



Cyd-Bwyllgor Corfforedig
Gogledd Cymru
North Wales
Corporate Joint Committee



North Wales Regional Transport Plan

July 2025





Welcome to the **Regional Transport Plan (2025-2030) for North Wales**, setting out our plans to enhance our transport network and support the region's economic, social and environmental well-being.

Foreword

We understand, first-hand, the critical role that transport systems play in our communities. As well as working on behalf of North Wales we are both immersed in our local communities and see how transport links and options directly affect people and the local economy. This plan is guided by a vision to create a safe, sustainable, affordable, resilient, and effective integrated transport network that supports our economy to thrive.

Effective transport systems ultimately provide people with opportunities. They link them with the essential services needed to live their daily lives. Integrated and efficient transport systems connect businesses to employees, markets, suppliers, and customers, which is essential to develop a thriving economy for North Wales.

Good transport links attract visitors and enhance their experience, boosting local economies and supporting small businesses to flourish. Regular and reliable transport services reduce isolation in remote and rural areas, allow people to access medical care, education, and other vital services. They connect people to shopping centres, recreational activities, and cultural events. Public and community transport services provide options for those residents and visitors who do not own or have access to a car, including the elderly, disabled, and low-income individuals, to enjoy parity of access to all these opportunities.

Currently, over 74% of commuters in North Wales rely on the private car, however by working together to develop attractive public transport and active travel options we can reduce this reliance, and enhance the options available to commuters. In turn this supports the reduction of damaging greenhouse gas emissions and air pollution, improving quality of life and environmental conditions. Further investment to promote the use of electric vehicles and develop a pathway towards hydrogen powered vehicles will support North Wales to transition to net zero and be proud of the legacy we hand-over to future generations.

This plan captures the unique challenges and opportunities for North Wales and outlines our strategic policies and interventions across various modes of transport, including rail, road, bus, walking, and cycling. We recognise that having access to accurate and up to date information at the touch of a button can modernise and transform commuter experience therefore the significance of digital connectivity is amplified in our plan.

Our objectives are clear: to improve digital connectivity and local services, enhance accessibility and transport choice, enable decarbonisation through the transition to a zero-emission fleet, and foster sustainable and inclusive economic growth.

The strength of our Ambition North Wales partnership is one of our biggest assets as a region in Wales. This plan represents the collective efforts of the North Wales Corporate Joint Committee, the Transport Sub-Committee, and our partners, including local authorities, Transport for Wales, Welsh Government and Arup - who have provided expert advice to inform its development. We extend our thanks to everyone who contributed. Your insights, feedback, challenge, and support has been invaluable in shaping a transport plan that reflects the needs and aspirations of our communities and businesses across North Wales.

As we move forward, we are committed to working collaboratively to implement this plan and achieve our shared vision for a vibrant, sustainable, and resilient North Wales. We invite you to join us on this journey, as we strive to create an integrated transport system that benefits everyone and supports a thriving and prosperous future for North Wales and beyond.



Councillor Goronwy Edwards

Chair of the North Wales Transport Sub-Committee



Alwen Williams

Interim CEO North Wales Corporate Joint Committee

Introduction

Ambition North Wales and the North Wales Corporate Joint Committee

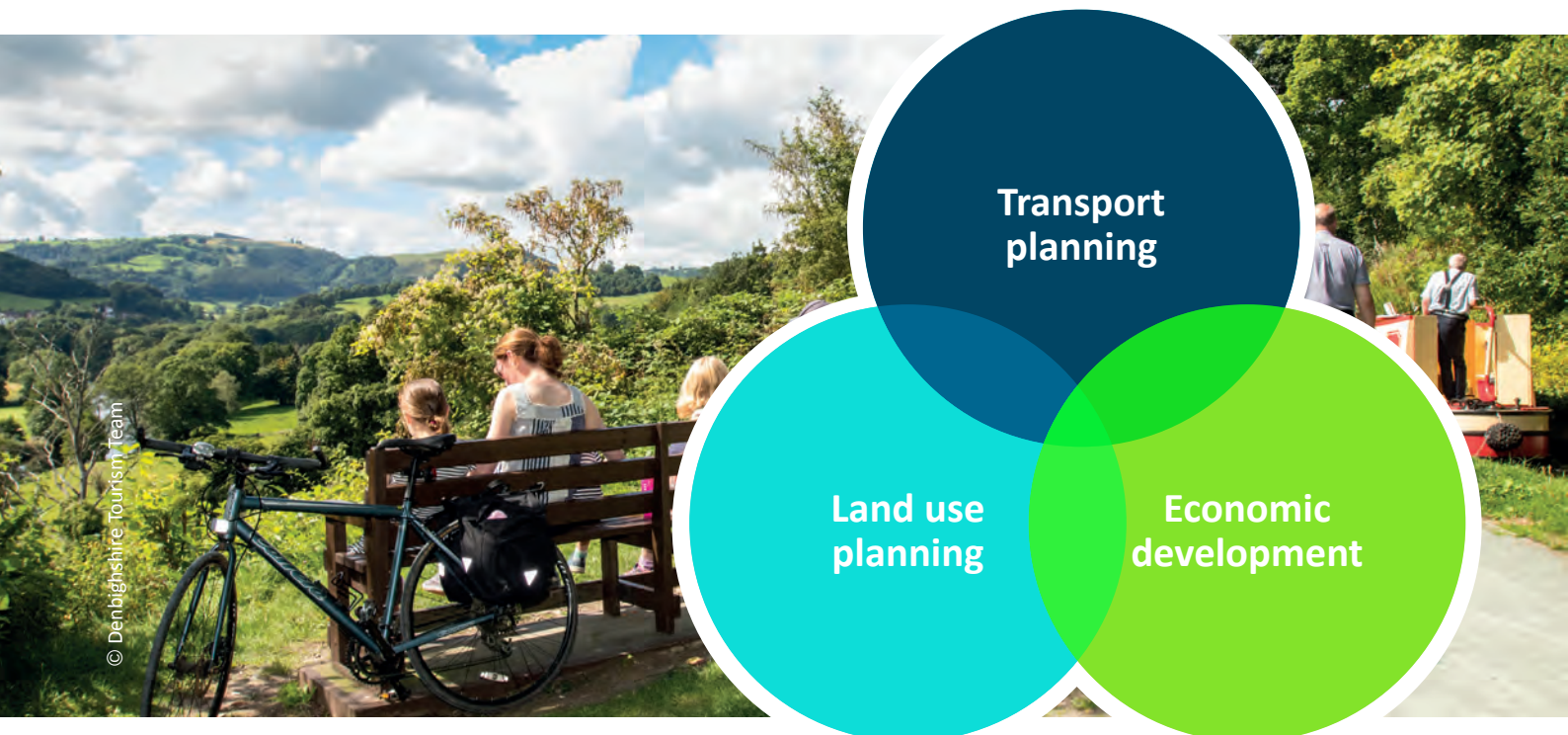
Corporate Joint Committees (CJCs) are new regional corporate local government organisations with similar powers and duties to local authorities in Wales. Our North Wales Corporate Joint Committee includes representatives from the six councils of Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey, and Wrexham, as well as Eryri National Park Authority for planning matters.

Our North Wales Corporate Joint Committee has two key duties: to develop a Regional Transport Plan; and a Strategic Development Plan. These plans are essential for spatial planning at a strategic level, ensuring that our transport infrastructure and land uses are aligned with the needs of our communities, economy, and environment. In line with its statutory duties, the CJC also has the power to promote and enhance regional economic well-being.

There is a strong opportunity for a regional approach to development in North Wales, with transport, land use, and economic development, all intersecting like a well-designed system. These components create a cohesive system that aims to ensure that North Wales is well-positioned to provide the skills, employability, and economic opportunities needed for a prosperous future.

Ambition North Wales is the brand that represents the North Wales CJC and its Economic Well-being sub-committee is the decision-making structure for the North Wales Growth Deal – an agreement, alongside Welsh and UK Governments to deliver a total investment of over £1 billion in capital projects for North Wales which will generate over 4000 new jobs by 2036.

Moving forward, we look forward to you hearing a lot more about Ambition North Wales and the work of the Corporate Joint Committee as we help shape a more vibrant, sustainable, and resilient future for North Wales.



Our Regional Transport Plan

Transport is an essential part of our lives in North Wales. Our transport system connects us to jobs, education, healthcare, shopping and leisure. It is vital for our local economy as it connects businesses with their customers, allows tourists to visit local attractions and resorts, and it facilitates the delivery of goods. Our choice of transport impacts on us as individuals and on our wider environment.

Llwybr Newydd, the Welsh Government's transport strategy, sets out the vision for how transport can help deliver the priorities for Wales, helping to create a more prosperous, green and equal society. This Regional Transport Plan will help us to address current and future local and regional transport issues over the next 5 years (2025-2030) by providing a framework for decisions on future investment. It sets out how transport can support the delivery of Llwybr Newydd and contribute to the success, regeneration, and development of our region.

This Plan is essential for ensuring that North Wales can contribute to the delivery of national strategies and priorities. The Case for Change Report, which has been prepared to provide the evidence base in support of this Plan, identifies the links to Welsh Government priorities, considers relevant plans and studies, and outlines key transport challenges and opportunities. This Plan builds on the extensive work already undertaken that links to relevant national and regional strategic plans and policies, such as:



- Llwybr Newydd: The Wales Transport Strategy
- National Transport Delivery Plan
- Network North Wales
- North Wales Transport Commission Reports
- Welsh Government response to the Roads Review
- Union Connectivity Review
- North Wales Joint Local Transport Plan
- Electric Vehicle Charging Strategy
- Road Safety Strategy for Wales
- Wales Freight Strategy
- Active Travel Act Guidance and Active Travel Network Maps
- Bws Cymru: Connecting people with places
- One network, one timetable, one ticket
- A Railway for Wales
- Wales Infrastructure Investment Strategy
- Future Wales: The National Plan
- Planning Policy Wales
- Local Development Plans
- Local well-being assessments and well-being plans
- North Wales Regional Economic Framework
- Ambition North Wales Inward Investment Report
- Net Zero Wales and its Carbon Budgets
- A Healthier Wales
- Clean Air Plan for Wales
- Noise and Soundscape Action Plan for Wales
- Town centres: Position statement

This Regional Transport Plan should be read alongside our Regional Transport Delivery Plan, which sets out the interventions our local authorities will be progressing over the plan period.

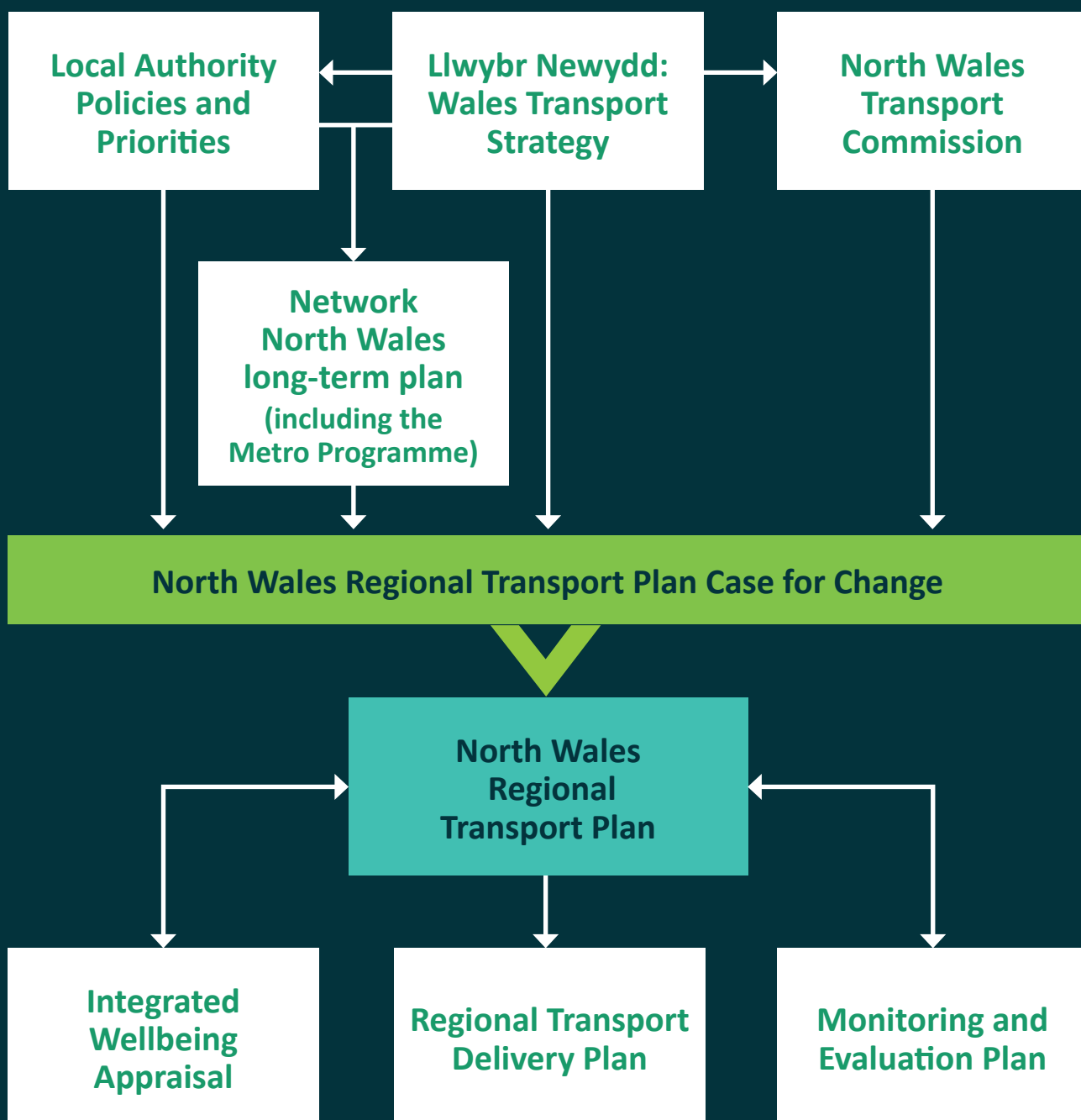
This Regional Transport Plan should also be read alongside our Integrated Well-being Appraisal, which shows how our plans will contribute to well-being, supported by the impact assessments we have undertaken to consider issues such as health, equality, and biodiversity.

Our Regional Transport Plan must include policies to support the vision and ambitions of Llwybr Newydd, The Wales Transport Strategy, and align with the National Transport Delivery Plan. Furthermore, our plans must maximise our contributions to the measures set out in the Wales Transport Strategy Monitoring Framework. That helps to make sure we meet our transport and climate change targets. To help ensure we meet our targets, we have prepared our Monitoring and Evaluation Plan which will help us get the outcomes we want.

Over the next five years we will also produce our Strategic Development Plan, taking into account the policies and interventions set out in this Regional Transport Plan and its subsequent updates. Whilst this Regional Transport Plan has considered current and emerging local and national planning policies and identified areas for development, any transport proposals that have land requirements as part of our regional transport policies will need to be considered in the emerging land use plans at regional and local levels.



Strategic Development Plans (SDPs) in Wales will be regional plans designed to address issues that cross local authority boundaries. They will sit between the national plan (Future Wales: The National Plan 2040) and local development plans (LDPs).

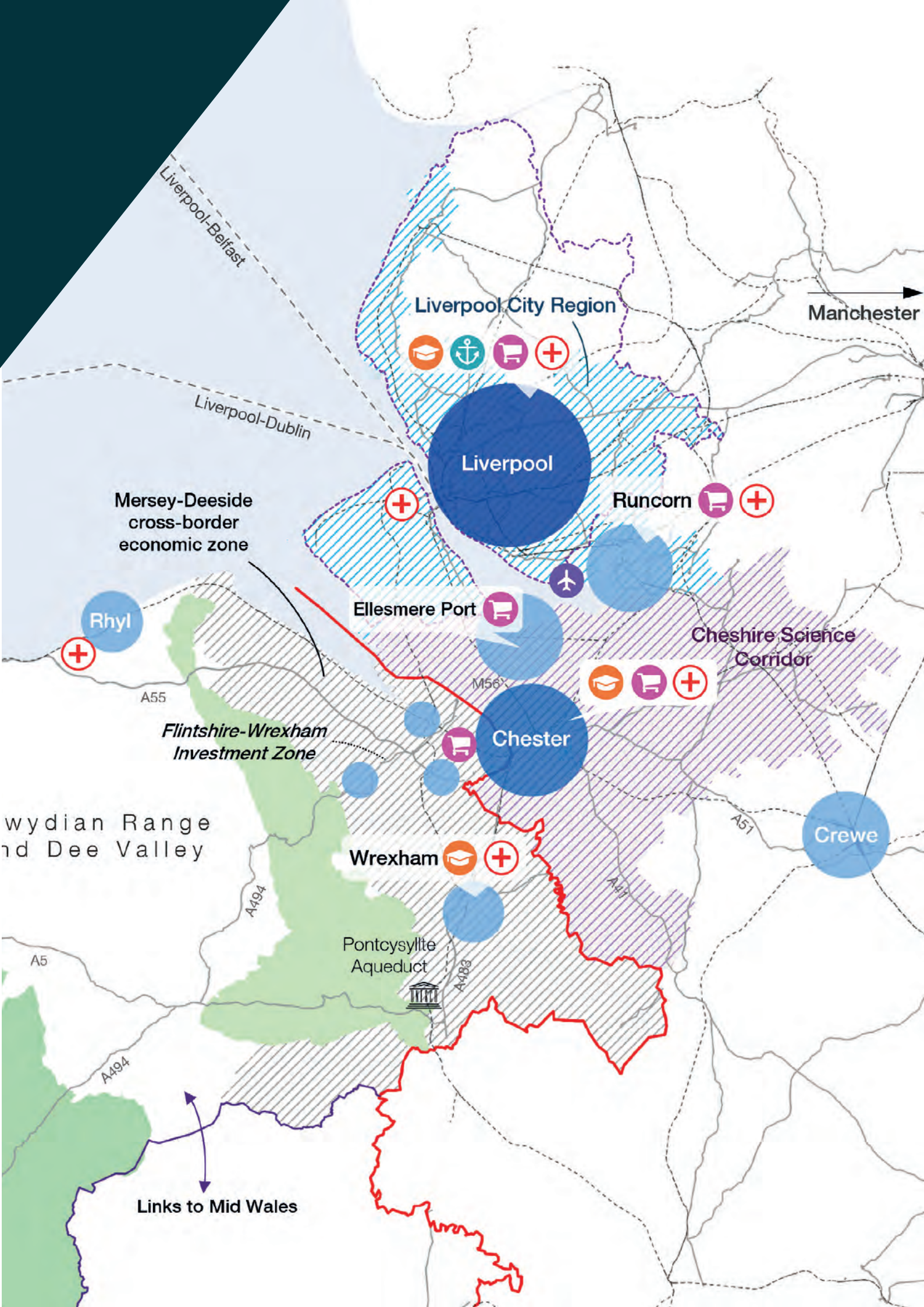


Our transport network and drivers for change

How we get around

Opportunities for travel in North Wales are wide ranging, as illustrated in this plan of North Wales and connecting regions. Transport helps connect us to the places we want to visit within our region and beyond to the rest of Wales, England, and Ireland. We can move around by different modes of transport and having a choice about how we access the places we work, buy our goods, spend our leisure time, and access services, is important when considering we all have different needs and opportunities.





Walking, wheeling and cycling

We walk, wheel and cycle for a range of trips, including commuting, to get to school or college, using local services, and for leisure activities. We also join up different parts of our journeys this way, for example by walking, wheeling or cycling to and from a railway station. Active Travel Network Maps have been prepared and continue to be developed by local authorities working with Transport for Wales and the Welsh Government, which set out all existing and future aspirations for the walking and cycling network in Wales.

