public health, fostering community well-being, and creating a more inclusive and accessible transport network for all residents. The potential site allocations should be developed in such a way that reduces car dependency and are designed with sustainable transport at the core so that from day one users of the development sites have modal choice and help embed sustainable behaviours.

Public Electric Vehicle Charging

The Telford and Wrekin Local Plan 2011 – 2031 states that “electric vehicle charging infrastructure in new development is encouraged, where this does not affect the development’s overall viability”.

Telford and Wrekin’s LTP 2011-2026 focuses on new technologies, collaboration and partnership development and awareness raising to encourage and support sustainable transport modes. Whilst a key objective for TWC is to reduce the reliance on private vehicles and encourage a shift to more sustainable modes, it acknowledges that cars will still play a role in the transport choices of many residents, especially those living in the Borough’s rural areas. The LTP therefore states TWC’s support for the use of electric vehicles, and highlights the role that the Council has in facilitating the provision of EV charging points across the borough.

The Telford and Wrekin Public Electric Vehicle (EV) Charging Infrastructure Strategy, published in June 2022, builds on the information in the Local Plan and LTP. This strategy underlines the borough's commitment to supporting the transition to electric vehicles, with a particular emphasis on the optimal deployment of charging infrastructure. It aligns with both local and national decarbonisation targets, aiming to foster a sustainable and equitable future for the community. The strategy sets out a clear vision to support EV users by ensuring the availability of accessible charge points across the borough, making EVs a viable option for residents, visitors, and businesses.

To enhance the sustainability of the borough’s transport system, TWC are considering how the strategic placement of charging points can support the broader integration of public transport, cycling, walking initiatives, and other shared modes of transport such as EV car clubs. In addition to charge points supporting the wider integration of the transport system, they can also enhance the sustainability of potential site allocations, by mitigating the environmental impacts of trips from these sites which are taken by car.

As per the Building Regulations 2010 for England, developers are now mandated to provide EV charging infrastructure in new developments (as set out in the Government’s Approved Documents¹²).

The guidance presented in this sub-section reflects the fact that public and private EV charging infrastructure have an important role to play in the sustainability of bringing the potential site allocations forward:

- The presence of EV charging stations encourages the adoption of electric vehicles, which produce lower emissions compared to traditional internal combustion engine vehicles. This aligns with broader sustainability goals and helps reduce the carbon footprint of new developments;
- By providing accessible EV charging points, new developments can cater to the growing number of EV users. This ensures that residents and visitors have convenient access to charging facilities, promoting the use of cleaner transportation options;
- Integrating EV charging stations into site plans demonstrates a commitment to green infrastructure. This can enhance the attractiveness of the site to environmentally

¹² [Infrastructure for charging electric vehicles: Approved Document S](#)

conscious residents and businesses, supporting the creation of sustainable communities; and

- As the adoption of electric vehicles continues to rise, having established EV charging infrastructure ensures that new developments are future-proofed. This makes the sites more resilient to future changes in transportation trends and energy use.

TWC's Public EV Charging Infrastructure Strategy aims to facilitate the widespread adoption of electric vehicles, reduce carbon emissions, and support sustainable transport options within the borough. EV charging infrastructure should be a key consideration when designing the potential site allocation layouts.

Summary

This section has outlined a number of key transport modes in Telford and Wrekin and the ways in which they provide for the potential site allocations in the borough. Bringing together these modes, Figure 16 illustrates the existing active travel and public transport provision together. Figure 17 builds on this by including the active travel infrastructure proposed in the borough's LCWIP highlighting the locations in which this proposed provision connects into the site allocations.

Figure 16 and Figure 17 show that almost all the potential site allocations border existing active travel and public transport routes. There are therefore multiple opportunities for these sites to connect into the borough's existing sustainable transport network. As these sites are brought forward, enhancements will be required to ensure that these opportunities are maximised, by properly connecting them into the existing infrastructure.

Effective land use and travel planning will also be required to ensure that the users of the site allocations do not become reliant on the private car. Travel planning, including the promotion and advertising of sustainable transport opportunities, will be required from day one of the site's use, as will the complete provision of active and public transport modes, to ensure that sustainable travel behaviours are embedded in the site's infancy.

