



Peter Evans Partnership
**Transport Planning
& Highway Consultants**

Proposed Brewery Expansion Budweiser Brewery, Magor

AB InBev UK Limited

Local Plan Allocation
Transport Assessment

August 2024

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CONTENTS

	<u>Page</u>
1.0 INTRODUCTION	1
1.1 Aim of Assessment	1
1.2 Contents	1
2.0 TRANSPORT CONTEXT	2
2.1 Strategic Location	2
2.2 Local Area	2
2.3 Existing Pedestrian and Cycle Facilities	3
2.4 Bus Services	4
2.5 Existing Brewery	5
2.6 Existing Traffic Flows	7
2.7 Travel to Work Census Data	12
2.8 Safety Record	14
2.9 Discussions with Local Highways Officers	15
3.0 PLANNING POLICY	16
3.1 Welsh Government Planning Policy	16
3.2 Local Planning Policy	18
3.3 Monmouthshire Supplementary Planning Guidance	19
3.4 CIHT Guidance	19
3.5 Welsh Government Guidance	20
4.0 DEVELOPMENT PROPOSALS	21
4.1 Emerging Proposals	21
4.2 Site Access	21
4.3 Parking	22
4.4 Traffic Generation	22
4.5 Traffic Distribution	23
5.0 TRANSPORT APPRAISAL	24
5.1 Approach	24
5.2 Accessibility by Non-Car Means	24
5.3 Site Access and Layout Review	25
5.4 Parking Review	25
5.5 Traffic Implications of Proposed Expansion	25
5.6 Road Safety Review	26
5.7 Policy Review	26
5.8 Local Highway Authority Comments	27
6.0 CONCLUSIONS	28

APPENDICES

Appendix 1	Strategic Location
Appendix 2	Local Area
Appendix 3	Site Layout
Appendix 4	Road Safety Record
Appendix 5	Proposed Expansion Area

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1.0 INTRODUCTION

1.1 Aim of Assessment

- 1.1.1 This Transport Assessment (TA) is prepared on behalf of AB InBev UK Limited, to support the retained allocation of land to the south of the Budweiser Brewery at Magor, Monmouthshire, for an Industrial and Business Site in the emerging Monmouthshire Local Development Plan. The aim of the allocation for Budweiser is to provide additional production, storage and distribution areas on-site, or to deliver development that would otherwise support the brewery's future.
- 1.1.2 This report provides details of the transportation and highway related matters associated with the proposed expansion.
- 1.1.3 Whilst this report considers potential future development scenarios, the content of this report is not based on a fixed development proposal and does not therefore prejudice the submission and determination of any planning applications in future.

1.2 Contents

- 1.2.1 The Assessment continues:
- in Section 2 with a description of the existing transport context of the site and surrounding road network;
 - in Section 3 with a review of relevant transport planning policy;
 - in Section 4 providing information on the expansion proposals including traffic generation;
 - in Section 5 with our transport appraisal of the proposals; and
 - in Section 6 with a summary of our conclusions.

2.0 TRANSPORT CONTEXT

2.1 Strategic Location

- 2.1.1 The Budweiser site is some 1km to the west of Magor town and south of the M4 motorway as shown at Appendix 1.
- 2.1.2 Junction 23a of the M4 is to the north east of the site. The M4 provides a strategic route between London to the east and Swansea to the west. The Magor motorway services are to the north of junction 23a.
- 2.1.3 The B4245 is immediately north of the site and parallel to the M4. The B4245 meets the A4810 Queens Way at a grade separated junction immediately to the north east of the site and just south of the M4 junction 23a.
- 2.1.4 The B4245 continues east to Magor and on to Caldicot some 8km to the east. To the north west the B4245 continues for some 4km to meet the A48. The A48 provides an alternative strategic route to the motorway from Chepstow some 16km to the east of the site to Newport and Cardiff some 13km and 35km to the west respectively.
- 2.1.5 The A4810 Queens Way continues south west from the M4 to Newport, also providing access to Gwent Euro Park a logistics and distribution park and to industrial and residential development on the former Llanwern Steel Works site.

2.2 Local Area

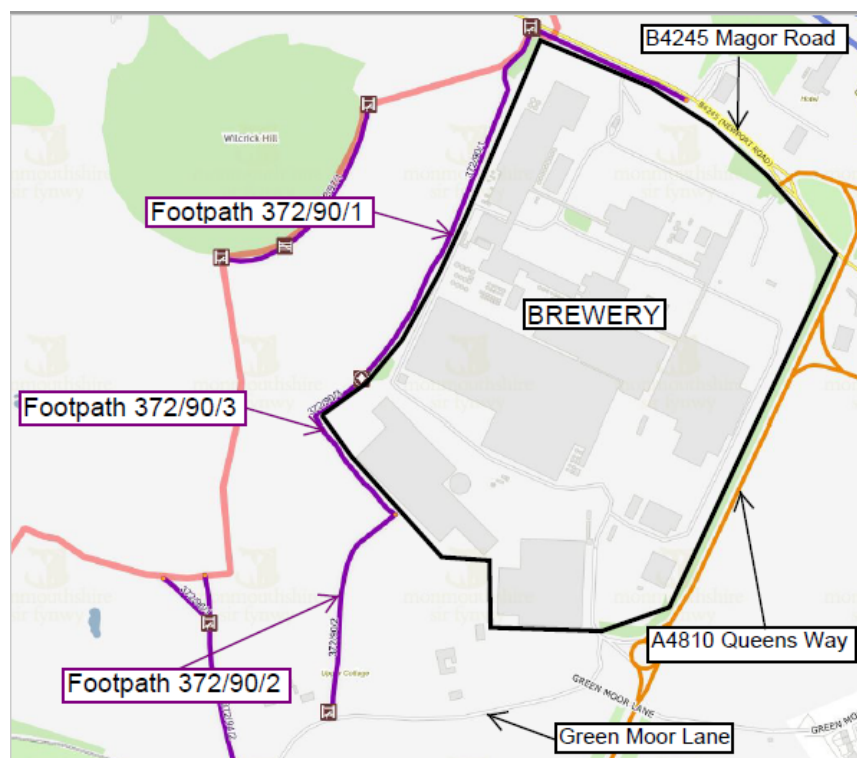
- 2.2.1 The brewery is bound by the B4245 Magor Road to the north, the A4810 Queens Way to the east, a local farm access lane to the south and farmland to the west as shown at Appendix 2. Land to the south of the brewery is identified in the Adopted Local Plan under Policy SAE1 as an Industrial and Business site.
- 2.2.2 Magor Road meets Queens Way at a grade separated junctions north east of the brewery. On and off slip roads are provided in both directions between Magor Road and Queens Way.
- 2.2.3 For southbound traffic on Queens Way the on/off slip roads meet Magor Road at a roundabout to the east of Queens Way. For northbound traffic the slip roads meet Magor Road at a signalised junction to the west. Magor Road continues under Queens Way east to Magor.

- 2.2.4 To the south east of the site a roundabout is provided on Queens Way which provides a link to the southern HGV only site access and the allocated employment land that forms this application. Green Moor Lane meets the southern site access road to the west of the Queens Way roundabout. Green Moor Lane is a rural single track road which provides a link to Queens Way via Bareland Street to the south of the site. To the east Green Moor Lane provides a pedestrian and cycle route to Magor with no access for vehicles in to Magor.
- 2.2.5 The speed limit along Magor Road adjacent to the northern site access is 30mph. The speed limit changes to the west of the site access to 50mph. The speed limit on Queens Way is restricted to 40mph from the motorway to some 60m south of the AB InBev HGV access roundabout where it changes to a 50mph speed limit.
- 2.2.6 Immediately to the north of the site on the northern side of Magor Road is the Wales 1 Business Park. The Wales 1 Business Park consists of an office block, a Tŷ Hotel by Celtic Manor, Sawyers Bar and Grill, Subway, Fit Six Gym, Nursery, and Monmouthshire Country Council offices.
- 2.2.7 Currently under construction to the west of Wales 1 Business Park is an industrial, storage and distribution warehouse, together with ancillary offices. A new ghost right turn lane junction serving the development is being provided from the B4245 Magor Road some 75m to the west of the brewery access. This junction will also incorporate a 35m right turn lane for the brewery access.