The proportion of people who walk for more than 10 minutes as a means of transport at least once a month varies from half the population in Gwynedd, to 7 in 10 people in Ynys Môn, the Isle of Anglesey. Walking routes in our urban areas are typically provided in the form of footways and crossings in our cities and towns. In our rural areas, we often rely more on public footpaths, bridleways and local lanes. We can also enjoy 60 miles of sea views from the North Wales Coast Path (part of the Wales Coast Path long-distance trail) starting from Chester and, at Prestatyn, joining Offa's Dyke Path, Britain's longest ancient monument and a National Trail, before continuing through to Bangor.

On average, around 10% of us travel by bicycle more often than once a month in North Wales. National Cycle Network routes run through North Wales, which mainly involve on-road connections, also connecting a mixture of country lanes, river valleys, traffic-free trails and mountain roads. Cycle parking is generally available at railway stations and outside community facilities.



In Wales, active travel refers to making journeys by physically active means, such as walking, cycling, or using a wheelchair. This concept is supported by the Active Travel (Wales) Act 2013, which aims to promote healthier lifestyles and reduce environmental impact by encouraging more people to walk and cycle for their daily travel. The Welsh Government has provided guidance for local authorities to plan and design networks of walking and cycling routes, ensuring they are safe and accessible.

Our bus and coach network

There are currently 24 bus operators providing services across North Wales, totalling 188 bus routes. Over a week, they travel around half a million kilometres, which is equivalent to a bus traveling around the world 12 times.

There are currently very limited bus priority infrastructure measures, the only existing provision is in Wrexham, which includes two bus lanes and a contraflow lane (a dedicated lane on a one-way street that allows buses to travel in the opposite direction to the traffic). Wrexham and urban areas on the North Wales coast have the highest levels of demand for bus journeys, and across Wales buses are most commonly used for local journeys.

For example, passenger data suggests that most passenger journeys on TrawsCymru services are relatively local rather than long distance. Data for 2024 shows a significant 70% increase in patronage which helps demonstrate the value of a regulated service in North Wales where passengers are put first. Around a third of journeys by bus are less than 5km in distance (that is less distance than between Llandudno Junction station and the Welsh Mountain Zoo in Colwyn Bay).

Most bus journeys are within the same local authority area or to a neighbouring area, and many journeys that start in rural areas have destinations in nearby urban areas. While journey lengths are longer in rural areas, they are still generally short trips.

Express-style coach services are relatively uncommon in Wales compared to other parts of the UK and Ireland, and no scheduled coach services (excluding private coach tours specialising in holiday tours and day trips) currently operate along the A55 corridor. Coach fares are typically about one-third the price of rail, which shows when services are available, they can help attract people to travel with cheaper tickets, especially students and shoppers accessing larger cities in England.



Community transport services (typically mini-buses) are especially valuable to those with mobility challenges, or residents in more rural areas, who do not have access to cars and in areas where public transport has reduced services or is unavailable. These services are typically coordinated at a local authority level. In North Wales we also benefit from a range of on-demand ring and ride and park and ride services.



One success story in rural North Wales has been the Sherpa'r Wyddfa bus services, that provide a way of travelling sustainably in Eryri once visitors have arrived in the National Park. In August 2024, more than 72,000 people used the Sherpa service, nearly an 80% increase on the previous year, and it was the first time passenger numbers exceeded 70,000 in a month.



72,000

people used the Sherpa service in August 2024

Our railways

The national rail network in North Wales is managed and maintained by Network Rail, with passenger services operated by Transport for Wales and Avanti West Coast. There are 66 stations in North Wales, located on the North Wales Coast Line, the Shrewsbury to Chester Line, the Conwy Valley Line, the Wrexham to Liverpool line (formerly the Borderlands Line), and the Cambrian Line. The Welsh Government has announced plans to work on the Wrexham to Liverpool line as the first phase of introducing direct Metro services between the two cities. There are also proposals to double services between Wrexham and Chester by May 2026. The existing Borderlands line will be renamed the Wrexham-Liverpool line from this point forward.

There are three main interconnecting railway lines, namely the North Wales Main Line, Wrexham-Liverpool Line and the Shrewsbury-Wrexham-Chester Line. These generally connect between the most densely populated areas of the region, supporting many domestic and cross-border journeys. The North Wales Main Line connects Crewe in the east and Holyhead in the west, allowing connections to Manchester and London. The Wrexham-Liverpool Line connects Wrexham to Liverpool via a change at Bidston, and the Shrewsbury-Wrexham-Chester line connects Wrexham with communities along the border, with onward connections to Birmingham and South Wales. The Cambrian Line is especially important to communities in Gwynedd, with the Cambrian Coast Line connecting coastal walks and places to visit along the length of the Wales coastal path, whilst the Cambrian Main Line from Shrewsbury connects the Coast Line with the Midlands and the rest of the UK.

Holyhead, Llanfairpwll, Bangor, Llandudno Junction, Colwyn Bay and Abergele railway stations typically have at least one train per hour. This means the region is not particularly accessible by rail, especially for those that do not live close to a rail station. However, for people who can more easily access rail services, when accounting for traffic during peak travel periods, journey times by rail and car are relatively comparable. For example, a journey between Holyhead and Shrewsbury takes only 10 minutes longer by rail.

Whilst outside of North Wales, Chester Station is an important station for many rail passengers in North Wales because all services using the North Wales Main Line pass through it.



Data collected from the Office for Rail and Road (ORR) shows that Bangor is the most used train station in North Wales with nearly 700,000 station entries and exits a year.



Our roads and streets

Car ownership in North Wales is high, particularly in rural communities, and the private car is the dominant mode of transport to work. The Well-being of Future Generations Future Trends Report explains how over the past decade, the distance driven by cars has increased by 13%, while the emissions from these cars have fallen by 9%. There are now more than 7,000 plug-in electric vehicles in North Wales. Less than 2% of cars are ultra-low or zero emission in Wales.

Many of us rely on our A roads to get around. The trunk road network in our region comprises the A5, A55, A458, A470, A483, A487, A489, A494, and A550. In particular, the A55 North Wales Expressway is a major transport corridor and a key element of the UK and European strategic road network that provides the main economic artery for North Wales. The route runs to Chester and connects to Liverpool via the M53 and A533. It extends from Holyhead across North Wales and North England to mainland Europe via ferry services from the Port of Birmingham. The A55 is also an important link for local towns and communities and provides a connection with the A470 to South and Central Wales. The Welsh Government is currently reviewing proposals to construct a third bridge over the Menai Strait to improve the capacity and journey times between Anglesey and the mainland.

The A55 is a busy corridor, bringing both passenger and freight traffic flows from Holyhead to the rest of the region. According to data published by the North and Mid Wales Trunk Road Agent, usage of the A55 is returning to pre-Covid levels.

The A55 has significant congestion peaks during the months of July and August from holiday traffic, contributing to air and noise pollution. Whilst overall air quality is good in North Wales, the A55 corridor is the single largest contributor to air and noise pollution in the region.

Analysis of mobile network data covering the morning peak period (07:00 – 10:00) by Transport for Wales highlights the importance of journeys by car between North Wales and Northwest England (30% of all interregional journeys if both directions are combined). Cross-border journeys starting in North Wales are more than 20 times greater in number than the interregional journeys that take place from North Wales to other regions of Wales.

Car parking influences how people choose to travel, and local planning authorities require good standards of car parking design, which do not allow vehicles to dominate the street or inconvenience people walking and cycling. National planning policy supports well-designed, people orientated streets to help create sustainable places and increase walking, cycling and use of public transport.

We are aware of the challenges our local authorities face across North Wales about keeping our roads to a good standard, and the impact that more extreme weather events is having on road surfacing across Wales and the UK. We understand the increasing pressures our local authorities face, who are responsible for maintaining local roads within their jurisdiction, which includes fixing potholes and other types of road damage.

To help make our streets safer and more attractive places for people to use, the Welsh Government has made 20 mph the new default speed limit for most streets and is taking measures to prevent pavement parking. It is working on plans that would allow our local authorities to enforce pavement parking when it's causing an obstruction, aiming to make streets safer for all. This is especially important for those who use wheelchairs or pushchairs and have their mobility hindered by people blocking our pavements, also acknowledging that illegal parking can hinder the movement of public transport services, which can cause unnecessary delays.

New Welsh Government guidance has been issued to councils on 'exception' roads, where routes can revert to 30mph. Further to local authority consultations, two roads in Wrexham (the B5605 Wrexham Road/ High Street, in Johnstown and the A525 Bryn-Y-Grog Road) became the first in North Wales to return to 30mph following the 20mph default speed limit change.

13%
distance driven by
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over the past decade

7,000
plug-in electric vehicles
in North Wales



Our ports

Holyhead Port is a commercial and ferry port in Anglesey and is recognised in Future Wales: The National Plan as a strategically important gateway between Ireland and Wales and as the primary transit route for goods moving between Great Britain and Ireland. The port is situated at the start of the A55 dual carriageway, and the ferry terminal building is shared with Holyhead railway station, which is the terminus of the North Wales Coast Line with direct services to Chester and London Euston. Over 1.6 million passengers transited through Holyhead Port via the Holyhead-Dublin ferry service in 2023, and the port is the second largest roll-on / roll-off (Ro-Ro) port in the UK.

In 2018, approximately 150,000 lorries made use of the Dublin to Holyhead route, connecting Irish businesses to European export markets. However, since Brexit, Holyhead Port has seen a reduction in freight movements of approximately 20%. At the same time, Stena has recorded a surge in passenger and freight movements on its Rosslare-Cherbourg ferry route, with record passenger numbers in Summer 2023.

In October 2023, the Welsh Government announced it would invest £40 million to refurbish the Holyhead Breakwater, which protects the port's infrastructure and allows ships to dock safely at Holyhead. The investment support from the Welsh Government will help ensure the port's future and open up new opportunities associated with the Anglesey Freeport initiative and in the cruise market.

The Port of Mostyn has also been developed with recent expansions to become one of Europe's most important ports for the offshore renewable energy sector.

The Port of Liverpool and North Wales share a historical and ongoing relationship due to Liverpool's location on the west coast of England, serving as a major gateway for trade and transportation to and from North Wales.



Anglesey will now benefit from Freeport status where simplified customs and trade rules will apply, providing greater incentives for investment and trade. In future, goods entering Anglesey Freeport will not be subject to the UK's usual tax and customs regime, supporting long-term business investment, and boosting the prosperity of Anglesey and North Wales. The Freeport will reduce the need for hauliers to transit goods around the southern tip of the UK, a process which is both environmentally damaging and economically inefficient. The Freeport also will accelerate the regeneration of specific sites including Prosperity Park in Holyhead, and the take up of sustainable energy production by building on existing industry-leading net-zero initiatives on the Island's coastline. This will bolster the County Council's existing 'Energy Island Programme' and produce much-needed energy supplies for the rest of the UK.

Our Airports

Within North Wales we have Anglesey Airport, which is located near the A55 providing easy road access, and Hawarden Airport, which plays a crucial role in supporting the Airbus operations with its Broughton factory, based in Flintshire. Serving the wider population and businesses of North Wales with international connections, include Liverpool, Manchester and Birmingham airports.

Liverpool John Lennon Airport is the 12th busiest airport in the UK, with more than 4 million passengers in 2023 and it serves over 60 destinations across Europe. The airport is an international gateway for the Liverpool City Region, Northwest England, and for those travelling from North Wales.

Data from the 2017 Civil Aviation Authority survey, which was the last time Liverpool Airport was surveyed, shows that a higher proportion of passengers travel to and from Liverpool Airport using public transport modes compared to similar-sized airports, at 27%. But this is lower than airports with a direct rail link, such as London Stansted and Gatwick airports.

One of the objectives of Liverpool Airport's Surface Access Strategy is to expand the catchment of the airport to markets in North Wales and Northwest England through improved public transport connectivity. This will be a challenge in the context that public transport is uncompetitive with the private car: journey times between Holyhead and Liverpool Airport take over three hours by public transport, compared to under two hours by private car during non-peak times (outside of the rush hours).

Manchester Airport benefits from a direct, hourly rail connection from the North Wales Main Line. In 2023 the airport served more than 28 million passengers, making it the busiest outside London, and as a large employer it plays a significant role in the regional economy. Birmingham Airport is also one of the UK's major airports, serving over 13 million passengers annually. It benefits from easy access by rail and road from Wrexham and surrounding areas in North Wales.



27%

passengers travel to and from Liverpool Airport using public transport

Our future needs and aspirations



In May 2025, the Welsh Government announced £2.1bn plan to overhaul North Wales's railway network. The Welsh Government has committed an initial £13m with further significant UK Government funding to be agreed.

A new Network North Wales board will oversee the plans and funding. Ambition North Wales will work with other board members to help progress the plans that seek to bring about significant enhancements to public transport across North Wales and beyond.

Building on our Case for Change Report which sets out the key issues, challenges and opportunities this Plan should consider, there are key drivers for change that help us to frame our needs and aspirations for the transport system and network we want to see in North Wales:

- The Welsh Government's **Well-being of Future Generations Act** sets out legally binding goals to improve the social, economic, environmental and cultural well-being of Wales. The Future Trends Report highlights as a share of overall energy use in Wales, transport-related energy use has increased, and one of the largest sources of greenhouse gas emissions and air pollution in Wales is transportation.
- The UK Government's **Union Connectivity Review** recommends the creation of a strategic transport network to support long term economic growth, jobs, housing and social cohesion across the United Kingdom. In-depth interviews and UK-wide survey highlight the views of the public and provide support for further investment in multimodal corridors to improve transport connectivity.
- **Llwybr Newydd, The Wales Transport Strategy** sets out nine mini-plans to help deliver a more accessible, sustainable and efficient transport system across Wales. Ensuring faster, more reliable bus and rail networks is a central theme as well as a focus on community engagement and active travel. The strategy includes equality considerations and guidance on the protection of Welsh culture and language. It also explains how Wales will use the Sustainable Transport Hierarchy set out in national planning policy to guide decisions about new infrastructure and give priority to walking and cycling and public transport, followed by ultra-low emissions and finally private vehicles.
- **Network North Wales** is a plan aimed at improving connectivity between North Wales and the 'Northern Arc', a key economic corridor connecting North Wales with the cities and regions in the north of England. Plans include a 'turn-up and go' bus and rail service, extending from Hull to Holyhead.
- The **National Transport Delivery Plan** sets out how we all will deliver against the priorities and ambitions set out in Llwybr Newydd, The Wales Transport Strategy. This includes the programmes, projects and new policies that the Welsh Government are intending to deliver in the five year period 2022 and 2027.
- The **Net Zero Wales Carbon Budget 2** outlines the steps for the second carbon budget period (2021-2025), aiming to reduce emissions by 37% by 2025. The long-term vision looks to ensure a better quality of life for current and future generations. Modal shift targets (aiming to achieve a shift away from private car use to more sustainable transport modes including active travel and public transport for the majority of journeys) represent a significant challenge to support decarbonisation of the transport system.
- The **Economic mission**: priorities for a stronger economy sets out national priority areas including transport systems for better connections, connecting people to opportunities and public services, widening labour markets, allowing a better matching of people to jobs, and allowing better access to more training opportunities.

- The **North Wales Growth Deal** is supporting regional prosperity and investment requires supporting transport infrastructure and services to connect the region better within Wales and across the border, for example to markets in Northwest England and the Midlands. Supported by the Regional Economic Framework, there is a drive to encourage strong partnerships between communities, businesses and councils, enabling town centres and redefining the local high street. The A483/A55 corridor is recognised to be of key importance to the region as a catalyst for wider economic growth.
- The **North Wales Transport Commission** Report highlights inadequacies in the current transport network that contribute to ill health, limited access to employment and negative environmental impacts. Recommendations include rail electrification, Wrexham-Liverpool Line enhancements, new stations, improved interchanges, continued development of active travel routes, and consideration of potential north-south and cross-border coach routes.

In support of this, a multi-million pound electrification ‘innovation fund’, was announced in May 2025 to help develop a plan to decarbonise the railway in North Wales and enable more frequent metro services and additional stations.

- The **North Wales Metro Programme** is a comprehensive initiative aimed at transforming transport access focusing on strengthening rail links with the Northwest of England.

This will now be progressed through the Network North Wales investment in public transport improvements. It builds on the development work already carried out by the Welsh Government and Transport for Wales.

The programme will adopt a cross border approach to transform public transport in the Mersey-Dee area. This will include metro-style service frequency on the North Wales Mainline and a new, direct rail link between Wrexham and Liverpool via the Wrexham-Liverpool Line. Improved passenger facilities at stations in northeast Wales will further support these enhancements. Once these changes are implemented, public transport, as well as walking, wheeling and cycling will become more convenient and attractive for many longer journeys across North Wales.

- The **Local Area Energy Plans** and emerging Regional Energy Plan will form the framework for North Wales’s transition to a low-carbon economy, helping identify the most effective routes for reducing carbon emissions and promoting sustainable energy solution. This is critical in supporting the carbonisation of our transport system.

Underpinning and supporting these drivers for change include some local and regional challenges and areas for improvement that transport can help address, as well as things we are doing well that we want to protect, which can be summarised as follows:

Economy	Social and Cultural	Environment
High proportion of low skilled workers	One of the highest proportions of Welsh speakers in Wales with 42% speaking Welsh, and in Gwynedd this is even higher at around 70%	Number of important sites and protected areas which attract tourism
GVA per head is spread, with 4 out of the 6 local authorities significantly below the Wales average	Only one third of North Wales residents have access to an hourly public transport service	Overall good air quality, with no Air Quality Management Areas
The share of employment in high-value sectors is low	Significantly higher proportion of pension age and disabled, with high levels of deprivation concentrated in coastal urban areas	Sound levels are considered 'average' with no major issues identified
Customer Experience	Infrastructure	Travel Demand
Poor journey time reliability due to bus delays	Around 400 public electric vehicle charging points	There is a high level of out-commuting from North Wales to the Liverpool City Region and Chester
Car dominated roads with non-competitive bus journey times and more time spent in congestion, and lack of active travel provision	Rail services are limited in frequency and operating hours due to infrastructure constraints and only 9% live within a half mile walk of a rail station where services run at least once per hour	Existing demand is low for bus travel, with only half of bus stops in North Wales having a frequency of a bus every 2 hours or less
Poor accessibility to key opportunities, services and facilities by sustainable modes, particularly due to rural context	Around half of the population live within 600m of a bus stop and lack of coherent, direct and safe active travel infrastructure to bus stops and amenities, especially in more rural areas	High reliance on car for journeys to work and bus services are generally uncompetitive with the car

Considering our objectives and the economic, social, cultural and environmental trends, the key opportunities for transport in North Wales include:

- **Enabling a shift to low carbon modes of transport and low emission vehicles** by helping people reduce the need to travel and encourage more trips by walking, wheeling and cycling, through better joined up planning for transport, land use, and economic development. This will help reduce traffic congestion and transport related pollution, including on the A55 corridor, which is as the largest contributor to poor air quality in North Wales. This will in turn help bring associated health and wellbeing benefits. North Wales benefits from around 400 public electric vehicle charging points and there is a need to address the challenges of supply in rural areas to increase the roll-out. When considering the opportunities to reduce the need to travel, 28.1% of the North Wales workforce worked remotely on a regular basis in 2022-23, which provides a strong opportunity for our region to contribute to the national target of 30% by 2030.
- **The increasing need to consider how we plan for climate change** in the way we maintain and enhance our existing and new transport infrastructure in the future. There are a number of high flood risk areas from the sea across North Wales, especially around the North Coast, the Menai and towards the Wales-England Border, and in areas along river corridors. There is an opportunity we cannot afford to miss in making sure our infrastructure is resilient to climate change and extreme weather events. There is also an opportunity to decarbonise our private vehicles, freight and public transport fleet, as well as reduce the amount we travel, to reduce the impact of transport emissions.
- **Joining up key settlements with developments and regional growth areas** such as the nationally important cluster of advanced manufacturing businesses in Flintshire and Wrexham (with a new Investment Zone). With the exception of Gwynedd, North Wales has a lower proportion of its population employed in high skilled occupations compared with the average for Wales, with higher proportions in low skilled work, and there is an opportunity to unlock local economic growth and improve access to employment opportunities for residents in North Wales. There is also an opportunity to get more people walking, wheeling and cycling as part of new developments and between existing key settlements.
- **Improving integration and cross-border connectivity** between strategic transport connections in the North Wales and Northwest England transport corridor, from the Anglesey Freeport at Holyhead to Liverpool John Lennon Airport. There are significant cross-border movements (approximately 13% of total trips) with the largest flows between Deeside and Chester and Flintshire and Chester but only 6% of cross-border trips are made by public transport, which presents an opportunity to enable more trips by public transport and better the regions. As we connect Welsh speaking communities with English markets, we must protect and enhance Welsh language opportunities through our policies and actions.
- **Ambition North Wales** will work to help develop a transport system that is good for culture and the Welsh Language through creating an environment in which the Welsh Language can thrive.