Figure 16 - Existing Active Travel and Public Transport Provision

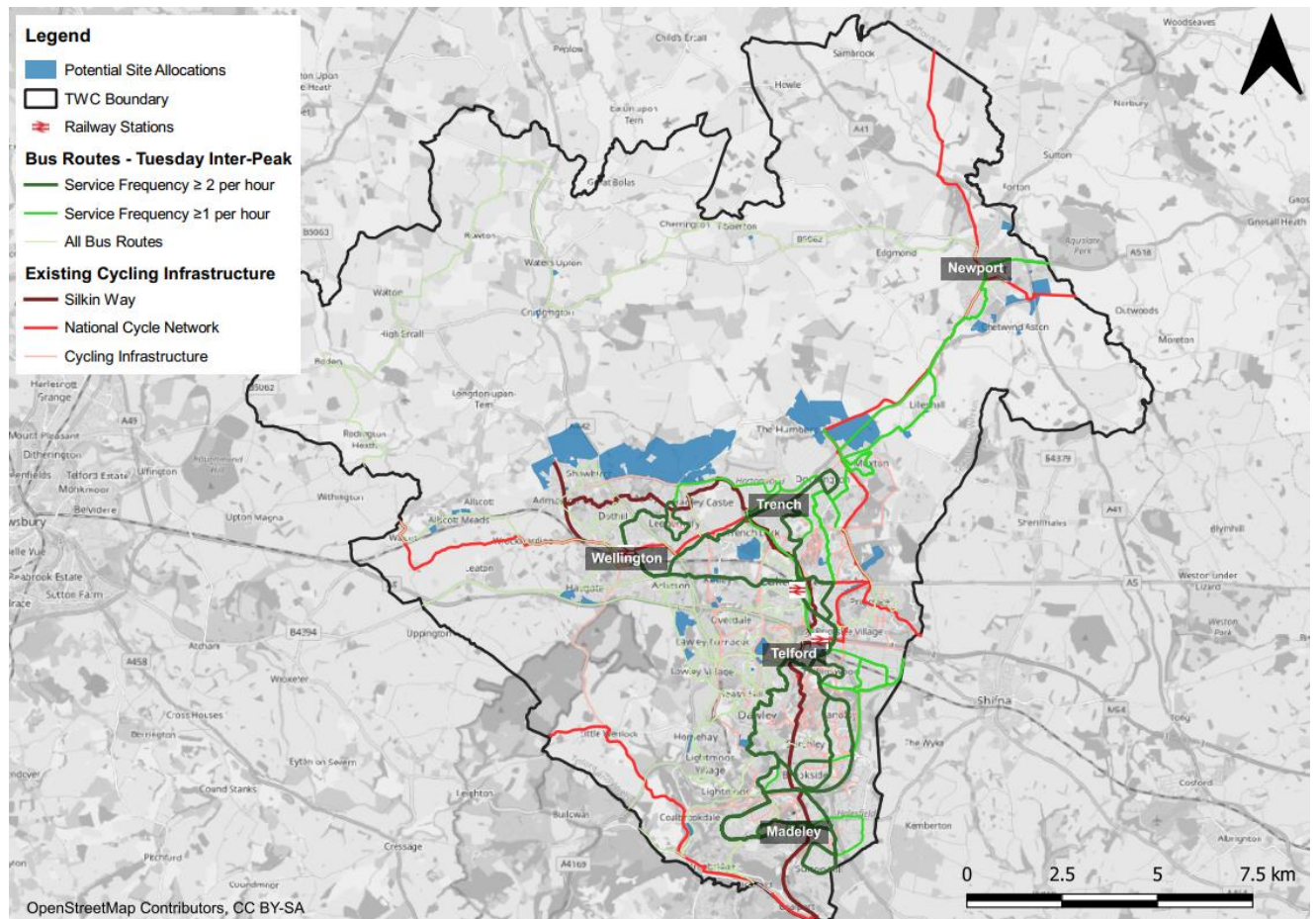
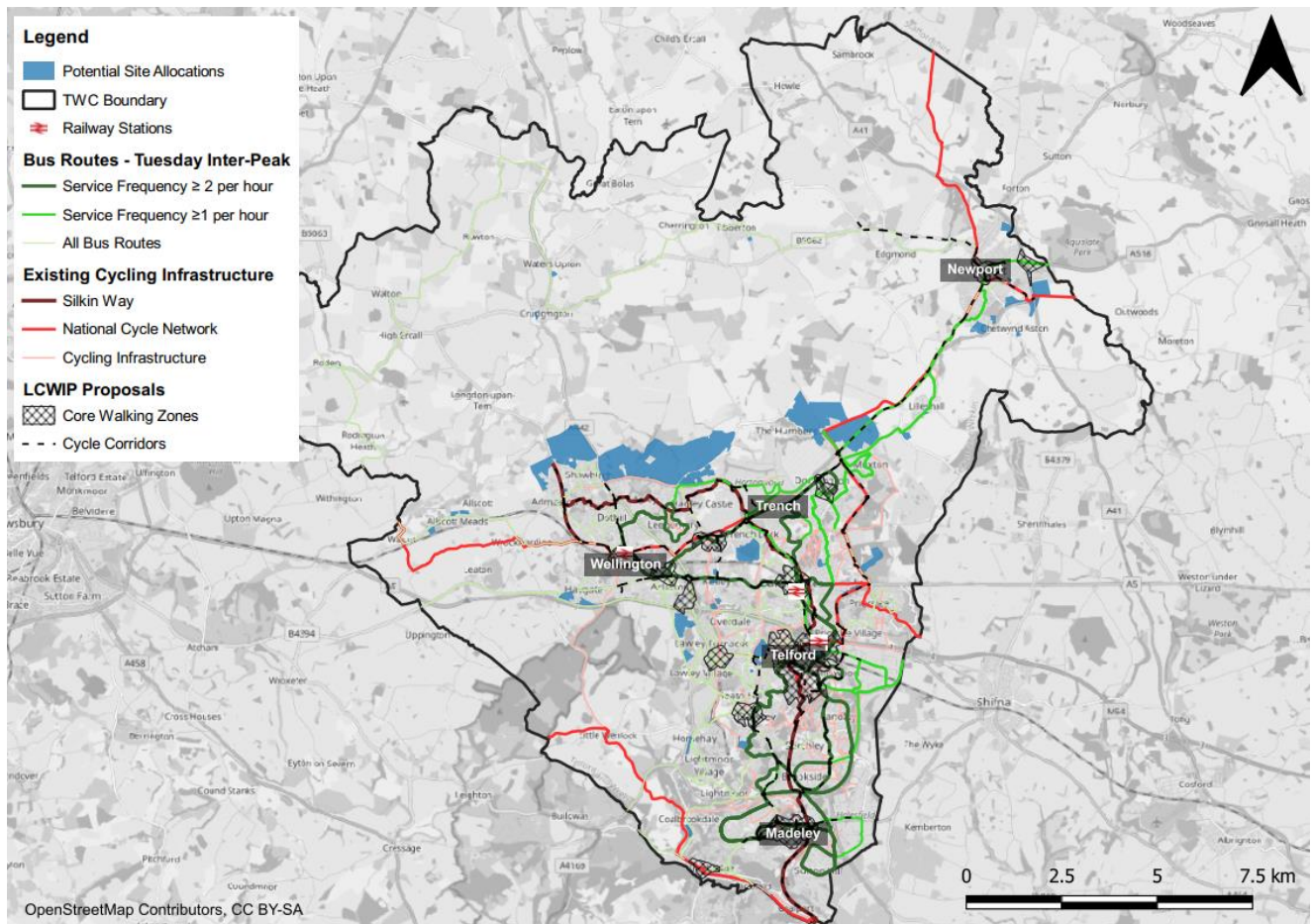


