

Appendix 1

Introduction

This document summarises each of the 16 draft policy documents which make up the Draft Local Transport Plan 3.

Traffic Management and Parking Policies

Parking is already at a premium and congestion is becoming worse in many of Worcestershire's urban areas. A piecemeal approach to traffic management and parking measures does not work. Therefore, Worcestershire County Council is proposing a more strategic, plan led approach to traffic management and parking in the County. This type of approach will help to reduce congestion, support increased use of our town and city centres, improve the quality of the environment and support the performance of the Worcestershire economy.

Key Themes:

- Create strategic traffic and parking management plans which cover entire urban areas. These plans will involve a full parking capacity review, a parking pricing review, a network review and an infrastructure review. The plan will then set out a focussed investment plan to spend limited funds to optimise the use of transport infrastructure (including parking capacity).
- Identify modal hierarchies, to prioritise more sustainable modes in urban areas. For example, interurban roads are for freight and cars, but city streets are principally for pedestrians and cyclists.
- Identify a robust, standardised enforcement procedure across Worcestershire for all traffic and parking management measures.
- Promote further park and ride facilities to maximise the amount of visitors (shoppers/tourists) to Worcestershire's urban areas without increasing congestion.
- Promote coach parking and layover facilities in urban areas, to encourage more coach trips into our urban areas.

Transport Asset Management Plan

Worcestershire is good at managing its transport asset. It has won awards for spending limited funds efficiently to maintain roads, paths and street furniture. Worcestershire County council intend to build upon the successful approach to asset management and deliver further efficiency savings whilst maintaining and enhancing the quality of Worcestershire's transport asset.

Key Themes:

- Prioritise investment towards busiest /most used routes first
- Reduce street clutter and unnecessary infrastructure
- Promote the use of hardwearing materials which reduce the need for ongoing maintenance

Smarter Choices

Smarter choices measures (like the highly successful 'Choose how you move' programme which was held in Worcester) hold the key to reducing congestion and encouraging our residents and visitors to live healthier, more active lifestyles, which will lead to enhanced quality of life for all. Worcestershire County Council learned a lot from the 'Choose how you move' programme. The Smarter Choices policy will put what has been learned into practice.

Key Themes:

- Promote effective partnership working to deliver Smarter Choices Measures with our public and private sector partners
- Promote plain English travel information, which is as accessible as possible to all
- Provide printed timetable information at bus stops and bus stations in display cases, however, printed timetable leaflets will not be produced (as now) because demand for information in this format is low, and WCC can no longer afford the reprinting costs. However, printed copies of timetables will continue to be provided by the Worcestershire Hub for those that need them.
- Provide walking, cycling and passenger transport maps for all of Worcestershire's urban areas, to encourage increased use of sustainable modes.
- Use the local media to communicate dynamic travel information and marketing campaigns to the public, to encourage more sustainable travel choice.
- Provide and enhance the transport pages of the Worcestershire County Council website, in response to its popularity and functionality.
- Make use of social networking sites (such as Twitter and Facebook) to provide dynamic travel information and marketing campaigns to promote the increased use of sustainable modes.
- Promote consistent, iconic branding of Worcestershire County Council's transport services
- Conduct market research to inform decision making
- Conduct focussed marketing campaigns to promote sustainable transport choice
- Make use of Individual Travel Marketing techniques to promote sustainable travel choice
- Promote the use of travel plans and associated support mechanisms to encourage uptake.

**Integrated Passenger Transport Policies
(Covering Rail, Bus, Coach, Community Transport & taxis)**

Approximately 24.5million passenger journeys per annum are made using the Worcestershire passenger transport network (17.5 million journeys on local buses, 7 million on rail, with additional trips on other modes). Passenger transport infrastructure and services therefore form a key part of the county's transport network and has a particularly important role in reducing levels of congestion, supporting the quality of the environment and supporting the performance of the Worcestershire economy.