- **Improving rural and coastal mobility** by providing strategic connections between rural settlements, employment areas and services in more urban locations. Whilst car ownership is high in the region, those who do not own a car are reliant on car sharing services and a good quality public transport system, and there is an opportunity to improve public transport connectivity to help those in rural and coastal communities access higher quality jobs, community facilities and services. In addition, with 23 of the most deprived areas across Wales situated within North Wales, and with high levels of deprivation concentrated in coastal urban areas such as Rhyl and Colwyn Bay, there is a need to improve access to services to reduce deprivation.
- **Improving the bus network, facilities and implementing bus priority infrastructure** which offers an opportunity to complement frequency enhancements proposed as part of the future bus transformation network, and ensure good access for all to bus stops and stations. This is crucial for achieving better journey times, reliability and ultimately modal shift with effective integration with rail services through enabling interchange. The proportion of residents aged over 65 in North Wales is significantly higher than the Wales average (particularly in Conwy and Anglesey) whilst the number of people defined as disabled under the Equalities Act varies but Denbighshire and Conwy have higher than average rates. These groups typically are more reliant on effective public transport than other demographics, highlighting the importance of an effective bus and rail network, and the need to improve accessibility for people with reduced mobility.
- **Strengthening North Wales's position as an international tourism destination** through enhancing transport connectivity and better joining up land use planning, transport and economic regeneration, such as at the Wrexham Gateway. Mountain and coastal holidays are a big draw for tourists to North Wales and helping improve more sustainable access to visitor destinations will also improve connectivity for all to areas for recreation, exercise and wellbeing. This needs to be carefully balanced with the need to protect and enhance our high-quality environment including the Eryri National Park, the Llŷn Peninsula, the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty. Enhancing connectivity via sustainable transport modes could offer visitors a new way to explore the region, and appeal to those who are conscious of the impact of their holiday on the environment.

Engagement

Given the wide range of issues and interests related to transport, stakeholder engagement and public consultation will be critical to the success of this Regional Transport Plan and its implementation. A collaborative and involved approach has been taken considering the five ways of working set out in the Wellbeing of Future Generations (Wales) Act and engagement has helped us to understand the needs and aspirations of our stakeholders, building on the knowledge and experience of previous local and regional transport plans. We continue to work closely on our plans with our local authorities, neighbouring authorities, Transport for Wales, the Welsh Government, transport users and operators.

We have listened carefully to the feedback provided by stakeholders to the North Wales Transport Commission, which helped shaped their recommendations for improvements across our region. We have also considered the feedback from public transport operators and local authorities consulted by Transport for Wales extensively since 2021 about barriers to, and opportunities for, sustainable transport in North Wales. This has helped ensure we are building on the excellent work undertaken by others with a common purpose to benefit the people, businesses and visitors of North Wales.

This Regional Transport Plan is also informed by an Integrated Well-being Appraisal, informed by wide ranging impact assessments, which have benefited from consultation, with Natural Resources Wales and Cadw, amongst others.



We consulted on our plans for 12 weeks from 20th January 2025 to 14th April 2025. Our Consultation Report explains how feedback has shaped our final assessments and plans.



A vision for our transport network in North Wales



Considering our Case for Change, our existing transport network and future needs and aspirations, we have developed a vision statement. This will help frame the success of this Regional Transport Plan.

North Wales will have a safe, sustainable, affordable, resilient, and effective integrated transport network that supports economic growth, prosperity for all, inclusivity and well-being.

Our vision is supported by four objectives, which will help us monitor and evaluate the success of our Plan:

Improve digital connectivity and local services

We will enable 30% or more of people in North Wales to work remotely by 2030 through better land use planning and improved digital connectivity, which should reduce the overall need to travel and enable shorter trips better suited to sustainable modes.

Improved accessibility and transport choice

We will develop infrastructure and services that provide people with a choice about how they travel for each journey and support sustainable economic growth through improved access to key settlements, employment, educational sites and tourist attractions. The accessibility of each key trip attractor should be improved, supporting the national mode share target of 45% of journeys to be undertaken by walking, cycling and public transport by 2040.

Enable Sustainable Economic Growth

We will develop a resilient, safe, well-maintained, and efficient transport network that delivers sustainable economic growth by improving accessibility to existing and planned employment areas. At least 50% of households in North Wales will have an increased range of travel within 1 hour by public transport, supporting access to key employment sites and regional centres by 2030.

Enable decarbonisation through transition to a zero-emission fleet

We will develop supporting infrastructure and support incentives to enable at least 50% of motor vehicles and all public buses operating in North Wales to be zero emission by 2030.

These objectives are Specific, Measurable, Achievable, Relevant, and Time-bound (SMART), and have been developed further to 15 initial ambitions agreed with the North Wales local authorities, which are detailed in the Case for Change. They reflect the national targets for modal shift and decarbonisation of transport, which will help ensure our region's progress and successes contribute positively to national outcomes.

Cross-cutting themes

We have identified five cross-cutting themes that will help us follow through on our wider duties and commitments and contribute to the cross-cutting delivery pathways set out in Llwybr Newydd, The Wales Transport Strategy. These are going to be critical in helping us to achieve our vision and objectives in a socially and environmentally responsible way, and provide value for money:

Social value

Recognising that transport benefits extend beyond a narrow consideration of quantified journey time improvements. Recognising the social and well-being impacts and benefits that transport systems bring to communities is important, particularly for rural and socially isolated communities.

Equity

Equity or parity of transport options means ensuring that everyone in North Wales has fair access to transport options. It recognises that different people have different needs, particularly those belonging to disadvantaged groups, or those in rural communities.

Community led

Empowering local communities and advocacy groups to participate and take ownership of promotion and development of transport solutions, as well as operating community-based services.

Integration

Recognising that modal shift requires a holistic, integrated approach to journey planning, working across different modes and sectors to make it easier for people to travel door-to-door using sustainable transport modes.

Affordability

Acknowledging the challenges of delivery in the current financial and commercial context for the public sector and UK economy.

Policy themes

Our vision and objectives are closely aligned to key national and regional policies and strategies, as detailed in the Case for Change, including the priorities and well-being ambitions of Llwybr Newydd, The Wales Transport Strategy. This will help ensure we can show regional progress in achieving the national priorities and ambitions, whilst achieving our regional objectives. To help frame our policies and interventions as part of this Regional Transport Plan, we have considered a set of policy themes based on the Wales Transport Strategy's nine mini-plans for each mode of transport, adapted for North Wales.

These represent key areas of focus for our transport policies and interventions, which set the framework for schemes to be delivered by the North Wales local authorities in our Regional Transport Delivery Plan. This will help ensure that what we are delivering directly contributes to local, regional and national priorities. Our policy themes include:

- Rail ambitions
- Strategic road ambitions
- Enabling changes to travel behaviour
- Bus
- Coach, demand responsive and community transport
- Walking, wheeling and cycling
- Integration between modes
- Ports and freight
- Roads, streets and parking
- Surface access to aviation
- Digital connectivity
- Land use planning



Our transport policies and interventions



A comprehensive review of data, evidence and past and present national, regional and local plans has helped inform a long list of policies and interventions. A collaborative process including stakeholder workshops, impact assessments and focused discussions with local authorities, Transport for Wales and the Welsh Government has helped agree the policies and interventions set out in this Regional Transport Plan.

A network-based approach has been taken to our proposals, where the key focus is on providing all groups of people with more choice about when and how they travel. Considering the report for the North Wales Transport Commission: 'International best practice and innovation in transport of direct relevance to policy development in North Wales', interventions seek to respond to the varying geographies and populations of North Wales, considering both the more urban and rural parts of the region, seeking totally integrated transport. To help achieve this:

Appendix A

Appendix A shows how we will achieve our objectives, and how are policies are aligned to the outcomes we want.

Policies

Align to our regional policy themes and reflect the legislative and policy context for Wales at a national, regional and local level. They set the direction of travel, supported by:

- **Programmes** as high-level interventions that require the coordinated management of related projects.
- **Projects** as more clearly defined interventions that will likely require one or more schemes to be implemented, which may require one or more responsible authority or a partnership to progress and deliver. Projects are identified to have regional or sub-regional impact, at the following spatial scales:
 - All parts of North Wales
 - Large towns with a population of over 10,000
 - Small towns and fringes of large towns
 - Villages
 - Hamlets and isolated dwellings.

Schemes

Are then set out in the supporting Regional Transport Delivery Plan, which involves specific interventions to be delivered by local authorities only (and as such do not include schemes relating to the rail or trunk road network). They seek to implement the programmes and projects directed by our policies.

Policy

Work with partners including the commercial sector to introduce a public cycle and e-cycle hire scheme at large transport interchanges or other suitable locations, and at locations where such a scheme supports the visitor economy.

Programme

Cycle Hire and Parking Provision

Project

Regional cycle parking strategy at key interchanges including urban centres, railway stations and bus stations

Scheme

Anglesey cycling strategy and implementation

Our Integrated Well-being Appraisal explains how our policies will impact people and communities, the environment, places and the economy, culture and Welsh language.



Rail ambitions

The rail network infrastructure in North Wales is non-devolved, meaning it is the responsibility of the UK government via Network Rail. Service levels are largely specified by the Welsh Government for Transport for Wales Rail, and the Department for Transport, working with the Train Operating Companies (currently Transport for Wales and Avanti West Coast). Freight Operating Companies serve customer needs, which means freight services are commercially led. Track for passenger and rail freight is provided by Network Rail, with regulations by the Office of Rail and Road. This means that the Corporate Joint Committee and local authorities in North Wales have no direct influence over rail services or infrastructure, so there are no explicit policies in this Plan, or schemes relating to rail in our Regional Transport Delivery Plan. However, it is crucial that this Regional Transport Plan sets out regional aspirations for rail as these are key to supporting our wider aspirations for improved connectivity across North Wales and beyond. Our policy ambition for rail is:

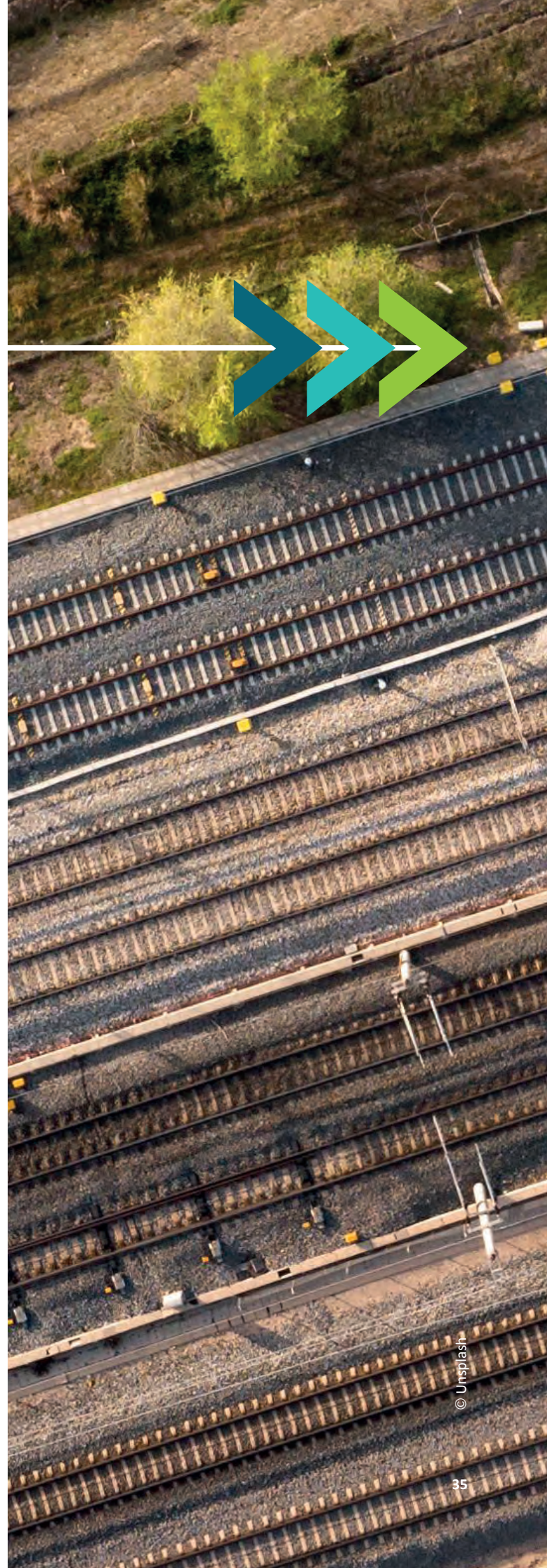


By collaborating with Transport for Wales and Network Rail, we will work towards a more efficient, integrated, and passenger-focused rail network. Efficient and effective rail services will allow people and goods to easily move from door to door by accessible, sustainable, and efficient transport services and infrastructure.

We recognise that North Wales is well connected for longer distance travel, benefiting from direct rail services to Liverpool, Manchester, Birmingham, London and Cardiff. We also recognise the ongoing improvements being made, such as committed plans for additional services per hour from stations such as Bangor and Llandudno Junction, and new modern fleets of trains which will result in more seats.

We will work with our partners to support the modernisation of trains, and see improvements to security, facilities and access for all at our stations. This includes working with Transport for Wales and utilising available Access for All funding to improve accessibility at rail stations across North Wales, as part of a broader initiative to create obstacle-free routes from station entrances to platforms, making travel easier for passengers with disabilities, mobility issues, or those carting heavy luggage or pushchairs. Transport for Wales are already getting underway with plans to implement step-free access at Shotton and Ruabon Stations.

Where there is a strong case for new stations or rail infrastructure that will improve access to the rail network without adversely impacting existing services and encourage sustainable travel, Transport for Wales will work with partners to progress these. This work will also consider wider options for better connecting communities to rail stations. Ambition North Wales will continue to engage with Transport for Wales, recognising locations where there is local support for a new station. At this time a new station at Greenfield, Holywell isn't identified as a priority for Transport for Wales, but we will continue to help identify where there is local support for a new station.





Our policy ambition is complemented by more specific rail aspirations, which include rail service and station programmes and projects across and connecting North Wales, which are considered as follows:

North Wales Main Line and Chester Station

Rail Aspiration 1

Rail connections to key destinations including London Euston, Manchester (and its airport), Liverpool (and its airport), Cardiff, Birmingham (and its airport), Crewe (for further connections), and Warrington (for future connection to Northern Powerhouse Rail) will be maintained and enhanced.

The North Wales Main Line that connects Crewe in the east and Holyhead in the west, plays a vital role in connecting communities along the coast with each other, and provides key connections to areas of employment.

The Welsh Government has announced plans to bring forward the introduction of 50% more services across the North Wales Main Line from December 2026, including a new service from Llandudno to Liverpool and extending the Manchester Airport service to Holyhead in place of Llandudno.

We recognise the importance of the Manchester and North West Transformation Programme, which is a major initiative aimed at addressing long-standing rail congestion issues in and around Manchester.

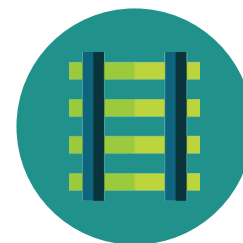
We also support plans for the TriLink Programme as a forward-looking initiative focused on improvements to the West Coast Main Line (WCML) north of Crewe. Together, these plans can help deliver greater regional rail connectivity with North Wales.

Rail Aspiration 2

The preferred service level on the North Wales Main Line is five trains per hour including an express service.

The importance of the North Wales Main Line in facilitating sustainable travel for longer distance trips to and with our region means that there are aspirations for five trains per hour on the line, including an express service.

There are improvements to rail infrastructure that are required before this service level can be achieved. These are considered in turn below.



Rail Aspiration 3

Improvements at Chester Station that will allow the operation of preferred service levels on the North Wales Main Line should be progressed.

Whilst not in North Wales, Chester Station is hugely important to our rail users, both as a destination and interchange location, and all services using the North Wales Main Line are required to pass through. The layout of Chester station is a restriction for services along the North Wales Main Line as well as adjoining rail lines, including the Shrewsbury-Wrexham-Chester line. The layout constrains the movement of services through the station, particularly for North Wales to Crewe services along the North Wales Main Line. Although the preferred service levels could operate on the existing layout, this presents a significant challenge and would result in reduced service reliability. The improvements at Chester station required to support the desired service levels would involve:

- Improved signalling between Crewe and Chester
- New platform at Chester
- Increased number of tracks on the approaches to the station
- New crossovers at the station approaches

Rail Aspiration 4

Delivery of the North Wales Main Line infrastructure improvements that will enable the operation of five trains per hour and reduce journey times should be progressed, prioritising the sections between Crewe and Llandudno Junction.

Studies undertaken by Transport for Wales have indicated that the largest benefits to users in the short term can be delivered by initially focusing on improvements required between Crewe and Llandudno Junction to achieve enhanced service levels. Necessary upgrades to allow these service levels include upgrades to level crossings, a new platform at Llandudno Junction, and improvements to track, switches and crossings, and signalling necessary for electric trains.

It is acknowledged that delivering infrastructure improvements west of Llandudno Junction is more challenging. In addition to further upgrades to level crossings and improvements to track, switches and crossings, and signalling necessary for electric trains. As part of longer-term aspirations, significant infrastructure improvements are also required, including re-signalling between Llandudno Junction and Bangor, providing an additional platform at Bangor, and addressing capacity constraints at the Britannia Bridge. An affordable programme of upgrades will be explored for these improvements to be effectively implemented.



Wrexham-Liverpool Line and Padeswood

Rail Aspiration 5

Priority should be given to infrastructure improvements on the Wrexham-Liverpool Line including removal of the rail capacity constraint at the Padeswood Cement Works, to allow service levels of four trains per hour, including two direct to Liverpool.

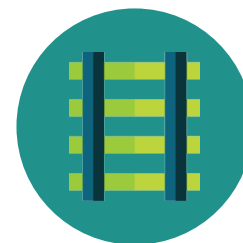
The Wrexham-Liverpool Line connects Wrexham to Bidston on the Wirral with the Merseyrail network. There is currently a 45 minute interval service and the route is designated as 'congested infrastructure' by the Office of Rail and Road because of constraints the infrastructure places on timetabling, which affects the ability to operate a 30 minute service in every hour due to conflicting freight paths. There is significant potential for patronage increase on the Wrexham-Liverpool Line if service levels are improved. Aspirations include direct services to Liverpool, aligning with Liverpool City Regions' (LCR) ambition for better cross border connectivity with North Wales, and a service level of up to four trains per hour, which with shorter journey times could:

- Provide a direct link from Wrexham and North East Wales to Liverpool
- Improve connections with the North Wales Main Line at Shotton
- Improve access to Deeside Industrial Park

The Welsh Government announced in May 2025 plans to, following the completion on the rail line works at Padeswood, achieve an increase of train services between Wrexham and Bidston of two trains per hour within the next three years, with four trains per hour running direct between Wrexham and Liverpool by 2035.

The infrastructure improvements required on the Wrexham-Liverpool Line to these service levels include work at Padeswood sidings and re-signalling, level crossing improvements, and line speed improvements.