Figure 17 – Proposed Active Travel Provision and Existing Bus Provision



Further analysis into the accessibility of four key site allocation clusters is provided in Appendix A. The maps illustrate the existing and proposed active travel infrastructure in the immediate vicinity of each site, as well as the specific bus services that route towards them. Bus stops in the vicinity of the site are also highlighted, as are future local highway constraints. The potential site locations presented in Appendix A are shown in Table 5 below.

Table 5 - Key Growth Site Clusters

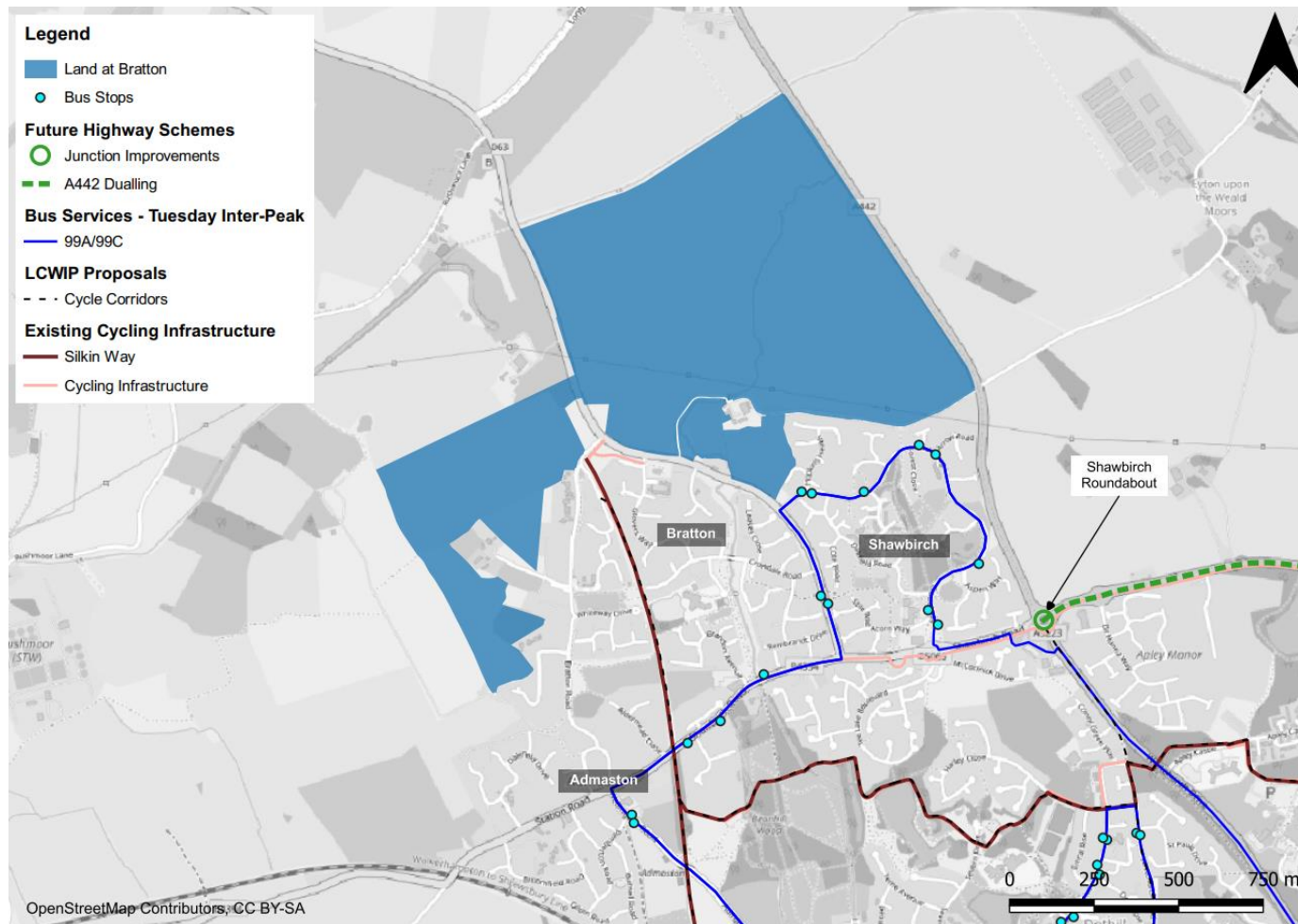
Growth Site Cluster	Sites Included	
	Site Name	Land Use
Land at Bratton	Land at Bratton	Sustainable Community
Land North East of Muxton	Land North East of Muxton	Sustainable Community
Newport Growth Sites	Land South of Plough Lane, Newport	Housing
	Late Runner 3	Employment