2.3 Existing Pedestrian and Cycle Facilities

- 2.3.1 A footway is provided on the southern side of the B4245 Magor Road/Newport Road in both directions from the site access. An informal pedestrian crossing with central refuge island is on the B4245 Magor Road to the east of the Wales 1 Business Park junction.
- 2.3.2 As part of the industrial development to the north of the B4245 Magor Road, a new footway on the northern side of the carriageway will connect to the existing footway at the eastbound bus stop. An informal pedestrian crossing with central refuge island will also be constructed on the B4245 Magor Road to the immediate west of the new development junction.
- 2.3.3 There are no footways on Queens Way.
- 2.3.4 Green Moor Lane to the south of the site is a quiet lane for walking and cycling from Magor. Green Moor Lane to the west of the A4810 gives access to Llandeenny and the main Budweiser HGV entrance and pre-check in area. Green Moor Lane passes under the A4810 to the east with a staggered barrier towards Magor allowing access for pedestrians and cyclists only.

- 2.3.5 No cycle routes are provided on local roads in the vicinity of the site. National Cycle Network Route 4 passes to the south of Magor as a signed on-road route which continues along country lanes east to Caldicot and west to Newport.
- 2.3.6 Public Footpaths run to the immediate west and south of the existing brewery compound, between the B4245 Magor Road to the north and Green Moor Lane to the south. The footpaths are noted on the Monmouthshire Definitive Public Rights of Way (PRoW) Plan as path numbers 372/90/1 along the western boundary, 372/90/2 between the brewery and Green Moor Lane and 372/90/3 around the south west corner of the site. The southern section of Footpath 372/90/1 and the northern section of Footpath 372/90/2 were previously diverted as part of additional storage being provided on the site. The footpaths are not surfaced or lit and crosses a number of ploughed arable fields prior to joining Green Moor Lane. An extract from the Definitive Map is shown below.



2.4 Bus Services

- 2.4.1 East and westbound bus stops and laybys are on the B4245 Magor Road. Bus services stopping at these stops, provide services to Magor and on to Chepstow to the northeast and to Newport to the west. The westbound bus stop is approximately 10m west of the Budweiser site access junction, with a flag, raised kerb and timetable provided. The south eastbound stop is approximately 5m east of the brewery site access, but there is no flag, raised kerb or timetable provided.

- 2.4.2 The buses currently stopping outside the brewery are run by Newport buses and the timetable is summarised below:

Services from Brewery		Approximate Service Frequency (minutes)					
Service	Route	Monday - Friday		Saturday		Sunday	
		Day	Eve	Day	Eve	Day	Eve
74	Newport bus station – Underwood - Magor Brewery – Magor – Rogiet – Caldicot - Chepstow	-	2*	-	-	120	-
74A	Newport bus station - Glan Llyn - Underwood – Magor Brewery - Langstone – Newport bus station	120	-	120	-	-	-

*number of evening services

Train Services

- 2.4.3 The closest railway station to the site is Severn Tunnel Junction some 5.5km to the east of the site. Newport railway station is some 14km to the west of the site. Newport railway station is some 500m from Newport bus station.
- 2.4.4 From Newport railway station, train services to the west call at destinations including Cardiff, Bridgend, Port Talbot and Swansea. Services east from Newport call at destinations including Chepstow, Lydney, Gloucester, Cheltenham, Filton Abbey Wood, Bristol Temple Meads, Weston-Super-Mare and Taunton. Services north from Newport call at destinations including Cwmbran, Pontypool, Abergavenny and Hereford.
- 2.4.5 Severn Tunnel Junction is served by many of the same east - west trains that stop at Newport railway station.

2.5 Existing Brewery

- 2.5.1 The site comprises manufacturing, bottling, packing and storage facilities. There are also laboratory, canteen and office facilities on site. The site operates 24 hours per day, seven days per week.
- 2.5.2 A total of some 550 full time equivalent staff are employed at the site, with some 420 working shifts and 130 working regular daytime hours. There are around 250 staff on site at any one time.
- 2.5.3 Generally administration staff work between 08:00-18:00. The shift pattern for staff on beer production, storage and distribution is two daily 12-hour shifts between 07:00-19:00 and 19:00-07:00. A number of day shifts also operate for specific jobs.

- 2.5.4 The staff on shifts generally work four consecutive days with two or three days off in between. Car sharing amongst staff is common practice for those who work on the same shifts.
- 2.5.5 The transfer of goods on and off-site occurs 24 hours per day, seven days a week. This includes trips to off-site storage facilities.
- 2.5.6 Recent development at the brewery has taken place to the south and east of the site, including new manufacturing, laboratory and office space, new beer tanks, storage areas and HGV loading areas. With Brexit and changes to importing goods a number of beers previously imported are now manufactured in the UK.
- 2.5.7 A plan of the existing site layout is included at Appendix 3.

Site Access

- 2.5.8 The main staff and visitor pedestrian and vehicular entry and exit to the site is from the B4245 Magor Road to the north via a priority junction. The main HGV entry and exit is to the south of the brewery is via a roundabout on the A4180 Queens Way. A limited number of HGVs for grain and yeast collections use the northern access. Because of health and safety requirements the south access is not used by staff or visitors by car, foot or cycle.
- 2.5.9 Both site entrances are barrier controlled with arriving delivery drivers and visitors having to sign in and undergo safety training if required at a gate house prior to entering the site. Space for four articulated vehicles to wait is provided between the entry barrier and the highway at the B4245 Magor Road entrance. At the A4180 Queens Way access there is a dedicated HGV waiting area.
- 2.5.10 On leaving the site security checks are carried out on vehicles. All HGVs leave via the A4180 Queens Way exit. Prior to leaving the site the HGVs are required to stop on the weighbridge and report to the security office. The barrier-controlled exit is then opened once security is happy the vehicle can leave the site.

Parking

- 2.5.11 A total of 280 car parking spaces are provided at the north of the site, adjacent to the B4245 Magor Road, for staff and visitors. Some five cycle parking spaces are also provided adjacent to the B4245 Magor Road entrance.
- 2.5.12 HGV parking is provided adjacent to each warehouse and storage area.

2.6 Existing Traffic Flows

2.6.1 Extensive traffic data collection has taken place at the site accesses and on the local highway network in the vicinity of the brewery between 2019 and 2024, therefore capturing traffic flow pre, during and post Covid pandemic. This has been a combination of Automatic Traffic Counts (ATCs) and Manual Classified Counts (MCCs). The survey times covered the main shift change over period at the site and the typical peak hours on the local highway network. The traffic surveys in 2024 were hampered by the construction of the right turn lane for the new industrial warehouse scheme opposite the northern site access. This included temporary traffic signals which led to additional queueing affecting the local junctions on occasion. We understand that the Budweiser has not changed the operation of the site during the temporary works.

2.6.2 Based on the traffic surveys, the busiest period for staff vehicle arrivals and departures is 06.15 to 07.15 around morning shift changeover time. There is a similar pattern around evening shift changeover at 19:00. The HGV movements are generally consistent throughout the day. The traffic surveys on the local highway network generally show the peak hours to be 07:00-08:00 in the morning and 17:00-18:00 in the evening. A summary of the surveyed traffic is shown below.

B4245 Magor Road Access

2.6.3 Turning count surveys were carried out at the brewery in 2019 and 2021. Road works at on the B4245 Magor Road associated with the new development opposite has prevented new counts being carried out in 2024. Traffic data for the B4245 Magor Road has also been reviewed from a traffic survey carried out in 2022 as part of the planning application for the industrial development on the north side of the B4245 Magor Road. A summary of the peak hour traffic movements is included in the tables below.