The primary constraint to the delivery of increases in service frequency on Wrexham-Liverpool Line is freight traffic at the Padeswood Cement Works. Any increase in rail service frequency along the line cannot be implemented until this capacity constraint is addressed. The necessary improvements require providing direct access to the sidings from the main line for southbound services, eliminating shunt moves on the main line. The improvements would also support more efficient rail freight operations and use of rail freight for cement carriage from the site reducing HGV traffic on local roads.



Shotton Station Interchange

Rail Aspiration 6

Shotton Station should be improved to create a high quality and fully accessible interchange between Wrexham-Liverpool Line and North Wales Main Line with good active travel and public transport access.

Shotton Station is a strategically important facility in North Wales as it is served by both the North Wales Main Line and Wrexham-Liverpool Line. As such, it provides passengers the opportunity an interchange between the two lines. However, the current pedestrian provision between the platforms is sub-standard and does not provide step-free access. To maximise the benefits of Shotton and the interchange opportunities, it is vital that facilities at the station are improved, noting people want to cross over the railway line between Shotton High Street and Deeside Industrial Park.

New Station at Deeside Industrial Park

Rail Aspiration 7

New and improved access to rail services at Deeside Industrial Park on the Wrexham-Liverpool Line should be progressed with supporting active travel and public transport access to the station.

Deeside Industrial Park is one of the UK's largest employment areas with approximately 9,000 workers. It is a national hub for advanced manufacturing, and includes several power stations, the regional waste-to-energy plant and numerous large, medium, and small industrial and logistics enterprises. The Industrial Park provides high quality employment not just locally, but also for people from across North Wales and the north-west of England. Despite this significance, there is very poor connectivity by public transport to the site from the existing station at Hawarden Bridge, and a large proportion of workers travel by car. A new station at Deeside, located on the Wrexham-Liverpool Line to Deeside Industrial Park between Hawarden Bridge and Neston would:

- Provide employment opportunities at Deeside for people who do not travel by car
- Provide a choice of mode for commuting to Deeside
- Reduce traffic on the A494 corridor



Shrewsbury – Wrexham – Chester Line

Rail Aspiration 8

Capacity constraints on the Shrewsbury – Wrexham – Chester line should be addressed to enable a service frequency of two trains per hour to be achieved, alongside reduced journey times where possible.

The Shrewsbury–Wrexham–Chester Line connects North and South Wales as part of the longer Marches Line, so is crucial for connectivity within Wales. There is a case to increase the passenger service frequency along this line to two trains per hour, but first signalling capacity at Gobowen, and the capacity constraint between Wrexham and Chester (where the line is currently single-track) needs to be overcome.

Conwy Valley and Cambrian Coast Lines

Rail Aspiration 9

Line capacity enhancements, increased service frequencies and train capacity enhancements on the Conwy Valley and Cambrian Coast Lines should be considered, supported by complementary bus measures.

The Conwy Valley and Cambrian Coast Lines play an important role in enabling journeys by sustainable modes in rural areas, where they provide a connection to surrounding areas that is important to people living in rural communities. They are also significant in supporting the visitor economy in the areas that they serve, for example linking places in North Wales to large markets in England. For the Conwy Valley, this is the picturesque villages adjacent to Eryri such as Betws y Coed; for the Cambrian Coast, this includes resort towns such as Pwllheli. Capacity, reliability, resilience and journey times are therefore important on both of these lines, particularly in light of recent flooding events on the lines which has reduced dependability of services.



Strategic road ambitions

The Strategic Road Network (SRN) in North Wales includes motorways and major A roads, which are managed and maintained by the North and Mid Wales Trunk Road Agent and the Welsh Government. As with rail, this means that the Corporate Joint Committee and local authorities in North Wales have no direct influence over the strategic road network. However, it is important that this Regional Transport Plan sets out options to address transport related problems on the strategic road network and highlight regional aspirations for strategic roads as these are key to supporting our wider connectivity aspirations for North Wales. Our policy ambition for the strategic road network is:



By collaborating with the North and Mid Wales Trunk Road Agent and the Welsh Government, we will work towards a more efficient, integrated, and resilient strategic road network. Efficient and effective strategic roads will allow people and goods to easily move between major centres of employment, health, education and other community facilities and infrastructure. Our strategic roads will be resilient to extreme weather events and enhance biodiversity.

Our policy ambition is complemented by more specific strategic road network aspirations, including highway maintenance programmes, capacity and safety improvement projects across and connecting North Wales, which are considered as follows:

Major highways maintenance and improvement schemes

SRN Aspiration 1

The Strategic Road Network should be maintained to ensure that routes remain safe and reliable.

Keeping our major A roads maintained to a safe and reliable standard is crucial to support our health and economic well-being. We also need our strategic road network to be resilient to the effects of climate change and flood risk from extreme weather events, which requires ongoing drainage maintenance and improvements. We continue to support our Trunk Road Agent and emergency services dealing with incidents and delays as efficiently and effectively as possible to help keep our people and goods moving.



SRN Aspiration 2

The River Dee Bridge on the A494 should be replaced to ensure continued reliability of crucial cross-border movements.

Replacement of the bridge across the River Dee on the A494 has been identified as a priority in the Welsh Government's Major Asset Renewal Programme. This should include improved provision for walking, wheeling and cycling.

SRN Aspiration 3

The case for delivering strategic highway schemes should be reviewed, particularly where these can provide wider benefits and enhance facilities for sustainable travel. Priority routes are the A494/A55/Flintshire Corridor and the A483 Wrexham.

The Welsh Government has confirmed that the previous plans for A55/A494/A548 Flintshire Corridor Improvements are not being progressed following the recommendations of the Roads Review and it is currently in the process of commissioning new work to develop a Route Strategy for the A55/A494 which will identify the challenges and issues along the corridor along with potential interventions to address them. This includes confirmation from the Welsh Government that it has commissioned a study (WelTAG Stages 1 and 2) to consider network operational challenges, resilience and road safety between Junction 14 and 18 on the A55.

On the A483 at Wrexham, previously proposed improvements sought to address a lack of capacity at Junctions 4 and 5 and operational safety issues whilst supporting the delivery of the Western Gateway and Lower Berse Farm development sites. Development work is exploring wider integration opportunities, for example as part of the Western Gateway which is considering all modes of travel.

There have long been aspirations for selected strategic highway improvements in North Wales, which have been progressed through appraisal and business case work. One of these is Llanbedr bypass. Cyngor Gwynedd is collaborating with partners to identify a package of sustainable transport solutions to improve access and alleviate transport problems in Llanbedr. This is being processed through the WelTAG process in line with the Welsh Government's Roads Review.



Menai Crossing resilience

SRN Aspiration 4

The case for a third Menai Crossing should be progressed. This could improve journey time reliability, enhance capacity, provide improved facilities for users of sustainable modes.

The Menai Crossings that connect Anglesey to mainland North Wales are hugely important for people and businesses on both sides of the Menai. Incidents that lead to closure and severe congestion on the crossings can have a significant detrimental impact on communities and businesses. Important factors to consider are:

- People travel to work in both directions and need to be able to rely on their journey
- Key services for Anglesey residents, notably Ysbyty Gwynedd, are located across the Menai
- Businesses require reliability to plan movement of goods and people
- There can be unreliable access to the port, Freeport, and development site at Wylfa

For those reasons, our communities in North Wales have an aspiration for a third Menai crossing that would both further improve resilience and increase capacity, whilst also providing high quality facilities for active travel and public transport. There is an opportunity to work with potential developers at Wylfa to collaborate on transport improvements and power connection developments.

SRN Aspiration 5

Measures that will improve resilience of the Menai Crossings should be progressed.

In the shorter term, it is vital that North Wales Transport Commission recommendations to improve resilience of the Menai crossings should be progressed. The recommended package of interventions includes public transport and active travel infrastructure enhancements, wind deflectors, junction improvements, and traffic management measures.



Enabling changes to travel behaviour

Considering our unique geography, population and destinations across North Wales, we want to ensure our residents and visitors have a choice about how they travel. This will involve creating favourable conditions that will give people and businesses the freedom to make choices, and at the same time we need to consider the impacts of travel on our economy, environment, society and culture. Behaviour change and travel choices are closely related to wider policies, programmes and projects for land use, digital connectivity, freight and logistics, integration and mode-specific interventions, which are all considered in this Regional Transport Plan. Our policies and interventions for helping people make more sustainable travel choices include:



Providing people with choices about how they travel to work

Policy CB 1

Further enhancements to public transport services and active travel routes that provide access to large employment sites will be identified and progressed where funding is available. Enhancements should consider shift work patterns, seasonal working patterns, and where the biggest impact can be delivered.

The economic well-being of North Wales requires a transport system that provides reliable and convenient access to employment and training opportunities. Many of us commute by car, either by choice, or due to lack of an attractive alternative. This contributes to traffic congestion, carbon emissions and air quality problems along key corridors such as the A55. It also creates social and business challenges by restricting access to opportunities for those residents who do not drive, or do not have a car, and a lack of transport options influences employment and recruitment. An attractive, efficient public transport and active travel network can play a vital role in reducing deprivation by providing access to jobs, training, health and wellbeing opportunities and education.

One way that businesses and organisations can support and feed in would be through Workplace Travel Plans, which links to some of our other policies including providing people with information to make more sustainable travel choices, car clubs and car sharing.

Policy CB 2

A partnership approach will be taken to identify and progress schemes and initiatives that encourage sustainable travel to work at employment sites close to the border such as Deeside Industrial Park, Wrexham Industrial Estate, Airbus Broughton, Chester Business Park, and Wrexham and Chester city centres.

There are strong links between the communities and economies of and Northeast Wales and Northwest England. This is reflected in a large number of trips across the border each day, particularly at peak times when a large number of people travel for work. This can result in peak hour congestion on key routes such as the A55, A494, and A483.

There are a number of significant employment sites on both sides of the border, including Deeside Industrial Park, Wrexham and Chester city centres, Airbus Broughton, Chester Business Park, and Wrexham Industrial Estate. Reducing the number of people that commute to these locations by car will have positive environmental impacts, but also reduce the impact of congestion and delays on longer distance trips on the highway network. Enhancing sustainable travel links to these sites for North Wales residents, and residents of England who work in North Wales, will require partnership working between local authorities on both sides of the border, Transport for Wales, and transport operators.



Policy CB3

Work with neighbouring Local and Combined Authorities including Cheshire West and Chester and the Liverpool City Region to ensure a complementary approach to Transport Planning, particularly in the Mersey-Dee Sub-Region. This should consider both commuting trips and freight movement.

Beyond those employment sites referenced in Policy CB2 and close to the border, there are other large trip attractors in England that are attractive places for work for North Wales residents, and large population bases from where North Wales employers will recruit employees. Commuters making these journeys should be provided with a choice about how they travel to work, both to reduce car use, and to ensure that more employment opportunities are accessible for communities.

Policy CB4

Commuters to the Flintshire and Wrexham Investment Zone should be able to access jobs using high quality walking and cycling infrastructure, enhanced nearby rail stations, or bus services that are attractive and reflect the working patterns of employers in the Investment Zone.

Both the UK and Welsh Governments have indicated support for an Investment Zone supporting advanced manufacturing in Flintshire and Wrexham. This is an opportunity that could involve £160m of funding for the region over the next 10 years. This provides a huge opportunity for our people and businesses, particularly our communities in the Flintshire and Wrexham areas. The Investment Zone will support the creation of jobs and help with retention in the region. This provides both a challenge for our transport network and an opportunity to enhance it. Transport will play an instrumental role in supporting the success of the Investment Zone by ensuring that people living in North Wales are able to access the existing and new employment opportunities. Helping people without access to a private car to get to our large employment sites for work or training is a priority issue for the Wrexham Leadership Alliance.



Policy CB5

Where possible, opportunities will be sought to use Investment Zone funding for sustainable transport schemes that improve access to employment and support the delivery and success of the Investment Zone.

The funding from the Investment Zone potentially provides an opportunity to enhance projects, seeking to unlock capital and revenue funding that would support the delivery of improved sustainable access to employment.

Policy CB6

A partnership approach will be taken to identify and progress schemes and smarter choices initiatives that facilitate a more sustainable commute to employment sites in Gwynedd and Ynys Mon.

Public sector-led employment in the Bangor, Caernarfon, and Ynys Mon area, along with the Anglesey Freeport and any emerging Wylfa proposals provide a real opportunity to facilitate a shift to sustainable commuting. The challenges are different here than in the east due to the more rural nature of the surrounding area. This can best be addressed through joint working between local authorities on both sides of the Menai, Transport for Wales, private operators, and large employers.

Policy CB7

The creation of Strategic Transport Partnerships will be investigated at large employment localities.

A Strategic Transport Partnership, as recommended by the North Wales Transport Commission, is a partnership that would bring together the large employers in sub-regions, along with local authorities and Transport for Wales to identify the measures that can be put in place to reduce car use for commuting at key employment areas and clusters. The Commission recommended that these should initially be focused on Deeside and Wrexham (where there is a cluster of private sector employers), and in the Menai area where this a public-sector dominance in employment opportunities. A trial for an initial period to be agreed could help identify the most appropriate strategic approach and resourcing coordination needed.



Providing people with choices about how they access services

Policy C B 8

Priority will be given to funding schemes and services that improve sustainable access to crucial and life-enhancing services such as education, health care, town centres, and community facilities. Once in place, any infrastructure that supports access to these services should be prioritised for maintenance when necessary.

Having a fair and equitable travel network in North Wales will mean that residents and visitors should have a choice about how they travel for each journey. It is particularly important that all residents can access essential services and community facilities such as G P surgeries, dentists, hospitals, schools, colleges, universities, museums, libraries, shops, and places of worship. Easy and reliable access to such destinations will contribute positively to our well-being.

Where possible and appropriate, enhancing access to existing services and assets should be prioritised.

Policy C B 9

The introduction of a Total Services Contract in one local authority area in North Wales will be investigated, with a view to wider roll-out across the region should it be successful.

Transport to many essential services is provided by local authorities through contracts for school travel, social services, and non-emergency patient transport. The North Wales Transport Commission recommended that a 'total transport services contract' could be investigated. A new concept for North Wales, this would be a contract that combines all of these services to provide a better service to the public and to reduce duplication of resources.



Providing people with choices about how they access education

Policy CB 10

Further enhancements to public transport services and active travel routes that provide access to education establishments will be identified and progressed where funding is available. This includes: Higher Education sites (universities in Bangor and Wrexham, but also those in Northwest England); Further Education sites (including Grwp Llandrillo Menai and Coleg Cambria); Secondary Schools; and Primary Schools.

An attractive, efficient transport network plays a vital role in reducing deprivation by providing access to training and education. To encourage a long-term mindset of choosing active travel for suitable journeys it is important that young people get into this habit early. Choosing to walk or cycle to school will help with this, and support wider benefits such as:

- A healthier lifestyle
- Less congestion and parking issues at school time
- Improved air quality near schools
- Reduced vehicle emissions

An active travel school plan should be put in place for each school, to help provide a list of actions that each school commits to. It should aim to inspire students, parents, guardians and staff to walk, wheel, or cycle to school.

Policy CB 11

Local authorities should expand their work with schools and parents to encourage and support sustainable travel for children, parents and staff.

It is essential that we encourage young people to choose active modes for travel to school where possible, and home-to-school transport is a particularly important issue for many parents and children, helping ensure safe and convenient access to learning. Existing national campaigns such as Kerbcraft, which is a national strategy for child pedestrian safety funded by the Welsh Government, offer examples of best practice, especially within and around schools, to promote active travel.

Policy CB 12

Local authorities will continue to use local datasets and policies such as Learner Travel Measure to prioritise routes to school for safety enhancements.

If we are to encourage young people and their parents to choose active travel for their journey to school, it is important that suitable information and infrastructure is in place to allow them to travel sustainably and safely.



Providing people with choices in rural and semi-urban areas

Policy CB 13

Opportunities will be sought to deliver the socially necessary transport improvements that prevent rural isolation. This should prioritise better connecting rural communities to neighbouring communities, nearby towns, nearby community facilities and key services such as health, shops, education, and transport interchanges for further travel.

This Regional Transport Plan recognises that there is a need to facilitate some modal shift away from private car use and sets out how this can be achieved in North Wales through enhanced public transport and active travel in and between our towns and cities. Whilst acknowledging that reducing car use in rural communities is more challenging, in rural areas we recognise:

- Services and jobs are often further away from where people live
- Walking and cycling on rural routes can feel less safe
- Frequent bus services are less common and often do not operate commercially

This provides us with an opportunity to provide enhanced sustainable transport options for residents of rural communities and provide the connections that can prevent feelings of isolation, and in turn allow residents to safely access the services they need. This means that more innovative means of serving rural communities can be investigated to provide socially necessary services and infrastructure. Some examples, which are considered as part of the community transport and active travel policies and interventions in this Regional Transport Plan, include:

- Demand Responsive Transport serving areas not served by fixed route bus services, such as Fflecsi services
- Community transport initiatives, such as ring and ride services
- Car clubs schemes, which provide an easy and affordable way for people to share the benefits of using a car without the cost of owning one
- Delivery of pedestrian facilities as informal routes that link communities, where paths can be built by local volunteers with local landowner agreements



Fflecsi is a demand-responsive transport service in Wales, operated by Transport for Wales in collaboration with local authorities and bus operators. Unlike traditional bus services, Fflecsi doesn't follow fixed routes or schedules. Instead, it picks up and drops off passengers at requested locations within a designated zone. The service adjusts its routes in real-time based on passenger bookings, making it more adaptable to individual travel needs. Passengers can book rides via an app or by phone.

The lack of options for travel that residents of rural communities have means that private motor car will often be the necessary mode of choice for many journeys made within rural areas. The environmental impact of these journeys could be minimised by encouraging and facilitating a shift to electric vehicles or other Ultra Low Emission Vehicles for rural residents, or with car sharing clubs to reduce private car usage. This is considered further as part of roads, streets and parking in this Regional Transport Plan.





Providing people with information to make more sustainable travel choices

Policy CB 14

Marketing and Communications campaigns will be developed that are meaningful and focus on raising awareness of the benefits of sustainable travel. Campaigns will use innovative techniques to target the right audience, particularly those groups that can be harder to reach. A regional approach should be taken to this where appropriate.

Providing the infrastructure and services that allow people to make sustainable travel choices is important but can only be effective if people are aware of them and the benefits of using them. Marketing and communications campaigns are essential and can be tailored to focus on specific target user groups, such as tourists and leisure users, commuters, young people, or older people. North Wales wide projects in support of promotional campaign and travel planning programmes include:

- Supporting the annual World Car Free Day event in some of our large towns
- Public health and air quality awareness materials
- Online resources about sustainable transport and travel planning guidance
- Promoting applications that offer money-saving vouchers for using public transport, walking or cycling
- Advocating the North Wales Healthy Travel Charter and encouraging public, private, and third sector organisations signing up to commit to work towards actions that contribute to promoting healthy travel for their staff and service users
- Collaborate with education service providers to facilitate sustainable home-to-school transport choices and independent travel training

These interventions will help us to experience streets free of traffic as well as making travel easier for those who rely on private vehicles for health and mobility reasons. As well as offering an opportunity to re-imagine our roads and streets around people, we will empower people to make more sustainable travel choices by improving access to information. This links well to our policies and interventions for access to education, and digital connectivity, as part of this Regional Transport Plan.



Helping people enjoy our visitor attractions and supporting the tourism industry

Policy CB 15

Work with partners and stakeholders in the tourist sector to investigate methods for encouraging visitors to North Wales to travel sustainably whilst also enhancing the visitor experience and boosting the visitor economy.