Key Themes:

- Make passenger transport more attractive to users and encourage switching from car, particularly in congested urban areas and along key (high demand) inter-urban links
- Improve the accessibility, journey times, reliability and punctuality of passenger transport services through investment in infrastructure at key pinch points and services
- Improve facilities for users, in particular at stations, stops and interchanges
- Improve information for users, for example real time information
- Improve integration between services and systems, particularly in terms of ticketing
- Prioritise investment where this offers the greatest return on investment

Transport and Climate Change Policies

Key Themes:

- Work to reduce harmful emissions from transport both for:
 - Worcestershire County Council vehicle fleet and contracted services
 - Wider transport network
- Encourage use of less polluting modes of transport, in particular walk, cycle and passenger transport
- Increase efficiency of transport operations and assets, including street lighting
- Plan to maximise the resilience of transport to effects of climate change, including:
 - Emergency response planning
 - Maintaining transport access to major settlements
 - Monitoring impact of weather on transport and amending appropriate strategies
- Integrate into all transport policies, strategies and schemes the measures needed to minimise the impact of transport on climate change, including raising awareness of the issue of climate change.

Air Quality

Key Themes:

- Worcestershire County council will continue to work with the authorities responsible for measuring and monitoring air quality to:
 - Identify at an early stage potential air quality deterioration
 - Understand the transport related causes of designated Air Quality Management Areas
 - Develop transport schemes to mitigate localised poor air quality
- Ensure that Air Quality issues are fully taken into account from the outset when planning new land use developments and work with planning authorities to ensure that appropriate mitigation measures are put in place
- Develop schemes and measures which encourage use of less-polluting transport modes (walk, cycle and passenger transport), in particular for journeys to/from/through Air Quality Management Areas.
- Integrate into all transport policies, strategies and schemes the measures needed to minimise impact of transport on air quality, including raising awareness of the issue of air quality.

Accessibility

Key Themes:

- Ensure that robust technical methods are used to:
 - Monitor and report on transport accessibility
 - Identify areas where accessibility to health, employment, education, retail and leisure facilities and services is poor
 - Highlight where this is inhibiting the achievement of economic growth, environmental, health and quality of life objectives
 - Help identify possible solutions
 - Quantify the accessibility benefits and effects of strategies and individual schemes
- Ensure that transport accessibility issues are fully taken into account from the outset when planning new land use developments, and work with planning authorities to ensure that appropriate transport infrastructure and services are put in place to deliver accessible and sustainable developments.
- Continue to work in partnership with relevant organisations including those in the health sector, the private sector, service providers and other local authorities to ensure that transport accessibility is given appropriate consideration in terms of its impact on the economy, environment and access to essential services.
- Maintain the necessary datasets and models (including the Accession Model) needed to undertake robust analysis of accessibility on behalf of the County Council, its partners and the private sector.
- Work with partners to ensure that there is appropriate consideration of non-transport methods of improving accessibility, including telecommunication systems.

Development Control

Key Themes:

- Continue to work in partnership with planning authorities and developers to ensure that all new developments in the county are designed to be sustainable (financially, economically and environmentally).
- New developments must maximise use of existing transport infrastructure and services to accommodate travel demand generated by new/changed land uses. This will include:
 - Locating new developments on existing walk, cycle and passenger transport routes and services
 - Maximising use of non-car modes, such that the impact on congested sections of the network are minimised
 - Investing in walk, cycle and passenger transport infrastructure and services enabling new developments to be served without incurring ongoing additional revenue costs
- Promoters of new developments must identify both the on and off-site transport infrastructure and services required to deliver accessible and sustainable new developments.
- Ensure that the appropriate levels of financial contributions are provided by developers toward the capital and ongoing maintenance costs of the transport infrastructure and services to deliver sustainable developments
- New development must have in place adequately funded and managed Travel Plans which support the delivery of sustainable development.

Transport Safety

Key Themes:

- Continue to work with the Road Safety Partnership to address and target safety issues in disadvantaged areas.
- Imposition of speed limits outside schools will be targeted at those locations where there are identified problems.
- Consider the imposition of 20mph zones in residential areas where:
 - It is considered that after the imposition of the measures, the average speed will be 20mph or less at representative sites within the zones
 - The needs of emergency services have been fully considered
 - Traffic whose destination is not within the 20mph zone have an alternative route
- In rural areas seek to achieve an acceptable balance between costs and benefits, such that speed-management policies take account of environmental, economic and social effects as well as the reduction in casualties they may achieve.
- Roads in new developments should be designed for lower speeds, with appropriate designs for pedestrians and cyclists, with a particular focus on the needs of children.