2019

07:00-08:00 17:00-18:00	B4254 West	B4245 East	Site Access	Total
B4254 West	- -	209 107	28 3	237 110
B4245 East	59 550	- -	65 7	124 557
Site Access	0 15	18 19	- -	18 34
Total	59 565	227 126	93 10	379 701

2021

07:00-08:00 17:00-18:00	B4254 West	B4245 East	Site Access	Total
B4254 West	- -	123 97	18 0	141 97
B4245 East	57 201	- -	87 11	144 212
Site Access	3 7	34 37	- -	37 44
Total	60 208	157 134	105 11	322 353

2.6.4 The levels of non-brewery traffic travelling through the junction is summarised below.

Total Jn Through Traffic	AM Peak 0700-0800				PM Peak 1700-1800			
	2019	2021	2022	2024	2019	2021	2022	2024
B4245 jw Site Access	379	324	297		710	354	367	

2.6.5 The traffic survey data shows the site access traffic remained broadly similar during the Covid pandemic.

A4180 Queens Way Access

2.6.6 Turning count surveys were carried out at the brewery in 2019 and 2021. A summary of the peak hour traffic movements is included in the tables below.

2019

07:00-08:00 17:00-18:00	A4180 North	A4180 South	Site Access	Total
A4180 North	2 9	431 795	12 12	445 816
A4180 South	668 530	0 2	7 4	675 536
Site Access	21 14	5 7	1 0	27 21
Total	691 553	436 804	20 16	1,147 1,373

2021

07:00-08:00 17:00-18:00	A4180 North	A4180 South	Site Access	Total
A4180 North	5 8	402 476	18 21	425 505
A4180 South	371 466	2 3	7 3	380 472
Site Access	11 16	5 6	0 0	16 22
Total	387 490	409 485	25 24	821 999

2.6.7 The traffic survey data shows the site access traffic remained broadly similar during the Covid pandemic.

B4245 Magor Road

- 2.6.8 Traffic surveys were carried out on the B4245 Magor Road in 2019 and 2021. Road works at on the B4245 Magor Road associated with the new development opposite has prevented new counts being carried out at the junction in 2024. Traffic data for the B4245 Magor Road has also been reviewed from a traffic survey carried out in 2022 as part of the planning application for the industrial development on the north side of the B4245 Magor Road. A summary of the peak hour traffic movements is included in the tables below.

B4245 Traffic Flows	AM Peak 0700-0800				PM Peak 1700-1800			
	2019	2021	2022	2024	2019	2021	2022	2024
B4245 Eastbound (West of Newport Road)	227	159	177	266	126	135	110	222
B4245 Westbound (West of Newport Road)	124	146	51	187	557	213	256	287
B4245 East of Site Two Way	351	305	228	453	683	348	366	509
B4245 Eastbound (East of Newport Road)		178		154		195		320
B4245 Westbound (East of Newport Road)		174		836		261		448
B4245 West of Newport Road Two Way		352		990		456		768

- 2.6.9 From the survey data on the B4245 Magor Road, was a drop in traffic at and after the Covid pandemic, but traffic has increased and has now exceeded pre-covid traffic levels in the morning hour. In the evening peak hour it has not reached pre-covid traffic levels.

A4180 Queens Way

- 2.6.10 Traffic surveys were carried out at several locations on the A4180 Queens Way, between M4 Junction 23A and the site access in 2019, 2021 and 2024. A summary of the peak hour traffic movements is included in the tables below.

A4180 Traffic Flows	AM Peak 0700-0800			PM Peak 1700-1800		
	2019	2021	2024	2019	2021	2024
A4810 Northbound (South of M4)		903	1,229		566	528
A4810 Southbound (South of M4)		562	801		983	1284
A4810 South of M4 Two-way		1,465	2,030		1,549	1,812
A4810 Northbound (South of Magor Road)	694	387	692	553	490	476
A4810 Southbound (South of Magor Road)	448	425	448	816	488	620
A4810 South of Magor Road Two-way	1,142	812	1,140	1,369	978	1,095

- 2.6.11 From the survey data on the A4180, there was a drop in traffic during the Covid pandemic, but traffic has increased and is now similar to pre-covid traffic levels in the morning hour. In the evening peak hour it has not reached pre-covid traffic levels.
- 2.6.12 There is a DfT traffic count point on the A4180 Queens Way between Magor Road and the brewery access. The Annual Average daily flow between 2015 and 2023 is shown below. This is based on a manual count in 2015 and 2023, with the traffic in the years between estimated using previous year's AADF on this link.

A4180 Annual Average Traffic Flows	Daily Two-Way Flows								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
A4810 South of Magor Road	8,531	8,672	8,742	8,766	8,795	6,816	7,447	7,968	10,564

- 2.6.13 The traffic data shows traffic on the A4180 was broadly consistent between 2015 and 2019 before dropping off during the covid pandemic in 2020. It then increased in 2021 and 2022 but not to the pre-covid level. There is then a large increase between 2022 and 2023.

- 2.6.14 There was also an increase during the peak hours on the A4180 between 2015 and 2023 as shown below.

A4180 2-Way Traffic Flows	AM Peak 0700-0800		PM Peak 1700-1800	
	2015	2023	2015	2023
A4810 South of Magor Road	673	941	754	901

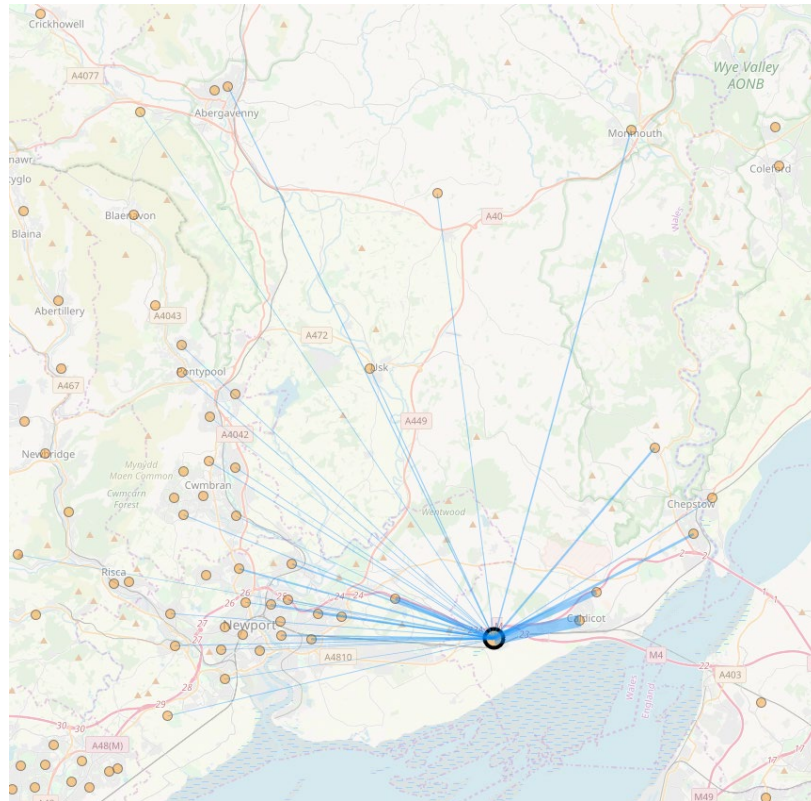
2.7 Travel to Work Census Data

- 2.7.1 Data has been obtained from the 2011 and 2021 Census for the Monmouthshire 011 mid-layer super output area in which the site is situated to determine the likely modal split of staff travelling to work. This is shown below.

Method of Travel to Work	2011	2021
Car Driver	77%	84%
Car Passenger	7%	6%
Bus/Minibus/Coach	2%	1%
Motorcycle	1%	1%
Bicycle	2%	1%
On Foot	11%	6%
Other	0%	1%

- 2.7.2 The 2021 census was carried out during the Covid Pandemic and national lockdown. The results should therefore be treated with caution. At the time, many residents were working from home or on furlough, and government advice was to work at home, minimise travel and avoid car sharing and public transport. At the brewery, staff with administrative or office based roles could work from home, but generally all the staff on beer production would have still travelled to the brewery to work.
- 2.7.3 The 2011 census can provide a guide as to the previous commuter travel patterns recorded in the local area pre-Covid, with around 77% resident commuters recorded as single occupancy car drivers. However, during the pandemic commuter travel behaviour changed with an increase in single occupancy car drivers and fewer pedestrians, cyclists and public transport users.