The visitor economy is hugely important in North Wales. Our region benefits from a high quality environment and is home to some of the UK's best visitor attractions that appeal to those undertaking short or longer stays. The offer to visitors includes hiking or enjoying the world's fastest zip line in Eryri National Park, seeing the Pontcysyllte Aqueduct, visiting our National Slate Museum, exploring our castles of Beaumaris, Conwy, Caernarfon, and Harlech, an Italian adventure in Portmeirion, a trip on Porthmadog's Heritage Railway, and climbing the Great Orme to name but a few. Whilst we need to protect and enhance our natural beauty spots such as the Llŷn Peninsula, and the Clwydian Range & Dee Valley (which is being considered as a new National Park) it is vital that our transport network supports the continued success and growth of our tourism industry. Whilst ensuring our transport services and infrastructure helps people get to the places they want to go, there is an opportunity to incentivise the use of sustainable modes to access attractions and make our visitor destinations accessible for all groups of people.

One such way that was recommended by the North Wales Transport Commission is a guest card or reward system that offers visitors and local people who travel sustainably to attractions, a package of offers, including reducing attraction entrance costs and reduced travel costs.

Policy CB 16

Opportunities will be sought to support the visitor economy through management of coach and motorhome parking close to attractors in North Wales. This should consider charging opportunities for zero emission vehicles.

Whilst we will encourage visitors to enjoy our places on foot, wheels and by public transport, we recognise that visitors to North Wales will continue to use a range of transport modes to access and explore our region. We will continue to need dedicated areas for the safe and convenient parking of coaches and motorhomes. It is agreed that management of coach and motorhome parking is needed, but the choice of new sites will need to consider locations that avoid harmful impacts, such as upon the special qualities of the Eryri National Park and be in accordance with Local Development Plan policies.



Policy CB 17

Opportunities will be sought to make Sherpa'r Wyddfa bus services permanent, with long term funding; and investigating how services can be integrated further with the wider bus and railway networks.

Policy CB 18

Through partnership working, further improvements will be introduced to encourage visitors to Eryri to travel by means other than the car. These will include enhancement of alternatives, management of facilities, and improved information and education. These could be funded by innovative sources of funding.

Policy CB 19

The Strategic Development Plan will consider land requirements for interchange facilities at gateway sites to Eryri National Park.

Over recent years, car use and parking has been identified as concern in Eryri. The key issues are:

- Demand for car-based access to Yr Wyddfa and Ogwen Valley at peak times massively outstrips the amount of available parking
- Access to information about alternatives to the private car
- Blight, danger and poor visitor experience
- Embedded car dependency and expectation of parking
- Congestion and inappropriate parking make the roads less attractive for other road users, including cyclists
- Risk that the National Park will become increasingly inaccessible to a growing proportion of the UK population who do not drive or have access to a car



The Eryri Transport, Parking and Active Travel Delivery Group is made up of the Eryri National Park Authority, Cyngor Gwynedd, Conwy Council, and Transport for Wales. The group works to identify and progress actions that support a shift to sustainable transport in Eryri. We will continue to support the group's work, which includes:

- Pilot funding for enhancement of the Sherpa'r Wyddfa bus services, that provide a way of travelling sustainably once visitors have arrived in the National Park, supported by promotional leaflets, bus stop flags and social media. So far, passenger numbers on the Sherpa'r network have increase by 79% compared with pre-covid levels, with over 72,000 people using the service in August 2024, effectively helping to meet the aims of this policy.
- Parking management at Pen-y-pass
- Enforcement of parking restrictions on roads
- Expansion in park and ride capacity at 'gateway' locations serving Yr Wyddfa and Dyffryn Ogwen, coupled with a gradual reduction in existing parking provision along roads through the highly sensitive mountain environment.

Policy C B 20

Innovative solutions to providing access to attractions in rural areas will be identified. This should consider, but not be limited to, seasonal bus services, e-bike and other micro-mobility hire, alongside information campaigns.

The beauty and rural nature of much of North Wales means that there are a large number of attractions that are located in places that can be difficult to access without the use of the private car. If we are to encourage visitors to travel sustainably and make these sites accessible for more people, it is vital that alternatives to the private car are provided.



Policy C B 21

Investigation will be undertaken into the benefits of seasonal and tourist bus services in North Wales to support the visitor economy and promote integration with wider rail and bus networks. This should consider not just the journey to the resort, but onward travel to attractions.

Traditional and emerging seaside attractions are at the heart of the visitor economy for much of North Wales. This is evident in all coastal areas, notably in popular resorts such as Prestatyn, Rhyl, Towyn and Llandudno on the north coast but also in places such as Pwllheli and Newborough in more rural locations. Many of the larger resorts have nearby rail stations and some bus service provision, but huge numbers of people visit these resorts by private car.

Policy C B 22

Work with partners and stakeholders in the tourist industry on the coast to identify measures that will support a shift to sustainable modes to access popular attractions whilst continuing to ensure that North Wales remains a destination of choice for holidays and daytrips.

A large and successful market for the tourist attractions in North Wales is Northwest England and the North Midlands. This generates a large movement of people between these English regions and North Wales, particularly in the summer months. The evidence of this movement can be seen on the strategic road network and our rail network at key holiday change over times. This often causes congestion on routes such as the A494 at Deeside, which causes frustration to those travelling.

The Welsh Government is planning to give local authorities the ability to charge a visitor levy on overnight stays in their communities. This contribution will be paid by visitors and invested in sustainable tourism, helping to grow our economy, support our communities and preserve the beauty of North Wales for future generations. One option to help encourage sustainable travel by tourists could be to introduce a 'KONUS card' or similar, providing an unlimited travel ticket for those staying in the area and paid for by the visitor levy.



This option should be explored by local authorities where managing high volumes of visitors and the way they get around is important, such as at Eryri.

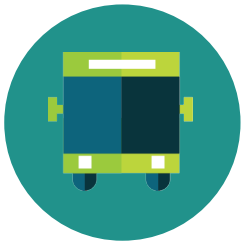


The Black Forest in Germany is a popular tourist destination known for its high-quality landscapes. Much like our natural attractions in North Wales, getting around to explore everything the region offers by public transport can seem daunting. Designed to make transport accessible and sustainable, the KONUS Card is a unique travel pass offered to visitors staying in the Black Forest as a benefit to guests staying at participating accommodation within the area. It serves as a ticket for unlimited travel on regional trains, buses, and trams across the region, allowing guests to explore the area's scenic beauty without worrying about transportation costs.

Policy C B 23

A partnership approach will be taken to develop a plan for further improvement to rail services in North Wales that better supports the visitor economy.

Our rail service could also better serve the visitor economy. Rail services can be unattractive to visitors due to timetabling, or overcapacity and lack of luggage storage at peak season and change-over times. Reduced services at weekends plays a detrimental role in supporting the visitor economy. There is opportunity to introduce seasonal service changes to increase capacity and/or frequency on the North Wales Main Line, Cambrian Coast Line, and Conwy Valley Line. Helping people choose rail for their trips will in turn help reduce congestion on our roads. Ambition North Wales will work with stakeholders to help roll out luggage storage, bike storage, and information systems to make it easier for people to access and use rail services when visiting.



Bus

Our plans for bus travel are considered within the context of the proposed future bus network across Wales, which Transport for Wales are currently developing as part of the Welsh Government's proposals to introduce bus franchising. Those plans are outlined in the One Network, One Timetable, One Ticket white paper and Roadmap to Bus Reform document.

Bus travel choices are closely related to wider policies, programmes and projects for coach, demand responsive and community transport, integration and digital information interventions, which are all considered in this Regional Transport Plan. We want to see a connected network of bus route with a regional bus interchange in all towns, with at least hourly zero-emission bus services between all main towns between 07:00 and 22:00. We want to see at least one designated bus interchange stop in all villages, at least one designated bus stop in all hamlets, and provide local bus services to villages to connect the nearest regional bus or rail interchange at least 3 times a day. Our policies and interventions for helping achieve this include:

Bus franchising

Policy P T 1

Work with Transport for Wales and the Welsh Government to support the roll-out of bus franchising in North Wales, which should include multi-year funding that would provide certainty for the travelling public, authorities, and operators.

The Welsh Government is working to introduce legislation for franchising bus service provision. The latest plans for bus franchising were published in the Bus Services (Wales) Bill on 31st March 2025. This will enable bus networks to be designed and operated to target local needs, for example areas of deprivation, and meet the needs of customers rather than be based primarily on profitability. The change will also enable integration of timetabling and ticketing, making integration easier.

Bus services will be planned and specified within available funding limits by local authorities, working with Ambition North Wales as the North Wales Corporate Joint Committee, Transport for Wales and the Welsh Government to help achieve the best possible network for residents of North Wales. An improved bus network requires significant additional funding compared to current service provision, and a franchise model would require multi-year funding agreements, which has not been offered for bus subsidy to date. Such multi-year funding would provide certainty for the travelling public, authorities and operators.



It is recognised that Small and Medium-sized Enterprises (SMEs) and smaller operators will need to be part of the solution and should not be overlooked with the new franchising model.



Franchising means that the decisions about bus services in Wales (including routes, timetables, fares, hours of operation and service quality standards) will be made by Welsh Government and Transport for Wales instead of commercial bus operators, in partnership with Corporate Joint Committees. Bus operators can bid for contracts to run services to these specifications. This will be a major change to the Welsh bus system, which has been deregulated since the 1980s.

Decarbonising the bus fleet

Policy P T 2

All new buses introduced in North Wales should be Zero Emission. Where new buses are a long-term improvement, opportunity should be sought to re-power the existing fleet.

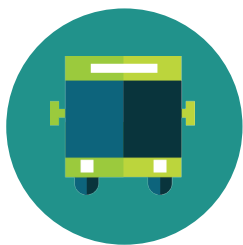
It is crucial that all parties work to reduce carbon emissions from our entire transport network, including the bus fleet. Alternative fuels for buses that are becoming increasingly common worldwide include battery electric, and hydrogen.

Policy P T 3

Work with partners to seek opportunities to complement the development of hydrogen hubs in North Wales by exploring the introduction of a hydrogen bus fleet.

In North Wales, work is ongoing on two projects to introduce hydrogen as a more readily available fuel source. These are the future Hydrogen Hubs at Deeside and Holyhead.

Supporting bus franchising, we will work with operators to ensure depots and charging facilities are fit for the future, supporting the roll-out of modern and zero emission vehicles. We will work to identify synergies with our Regional Energy Strategy, which aims to encourage clean energy production and reduce energy use across North Wales.



Bus transformation network

Policy PT 4

The Bus Service Transformation Network will be rolled out in North Wales. This will include a core network of services between and within major settlements and employment sites with a frequency of two to four buses an hour extending into the evenings.

Policy PT 5

Future bus services in North Wales will:

- Have a high frequency and long operating hours
- Have consistent/regular departure times
- Have Sunday timetables as close as possible to weekday frequency to support commuting, leisure and visitor economy demand
- Be coordinated to provide a well-spaced timetable
- Minimise journey times between the origins and destinations with the most demand
- Take direct routes that remain the same throughout the day
- Be routed via transport interchanges and railway stations
- Be integrated with local bus services and dynamic demand responsive transport
- Be comfortable for long journeys

Transport for Wales has been working with the local authorities in North Wales to develop a bus transformation network that considers the existing network and patronage, in seeking the creation of a single unified network of services which is intuitive, easy to understand, and coordinated. Optimisation of routes and rationalisation of services will help to achieve higher frequencies and more consistent timings.

Our plans support the provision and ongoing development of services including the TrawsCymru strategic bus network. As part of this, the Welsh Government has announced the new T13 service connecting Rhyl, Ruthin, Denbigh and Wrexham. This will further help people across North Wales get to the places they want to by public transport. The development of core services across North Wales with higher frequencies, longer operating hours, and with better connections to other buses and to rail will help attract people to travel by bus where they may currently choose to take their car. The development of secondary and feeder services with regular, consistent 'clockface' departure times where possible will further help give certainty to people wanting to travel by bus.



Improving bus infrastructure

Policy P T 6

A partnership approach involving local highway authorities, the North and Mid Wales Trunk Road Agent and Transport for Wales will be taken to identifying and implementing bus priority measures that support the roll out of the bus transformation network in North Wales. This may include the re-allocation of road space.

Priority infrastructure for buses is an important element in helping bus journey times be as short as possible and as reliable as possible to help make travel by bus competitive with the private car. There are locations where traffic congestion has an impact on bus services, causing delays which leads to longer journey times and unreliability. Providing bus priority in these locations would improve the attractiveness of travelling by bus. A joined-up partnership approach will help identify where targeting bus priority measures across the network and across local authority boundaries in North Wales will have the most impact. The creation of bus priority measures may require the reallocation of road space away from private vehicles, particularly in more urban areas, and this should be carefully managed as part of a step change in modal shift.

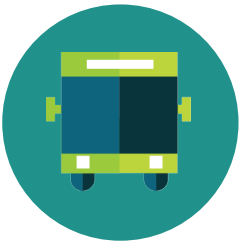
Policy P T 7

All bus stop waiting facilities will be well maintained as far as this can be achieved through local authority revenue budgets.

Policy P T 8

Key bus stops, such as those in village centres, those with high usage, and those where interchange between modes or services is common, will be prioritised for enhancement to include dropped kerbs to access the stop, raised kerbs to aid boarding, lighting (environmentally sensitive), shelters, seating, real time information and onward connection information, and cycle storage.

The other element of bus infrastructure that is important for passengers are the facilities that are provided at bus stations, stops and interchanges. These facilities vary across North Wales and a coordinated approach across the region can make bus travel more attractive for all passengers, by working with Transport for Wales to bring standards into line across local authority areas. Crucially, good quality facilities can also make passengers feel safer whilst waiting, which can help attract more people to travel by bus.



Making bus travel easier

Policy P T 9

Support the Welsh Government's Vision of 'One Network, One Timetable, One Ticket' for a bus system which is governed and designed to serve the public interest, with the widest possible geographic coverage, fully integrated connections between different services, the highest possible service frequencies, and simple unified easy-to-use ticketing and information.

Things that can help attract people to travel by bus include clear and up-to-date timetable and route information, clear fare structures (especially when interchanging between services and operators), and short waiting times when wanting to change bus services or modes (for example when connecting to another bus route, or rail service).

Policy P T 10

Work with partners including local authorities and operators to make bus travel more accessible for people with restricted mobility or disabilities. Improvements should draw from best practice across the world but should include:

- Dropped kerbs to access the stop
- Raised kerbs to aid boarding
- Shelters and Seating at stops
- On-board Audio-Visual announcements
- Information in accessible formats
- Flexible space on buses to carry mobility scooters, cycles and adapted cycles

Accessibility of bus stops and vehicles for those with restricted mobility or disabilities is important to helping ensure all groups of people can choose to travel by bus. We must consider the needs of disabled persons (within the meaning of the Equality Act 2010), of persons who are elderly or have mobility problems, those with pushchairs, and more widely consider overcoming barriers to access. This will not only make it easier for everyone to use the bus for part of their journey when they are also wheeling or cycling, but also make bus travel a fairer and more attractive option for all. We will work with public transport infrastructure and service providers to integrate assistive technologies and physical accessibility features. This will enable and aid all people to get around an improved and integrated transport network in North Wales.



Coach, demand responsive and community transport

Coach travel can rival rail services for longer distance trips as well as join up routes along the strategic road network, which sometimes bus services don't cover. Demand responsive and community transport offer more flexible services that complement or provide alternatives to bus services where there may be commercial viability challenges, for example in very rural areas. Our plans for coach, demand responsive and community transport are therefore closely related to wider policies, programmes and projects for bus travel, surface access to aviation, behaviour change, integration and digital information interventions, which are all considered in this Regional Transport Plan.

For example, we continue to support the opportunity to make Sherpa'r Wyddfa bus services permanent, with long term funding, and are committed to investigating how services can be integrated further with the wider bus and railway networks. We also want to establish long distance coach services between key towns and cities that are not served by the rail network between North Wales and the rest of Wales and across to England. We need to make it easier for all groups of people to get around without the need to own a car, including for those with mobility problems, and those who choose to live in rural and sometimes isolated communities. Our policies and interventions include:

Fflecsi and Ring and Ride services

Policy P T 11

Successful pilot Fflecsi services should be made permanent, and additional Fflecsi services should be designed with local community involvement and rolled out in other areas in line with bus transformation network proposals.

The rural nature of much of North Wales means that fixed route bus services are not always commercially viable. Where this is the case, more flexible alternatives should be provided so that residents and visitors can travel more sustainably. Transport for Wales and local authorities across North Wales have been running a series of 'Fflecsi' pilot services, including in Buckley, Conwy Valley, Denbigh, Holywell, Llyn Peninsula, Prestatyn, and Ruthin. These are flexible services that provide shared transport to people who specify their journey and required time of pick-up and drop-off. Such services can be effective in providing access to key destinations and the rest of the public transport network for people living in more isolated communities.



Unlike a conventional bus service, Fflecsi doesn't call at the same stops every time, but instead stops where people request to be picked up and dropped off within a set zone. It uses innovative technologies to plan routes based on the journeys that people want to do. Routes are planned both in advance and are adjusted in real time, to deliver people to and from places specified in their booking.

Policy PT 12

Work with local authorities and Transport for Wales to collaborate with communities, particularly in rural areas, to help fund and deliver community transport services that meet otherwise unmet needs.

Ambition North Wales will work with Transport for Wales to review and further enhance the Fflecsi offer in North Wales to help ensure that demand responsive transport best meets the needs of communities not served by other public transport.

Community transport services are locally run and managed transport services for specific groups or communities. The services are flexible and accessible and often are community-led initiatives that are satisfying a need that is unmet by conventional transport provision. Community transport operators rely heavily on volunteers and coverage varies across the region. Some funding is provided by local authorities using a proportion of their bus grant funding allocated by the Welsh Government to the region. In some cases, this provision is the only means of transport available for vulnerable and isolated people. Examples include Ring and Ride Services, coordinated by local authorities as door-to-door services for people who are unable to use public transport.

Ambition North Wales supports and will work with the Welsh Government and local authorities to help contribute to the Llwybr Newydd third sector mini plan, which seeks to meet the needs of local communities and deliver wider social, economic, environmental and cultural benefits, at a regional and local level.



Taxis

Policy PT 13

Work with taxi and private hire vehicle providers to promote safety for passengers and drivers and help increase the availability of low emissions or non-motorised vehicles.

Taxis play a crucial role in providing access to services, opportunities and leisure for people in North Wales, particularly for those with no or limited access to a private car, or for those journeys that are currently difficult using public transport. We'd like to see taxi and private hire vehicles reduce their emissions and impact on the environment.

Longer distance coach services

Policy PT 14

Opportunities will be taken to progress longer distance coach travel, both to connect North Wales and South Wales, and also east-west to connect with economic centres in England.

A need has been identified to improve connectivity between North and South Wales, particularly from areas in the west of our region. To address this need, Transport for Wales is considering plans for scheduled coach services between Bangor and Carmarthen.

A 'Traws Cymru Express' coach service on this route could deliver a one-and-a-half-hour journey time saving compared to the current five hours and fifty minutes that the Traws Cymru T1 and T2 bus services take. East-west cross-border coach services will also help to complement the rail offer by serving different communities and better connecting key employment and markets such as the Liverpool City Region and its airport.

Community involvement in rail

Policy PT 15

Support community groups who aim to enhance the rail travel experience for existing and new passengers.

Community activity can help make rail travel easier and more attractive. The Conwy Valley and North Wales Community Rail Partnership is an accredited Community Rail Partnership (CRP) that works to connect communities in North Wales to their railways and promote rail as a way of visiting North Wales. Many rail Stations across North Wales have also benefitted from the involvement of "Friends of" station groups.



Walking, wheeling and cycling

We want active travel by walking, wheeling and cycling to become an easy option for people, including those in more rural communities, travelling to local services, facilities, school, places of work, and connecting to the bus or rail network for longer trips. Our plans for walking, wheeling and cycling are therefore closely related to wider policies, programmes and projects for bus travel, behaviour change, land use planning and integration, which are all considered in this Regional Transport Plan. Our policies and interventions for active travel include:

Further improving active travel infrastructure

Policy AT 1

The quality and extent of infrastructure that is provided for walking, wheeling and cycling in North Wales will continue to be improved in line with the Active Travel Network Maps. These could be new or upgraded existing facilities and may include the re-allocation of road space to prioritise sustainable modes.