Growth Site Cluster	Sites Included	
	Site Name	Land Use
	Land at Audley Court, Audley Avenue, Newport	Committed (Housing)
	Land East of A518 Newport	Employment
	Land Southeast of Newport Town Centre	Employment
	Land North of A518 Newport	Employment
	Late Runner 12	Committed (Housing)
	South of Hutchinson Gate	Housing
	Land South of The Dale, Church Aston	Housing
	Old Railway Line, Church Aston	Housing
Sites North of A442	Land North of A442 Wheat Leasows (Wappenshall)	Sustainable Community
	Land at Wheat Leasows north A442 (solar farm)	Committed (Solar Farm)

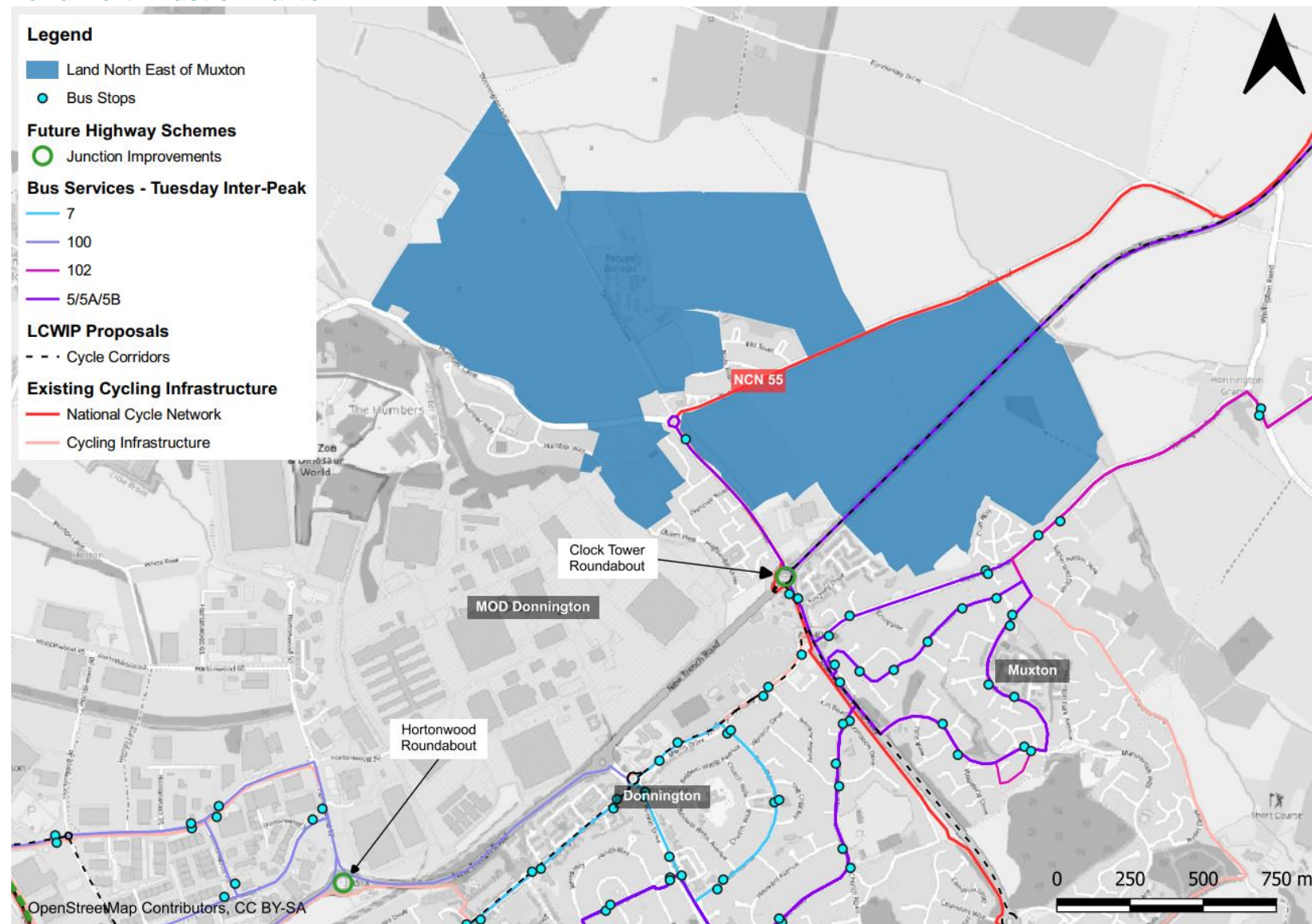
Appendices

Accessibility of Key Growth Sites

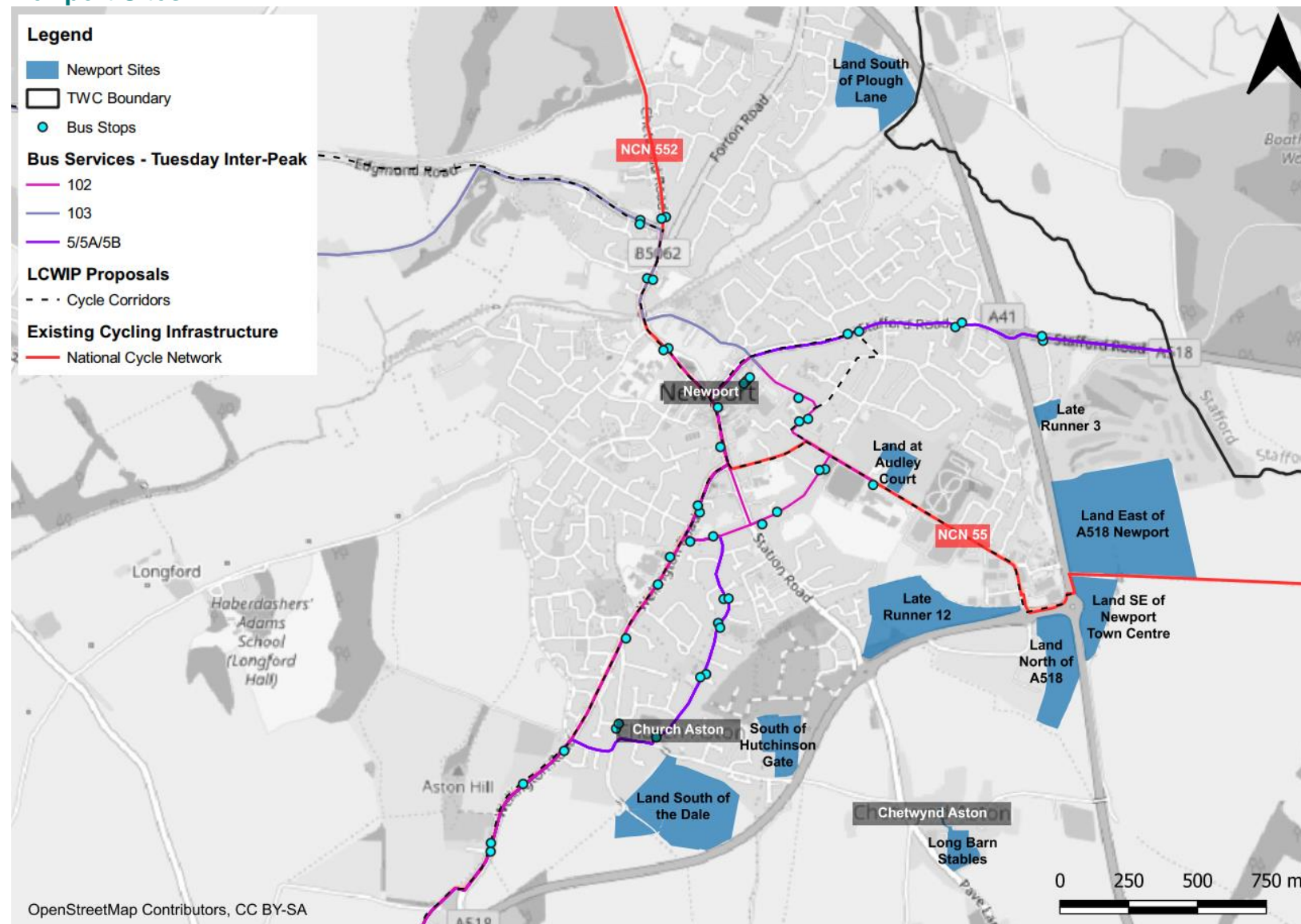
Land at Bratton



Land North East of Muxton



Newport Sites



Sites North of A442