- 2.7.4 The 2011 Census data shows employees are drawn from a wide geographical area as indicated by the Datashtine Commute graphic below for Monmouthshire 011:



- 2.7.5 The 2011 Census data confirms that some 47% work and live in the Monmouthshire district, with 22% living in the immediate area to the brewery. The data shows some 25% of people working in Monmouthshire 011 travel from the Newport district.

2.8 Safety Record

- 2.8.1 Personal injury accident data has been provided by CrashMap for the latest available five year period of 1st January 2018 to 1st January 2023 for the B4245 Magor Road, A4810 Queens Way and associated junctions in the vicinity of the site. A plan of the accidents is provided at Appendix 4 and the relevant incidents are described below.
- 2.8.2 Two collisions were recorded on the B4245 Magor Road to the northeast of the site. One was a shunt type collision that occurred at the junction with the Wales 1 Business Park, as a driver was waiting to turn right into the business park. This resulted in a serious injury to the driver and a passenger in the car that was struck from behind. The second incident occurred at the signalised junction with Newport Road as a vehicle turning left at the junction collided head on with a vehicle slowing down or stopping at the junction. This resulted in three slight injuries and one serious injury.
- 2.8.3 One collision was recorded at the A4810 Queens Way junction with Magor Road southbound as a result of a vehicle losing control and hitting a bollard and then two other vehicles. This resulted in one serious and one slight injury.
- 2.8.4 One collision was recorded at the Magor Road/B4245 Newport Road roundabout. This involved a collision between a car and a motorcycle on the roundabout resulting in a serious injury to the motorcycle rider.
- 2.8.5 Three shunt type collisions were recorded at the M4 Junction 23A roundabout. One occurred at the start of the M4 west on-slip resulting in one slight injury, one occurred at the end of the M4 westbound off-slip resulting in two slight injuries and one occurred on the A4810 exit from the roundabout resulting in one slight injury.
- 2.8.6 None of the accidents recorded involved HGVs.

2.9 Discussions with Local Highways Officers

2.9.1 A meeting took place with highways officers at Monmouthshire Council in April 2024 to discuss the proposed expansion of the brewery. The main area of discussion and information that would be required to support the proposals, can be summarised as:

1. Confirm sufficient capacity on the local highway network for the brewery extension. The key junctions to review are the A4810 site access roundabout, the B4245 site access and the B4245/ A4810 signalised junctions;
2. What are the changing work and travel habits due to the covid pandemic and post pandemic;
3. Demonstrate no material impact on M4 Junction 23A;
4. Review personal injury accident records in the area;
5. Outline staff access and vehicle arrangement to allocation site;
6. demonstrate what can be achieved in terms of cycle, pedestrian and bus accessibility; and
7. How the developments of the Llanwern steelworks and the connection to the A48 Newport Southern Distributor Road has affected traffic conditions locally on the A4810.

3.0 PLANNING POLICY

3.1 Welsh Government Planning Policy

Planning Policy Wales (PPW) Edition 11, February 2021

3.1.1 PPW sets out the land use planning policies of the Welsh Government.

3.1.2 Section 4 of PPW concerns Active and Social places. It states that a Healthier Wales can be achieved through the reduction in emissions and air pollution by minimising the need to travel and maximising provision of sustainable forms of transport. One of the key issues identified in this section include:

- *‘reducing reliance on travel by private car, and the adverse impacts of motorised transport on the environment and people’s health, by prioritising and increasing active travel and public transport’.*

3.1.3 Section 4 also highlights how policies can help active and social linkages through:

- *‘....Ensure that the chosen locations and resulting design of new developments reduces reliance on the private car for daily travel, supports sustainable modes of travel.....’;*
- *require developments to encourage modal shift and be easily accessible by walking, cycling and public transport, by virtue of their location, design and provision of on and off site sustainable transport infrastructure;*

3.1.4 Paragraph 4.1.34 in particular states:

‘In determining planning applications, planning authorities must ensure development proposals, through their design and supporting infrastructure, prioritise provision for access and movement by walking and cycling and, in doing so, maximise their contribution to the objectives of the Active Travel Act.’

3.1.5 Paragraph 4.1.35 states:

‘New development must provide appropriate levels of secure, integrated, convenient and accessible cycle parking and changing facilities.’

3.1.6 Paragraph 4.1.41 recommends that *‘The provision of electric vehicle charging points should be planned as part of the overall design of a development’.*

3.1.7 Paragraph 4.1.50 refers to car parking. It states:

‘...Parking provision should be informed by the local context, including public transport accessibility, urban design principles and the objective of reducing reliance on the private car and supporting a modal shift to walking, cycling and public transport...’

3.1.8 Paragraph 4.1.55 indicates the importance of a Transport Assessment (TA) for setting out the scale of development impact. It also states:

‘...A Transport Assessment provide the basis for negotiation on scheme details, including the level of parking, and measures to improve walking, cycling, and public transport access, as well as measures to limit or reduce levels of air and noise pollution....’

Technical Advice Note 18 (TAN 18): Transport (March 2007)

3.1.9 TAN 18 provides national advice on transport related issues when planning for new developments. It outlines a range of key accessibility principles that should inform future patterns of development and the principles for parking and design of developments.

3.1.10 In Section 2, TAN 18 advises that integration of land use planning and development of transport infrastructure has a key role to play in addressing the environmental aspects of sustainable development. It can achieve this by:

- *‘...ensuring new development is located where there is, or will be, good access by public transport, walking and cycling thereby minimising the need for travel and fostering social inclusion;*
- *managing parking provision;*
- *ensuring that new development and major alterations to existing developments include appropriate provision for pedestrians (including those with special access and mobility requirements), cycling, public transport, and traffic management and parking/servicing;*
- *promoting cycling and walking...;’*

3.1.11 On car parking provision in paragraph 4.6, TAN 18 states that maximum car parking standards should generally be used, although an evidence based approach on the likely effects of different parking levels for each land use should be considered, including consideration of the relative locations of land uses and their consequent accessibility.

3.1.12 TAN 18 in Section 9 advises that TAs should be used to assess the suitability of an application in terms of travel demand and impact, although the precise scope and content of each TA will depend upon the scale, travel intensity and characteristics of the proposal. The TA should consider the transport impacts of the development, providing mitigation where appropriate through a Transport Implementation Strategy (TIS) and maximising accessibility by non-car modes. A Travel Plan (TP) could be part of the TIS.

3.2 Local Planning Policy

Monmouthshire Local Development Plan (LDP) 2011 – 2021 (February 2014)

3.2.1 The Local Development Plan has set a number of key issues that are to be addressed. Issue 4 ‘achieving sustainable accessibility’ recognises that:

- *‘Within the overall context of increasing levels of car ownership and traffic volumes, Monmouthshire has relatively high levels of long travel to work distances and usage of the private car; and*
- *Monmouthshire has a limited public transport infrastructure.’*

3.2.2 The LDP seeks to address these issues by:

- *‘Achieving appropriate patterns of development that reduce the usage of private vehicles and allow for increased walking, cycling and the use of public transport; and*
- *Locating homes and jobs in close proximity to each other in order to reduce the need for high levels of out-commuting.’*

3.2.3 Policy ‘S16 – Transport’ states that:

‘Where appropriate, all development proposals shall promote sustainable, safe forms of transport which reduce the need to travel, increase provision for walking and cycling and improve public transport provision. This will be facilitated by:

- *Reducing the need to travel by car;*
- *Favouring development close to public transport facilities;*
- *Promoting public transport, walking and cycling;*
- *Improving road safety; and*
- *Minimising the adverse effects of parking.’*

3.2.4 Under paragraph 6.4.5 the LDP states that:

‘In determining the adequacy of proposed parking provision, regard will be given to adopted parking guidelines....’