Encouraging more people to walk, cycle, or use other active modes can have wide-reaching benefits for our communities, such as increasing town centre viability, placemaking and improving health and well-being. Local cycling parking strategies and stand provision should continue to help integrate cycling with bus and rail stations, as well as support cycling for short trips to local facilities, schools and shops.

Policy AT 2

In non-rural areas, priority will be given to upgrading active travel infrastructure where there is greatest potential for maximising use of the network.

Walking, wheeling and cycling in our urban areas is sometimes unattractive, not convenient, and perceived as not being safe, especially at night. It is vital that we improve the extent and quality of our active travel infrastructure so that residents and visitors in North Wales are encouraged to rely less on cars especially for short trips. This should be prioritised first in non-rural areas, where there is greater opportunity for modal shift in our towns and cities.



Policy A T 3

Where possible, walking and cycling infrastructure should be accessible for all people, including those with mobility impairments, people in wheelchairs, and people pushing prams.

Our local authorities will continue to plan and design networks of walking and cycling routes, ensuring they are safe and accessible. In our more urban areas, local reviews of pedestrian facilities will help ensure safe crossings and routes within our towns, and street clutter will be considered to make it easier for all groups of people to get around.

For example, street furniture plays a crucial role in providing comfort, convenience, and safety to pedestrians, but items like benches, streetlamps, traffic signs, bus stops, post boxes, and litter bins can cause obstructions for those with visual impairments. Inadequate lighting can leave people, especially women feeling vulnerable when walking at night. We need more well-designed public spaces taking a place-based approach, that consider the needs of the whole community.

Making active travel more attractive in rural areas

Policy A T 4

In rural areas, active travel infrastructure improvements will focus on the community benefit of schemes; improving safety and routes that connect smaller communities with larger settlements and services.

Small improvements to active travel infrastructure can make a significant difference to improving links between our key settlements and our villages and smaller rural communities, where residents can more easily access essential services and amenities.

In rural areas we will prioritise improvements that will have the biggest impacts on the safety and connectivity our communities, for example where there are known accident hotspots, or where we can create safe routes between people and local community facilities, shops and employment opportunities that are currently severed by roads or railways.

In more rural areas there is also the opportunity to make use of former railway lines for active travel and connecting towns, which should be explored as complementary measures to the delivery of the Active Travel Network Maps.



Policy AT 5

Where there is an active travel benefit, routes forming part of the Public Rights of Way network will be improved to a standard suitable for everyday active travel journeys.

Across North Wales there is a large network of Public Rights of Way, which have a key role in supporting people to travel more sustainably. However, the network is not as fully connected as it could be, some routes cross or follow high speed roads and others are not suitably surfaced, lit or signposted for use for everyday journeys.

Local authorities should first focus on routes with the most opportunity to connect communities to local destinations, bringing them up to a standard that could help increase walking, wheeling, cycling, and horse-riding in rural areas.

Policy AT 6

The introduction of Quiet Lanes in North Wales in line with national guidance will be investigated.

The Active Travel Act Guidance allows the creation of Quiet Lanes in Wales. These are intended to enable walkers, cyclists, horse riders and people with mobility impairments to enjoy country lanes in safety by encouraging slower traffic speeds and lower traffic volumes. Each local authority in North Wales should consider such opportunities.



Public Rights of Way are public highways where the public has a right to use them. Local authorities are generally responsible for their overall management and in some cases, landowners also have important legal obligations and responsibilities for them. There are four main categories of public right of way:

- **Public footpaths, which can be used by walkers only.**
- **Public bridleways, which can be used by walkers, cyclists and horse riders**
- **Restricted byways, which can be used by the same groups as bridleways, while also allowing horse-drawn carriages and other non-motorised vehicles**
- **Byways open to all traffic, which may be accessed by all users, including those in motorised vehicles**



Leadership and funding

Policy AT 7

Work with partners to investigate the establishment of a North Wales Active Travel Unit.

Much of the responsibility for the delivery of walking and cycling schemes sits with local authorities. There are a number of different organisations involved in improving walking and cycling infrastructure, including Transport for Wales, the Corporate Joint Committee, Sustrans and the North and Mid Wales Trunk Road Agent, with funding from the Welsh Government. The introduction of an Active Travel Unit for North Wales could facilitate joint working and streamline the delivery of active travel schemes, share expertise and best practice, and better coordinate the resourcing of multi-year delivery and funding programmes.

Policy AT 8

Support multi-year funding agreements for active travel infrastructure that would facilitate the development and delivery of a multi-year programme of improvements.

Policy AT 9

Support changes to active travel funding criteria that would place more emphasis on schemes in rural areas and in residential areas

Policy AT 10

Investigate funding streams additional to the Active Travel Fund that support the delivery of active travel infrastructure improvements in rural areas.

The main source of funding for active travel schemes in North Wales is the Welsh Government, currently via the Active Travel Fund, which provides grants to local authorities on an annual basis.

The number of active travel schemes supported by the Active Travel Fund in rural areas is limited each year, making it difficult to deliver enhancements between rural communities, links to rural attractions, and links supporting leisure cycling.

Policy AT 11

Work with partners to develop templates and toolkits to support local communities to develop and implement their own projects where government plays a facilitating and supporting rather than doing or delivering role.

There is a greater role that communities could play in creating and enhancing local routes should they be empowered to do so. This is especially the case in rural areas where community-led informal connections between villages and hamlets could help connect to community facilities and bus stops on main roads. This could be achieved through agreements with local landowners and utilising permitted development rights with advice from local authorities.



Cycle hire, e-bikes and e-scooters

Policy AT 12

Work with partners including the community and voluntary sectors to support community cycle and e-cycle hire schemes that support access to employment or education.

Policy AT 13

Work with partners including the commercial sector to introduce a public cycle and e-cycle hire scheme at large transport interchanges or other suitable locations, and at locations where such a scheme supports the visitor economy.

Policy AT 14

Work with partners to develop methods to increase e-cycle ownership, including loan and grant schemes.

Cycle hire schemes are an effective way of making cycling available to people who do not own a bike, who are considering cycling more frequently, or who are visiting an area.

Cycle hire can take a number of forms, such as long-term hire for accessing employment or education. Initially, priority should be given to investment that supports access to those locations, making it easier and more affordable for people to access jobs, training and learning opportunities. Provision should then be broadened to increase access to cycles through hire and community sharing schemes across the region.

We will work with our local authorities, the Welsh Government, Transport for Wales and Sustrans, alongside our business groups and community partners, to identify opportunities for coordinating loan and grant schemes across North Wales.

There is a strong link between e-bikes and active travel as more people get comfortable using bikes, and particularly in North Wales where there are also specific benefits in rural communities where longer distances are more common, with e-bikes making cycling more viable for more people.

There are already examples of community hire schemes of this nature in North Wales, such as the E-Move scheme operated by Sustrans and Pedal Power's 'See Cycling Differently' and its bike hub in Rhyl.

E-cycle ownership can transform the way people travel for everyday journeys, allowing people to travel further by bike, or making rolling terrain less exerting. There are barriers to ownership and use including cost, lack of secure storage, a greater maintenance requirement and lack of active travel infrastructure. Short term cycle hire for one off trips from a transport interchange to an attractor, or for trips to tourist attractions, are more likely to be commercially operated. Options should be explored with a partnership approach, with potential value and viability at a regionally coordinated scale.

The use of private e-scooters on public highways or footpaths is not currently legal, but these also have potential to transform personal travel in the future. E-scooters are considered "powered transporters" and are subject to the same laws and regulations as other motor vehicles. The UK Government has been running trials of e-scooters. You must have the category Q entitlement on your driving licence to use an e-scooters for specified locations in England for people with the correct licences as part of the trial. The Welsh Government and local authorities in Wales should continue to observe the results of the UK trials and provide any updated advice in the future as appropriate.





Integration between modes

Journeys often involve more than one type of transport, particularly in rural communities as the distance to destinations from home is often further. We need to make it easier for people in North Wales to travel by more than one mode of transport as part of their journey. We can do this by delivering a public transport network that offers people multiple options that allow choices to be made that best meet the specific needs of our journeys. Creating a travel experience that is efficient, comfortable, safe and reliable is going to be essential in us achieving our modal shift targets. The result will be a more user-friendly transport network that will help people choose walking, cycling and public transport as their preferred ways to travel.

Alongside more convenient and fairly priced ticketing, the experience of changing between public transport modes could be enhanced by improved bus and rail timetabling. The bus transformation network will see enhanced service levels with greater frequency. Greater frequency enhances the experience of interchanging between modes or buses as it reduces the wait time between connecting services. Our policies and interventions include:

Mobility hubs and gateway stations

Policy IN 1

Support the development and roll-out of Mobility Hubs and Gateway Stations to make it easier to change between sustainable transport modes on a journey.

If we are to see a sustainable transport network in North Wales that truly provides an attractive alternative to private car use it is vital that people can conveniently change between modes for different legs of their journey. Transport for Wales and local authorities in North Wales are working together to develop proposals for 'gateways' or 'mobility hubs' at locations such as railway stations and major bus stations and stops. Proposals are underway for locations including Wrexham General, Bangor, Colwyn Bay, and Holyhead stations. These locations will create a high-quality welcome to visitors to a town or city, but also make it easier for local people and visitors to change between modes by providing:

- Improved accessibility
- Cycle hire opportunities
- More and better cycle parking
- Good public Wi-Fi
- Improved connectivity to town/city centres and bus and rail stations
- Better signposting and information for travellers



Mobility hubs are locations that integrate various forms of transport, making it easier for people to switch between different modes of travel. These typically combine bus, coach and rail services, taxis, bike sharing, and active travel routes (walking, wheeling and cycling).

Policy IN 2

Placemaking and wayfinding at stations and key bus stops will be improved. This should consider onward links to key attractors and be undertaken in consultation with local and community organisations, including groups representing communities with protected characteristics.

An important element in making sustainable travel easier for people is by ensuring that they can find their way to their destination using attractive, good quality infrastructure after arriving at a transport interchange such as a railway or bus station. Place-making and attractive wayfinding measures are key contributors to enhancing sustainable transport for people. Effective wayfinding helps people by reducing confusion and stress, making navigation more intuitive and easier.

This can include clear and consistent signs that provide directions, identify locations, and offer information about distances and travel times. Use of colours, symbols, and lighting can help to guide people along their routes. Maps that are easy to read and understand can also help, often including landmarks and key points of interest. Digital tools can also be helpful, such as interactive kiosks and mobile apps. Importantly, inclusive design should be adopted, ensuring that wayfinding measures are accessible to everyone, including people with disabilities, by incorporating braille, audio guides, and other assistive technologies.

Policy IN 2 will be developed in consideration for Transport for Wales's launch of its 'T Network programme' to support our teams and partners to:

- Work regionally and nationally to create an integrated travel network in Wales and the borders
- Develop the technology to enable seamless journey planning and ticket purchasing
- Build internal governance and our ways of working
- Deliver internal culture change to deliver our mission of one network, one timetable, one ticket, one team
- Develop a brand that is customer focused and synonymous with integrated sustainable travel in Wales.



Policy IN 3

Active Travel Infrastructure improvements identified on Station Network Plans will be delivered, and Station Network Plans will be developed for those stations that do not currently have one.

A series of Station Network Plans have been produced by local authorities and Transport for Wales. Improved integration between active travel and public transport can be achieved through the further development of Station Network Plans and delivery of the identified routes. These include a programme of walking and cycling infrastructure enhancements that, when delivered, will make walking, wheeling and cycling to stations easier and more attractive.

Improving bus and rail integration

Policy IN 4

Support the roll-out of integrated ticketing across transport modes that provides best value for passengers.

The local authorities in North Wales have worked with bus operators to roll-out the '1bws' ticket in 2021, which allows travel on almost all bus services in the region. This ticket simplifies travel by allowing passengers to hop on and off buses without worrying about multiple tickets or fares. This is a significant improvement in cost and convenience for passengers whose journey requires multiple bus operators. A fully integrated transport system in North Wales requires people to be able to use one ticket for all of their travel, regardless of mode, or a contactless system that ensures passengers achieve best value fare for their journey.

Welsh Government plans include introducing a pay-as-you-go, tap in, tap out technology, covering connections between Gobowen and Rhyl, as well as along the full length of the Wrexham-Liverpool line.



Park and ride, and park and share

Policy IN 5

Any new park and ride schemes should first seek to encourage the whole journey to be undertaken by sustainable means, should be sited to reduce private vehicle mileage, and to be located at a place that can be served by public transport services with minimal impact.

Facilities such as park and ride, or park and share, are intended to intercept car trips in a manner that supports reducing congestion and minimising the impacts of parking at key destinations such as shopping centres, whilst reducing car mileage. For example, park and ride in Eryri utilising the Sherpa'r bus services can play a key role in reducing vehicle access to the National Park and reducing the impact of cars on the natural environment.

Policy IN 6

Consideration for strategic park and share sites should be included in the Strategic Development Plan

Park and share car parks are locations where people can meet, leave one car and share another for an onward journey. They can be of greater value in rural areas for longer onward journeys. Park and share car parks currently exist at Gaerwen and Llanfairpwll, on Ynys Môn. They should be considered for other locations, especially where it is known that informal car sharing already takes place. Work will take place to identify appropriate solutions, and any land use requirements should be considered in the emerging Strategic Development Plan and local planning system.



Ports and freight

We want to see thriving port and logistics sectors continue to benefit the North Wales economy, whilst reducing their environmental impact. The port at Holyhead is vital to the local economy and to the distribution of goods across the UK and Europe. Freight plays a vital role in the economic well-being of North Wales, and it is essential that the region continues to be an attractive place for business investment, including from the freight and logistics sector to support the local economy. However, the impact that HGV movements can have on the local environment means that it is essential to find a balance between the quality of life for the local communities and economic prosperity. Our policies and interventions include:





Ports

The development of our ports will help to attract investment and create high-skilled jobs, which could lead to the development of new industrial and commercial areas, which should be considered by the local planning authority in collaboration with the emerging Strategic Development Plan to help ensure and land use changes are integrated with sustainable transport connections.

Ambition North Wales recognises the aims of freight strategy set out in the National Transport Delivery Plan and seeks to work with Welsh Government to deliver these goals.

Policy P F 1

Work with partners to support the growth of our ports and nearby development sites in North Wales, recognising their role as a catalyst for co-location of manufacturing, energy, leisure distribution and tourism. In particular we will prioritise sustainable transport connections to the Anglesey Freeport and ports at Holyhead and Mostyn and support their plans for decarbonisation.

The Port of Holyhead is identified by Future Wales as a Strategic Gateway for international connectivity. The creation of a Freeport site on Ynys Môn, one of two in Wales, will further enhance Holyhead's role as an international gateway. This will play an important role in strengthening the North Wales economy and creating jobs for local people, but there may be further implications of increased freight movements in North Wales. The Port of Mostyn also generates freight traffic, with much of its business now dedicated to the offshore renewable energy sector.

The Port of Liverpool is also recognised in helping support the economy and movement of freight to and from North Wales. Ambition North Wales will work with stakeholders at the port to help understand opportunities for improved connectivity.

It is acknowledged that while port vehicles and ferries are the responsibility of the port operators and users, Ambition North Wales will work with stakeholders to help identify and facilitate opportunities for their decarbonisation.



Policy P F 2

Work with partners to identify vehicle access improvements at Holyhead Port. This should improve access to the port for all vehicles, including freight, but also improve sustainable access to both the port and rail station.

Highway infrastructure used by vehicles accessing and egressing the port is constrained, notably the London Road/Black Bridge connection from the A55. As this particularly impacts HGVs using the port, there are significant impacts on the local environmental, and the journey time and reliability of freight movement is affected. By improving access to the port, there will be more opportunities for workers and visitors to get around more sustainably, whilst giving businesses more certainty about their operations and deliveries. Black Bridge also presents an opportunity to resolve the current barrier to active travel infrastructure between the Morawelon area, the port and town centre.

The Welsh Government has announced a new task force to maintain long term stability for Holyhead Port. Ambition North Wales will collaborate with the taskforce to maximise opportunities for sustainable port and freight movement as well as support plans for decarbonisation.

Road freight

Policy P F 3

Work with partners to enhance facilities for HGV drivers, particularly on the approach to Holyhead port.

Road freight trips in North Wales are primarily focused along the coast. The ports at Mostyn and, particularly Holyhead, are a natural draw for HGVs and there are higher levels of traffic in Deeside and Wrexham that are linked with major manufacturing and distribution sites with large employers including Airbus, JCB, and Iceland. Despite the importance of freight in North Wales, there are limited facilities for parking and rest for HGV drivers. This is particularly important close to Holyhead, where incidents with ferries or Menai crossings can result in extended wait times for large numbers of HGVs.

While the A55 is a trunk road managed by the Welsh Government and Trunk Road Agent, Ambition North Wales will work with stakeholders to support the proactive identification of sites and infrastructure for freight charging, particularly along the A55 corridor where there is great opportunity to help decarbonise HGVs.



Low emission HGVs

Policy P F 4

Work with partners to seek opportunities to complement the development of hydrogen hubs in North Wales by supporting a shift to hydrogen fuels for freight operators in the region.

There are currently no facilities in North Wales that would support hauliers in the region who are seeking to switch to low emission vehicles. Supporting hauliers to make this switch would reduce the local impact of HGVs in North Wales. Menter Mon are progressing work to develop a Hydrogen Hub in Holyhead. This is proposed as a facility for the supply of hydrogen for transport. Holyhead is an excellent site for a production facility as it is a busy transport hub with proximity to renewable energy sources. There are also proposals for hydrogen production at Deeside.

Delivery of this policy will work alongside Ambition North Wales's Regional Energy strategy which aims to encourage clean energy production and reduce energy use across North Wales.

Local deliveries

Policy P F 5

Work with partners to identify opportunities for the electrification of vehicles for local deliveries.

We all rely on day-to-day deliveries to local areas, including those to our homes, places of work and town centre businesses. Those deliveries have resulted from an increase in online retail. There is a local environmental impact caused by emissions from, and size of, delivery vehicles. Helping shift to ultra-low or zero emissions vehicles will reduce the impacts of local deliveries on our climate, benefit air quality and reduce noise pollution.

Policy P F 6

Work with partners to identify solutions to the local impacts of HGV movements. This includes the development of a network of freight consolidation centre should it be demonstrated that one serving North Wales is economically viable.



Policy P F 7

The Strategic Development Plan should consider land requirements for a network of freight consolidation centres.

Freight Consolidation Centres are distribution centres situated close to a town centre, shopping centre or construction sites. A number of loads are dropped at the centre to be consolidated onto one lorry for transfer to their final destination. This could potentially reduce congestion and the levels of HGV traffic in the town centre. Any sites that may come forward should avoid negative impacts to the integrity of environmentally sensitive areas.

Policy P F 8

Work with partners and the distribution sector to identify innovative solutions to reducing the environmental impact of local deliveries.

Other measures that can help to reduce the impact of local deliveries on communities, include e-cargo bikes, area delivery and servicing plans, micro-consolidation centres, and delivery lockers at key locations such as transport and/or mobility hubs.

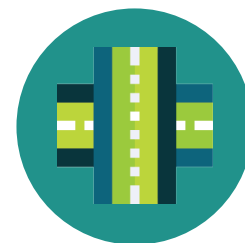
Rail freight

Policy P F 9

Work with partners in the rail industry to support a shift to rail for freight movement, including rail based light logistics.

Major rail freight flows in North Wales include cement from Padeswood Cement Works, timber to Kronospan board plant at Chirk and stone from Llandudno Junction.

