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Warwickshire Local Transport Plan 2011 - 2026

Warwickshire County Council

Working for Warwickshire

Foreword by Councillor Alan Cockburn

This is Warwickshire's third Local Transport Plan (LTP3) and covers the period 2011-2026. The Plan aims to build on the successes that have been achieved since the LTP process was introduced in 2000. It sets out the County Council's Transport Strategy, which will provide the framework for how the transport network will be maintained and improved across Warwickshire over the next fifteen years.

Although significant progress has been made over the last five years to improve transport, we must continue to manage, maintain and improve the transport network across Warwickshire to ensure the transport system meets the needs of those who live, work and visit the County, both now and in the future. This will need to be undertaken at a time when resources are under significant pressure. Our role as an enabling Authority as well as a service provider will be vital in this respect.

The County Council is committed to ensuring that transport improvements help meet wider objectives, including supporting economic growth, tackling climate change, promoting equality of opportunity and making Warwickshire a safer and more secure place.

Continued work with our Partners is vital if the aims and objectives set out in the Plan are to be delivered. It's success also requires the support of residents and businesses within Warwickshire. As such, we have taken the opportunity to consult with a wide range of stakeholders on a draft version of the Plan, the results of which have been used to inform the final version of this LTP.

Thank you for helping to inform and shape the Plan. We look forward to continuing to work with you to improve transport in Warwickshire.

Alan Cockburn

Warwickshire County Councillor
Lead Portfolio Holder (Environment and Economy)
Cabinet Member

PAUL GALLAND
STRATEGIC DIRECTOR FOR ENVIRONMENT AND ECONOMY

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1.   Introduction and Overview

Purpose and context of this Local Transport Plan

This document is the third Local Transport Plan (LTP) for Warwickshire and sets out the transport strategy and policies for the County from 2011 to 2026. It has been produced in accordance with the Local Transport Plan Guidance issued by the Department for Transport in 2009. The document includes an Implementation Plan detailing how the strategy will be delivered over the first four years of the Local Transport Plan.

Transport is a cross-cutting theme and has the potential to influence, and be influenced by a variety of policy areas. The context for the development of this Plan has therefore drawn on evidence from a wide range of documents to ensure that the strategies and policies contained within this Plan are consistent with and support a number of wider aims and objectives. This includes being closely aligned with the corporate objectives of the County Council and Warwickshire's Sustainable Community Strategy.

Preparation of the document

Consultation and engagement

This LTP has been developed in collaboration with a range of stakeholders and the public. This process has provided local groups and organisations with an opportunity to influence the Plan and help build a wider ownership of the document. A full list of the stakeholders that have been consulted during the preparation of the Plan is included in Appendix G.

Consultation and engagement with stakeholders and the public has occurred at three key stages during the development of this LTP, as detailed below:

- Prioritising goals and issues for the new LTP (Summer 2009);
- Agreeing preferred options and the strategy to deal with the goals and issues identified (Winter 2009/10); and
- Commenting on the draft document (Summer 2010).

As part of the Stage 2 consultation activity, a stakeholder event was held in December 2009. The aim of this event was to help identify how strategies, policies and projects could contribute towards the priorities identified in the initial stage of consultation. A list of the stakeholders who have been involved in the development and preparation of the Plan can be found in Appendix G.

Evidence and analysis

A wide range of evidence and analysis has shaped the development of this LTP in addition to input from consultation and wider policy documents. This includes the following:

- National policies, strategies and studies, such as the work undertaken by Eddington and Stern, the Local Transport White Paper and research undertaken by the Department for Transport;
- Local policies, strategies and studies, such as the Warwickshire Sustainable Community Strategy, the Warwickshire Blueprint, the Local Economic Assessment and various local transport studies; and
- Other local evidence such as Census data analysis, scheme monitoring data and output from traffic models.

Assessment of the Local Transport Plan

The following assessments have been undertaken as part of the development of the Local Transport Plan:

- Equality Impact Assessment (EqIA)
- Strategic Environmental Assessment (SEA)
- Habitats Regulations Assessment (HRA)

These assessments can be found in Appendix D, E and F respectively.

In line with the requirements of local transport legislation (including the Local Transport Act 2008), this LTP has been prepared with regard to the transport needs of older people, disabled people and those with a mobility difficulty.

The County of Warwickshire

Geographical context and administration

Warwickshire is located to the south and east of the West Midlands conurbation, and has strong links with Coventry, Solihull and Birmingham. The County forms an important gateway from the West Midlands to the East Midlands, the Home Counties, London and the South East.