- 3.2.5 Policy 'SAE1b – Identified Industrial and Business Sites' includes 19.6 hectares of land to the south of the brewery named 'Quay Point', for B1, B2 and B2 development with the potential for 1,962 jobs.

Monmouthshire Replacement Local Development Plan Preferred Strategy

- 3.2.6 The Council is preparing a new development plan for the period 2018 to 2033. The Preferred Strategy document was published in December 2022 for consultation and an updated documents has subsequently been approved in October 2023. The Council is now progressing with work on a draft version of the Local Development Plan which is programmed to be consulted upon in Autumn 2024, with a final adopted plan anticipated to be adopted in 2025.
- 3.2.7 The Preferred Strategy sets out the overarching vision for Monmouthshire and how this would be achieved. It focuses on identifying broad locations for housing development and Strategic Policies for a wide range of topic areas, which includes providing for employment sites and promoting well connected places reducing the need to travel. It states that where travel is required, opportunities for active travel and integrated sustainable transport should be provided above the use of the private car.

3.3 Monmouthshire Supplementary Planning Guidance

- 3.3.1 The Monmouthshire SPG on Parking Standards was adopted in 2013.
- 3.3.2 Paragraph 6.2 of the SPG states that:

'in assessing the parking requirements for a particular development, the planning authority will need to take into account a number of factors in relation to the development and its location. These are listed below. However, it should be noted that some of these factors are outside direct planning control, e.g.

- a) Accessibility and frequency of the local public transport system.*
- b) Accessibility by walking and cycling.*
- c) Accessibility and availability of existing car parking in the vicinity.*
- d) The existing and potential future congestion in streets adjacent to the development.*
- e) The relative proportions of full time/part time/local labour supply.*

3.4 CIHT Guidance

- 3.4.1 The Chartered Institute of Highways and Transportation (CIHT) published 'Guidelines for Providing for Journeys on Foot' in 2000. This document indicates that the average length of a walking journey is 1 km. The report also provides advice on acceptable walking distances to various facilities.

3.4.2 The suggested distances are provided in Table 3.2 of the document as set out below:

	Suggested Acceptable Walking Distance (metres)		
	Town centres	Commuting/School	Elsewhere
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

3.4.3 For new developments it is also important to anticipate desire lines and associated crossing locations. The attractiveness of walking would be affected by ease of pedestrian access to the site and the location of buildings and access arrangements within the site.

3.4.4 The CIHT guidance 'Buses in Urban Developments' 2018, sets out the following recommended maximum walk distances to bus stops:

- Core bus corridors with two or more high frequency services – 500m;
- Single high-frequency routes (every 12 minutes or better) – 400m;
- Less frequent routes – 300m.

3.5 Welsh Government Guidance

3.5.1 The Welsh Government Active Travel Act Guidance, July 2021 at Table 4.1 identifies that many people are likely to walk up to two miles for utility journeys, some people up to three miles. Many people are likely to cycle up to five miles for utility journeys, some people up to 7.5 miles. With an electric bike, some people are likely to travel up to 15 miles for utility journeys.

4.0 DEVELOPMENT PROPOSALS

4.1 Potential Proposals

- 4.1.1 Budweiser continues to look at ways it can improve and consolidate its operations at Magor. Whilst there are no firm plans at this stage, it has strategic aim to seek permission to use land to the south of the site, within the employment allocation, for additional production capacity and storage. This is broadly illustrated on the plan at Appendix 5. There are also emerging proposals to provide a hydrogen manufacture plant on part of this area to replace the natural gas used in the manufacturing process.
- 4.1.2 The proposed expansion would increase the potential production capacity and could include new bottling lines for beer. The current proposals would largely be warehousing and there would only be an increase of some 16 staff in total, or four per shift. However, it was historically forecast that the expansion could increase the total number of jobs by 160, although not all working at the same time, with generally around 40 additional staff per shift. There would be no change to the shift patterns. For the analysis purposes we have used the historic predicted increase in staff numbers.
- 4.1.3 Increased automation in logistics, storage and manufacture over the last few years has reduced staffing requirements for these uses. However, the quality of the jobs has increased with the robotics and automation. In practice the jobs at the site have not reduced because of the expansion and increased productivity on site.
- 4.1.4 Budweiser has advised that there could be a 15% increase in HGVs, but additional storage on site would reduce the trips to off-site storage.

4.2 Site Access

- 4.2.1 The existing access points with the local highway network on the B4245 Magor Road and the A4180 Queens Way would remain unchanged.
- 4.2.2 A new access road to the land to the south of the brewery could be provided off the HGV access road south of the pre-check area and storage warehouse. This could also serve the hydrogen plant.
- 4.2.3 Additional, or alternative access points to the land, could be provided off the internal road network at the southern edge of the site either side of one of the storage warehouses.
- 4.2.4 The access options are illustrated on the plan at Appendix 5.
- 4.2.5 These access points would be for HGVs, with staff and visitors still using the B4245 Magor Road access to the north of the site.

- 4.2.6 As part of any development on land south of the brewery, PRow 372/90/2 and 372/90/3 would be diverted along the new western boundary of the site before connecting with Green Moor Lane. This would be undertaken using Section 247 of the Town and Country Planning Act 1990 as the diversion would be required in order to enable development. The new route would be shorter. Part of this route was previously diverted as part of the storage tent to the south of the site and in the allocation area.

4.3 Parking

Car Parking

- 4.3.1 There is not anticipated to be any requirement to increase the level of car parking at the site. Budweiser confirm that the current car parking provision would be appropriate. However, with the increase use of electric vehicles vehicle charging could be incorporated in to the scheme.

Cycle Parking

- 4.3.2 There is not anticipated to be any requirement to increase the level of cycle parking at the site. Budweiser confirm that the current cycle parking provision would be appropriate.

4.4 Traffic Generation

- 4.4.1 Based on 40 members of staff per shift and the 77% car driver modal split data for Monmouthshire 011 there would be 31 new two-way vehicle trips during the staff changeover periods at 07:00 and 19:00.
- 4.4.2 Due to shift patterns there would not be any increase in staff vehicle movements in the evening peak period as a result of the proposed expansion, however staff would be leaving from the night time shift just after 07:00 during the local traffic peak hour.
- 4.4.3 Budweiser data suggests that in 2022 the maximum number of HGVs visiting the site over 24 hours at peak, was around 334. A 15% increase from the proposed development would equate to approximately an additional 50 HGVs over 24 hours, or some two additional HGVs per hour.

4.5 Traffic Distribution

4.5.1 Using the Census 2011 data and analysis using the 'directions' tool in Google Maps, employees could travel to / from the following:

Direction	%
B4245 West	3%
M4 West	46%
M4 East	13%
B4245 Magor	35%
A4810 South	3%
Total	100%

4.5.2 HGVs typically use the M4 to get to and from the site. Magor brewery delivers its products across the south of the UK and the Midlands. Inbound products arrive from across the UK. Based on likely delivery locations in the south of the UK and geographical position of the brewery, the majority of HGV trips will be to and from the east. It is likely that 75% of HGV trips would be to and from the M4 east and 25% to and from the M4 west.

5.0 TRANSPORT APPRAISAL

5.1 Approach

5.1.1 Our appraisal of the proposed development assesses:

- accessibility by means of transport other than the car;
- site access and layout design;
- parking provision;
- effect of development traffic at local junctions;
- road safety review; and
- consistency with policy.

5.2 Accessibility by Non-Car Means

5.2.1 The CIHT 'Guidelines for Providing for Journeys on Foot' indicates that the average length of a walking journey is 1km and the maximum acceptable walking distance for commuting is 2km.

5.2.2 The Welsh Government Active Travel Guidance suggests walking is a suitable means of travel for journeys of less than two miles (3.2km)

5.2.3 Over half of the urban area of Magor is within 2km of the site. Footways are provided from the residential areas within 2km with pedestrian crossing facilities provided allowing any staff living in the local area to walk to work.

5.2.4 The Welsh Government Active Travel Guidance suggests cycling is convenient for regular commuting purposes for journeys up to five miles (8km).