There is a lot of potential for reducing the impact of freight on our roads, urban areas and natural environment through rail freight and logistics networks in North Wales, with capacity for a significant increase in the volume of freight carried on the North Wales Main Line. The desired service levels set out in our rail ambitions includes a freight path each hour. On the Wrexham-Liverpool Line, Padeswood Sidings creates a significant barrier to increased freight movement, as well as enhanced passenger services. Our rail ambitions will facilitate an increase in freight movement.



Roads, streets and parking

Whilst we want residents of North Wales and the people that visit our region to be encouraged to travel in sustainable ways, we acknowledge that many journeys will continue to be made by private car, particularly in more rural areas where people rely on their cars more. Furthermore, we recognise the importance of our roads and streets to walking, wheeling, cycling and bus travel. This means that it is vital that we have a highway network that is resilient, maintained to a suitable standard, and fit for the future. Best use will be made of existing assets by ensuring highways are adequately maintained within local authority budget constraints, and a shift to lower emission modes for travel will be facilitated and encouraged to reduce the environmental impacts of our cars. Our policies and interventions include:

Maintenance

Policy RS 1

Work with partners to secure adequate funding for surfacing and structure maintenance that ensures the ongoing operation and resilience of existing highway assets.

Local authorities are responsible for maintaining local roads, while the Welsh Government oversees motorways and trunk roads. The most important thing that can be done to support the resilience of the local highway network in North Wales is keep our roads and streets maintained to a good standard, recognising local authority budget constraints.

Policy RS 2

Work with partners to secure funding to adapt the existing road infrastructure to better cope with climate change and enhancing biodiversity.

If the highway network is to continue to be operational in the future, local highway authorities need to be sufficiently resourced to respond to the challenges of climate change and flood risk from extreme weather events, which requires ongoing drainage maintenance and improvements.



Road safety

Policy RS3

Support the Welsh Government's Vision Zero approach to road safety and will work with partners to secure adequate funding for road safety measures across North Wales.

Policy RS4

The approach to road safety will include delivery of highway improvement schemes that increase safety or perceptions of safety for all road users, and continuing programmes of education aimed at encouraging safer use of the highway and transport networks.

Road safety is a crucial consideration for the management of the highway network. The Welsh Government consulted on a Vision Zero approach to road safety. This has the long-term goal for a road traffic system, which is eventually free from death and serious injury, based on a guiding 'moral' principle to treat road deaths as unacceptable and avoidable, rather than accidents which we should tolerate. It involves an important shift from trying to prevent all collisions to preventing death and mitigating serious injury in road traffic collisions.

Ambition North Wales and local authorities will identify, develop and deliver road safety interventions that apply the 'safe system' approach to aim for zero road deaths on the road network. Interventions will align to the five pillars of the road environment that minimise risk: Safe Road Users / Behaviours; Safe Speeds; Safe Roads; Safe Vehicles; and the Post-collision Response. Road Safety training and education initiatives will be prioritised to support this approach.

Educational initiatives and schemes will carefully consider the most vulnerable road users, which may include young people, the elderly and motorcyclists. This will help make our roads safer for all.

Public car parking in towns and cities

Policy RS5

The role of parking charges and controls will be considered in seeking to manage the demand for parking and discourage unnecessary single-occupancy car use.

The local authorities in North Wales manage and operate a range of public car parks that serve the town and city centres in our region. The amount of parking and the charge for parking is determined by the local authorities who must consider the balance between the amount of parking required to support local businesses, encouraging a shift to more sustainable travel, and the operational cost of the parking service.

Local authorities have to develop an integrated strategy on parking to support the overall transport and locational policies of their local development plans. Local authorities should consider parking issues on a joint basis with neighbouring authorities. Parking standards should be used with flexibility, seeking lower levels of parking to support the development of high-quality places. Local authorities should implement charging policies for both on-street and off-street parking, where they have control, to align with their local planning policies and promote the uptake of electric vehicles.

Additional consideration will be given to Blue Badge parking bays to accommodate the decreasing accommodation of accessible spaces despite the increase in demand.





Policy RS 6

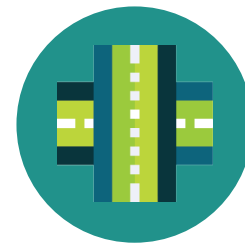
Work with partners to explore options for the reallocation of existing road and car parking space in our key towns, bus stations and depots, to enhance the local environment, create more attractive spaces for people to dwell, and make it easier for people to walk and cycle.

Provision of car parking can sometimes dominate our towns and cities, with car parks and on-street parking occupying large amounts of space. This space could sometimes be better used to enhance placemaking and improve the local environment. The Placemaking Wales Charter emphasises the importance of creating well-designed, sustainable, and inclusive places. It encourages local authorities and developers to consider the broader impacts of car parking and to prioritise placemaking principles in town planning.

Alongside this, the Environment Act (Wales) places a duty on public authorities to 'seek to maintain and enhance biodiversity' so far as it is consistent with the proper exercise of those function. In doing so, public authorities must also seek to 'promote the resilience of ecosystems'.

Transforming underutilised parking areas or changing the way people access our places by car could see more spaces come into better community use as parks or gardens, which can enhance urban biodiversity, provide recreational spaces, and improve air quality.

Reducing on-street parking can create more pedestrian-friendly areas, encouraging walking and cycling, which can boost local businesses and create a more vibrant community. By rethinking how car parking is integrated into our towns and cities in North Wales, we can create opportunities to benefit our local environments, promote sustainable travel, and create more attractive and functional public spaces. This approach can also be considered for bus stations and depots, aligning to the North Wales Energy Strategy.



Low emission vehicles

Policy RS7

Support the transition to electric vehicles in North Wales by ensuring that fair and equitable charging infrastructure is available in urban areas and help facilitate private or community-led installation in rural areas.

Policy RS8

Where possible, opportunities will be sought to unify EV charger providers – or the apps and memberships required – across North Wales to make EV charging more convenient.

Across North Wales there is increasing provision of the infrastructure and support for those drivers seeking a switch to plug-in vehicles. This is increasingly important, particularly in rural and remote areas where residents often have less choice about how they travel, making private vehicle use a necessity for many journeys.

The Welsh Government is developing national procurement framework for electric vehicle charging infrastructure to standardise and improve industry standards, ensuring consistent and integrated charging infrastructure across Wales.

Ambition North Wales supports Transport for the North's Electric Vehicle Charging Infrastructure Framework and its State of Play report, recognising how partners can increase uptake in a cross-boundary approach, while helping to share best practice. We will support stakeholders with their commitment to low emission vehicles, offering support for repurposing existing refuelling and service station infrastructure, community ownership of EV charging, and the need for more objective low emission vehicle information for resident. This is reflected in the North Wales Energy Strategy, which calls for more renewable energy to meet future demand to achieve net zero by 2025.



Policy RS 9

Work with partners to develop a comprehensive communications campaign to encourage EV uptake, learning from best practice.

Another important part of facilitating the shift to zero emission vehicles is changing residents' mindsets, and addressing some of the barriers or perceived barriers to changing vehicle, such as purchase cost, range anxiety, lack of charging infrastructure, charging time, and general uncertainty.

Policy RS 10

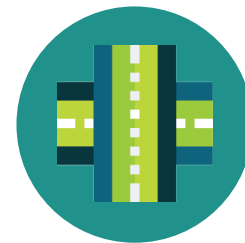
Work with partners and the Distribution Network Operator to seek opportunities to enhance grid capacity in locations where there is a barrier to EV charger roll-out. This should also be a key consideration of the Strategic Development Plan when identifying new developments.

Addressing existing electrical grid capacity in some locations across North Wales is an important issue to facilitate the future roll-out of chargers, particularly in more rural areas. Ambition North Wales and the North Wales local authorities will work collaboratively to join up transport and ongoing energy system planning work at the local, regional and national levels. This recognises the efforts needed for the transport system to move away from liquid fossil fuels to be much more reliant on the electrical network.

Policy RS 11

The Strategic Development Plan and Local Development Plans should mandate that new residential and non-residential developments provide sufficient electric vehicle charging points to meet future demand and incentivise electric vehicle uptake.

To ensure that low emission vehicle use is increasingly convenient in the future, it is vital that new homes are built with adequate provision to support residents who choose to drive a plug-in vehicle. This is something that the Welsh Government will consider as part of their planned broader update to Technical Advice Note (TAN) 18: Transport which provides guidance on the design of development and integrating land use and transport planning in Wales. Any requirements or guidance should be carefully considered and included in the emerging local and regional planning policies and national advice note.



Car clubs and car sharing

Policy RS12

Opportunities will be sought to increase the number of car clubs in North Wales through joint working with car club providers, including community car club providers in urban and rural areas; and at stations, in workplaces and at mobility hubs.

For drivers who do not own a car, car clubs can provide access to a car to make those journeys that are not possible by public transport. Car clubs support a reduction in car ownership levels, providing an option for people who do not use their car often, or who may no longer need a second car. Lower car ownership reduces the number of trips by car and increases the number of trips made by other modes. In more urban areas, there are opportunities for car clubs to be located at railway stations, workplaces and mobility hubs, allowing people access to a car for a journey or onward part of a journey that may not be possible by more sustainable means.

There are a number of car clubs in North Wales such as in rural Gwynedd (Arloesi Gwynedd Wledig, Car-n-arfon), and in south Denbighshire (run by Partneriaeth Gymunedol De Sir Ddinbych). The Partneriaeth Ogwen Car Club (in the Ogwen Valley) is not provided by TrydaNi, who are benefitting from investment from Welsh Government to look at how to set up and scale car clubs across Wales.

Policy RS13

The travel planning process should be used to encourage car share for commuting.

Another significant opportunity to reduce the number of miles driven by private cars is increasing car sharing, and the development of park and share sites. By sharing journeys for all or part of their journey, travellers can reduce the cost of car travel, reduce vehicle mileage, and reduce localised congestion. Minimising the number of people driving on their own to work can be supported through an increased number of car sharing schemes. Employers, via their travel plans, have a role to play in promoting and facilitating car sharing. Employers should be encouraged to promote and co-ordinate these schemes and incentivise those choosing to travel in multi-occupancy vehicles.



Surface access to aviation

There are three international airports in England that have strong connections to North Wales due to their proximity. These are Liverpool John Lennon Airport, Manchester Airport and Birmingham Airport. Within North Wales we have Anglesey Airport, which previously hosted a connection to Cardiff; and Hawarden Airport, which plays a crucial role in supporting the Airbus operations in Flintshire. While there are no scheduled commercial flights operating from Anglesey Airport as of 2025, the airport remains strategically important for military operations, emergency services and offers potential future regional connectivity opportunities. Our policies and interventions include:

Policy A V 1

Support enhancements to surface access to domestic and international airports, focusing on improving public transport services.

Access to airports is an important issue for people in North Wales for three main reasons:

- Connecting businesses to international clients and markets
- Connecting international visitors to North Wales attractions
- Access to international leisure opportunities for residents

We want to see sustainable travel connections between North Wales and nearby airports that are attractive to residents, businesses, and international visitors to our region. We recognise that if we are to maximise the economic activity and tourist potential of North Wales it is important that we have convenient, attractive and reliable connections to key airports serving our region. This includes opportunities for bus, coach and rail travel with more accessible, reliable and regular services connecting our key communities to regional airports.



Digital connectivity

The Welsh Government is encouraging an increase in remote working and has set a long-term ambition for 30% of the Welsh workforce to work away from a traditional office, to be achieved by giving people more options and choice on their workplace. This ambition is intended to help town centres, reduce congestion and cut carbon emissions. Advancements in digital connectivity and opportunities to access services and work remotely plays an important role in supporting sustainable travel and reducing the need to travel. Our policies and interventions include:

Policy D C 1

Opportunities should be sought to work with communities and businesses to promote and facilitate remote working hubs.

Opportunities for remote working have increased in importance significantly since the Covid pandemic, have reduced the number of people that commute during the peaks, and have reduced the number of times that some people commute each week. This positive impact could be increased through the availability of remote working hubs in communities. These hubs provide a professional environment with amenities such as high-speed internet, meeting rooms, and collaborative spaces. Two examples in North Wales of different scales that all local authorities and private sector providers could consider include:

- M-SParc: Located in Bangor and Pwllheli, offering modern facilities as part of the Menai Science Park.
- Costigan's: Situated in Rhyl, providing a coworking space in partnership with Denbighshire County Council.
- Partneriaeth Ogwen: Located in Ogwen Valley, providing co-working space.



Policy DC2

Digital literacy training and education should be widely available to assist North Wales residents to get online and find the information they need to make sustainable travel choices.

We all have an important role to play in informing people about the choices that are available for travel for each journey. That can include operator, Transport for Wales and Traveline Cymru websites and mobile apps for journey planning, as well as local authority information available online about community transport and other local services. It is vital that residents have the opportunity to improve their digital literacy, so they know where to access the information they need to help make travel choices.

The digital literacy of people as well as businesses and service providers is also important to helping reduce the need to travel. For example, education, healthcare and other service providers can work to facilitate remote access to information and appointments to avoid unnecessary trips.

Policy DC3

A partnership approach will be taken to rolling out digital and real time information about public transport services, prioritising digital displays at key transport interchanges, and working towards real time information at bus stops across North Wales.

Digital connectivity is also key to providing journey information to public transport passengers as they travel. Real time information provides up to date information to passengers, giving people more confidence to travel by bus or rail. Working with service and station operators including Transport for Wales and Network Rail, we want to see improved Wi-Fi for passengers on bus and rail services as well as at transport interchanges, to make it easier and more attractive for people to find their way around and improve the travel experience. The information available to people should be integrated as well, so the public can gain access to all transport related information in one place. This is something we will encourage Transport for Wales to help with across the region and the rest of Wales.



Land use planning

As well as this Regional Transport Plan, the Corporate Joint Committee is responsible for developing the Strategic Development Plan for North Wales. That will set out proposals for land use planning that will shape locations for housing and employment across North Wales in the medium to long term. Planning policy must first consider town centre development over building new out of town sites. Aligning regional economic development, transport and land use planning approaches through this Regional Transport Plan and our emerging Strategic Development Plan provides an opportunity to capitalise on the interdependencies between them, including considering how our town centres will contribute to these important agendas.

Transport plays a vital role facilitating new development, and making existing development more sustainable. This is partly reflected in the way some of our Regional Transport Plan policies and interventions in connection with other policy themes are linked and have implications for land use planning and placemaking, including support for achieving thriving, successful town centres. Specifically, these are:

Policy C B 19

The Strategic Development Plan will consider land requirements for interchange facilities at gateway sites to Eryri National Park.

Policy R S 10

Work with the Distribution Network Operator to seek opportunities to enhance grid capacity in locations where there is a barrier to EV charger roll-out. This should also be a key consideration of the Strategic Development Plan when identifying new developments.

Policy R S 11

The Strategic Development Plan and Local Development Plans should mandate that new residential and non-residential developments provide sufficient electric vehicle charging points to meet future demand and incentivise electric vehicle uptake.

Policy I N 6

Consideration for strategic park and share sites should be included in the Strategic Development Plan.

Policy R S 6

Work with partners to explore options for the reallocation of existing road and car parking space in our key towns to enhance the local environment, create more attractive spaces for people to dwell, and make it easier for people to walk and cycle.



Our transport focused land use planning policies and interventions include:

Transit-orientated development

Policy LU 1

Support the principal of Transit-Orientated Development for new developments in North Wales.

If we are to encourage people that live or work in new developments to travel sustainably, it is crucial that sustainable transport is a key consideration in development planning. Mixed-use developments should combine residential, commercial and recreational spaces within easy walking distances of bus and rail stations. Building more homes nearer to stations will increase accessibility and reduce the reliance on the private car. This must be supported by wider policies and interventions involved in enhancing the frequency, reliability, and coverage of public transport services to make them a viable alternative to car travel, and making our roads, streets and public spaces to feel safe and convenient for walking, wheeling and cycling. This approach will also strengthen the implementation of the Town Centre First policy across North Wales.



Transit-Oriented Development is an urban planning strategy that focuses on creating high-density, mixed-use development around public transport hubs. This helps to create more demand for local public transport services and reduce the reliance on the private car by integrating places that people live and work with public transport hubs.

**Policy LU2**

The Sustainable Transport Hierarchy will be used to help ensure developments support walking and cycling, public transport and ultra-low emissions vehicles over other private motor vehicles.

Policy LU3

Sustainable transport connections to key areas for future growth and economic activity will be introduced.

It is important that the transport related policies in this Regional Transport Plan are considered and consistent with the emerging spatial planning at a regional and local level in North Wales to help join up transport, land use planning and economic development. Building on Future Wales: the National Plan, the Strategic Development Plan will set out proposals for progressing strategic regional areas for growth sites in North Wales including key employment sites at the Anglesey Freeport, Wylfa, and the Flintshire and Wrexham Investment Zone.

In addition to economic centres for growth, our emerging Local Development Plans and the Strategic Development Plan should also consider any further sustainable access needs to the Clwydian Range & Dee Valley should it become a new National Park in the future, recognising our transport network needs to support the continued success and growth of our tourism industry.

Also building on the Town Centre First policy, Placemaking Plans in Wales are a way to create a vision for the future of an area, and to identify actions that can improve it. Placemaking plans in all town and other more urban centres in North Wales are encouraged to provide an overarching approach to how a place should look, feel and function both now, and in the future, and should incorporate considerations around transport provision, especially active travel and public transport interchanges.



Breaking the dependency on the private car through sustainable development

Policy LU 4

Developments should only be supported where they promote active travel connectivity through safeguarding, enhancing and expanding on the Active Travel Network Maps.

To ensure that the right infrastructure is included in proposals for new developments it is vital that good quality, attractive, convenient, and safe walking and cycling routes are considered as part of any proposals. That will help reduce the reliance on the private car for short trips, and make active travel the preferred choice for accessing local facilities and services.

Policy LU 5

Development should be encouraged close to public transport facilities, and developments should be designed to help facilitate and improve public transport connectivity in both urban and rural areas.

Building on the principles of transit-oriented development it is also crucial that new developments are served by convenient and attractive public transport services. This is most effective when a development is located close to rail station or can be served by an existing bus service.

We will support local planning authorities to encourage the use of Section 106 or Community Infrastructure Levy funding on new housing and employment developments to help fund up-front improvements in sustainable transport options. This will help ensure developers contribute to the improvement of transport infrastructure and sustainable travel initiatives.

Policy LU 6

Support reducing the parking standards for new developments (as required by the Welsh Government), particularly in urban areas where we will be actively improving sustainable transport alternatives.

It is crucial that new developments do not encourage unnecessary car use. Developments should be served by an appropriate level of parking provision and seek to reduce reliance on the private car, in combination with provision of active travel and public transport alternatives.



Our plans for delivery, monitoring and evaluation

Regional Transport Delivery Plan

This Regional Transport Plan sets out the policies and interventions that outline how we will work towards achieving our vision and objectives. This is accompanied by our Regional Transport Delivery Plan, which identifies a prioritised list of the schemes that the North Wales Local Authorities will progress over the next five years, supported by Ambition North Wales, Transport for Wales and the Welsh Government alongside other partners as appropriate.

Working with our local authorities and Transport for Wales, we have considered a long list of schemes and their contribution to our objectives, likely impacts on well-being, status and deliverability. This has for example helped us think about how a scheme might help contribute to modal shift, decarbonisation, and what its costs and benefits might be. By taking this approach, we have identified our priorities for investment over the next few years, in the short, medium and longer term.

Whilst we will work with our partners to collaboratively progress the policies, involving programmes and projects, including our aspirations for the trunk road and rail network set out in this Plan, the Welsh Government's funding for transport schemes to be developed and delivered by our local authorities will be allocated based on the schemes included in our Regional Transport Delivery Plan.

Wales faces significant funding challenges over the next few years, with local government funding gaps and public service pressures, whilst there is a need for substantial investment in infrastructure, including transport, to support economic growth and sustainability. Securing funding for our projects will remain a challenge over this Regional Transport Plan's period. These challenges highlight the need for strategic planning and prioritisation across our region to help ensure that we invest in the right places at the right time.