Despite the focus of population within the main towns and settlements (i.e. Atherstone, Polesworth, Coleshill, Nuneaton, Bedworth, Rugby, Kenilworth, Warwick, Leamington Spa, Southam, Stratford-upon-Avon, Alcester and Shipston-on-Stour), a significant part of Warwickshire is rural in nature. Access to and from the rural areas has suffered as a result from the recent centralisation of services such as health care. This has had a profound effect on the ability of certain journeys to be made by any mode other than the private car.

Although having a mix of distinct urban and rural characteristics, Warwickshire's location in the centre of the country astride some of the most important strategic transport routes means that it cannot be considered as having the typical characteristics of a Shire authority that may be found elsewhere within the UK.

Warwickshire comprises five District/Borough areas, these being:

- North Warwickshire Borough;
- Nuneaton and Bedworth Borough;
- Rugby Borough;
- Warwick District; and
- Stratford-on-Avon District.

The administrative areas of Warwickshire and the adjoining counties are shown in Figure 1.1.

For the purposes of this Plan, the County is considered in terms of the predominant strategic and local travel movements rather than these traditional administrative boundaries. These can be summarised as follows:

- Northern Warwickshire, comprising Atherstone, Polesworth, Coleshill and their surrounding rural hinterland. This area has strong links with Birmingham, Sutton Coldfield and Tamworth;
- Eastern Warwickshire, comprising Rugby and its large rural hinterland to the west and north. This area has strong links with Coventry, Northampton, Daventry and Leicester;

- The urban areas of Nuneaton and Bedworth, which have strong links with Coventry and Hinckley;
- The built-up areas of Warwick, Leamington Spa Kenilworth and Whitnash and their rural hinterland. This area has strong links with Coventry, Solihull and Birmingham, as well as the south east;
- Southern Warwickshire, comprising Stratford-upon-Avon and the numerous market towns and other smaller settlements within Stratford District; and
- The North-South corridor, which encompasses the many strategic and local movements which are made between Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick.

These travel areas are shown in Figure 7.1 later in this section of the LTP.

Warwickshire attracts a large number of tourists, primarily due to the historic castles which can be found in Warwick and Kenilworth and the links which Stratford-upon-Avon has with William Shakespeare. Other important attractions include the Spa town of Leamington, Rugby as the birthplace of one of our national sports, the links of Nuneaton with George Eliot, and the Cotswolds Area of Outstanding Natural beauty in South Warwickshire. Events also take place at Long Marston airfield and the National Agricultural Centre near Stoneleigh.

The transport network

The highway network

Warwickshire is traversed by a number of motorways and trunk roads, including the M6, M6 Toll, M40, M42, M45, M69, A5, A38, A45 and A46. Parts of the M1 and A14 also pass close to the County boundary. There are important interchanges on this network at Longbridge near Warwick (M40/A46), Tollbar End near Coventry (A45/A46) and the M69/A5 junction on the Warwickshire/Leicestershire border near Hinckley. In addition, the M1/M6/A14 intersection at Catthorpe provides a major interchange just outside the County within Leicestershire.

Key routes on the County road network include the following:

- A452 between Balsall Common, Kenilworth, Leamington Spa and the M40;
- A444 between Coventry, Bedworth, Nuneaton and Burton-upon-Trent;
- A446 between the M6/M42, Coleshill, M6 Toll, A38 and Lichfield;
- A445 between Warwick, Leamington Spa and A45 at Ryton-on-Dunsmore;
- A425 linking Warwick, Leamington Spa, Southam and Daventry;
- A429 linking Warwick with Wellesbourne, Moreton-in-Marsh, Stow-on-the-Wold and Cirencester;
- A426 between Southam, Rugby, M6 and M1;
- A423 linking Coventry with Southam and Banbury;
- A422 between Stratford-upon-Avon and Banbury, and Alcester and Worcester;
- A435 between the M42, Studley, Alcester and A46
- A34/A3400 between Shirley, Henley-in-Arden, Stratford-upon-Avon, Shipston-on-Stour and Chipping Norton; and
- A4177/A4141 linking Warwick with Solihull and Balsall Common.

These core routes are supplemented by an extensive network of 'B' and 'C' roads, some of which carry significant volumes of local and medium distance traffic.