5.2.5 The site is just north of Route 4 of the National Cycle Network which provides a link between Caldicot and the eastern edge of Newport within 8km.

5.2.6 Based on the above points the site is accessible from nearby residential areas by pedestrians and cyclists.

5.2.7 There is a bus stop at the site entrance with buses to and from Newport, Magor, Caldicot and Chepstow that could be used by staff.

5.2.8 Car sharing is a sustainable mode of transport and is common with brewery staff who work on the same shifts.

5.3 Site Access and Layout Review

- 5.3.1 The existing site accesses from the B4245 Magor Road and A4810 Queensway would be retained as part of the development proposals. There have been no recorded accidents or reported capacity issues at the site access junctions during the road network peak and this is not anticipated to change with the relatively low level of traffic that could be generated by the proposed expansion.
- 5.3.2 The only changes internally would be to provide additional linkages within the site to the southern expansion area. Three options are shown at Appendix 5 and would be designed to an appropriate standard to accommodate the brewery traffic movements.

5.4 Parking Review

- 5.4.1 Based on the availability and staff numbers proposed at the site Budweiser confirm there is no need to provide additional car or cycle parking for expansion area. However, EV charging would be provided as part of future planning applications.

5.5 Traffic Implications of Proposed Expansion

- 5.5.1 Development of the allocation would produce at worst some 31 additional 2-way vehicle movements during the shift changeover periods.
- 5.5.2 Due to shift patterns there would not be any increase in staff vehicle movements in the evening peak period on the local highway network as a result of the proposed expansions, however staff would be leaving from the night time shift within the morning peak hour.
- 5.5.3 The proposed 50 new HGVs trips to the site every day would be spread over 24 hours which would not have an impact on the wider road network. There could be on average up to some two additional HGVs per hour.
- 5.5.4 The increase in traffic at the key junctions on the local highway network compared to the most up to date baseline traffic flows, is shown in the table below.

	2024 Baseline 2-Way		Development Traffic 2-Way Trips		Traffic Impact	
	AM	PM	AM	PM	AM	PM
B4245 East of Access	453	509	30	-	6.6%	0.0%
B4245 East of A4810	990	768	11	-	1.1%	0.0%
A4810 South of M4 J23A	2,030	1,812	20	2	1.0%	0.0%
A4810 North of Site Access	1,140	1,095	1	-	0.3%	0.0%
A4180 South of Site Access*	1,111	1,340	1	-	0.0%	0.0%

*2019 Data

- 5.5.5 The traffic analysis on the local road network for the AM and PM peak periods identifies that development of the allocation would not have a material impact on the traffic flows. Therefore, no further assessment is proposed for the junctions.
- 5.5.6 There could be 20 additional staff trips and two additional HGVs at M4 J23A. From the census data, 78% of staff would travel to/from the west and 22% to / from the east. This would equate to 16 to / from the east and four to / from the east. There would only be a maximum of 1-2 additional HGVs using the slip roads at M4 J23A during any one hour. This level of traffic would not have an impact on the M4 J23A slip roads.
- 5.5.7 There are typically no traffic capacity issues at the local road junctions, including the B4245 junction with the A4810 and the A4810 junction with the M4 at Junction 23A. The small level of traffic associated with the expansion proposals would not change this situation.

5.6 Road Safety Review

- 5.6.1 The safety records confirm that there is no pattern of accidents within the latest five year period on the roads adjacent to and near the site. The addition of 31 new two-way car trips per shift and two HGVs daily would not have an impact on road safety.

5.7 Policy Review

- 5.7.1 The site is accessible by a range of transport options including local buses, footway links and being adjacent to National Cycle Route 4. The site is therefore consistent with Section 4 of PPW, TAN 18 and Policy S16 of the Monmouthshire Local Development Plan.
- 5.7.2 The site is within 300m of bus routes that accords with the CIHT guidance 'Buses in Urban Developments' and within walking and cycling distances of residential areas within Magor and Caldicot which is consistent with The Welsh Government Active Travel Guidance and CIHT 'Guidelines for Providing for Journeys on Foot'.
- 5.7.3 The level of vehicle movements that would be generated by developing the allocation would not affect the local roads or the wider road network. When the low number of vehicles generated by the proposals are considered with the safety record on the surrounding road network this satisfies the requirements set out in in Section 4 of PPW. The development trips proposed are outside the usual road peak hours in any event.

5.8 Local Highway Authority Comments

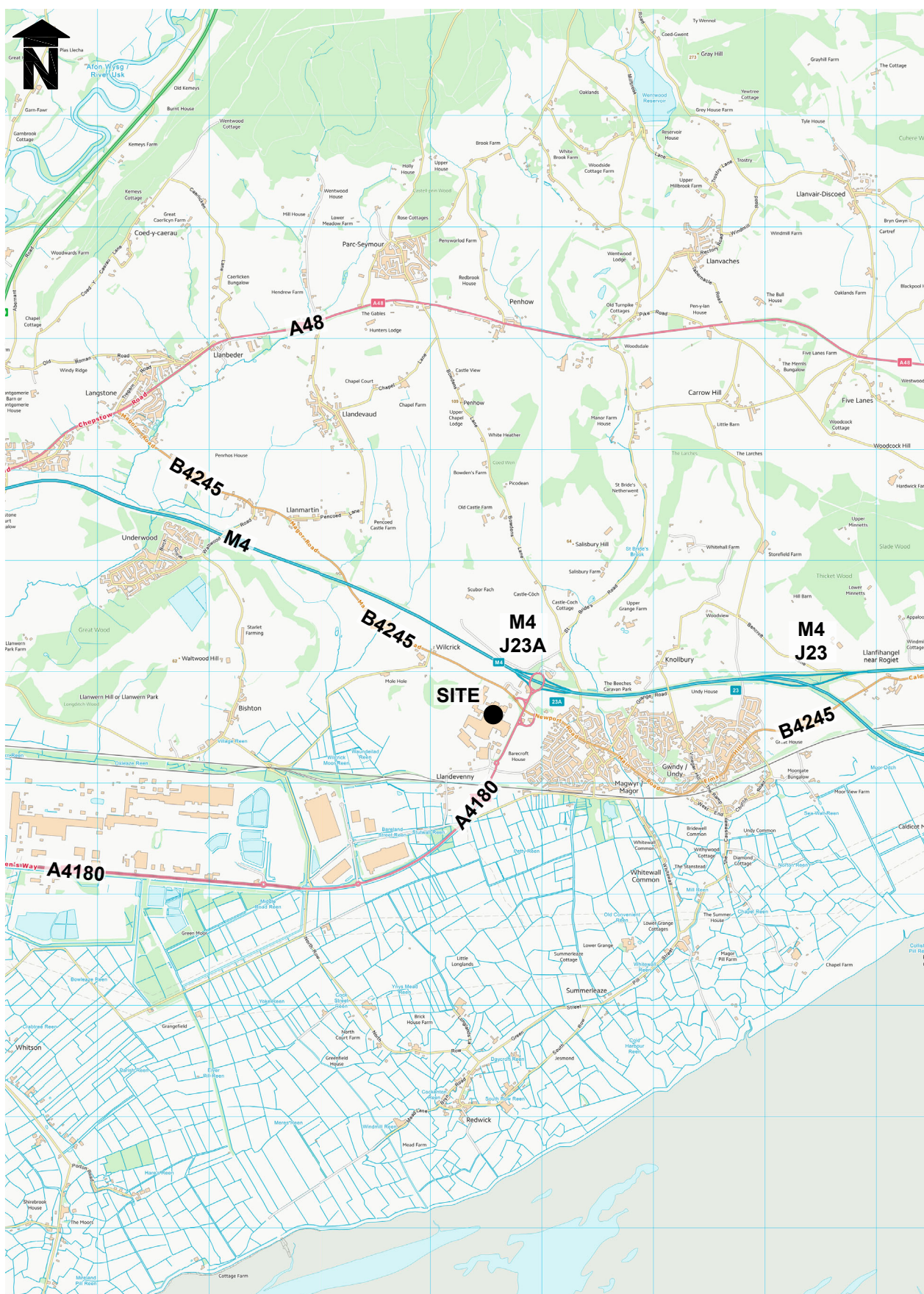
5.8.1 The table below shows that matters that have been raised by highway officers in discussions, summarised at paragraph 3.9.1 and where they have been addressed within this TA:

Highway Authority Comments	TA Sections / Paragraph Nos.	Additional Comments
1. Confirm sufficient capacity on the local highway network for the brewery extension	Section 5.5	The development traffic would be typically outside of the peak traffic periods and would be low in any event.
2. Changing work and travel habits	Section 2.6 & 2.7	Traffic levels have been returning to pre-pandemic levels in the AM peak hour, but in the PM peak hour the traffic flows across the local network are generally lower. The majority of staff at the brewery work in beer production and would work on site. A small number of admin staff could potentially work from home. Overall, there has been little change in the travel patterns at the brewery.
3. Demonstrate no real impact on M4 Junction 23A	Section 5.5	There would be no more than a 1% increase in traffic at M4 J23A resulting from developing the allocation. This would not impact on the junction's operation.
4. Review personal injury accident records	Section 2.8 & 5.6	There is no particular safety problem at the site access junctions or on the local highway network.
5. Outline staff access arrangement	2.5.8-2.5.10, 4.2 & 5.3	Access to the brewery from the local highway network would remain unchanged. The allocation could be connected to the existing site by new internal links. The hydrogen plant could also be served off a new access off Green Moor Lane
6. Cycle, pedestrian and bus accessibility	2.3, 2.4 & 5.2	The brewery is accessible for staff by foot from Magor and Caldicott, Rogiet and Newport by cycling. There is a bus service from Newport, Chepstow, Magor and Caldicot stopping outside the site.
7. Affect of connection to A48 SDR and redevelopment of Llanwern steelworks on A4810 near site	2.6.12 – 2.6.14	Traffic data from the A4180 Queens Way shows that traffic has increased by some 2,000 vehicles per day since 2015, albeit with a drop in traffic during Covid. There was an increase in some 270 additional two-way vehicle trips in the morning peak hour. However, recent observations note that there are typically no traffic capacity issues at the local road junctions, including the B4245 junction with the A4810 and the A4810 junction with the M4 at Junction 23A.

6.0 CONCLUSIONS

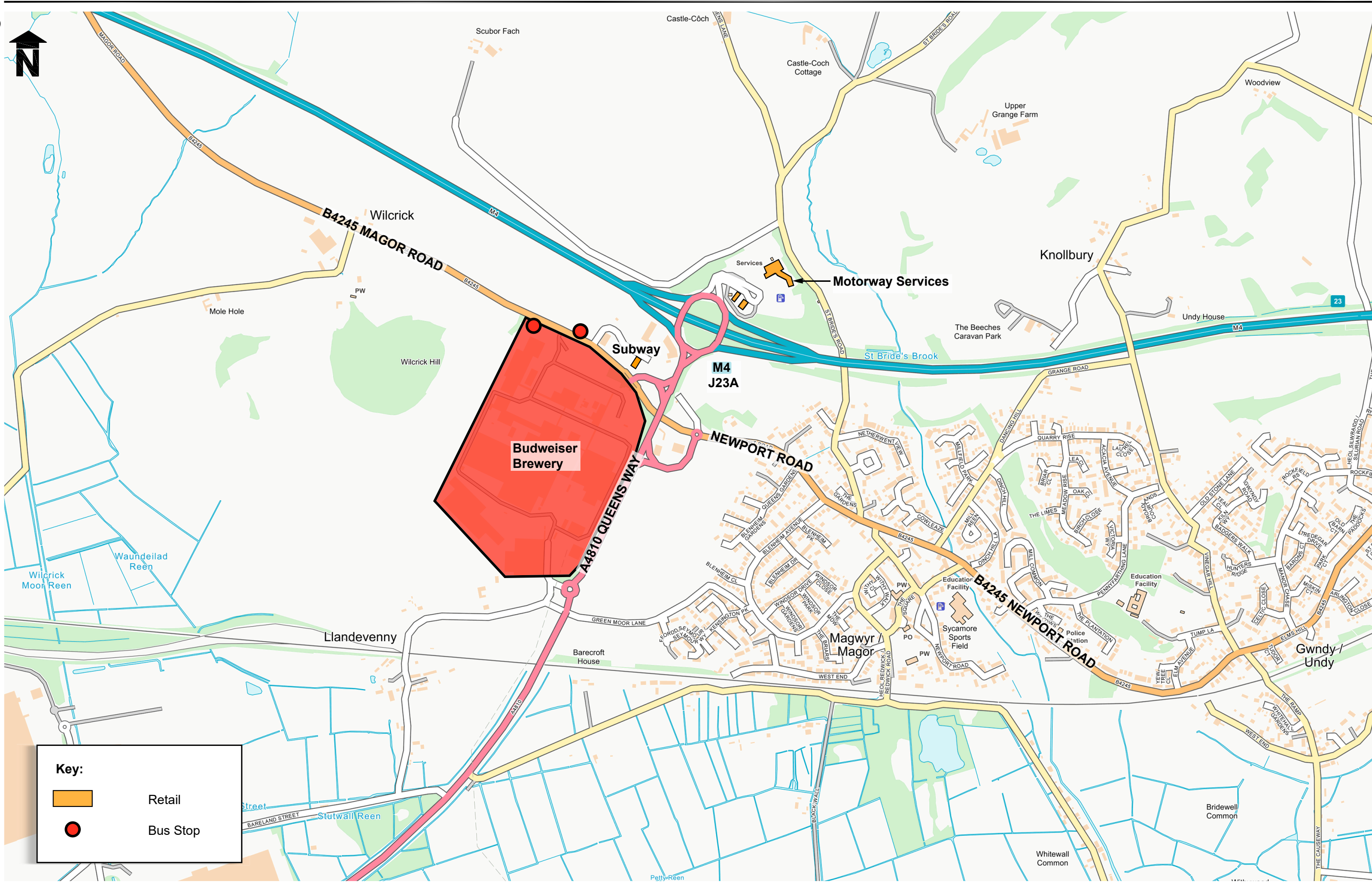
- 6.1.1 Development of the allocation to expand the brewery would generate vehicle trips outside the usual road network peak. As the increase in vehicle trips is at quieter periods in traffic terms the level of increase would not affect existing traffic conditions.
- 6.1.2 The site is accessible by public transport, cycle and on foot. The closest bus stops are located at the site access and Route 4 of the National Cycle Network runs south of the site.
- 6.1.3 Staff traffic to and from the development would use the existing site access off Magor Road, which is an appropriate arrangement for the proposed use.
- 6.1.4 There have been no recorded accidents at the site access in the most recent five year period. This confirms there are no existing safety issues.
- 6.1.5 There is no pattern of accidents recorded in the wider area and the level of traffic proposed would not affect the existing road safety.
- 6.1.6 The existing staff car park has capacity for the additional cars per shift.
- 6.1.7 There would be no impact on the safety or operation of the local or strategic highway network as a result of the development proposals. The proposals are consistent with relevant national and local policy.

