

- 4.1 The Economic Objective is stated as supporting Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network. This section of the Plan states that the economy is proving challenging and during this period it is improbable that Worcestershire County Council will be in a position to fund or bid for funding for much new major transport investment projects unless there is a robust business case to support investment. There are four aims highlighted under the economic objective as follows:
- Improve accessibility by all modes, particularly to main urban areas;
 - Enhance footfall in town and city centres by improving public realm
 - Locating developments to minimise the need to travel and developing infrastructure and services; and
 - Improve journey time reliability and network efficiency by reducing congestion with a particular focus on the expeditious movement of freight.
- 4.2 The Environment Objective sets out to reduce the impact of transport in Worcestershire on the local environment by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate and reducing the impacts of transport on public health. The objective includes four aims as follows:
- Reduce the impacts of transport noise on our built and natural environments;
 - Optimise resilience of transport networks to the negative impacts of climate change (in particular flooding) with the desired outcome of developing our transport networks;
 - Reduce the primary and secondary adverse impacts of transport on local communities
- 4.3 The Public Health and Safety Objective is to contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel. There are three aims highlighted under this objective as follows:
- To optimise the maintenance and management of Worcestershire's transport assets, to reduce the risk of accidents;
 - To invest in infrastructure and services to improve public safety for users of transport networks, and in particular, encourage the use of more active modes of transport; and
 - To make use of innovative Smarter Choices measures, in partnership with service providers to encourage more active lifestyles.
- 4.4 The Equality Objective is to optimise equality of opportunity for all of Worcestershire's citizens, with the desired outcome of creating a fairer society. The two specific aims include:
- To ensure that adequate walking, cycling and passenger transport networks are made available to enable access to essential services and facilities for all; and
 - To ensure that the public are made aware of transport choices available for accessing essential services and facilities.

- 4.5 The Quality of Life Objective is to enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets. The two aims for this being:
- To ensure that the public are given suitable opportunities to influence the planning and delivery of transport infrastructure and services, which may impact on the quality of life that they enjoy; and
 - To ensure that the Worcestershire Public Rights of Way network is provided and maintained to enable the public to access the countryside to take advantage of healthy leisure opportunities.
- 4.6 The Asset Management Objective is to enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works. The two aims under this objective include:
- To effectively prioritise and spend limited funds to maintain and enhance Worcestershire's transport asset; and
 - To enhance more efficient working practices to reduce the costs of maintaining and enhancing Worcestershire's transport asset and the need to undertake maintenance works.