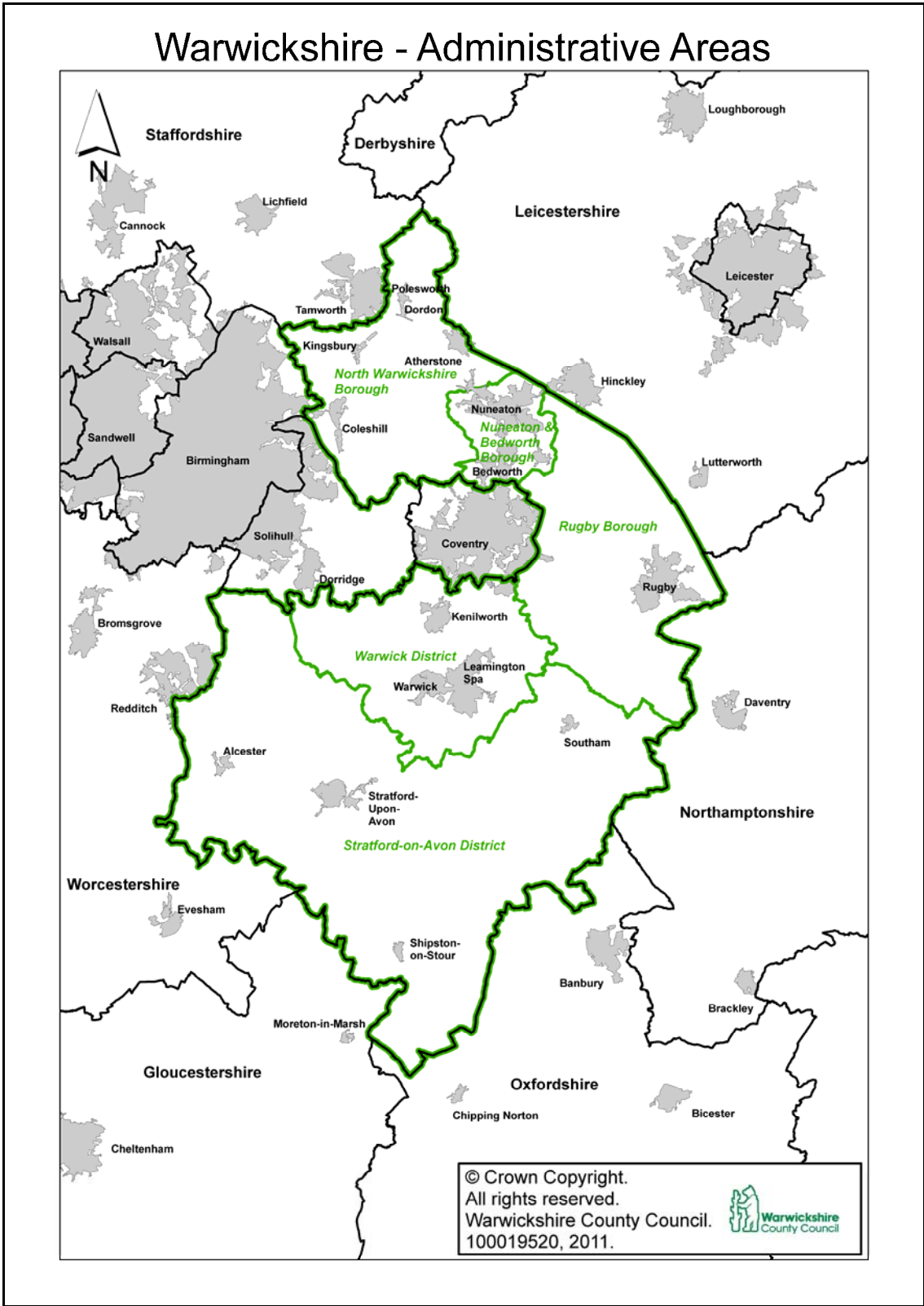The key elements of the transport network within Warwickshire are shown in Figure 1.2.

Figure 1.1: Administrative areas of Warwickshire

The bus network

Warwickshire has an established network of inter-urban bus services which are predominantly provided on a commercial basis by a small number of operators. The main corridors of operation are as follows:

- Coventry – Kenilworth – Leamington Spa – Warwick;
- Coventry – Warwick University – Warwick – Stratford-upon-Avon;
- Leamington Spa – Kenilworth/A46 – Warwick University;
- Leamington Spa – Stratford-upon-Avon;
- Birmingham – BIA/NEC – Coventry;
- Coventry – Rugby;
- Leamington Spa – Southam – Dunchurch – Rugby;
- Stratford-upon-Avon – Henley-in-Arden – Shirley – Birmingham;
- Tamworth – Atherstone – Nuneaton;
- Tamworth – Kingsbury – Birmingham;
- Coleshill – Water Orton – Birmingham;
- Coventry – Bedworth – Nuneaton – Atherstone/Hinckley/Leicester;
- Rugby – Daventry – Banbury;
- Stratford-upon-Avon – Evesham; and
- Stratford-upon-Avon – Alcester – Studley – Redditch.