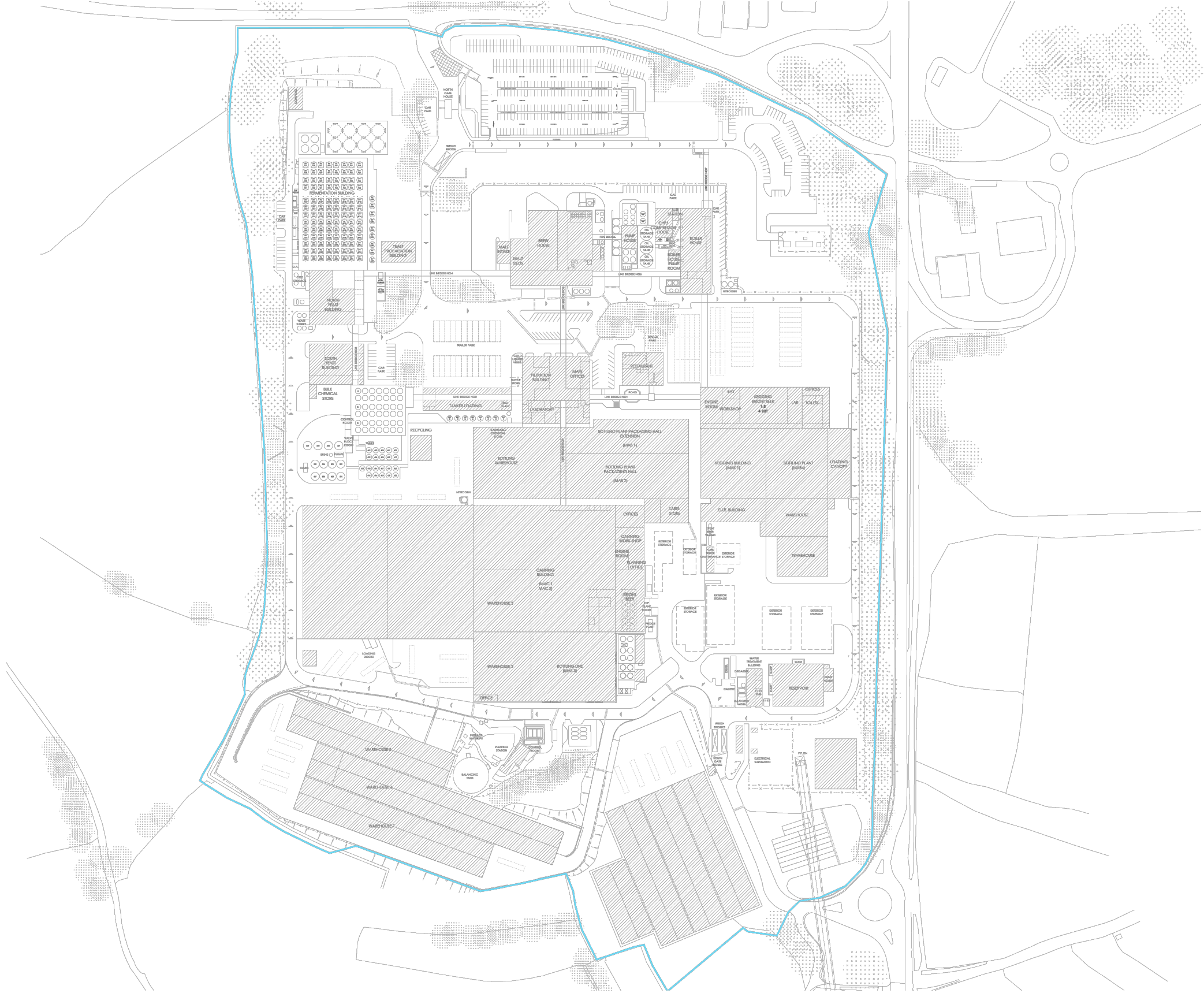
1 : 50,000 @ A4

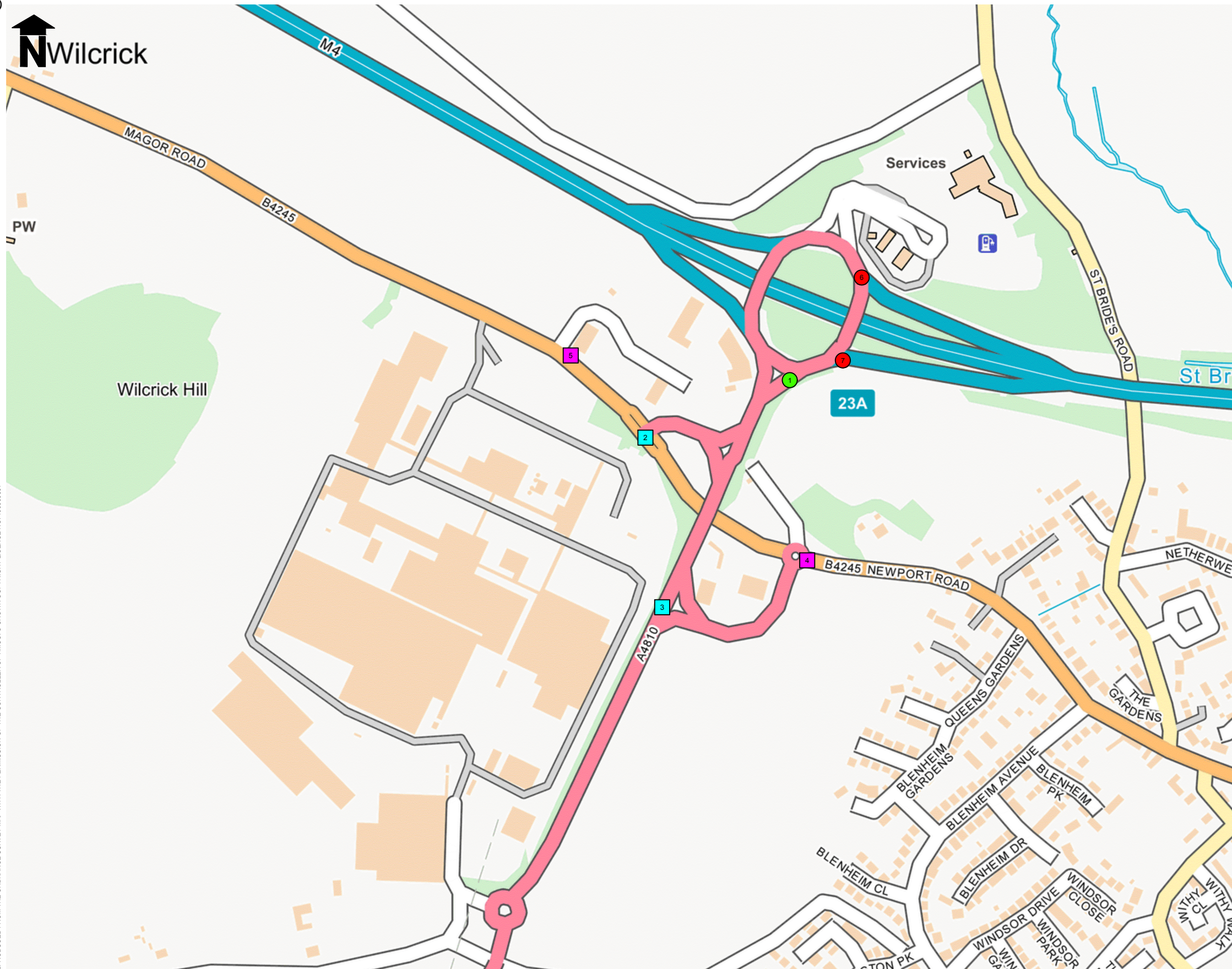


NOTE: REPRODUCED FROM THE ORDNANCE SURVEY MAP WITH THE PERMISSION OF THE CONTROLLER OF HMSO. © CROWN COPYRIGHT LICENCE NO. 100005697

10,000 @ A3







Data Source : "CRASHMAP.CO.UK"
Data Received 20/08/2021 for Period 01/01/18 to 01/01/23

Time Period	Slight	Serious	Fatal
01-01-22 to 01-01-23			
01-01-21 to 01-01-22			
01-01-20 to 31-12-20			
01-01-19 to 31-12-19			
01-01-18 to 31-12-18			

Accident Reference No : 1

Ref No.	Date	Time	Day/Night	Severity	Location & Details
1	10.02.18	13:13	Day	Slight	Car hit rear of other car while proceeding normally along the carriageway.
2	10.02.19	15:15	Day	Serious	Head on collision between 2 cars.
3	08.08.19	04:49	Day	Serious	2 cars and other vehicle involved, cause unknown.
4	06.02.20	05:30	Night	Serious	Ice on road, no other details.
5	17.07.20	17:06	Day	Serious	Shunt type collision
6	04.06.21	17:33	Day	Slight	Shunt type collision
7	28.07.21	15:15	Day	Slight	Shunt type collision