- Enforcement of speed limits will be undertaken by the West Mercia Road Safety Partnership, with deployment of Speed Cameras following the site selection criteria established by the partnership.
- Worcestershire County Council will undertake regular monitoring of all schemes and accident statistics with a forward programme for casualty reduction works identified annually on a rolling basis.

Rights of Way Improvement Plan

Key Themes:

- Worcestershire County Council will seek, subject to funding availability, to provide a rights of way network which meets the needs of its users (the public).
- Worcestershire County Council will work to ensure that, subject to funding availability, the Worcestershire Public Rights of Way Network is easy to use and accessible by all.
- Worcestershire County Council will seek, within available funding, to balance the needs of users and others with an interest in the Worcestershire Public Rights of Way Network.
- Worcestershire County Council will seek, within available funding, to raise awareness of, promote and build confidence in the Worcestershire Public Rights of Way Network.
- Worcestershire County Council will seek to manage available resources effectively to maintain and enhance the Worcestershire Public Rights of Way Network.
- The case for investment in the Worcestershire Public Rights of Way Network is strong. Worcestershire County Council will make this case, both internally and to external bodies, to justify further investment (both capital and revenue) in the network.

Intelligent Transport Systems (ITS) Policy

(ITS is the umbrella term for electronic kit which is used to assist more efficient use of transport networks, such as traffic lights, variable messaging signs and real time information displays).

Key Themes:

- Make best use of ITS infrastructure to facilitate efficient use of Worcestershire's constrained transport networks
- Invest in ITS innovations where a strong business case can be justified
- Only use ITS measures where all other (lower cost) options have been exhausted

Freight

Key Themes:

- Continue to facilitate the Worcestershire Freight Partnership
- To monitor freight movements
- Identify rail and water freight opportunities
- Investigate HGV parking opportunities
- Review signage and Traffic Regulation Orders for goods vehicles

Cycling

Key Themes:

- Working with partners to create a network that is convenient, comfortable, safe and attractive to use
- Choose appropriate cycling measures to suit cyclists with different needs
- That highways maintenance includes cycling infrastructure
- To ensure new developments consider cycling infrastructure
- Consider off road lighting for cycling routes
- Exempt cyclists from TRO's except for safety reasons
- Provide clear and concise direction signing
- Promote cycling, cycling training and driver training
- Improve cycle security
- Encourage commuter cycling

Walking

Key Themes:

- Work with partners to create and maintain a walking network and public realm
- Work with partners to improve the maintenance of the walking network including winter maintenance
- Managing public realm in a sensitive and sustainable way
- Work closely with partners to ensure new developments consider walking infrastructure
- Work towards providing a comprehensive network of dropped kerbs
- Provide appropriate types of crossings for pedestrians avoiding grade separated crossings (e.g. subways)
- Consider new footways and minimise street furniture
- Choose appropriate materials for surfacing, provide guardrails only at locations where necessary and provide street lighting commensurate with the role of the transport route.
- Regularly survey street trees and consider trees as part of public realm improvements
- Give due consideration to market stalls (and similar) and events on the highway

Consultation

Key Themes:

- Involve and Inform the local elected member of any transport related activity requiring consultation and continue to engage throughout the project lifespan
- Develop and deliver comprehensive Consultation Plans
- Ensure compliance to any relevant legislation and the internal project checklist ensuring local member sign off at every stage
- Develop and deliver a consultation/information process for bus service changes
- Develop and deliver a consultation/information process for bus stop/shelter changes
- Participate appropriately in in-bound consultation
- Internally resource consultation exercises to an appropriate level
- Ensure all consultation documents are available on the county's website

Motorcycling

Key themes:

- Seek to establish motorcycling spaces
- Tackle routes to reduce accidents
- Promote the use of motorcycles to enhance accessibility
- Consider permitting motorcyclists to use bus lanes
- Consider motorcyclists with regards to road maintenance e.g. Anti-skid surfaces