Importantly, the Welsh Government is progressing its plans for a grant modernisation process, which seeks to bring together several local transport grants, aligning these funding streams with the Regional Transport Plans and their Regional Transport Delivery Plans. Currently there are lots of different sources of funding, such as the Active Travel Fund, Local Transport Fund, Resilient Roads Fund, and the Ultra-low emission vehicle transformation fund in Wales. There are also UK Government funding sources. Overall, the grant modernisation process will provide the regional Corporate Joint Committees (including North Wales) with greater decision-making capability in how local transport grant funding is spent.

By allocating funding to regional transport, this will also help to reduce the administrative burden on our local authorities. We will continue to work with our partners to identify sources of funding at a local, regional, national and UK level to progress our plans for a high-quality sustainable transport network across North Wales.

Monitoring and evaluation

This Regional Transport Plan is supported by our Monitoring and Evaluation Plan, which will help to show our regional progress in achieving the national priorities and ambitions set out in the Wales Transport Strategy. It sets out how the success of this Plan will be monitored, measured and evaluated, considering the objectives we have set for transport and associated well-being outcomes. For example, this will help us demonstrate our region's contribution to national decarbonisation and modal shift targets.

The Monitoring and Evaluation Plan includes a set of measures with baseline information for each, and where appropriate sets targets for improvements to be made over the Plan period up to 2030, largely reflecting our SMART objectives. For example, seeking to enable 30% or more of people in North Wales to work remotely by 2030, supporting the national mode share target of 45% of journeys to be undertaken by walking, cycling and public transport by 2040, to enable at least 50% of motor vehicles and all public buses operating in North Wales to be zero emission by 2035, and seeing at least 50% of households in North Wales with an increased range of travel within 1 hour by public transport, supporting access to key employment sites and regional centres.

Our monitoring and evaluation measures also respond to our objectives for well-being as set out in our Integrated Wellbeing Appraisal, and we draw on the Wales Transport Strategy Monitoring Framework with Welsh Government and Transport for Wales published baseline data where appropriate.



Quarterly North Wales committee meetings will take place where progress updates will be provided by local authority transport officers on the progress of the implementation of the policies in our Regional Transport Plan and the schemes set out in our Regional Transport Delivery Plan. This will also help consider any changing drivers for change and priorities, such as new strategic developments or funding opportunities that may be unforeseen at the time of Plan preparation.

We will submit annual performance reports on our Regional Transport Plan to the Welsh Government each year. We will undertake in collaboration with local authorities in-year monitoring of grant spend and scheme progress, which will be the equivalent of the quarterly grants monitoring undertaken by local authorities at present. The Welsh Government's requirements and structure of reporting are being considered as part of the grants modernisation process.

A comprehensive evaluation will then be prepared after three years to assess whether our Regional Transport Plan is delivering the outcomes we want and intended, providing value for money and whether there are any unintended consequences that require a change in approach. The results will feed into the subsequent Regional Transport Plan from 2030 onwards, and the subsequent National Transport Delivery Plan.



Appendix A

How we will achieve our objectives

How our travel behaviour policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy CB1: Further enhancements to public transport services and active travel routes that provide access to large employment sites will be identified and progressed where funding is available. Enhancements should consider shift work patterns, seasonal working patterns, and where the biggest impact can be delivered.				
Policy CB2: A partnership approach will be taken to identify and progress schemes and initiatives that encourage sustainable travel to work at employment sites close to the border such as Deeside Industrial Park, Wrexham Industrial Estate, Airbus Broughton, Chester Business Park, and Wrexham and Chester city centres.				
Policy CB3: The Corporate Joint Committee will work with neighbouring Local and Combined Authorities including Cheshire West and Chester and the Liverpool City Region to ensure a complementary approach to Transport Planning, particularly in the Mersey-Dee Sub-Region. This should consider both commuting trips and freight movement.				
Policy CB4: Commuters to the Flintshire and Wrexham Investment Zone should be able to access jobs using high quality walking and cycling infrastructure, enhanced nearby rail stations, or bus services that are attractive and reflect the working patterns of employers in the Investment Zone.				
Policy CB5: Where possible, opportunities will be sought to use Investment Zone funding for sustainable transport schemes that improve access to employment and support the delivery and success of the Investment Zone.				
Policy CB6: A partnership approach will be taken to identify and progress schemes and smarter choices initiatives that facilitate a more sustainable commute to employment sites in Gwynedd and Ynys Mon.				
Policy CB7: The creation of Strategic Transport Partnerships will be investigated at large employment localities.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy CB8: Priority will be given to funding schemes and services that improve sustainable access to crucial and life-enhancing services such as education, health care, town centres, and community facilities. Once in place, any infrastructure that supports access to these services should be prioritised for maintenance when necessary.				
Policy CB9: The introduction of a Total Services Contract in one local authority area in North Wales will be investigated, with a view to wider roll-out across the region should it be successful.				
Policy CB10: Further enhancements to public transport services and active travel routes that provide access to education establishments will be identified and progressed where funding is available. This includes: Higher Education sites (universities in Bangor and Wrexham, but also those in Northwest England); Further Education sites (including Grwp Llandrillo Menai and Coleg Cambria); Secondary Schools; and Primary Schools.				
Policy CB11: Local authorities should expand their work with schools and parents to encourage and support sustainable travel for children, parents and staff.				
Policy CB12: Local authorities will continue to use local datasets and policies such as Learner Travel Measure to prioritise routes to school for safety enhancements.				
Policy CB13: Opportunities will be sought to deliver the socially necessary transport improvements that prevent rural isolation. This should prioritise better connecting rural communities to: • Neighbouring communities • Nearby towns • Nearby community facilities and key services such as health, shops, and education • Transport interchanges for further travel				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy CB 14: Marketing and Communications campaigns will be developed that are meaningful and focus on raising awareness of the benefits of sustainable travel. Campaigns will use innovative techniques to target the right audience, particularly those groups that can be harder to reach. A regional approach should be taken to this where appropriate.				
Policy CB 15: The Corporate Joint Committee will work with partners and stakeholders in the tourist sector to investigate methods for encouraging visitors to North Wales to travel sustainably whilst also enhancing the visitor experience and boosting the visitor economy.				
Policy CB 16: Opportunities will be sought to support the visitor economy through management of coach and motorhome parking close to attractors in North Wales. This should consider charging opportunities for zero emission vehicles.				
Policy CB 17: Opportunities will be sought to make Sherpa'r Wyddfa bus services permanent, with long term funding; and investigating how services can be integrated further with the wider bus and railway networks.				
Policy CB 18: Through partnership working, further improvements will be introduced to encourage visitors to Eryri to travel by means other than the car. These will include enhancement of alternatives, management of facilities, and improved information and education. These could be funded by innovative sources of funding.				
Policy CB 19: The Strategic Development Plan will consider land requirements for interchange facilities at gateway sites to Eryri National Park.				
Policy CB 20: Innovative solutions to providing access to attractions in rural areas will be identified. This should consider, but not be limited to, seasonal bus services, e-bike and other micro-mobility hire, alongside information campaigns.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy CB21: Investigation will be undertaken into the benefits of seasonal and tourist bus services in North Wales to support the visitor economy and promote integration with wider rail and bus networks. This should consider not just the journey to the resort, but onward travel to attractions.		■		■
Policy CB22: The Corporate Joint Committee will work with partners and stakeholders in the tourist industry on the coast to identify measures that will support a shift to sustainable modes to access popular attractions whilst continuing to ensure that North Wales remains a destination of choice for holidays and daytrips.	■	■		■
Policy CB23: A partnership approach will be taken to develop a plan for further improvement to rail services in North Wales that better supports the visitor economy.		■		■

How our bus, coach and community transport policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy PT1: The Corporate Joint Committee and partners will work with TFW and Welsh Government to support the roll-out of bus franchising in North Wales, which should include multi-year funding that would provide certainty for the travelling public, authorities, and operators.	■			
Policy PT2: All new buses introduced in North Wales should be Zero Emission. Where new buses are a long term improvement, opportunity should be sought to re-power the existing fleet.	■	■		
Policy PT3: The Corporate Joint Committee will work with partners to seek opportunities to complement the development of hydrogen hubs in North Wales by exploring the introduction of a hydrogen bus fleet.			■	■
Policy PT4: The Bus Service Transformation Network will be rolled out in North Wales. This will include a core network of services between and within major settlements and employment sites with a frequency of two to four buses an hour extending into the evenings.		■		■
Policy PT5: Future bus services in North Wales will: • Have a high frequency and long operating hours • Have consistent/regular departure times • Have Sunday timetables as close as possible to weekday frequency to support commuting, leisure and visitor economy demand • Be coordinated to provide a well-spaced timetable • Minimise journey times between the origins and destinations with the most demand • Take direct routes that remain the same throughout the day • Be routed via transport interchanges and railway stations • Be integrated with local bus services and dynamic demand responsive transport • Be comfortable for long journeys		■		■

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy PT6: A partnership approach involving local highway authorities, the North and Mid Wales Trunk Road Agent (NMWTRA) and TfW will be taken to identifying and implementing bus priority measures that support the roll out of the bus transformation network in North Wales. This may include the re-allocation of road space.				
Policy PT7: All bus stop waiting facilities will be well maintained as far as this can be achieved through local authority revenue budgets.				
Policy PT8: Key bus stops, such as those in village centres, those with high usage, and those where interchange between modes or services is common, will be prioritised for enhancement to include: • Dropped kerbs to access the stop • Raised kerbs to aid boarding • Lighting (environmentally sensitive) • Shelters • Seating • Real time information and onward connection information • Cycle storage				
Policy PT9: The Corporate Joint Committee supports Welsh Government's Vision of 'One Network, One Timetable, One Ticket' for a bus system which is governed and designed to serve the public interest, with the widest possible geographic coverage, fully integrated connections between different services, the highest possible service frequencies, and simple unified easy-to-use ticketing and information.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy PT 10: The Corporate Joint Committee will work with partners including local authorities and operators to make bus travel more accessible for people with restricted mobility or disabilities. Improvements should draw from best practice across the world but should include: • Dropped kerbs to access the stop • Raised kerbs to aid boarding • Shelters and Seating at stops • On-board Audio-Visual announcements • Information in accessible formats				
Policy PT 11: Successful pilot Fflecsi services should be made permanent, and additional Fflecsi services should be designed with local community involvement and rolled out in other areas in line with bus transformation network proposals.				
Policy PT 12: The Corporate Joint Committee, local authorities and TfW will collaborate with communities, particularly in rural areas, to help fund and deliver community transport services that meet otherwise unmet needs.				
Policy PT 13: We will work with taxi and private hire vehicle providers to promote safety for passengers and drivers and help increase the availability of low emissions or non-motorised vehicles.				
Policy PT 14: Opportunities will be taken to progress longer distance coach travel, both to connect North Wales and South Wales, and also east-west to connect with economic centres in England.				
Policy PT 15: The Corporate Joint Committee is supportive of community groups who aim to enhance the rail travel experience for existing and new passengers.				

How our walking, wheeling and cycling policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy AT1: The quality and extent of infrastructure that is provided for walking, wheeling and cycling in North Wales will continue to be improved in line with the Active Travel Network Maps. These could be new or upgraded existing facilities and may include the re-allocation of road space to prioritise sustainable modes.				
Policy AT2: In non-rural areas, priority will be given to upgrading active travel infrastructure where there is greatest potential for maximising use of the network.				
Policy AT3: Where possible, walking and cycling infrastructure should be accessible for all people, including those with mobility impairments, people in wheelchairs, and people pushing prams.				
Policy AT4: In rural areas, active travel infrastructure improvements will focus on the community benefit of schemes; improving safety and routes that connect smaller communities with larger settlements and services.				
Policy AT5: Where there is an active travel benefit, routes forming part of the Public Rights of Way network will be improved to a standard suitable for everyday active travel journeys.				
Policy AT6: The introduction of Quiet Lanes in North Wales in line with national guidance will be investigated.				
Policy AT7: The Corporate Joint Committee will work with partners to investigate the establishment of a North Wales Active Travel Unit.				
Policy AT8: The Corporate Joint Committee support multi-year funding agreements for active travel infrastructure that would facilitate the development and delivery of a multi-year programme of improvements.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy AT 9: The Corporate Joint Committee support changes to active travel funding criteria that would place more emphasis on schemes in rural areas and in residential areas.				
Policy AT 10: The Corporate Joint Committee will investigate funding streams additional to the Active Travel Fund that support the delivery of active travel infrastructure improvements in rural areas.				
Policy AT 11: The Corporate Joint Committee will work with partners to develop templates and toolkits to support local communities to develop and implement their own projects where government plays a facilitating and supporting rather than doing or delivering role.				
Policy AT 12: The Corporate Joint Committee will work with partners including the community and voluntary sectors to support community cycle and e-cycle hire schemes that support access to employment or education.				
Policy AT 13: The Corporate Joint Committee will work with partners including the commercial sector to introduce a public cycle and e-cycle hire scheme at large transport interchanges or other suitable locations, and at locations where such a scheme supports the visitor economy.				
Policy AT 14: The Corporate Joint Committee will work with partners to develop methods to increase e-cycle ownership, including loan and grant schemes.				

How our integration policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy IN 1: The Corporate Joint Committee supports the development and roll-out of Mobility Hubs and Gateway Stations to make it easier to change between sustainable transport modes on a journey.				
Policy IN 2: Placemaking and wayfinding at stations and key bus stops will be improved. This should consider onward links to key attractors and be undertaken in consultation with local and community organisations, including groups representing communities with protected characteristics.				
Policy IN 3: Active Travel Infrastructure improvements identified on Station Network Plans will be delivered, and Station Network Plans will be developed for those stations that do not currently have one.				
Policy IN 4: The Corporate Joint Committee will support the roll-out of integrated ticketing across transport modes that provides best value for passengers.				
Policy IN 5: Any new park and ride schemes should first seek to encourage the whole journey to be undertaken by sustainable means, should be sited to reduce private vehicle mileage, and to be located at a place that can be served by public transport services with minimal impact.				
Policy IN 6: Consideration for strategic park and share sites should be included in the Strategic Development Plan.				

How our ports and freight policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy PF1: The Corporate Joint Committee will work with partners to support the growth of our ports and nearby development sites in North Wales, recognising their role as a catalyst for co-location of manufacturing, energy, leisure distribution and tourism. In particular we will prioritise sustainable transport connections to the Anglesey Freeport and ports at Holyhead and Mostyn and support their plans for decarbonisation.				
Policy PF2: The Corporate Joint Committee will work with partners to identify vehicle access improvements at Holyhead Port. This should improve access to the port for all vehicles, including freight, but also improve sustainable access to both the port and rail station.				
Policy PF3: The Corporate Joint Committee will work with partners to enhance facilities for HGV drivers, particularly on the approach to Holyhead port.				
Policy PF4: The Corporate Joint Committee will work with partners to seek opportunities to complement the development of hydrogen hubs in North Wales by supporting a shift to hydrogen fuels for freight operators in the region.				
Policy PF5: The Corporate Joint Committee will work with partners to identify opportunities for the electrification of vehicles for local deliveries.				
Policy PF6: The Corporate Joint Committee will work with partners to identify solutions to the local impacts of HGV movements. This includes the development of a network of freight consolidation centre should it be demonstrated that one serving North Wales is economically viable.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy PF7: The Strategic Development Plan should consider land requirements for a network of freight consolidation centres.				
Policy PF8: The Corporate Joint Committee will work with partners and the distribution sector to identify innovative solutions to reducing the environmental impact of local deliveries.				
Policy PF9: The Corporate Joint Committee will work with partners in the rail industry to support a shift to rail for freight movement, including rail based light logistics.				

How our roads, streets and parking policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy RS1: The Corporate Joint Committee will work with partners to secure adequate funding for surfacing and structure maintenance that ensures the ongoing operation and resilience of existing highway assets.				
Policy RS2: The Corporate Joint Committee will work with partners to secure funding to adapt the existing road infrastructure to better cope with climate change and enhancing biodiversity.				
Policy RS3: The Corporate Joint Committee is supportive of Welsh Government's Vision Zero approach to road safety and will work with partners to secure adequate funding for road safety measures across North Wales.				
Policy RS4: The approach to road safety will include delivery of highway improvement schemes that increase safety or perceptions of safety for all road users, and continuing programmes of education aimed at encouraging safer use of the highway and transport networks.				
Policy RS5: The role of parking charges and controls will be considered in seeking to manage the demand for parking and discourage unnecessary single-occupancy car use.				
Policy RS6: The Corporate Joint Committee will work with partners to explore options for the reallocation of existing road and car parking space in our key towns to enhance the local environment, create more attractive spaces for people to dwell, and make it easier for people to walk and cycle.				
Policy RS7: The Corporate Joint Committee will support the transition to electric vehicles in North Wales by ensuring that fair and equitable charging infrastructure is available in urban areas and help facilitate private or community-led installation in rural areas.				

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy RS8: Where possible, opportunities will be sought to unify EV charger providers – or the apps and memberships required - across North Wales to make EV charging more convenient.	■	■	■	
Policy RS9: The Corporate Joint Committee will work with partners to develop a comprehensive communications campaign to encourage EV uptake, learning from best practice.	■	■	■	
Policy RS10: The Corporate Joint Committee and partners will work with the Distribution Network Operator to seek opportunities to enhance grid capacity in locations where there is a barrier to EV charger roll-out. This should also be a key consideration of the Strategic Development Plan when identifying new developments.		■	■	
Policy RS11: The Strategic Development Plan and Local Development Plans should mandate that new residential and non-residential developments provide sufficient electric vehicle charging points to meet future demand and incentivise electric vehicle uptake.		■	■	■
Policy RS12: Opportunities will be sought to increase the number of car clubs in North Wales through joint working with car club providers, including community car club providers in urban and rural areas; and at stations, in workplaces and at mobility hubs.		■	■	
Policy RS13: The travel planning process should be used to encourage care share for commuting.	■	■		■

How our surface access to aviation policies align to our objectives

Alignment to objectives

Regional Transport Plan Policy	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy AV1: The Corporate Joint Committee will support enhancements to surface access to domestic and international airports, focusing on improving public transport services.		■		■

How our digital connectivity policies align to our objectives

Regional Transport Plan Policy	Alignment to objectives			
	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy DC1: Opportunities should be sought to work with communities and businesses to promote and facilitate remote working hubs.	■			■
Policy DC2: Digital literacy training and education should be widely available to assist North Wales residents to get online and find the information they need to make sustainable travel choices.	■			
Policy DC3: A partnership approach will be taken to rolling out digital and real time information about public transport services, prioritising digital displays at key transport interchanges, and working towards real time information at bus stops across North Wales.	■	■		

How our land use policies align to our objectives

Regional Transport Plan Policy	Alignment to objectives			
	Improve digital connectivity and local services	Improved accessibility and transport choice	Enable decarbonisation through transition to a zero-emission fleet	Enable Sustainable Economic Growth
Policy LU 1: The Corporate Joint Committee supports the principal of Transit-Orientated Development for new developments in North Wales.	■	■		■
Policy LU 2: The Sustainable Transport Hierarchy will be used to help ensure developments support walking and cycling, public transport and ultra-low emissions vehicles over other private motor vehicles.		■		■
Policy LU 3: Sustainable transport connections to key areas for future growth and economic activity will be introduced.		■		■
Policy LU 4: Developments should only be supported where they promote active travel connectivity through safeguarding, enhancing and expanding on the Active Travel Network Maps.		■		■
Policy LU 5: Development should be encouraged close to public transport facilities, and developments should be designed to help facilitate and improve public transport connectivity in both urban and rural areas.	■	■		■
Policy LU 6: The Corporate Joint Committee supports reducing the parking standards for new developments (as required by the Welsh Government), particularly in urban areas where we will be actively improving sustainable transport alternatives.		■		■



Uchelgais Gogledd Cymru
Ambition North Wales