This strategic network is supplemented by:

- Local services of varying quality and frequency operating within the main towns of the County;
- Reasonably good bus services linking many of the smaller towns with the main urban areas, which also provide links with the villages and rural areas through which they pass; and
- Generally infrequent services in the rural parts of the County, which are neither served by the inter-urban services or the services linking the smaller towns with the main urban areas.

The County Council currently provides financial support for approximately 20% of bus services within Warwickshire. These include a number of routes in rural areas, along with evening and Sunday services.

Further details of the County Council's Bus Strategy can be found in Part B of the Plan.

The rail network

Warwickshire has a mixture of inter-city, cross-country and local rail services that meet a variety of travel demands across the County. Access to the West Coast Main Line (WCML) is provided at Coventry, Rugby and Nuneaton, with inter-city services to Birmingham New Street, London Euston and the north west of England. Semi-fast services between Birmingham and Northampton/London Euston also serve Coventry and Rugby. Services are provided on the Trent Valley line between Crewe and Northampton/London Euston which call at Atherstone, Nuneaton and Rugby. Polesworth is served by only one train per day.

Services to London Marylebone and Birmingham Moor Street/Snow Hill are provided from Leamington Spa, Warwick, and Warwick Parkway, some of which also call at Hatton and Lapworth. Direct services from Stratford-upon-Avon to London Paddington also call at Warwick and Leamington Spa, as well as serving Claverdon and Bearley.

Along with long distance services on the WCML, Nuneaton is served by trains between Birmingham, Nuneaton, Leicester and Stansted Airport, as well as local services from Coventry via Bedworth. Water Orton and Coleshill Parkway are served by trains operating between Stansted Airport, Nuneaton and Birmingham.

Coventry and Leamington Spa are served by high frequency cross-country services between the South Coast, the Midlands. Manchester, the North of England and Scotland. These link into a wider network of cross-country services at Birmingham New Street.

Although outside Warwickshire, the Cotswold Line between Oxford, Worcester, Malvern and Hereford provides an important link for residents in the south of the County. The nearest railway stations to Warwickshire on this line are Pershore, Evesham, Honeybourne and Moreton-in-Marsh. Peak and off-peak services to and from London Paddington are provided on this line.

In addition to the above, there are local stopping services between Leamington Spa and Birmingham Snow Hill, and Stratford-upon-Avon and Birmingham Snow Hill. Some services in this corridor extend to Stourbridge, Kidderminster, Worcester and Great Malvern.

There are currently no through rail services in the North-South Corridor, nor is there a rail station in the large town of Kenilworth.

Full details of the County Council's Passenger Rail Strategy can be found in Part B of the LTP.

The pedestrian network

The following facilities are provided for pedestrians within Warwickshire:

- Footways located adjacent to the carriageway of the public highway;
- Urban and rural public rights of way, including footpaths, bridleways and byways open to all traffic; and
- Shared off-road pedestrian and cycle routes.

In addition, there are also:

- Pedestrian priority/only areas, particularly within town centres;
- Pedestrian signs;
- Controlled and uncontrolled pedestrian crossings; and
- Footbridges.

The County Council's Walking Strategy can be found in Part B of the Plan.

The cycle network

The existing cycling network in Warwickshire consists of a combination of facilities which have been provided over the last 15 years by the County Council, the Highways Agency, certain District/Borough Councils and Sustrans.

These facilities include:

- On-road cycle lanes;
- Off-road cycle lanes (adjacent to the highway);
- Off-road cycle tracks;
- Bridleways and byways open to all traffic;
- Minor vehicular roads;
- Junction treatment and traffic management to make cycling safer, e.g. advance cycle-stop lines;
- Signage for cyclists; and
- Secure cycle parking provision, particularly at public transport interchanges and within town and local centres.

The County Council's Cycling Strategy can be found in Part B of the LTP.

Air transport

Birmingham International Airport (BIA) is located in Solihull Metropolitan Borough close to the County boundary, and provides scheduled services to numerous domestic and international destinations.

Coventry Airport is considerably smaller than BIA and is currently used for domestic and European freight traffic.

The County Council's Airport Accessibility Strategy can be found in Part B of the Plan.

Road and rail freight

The central location of Warwickshire and its relationship to the motorway, trunk road and rail network have led to the development of a number of major road and rail based freight distribution facilities over the last 15 years. These include Hams Hall near Coleshill, Bermuda Park between Nuneaton and Bedworth, Keresley in north west Coventry, Birch Coppice in North Warwickshire and Coton Park near Rugby. Magna Park and DIRFT (Daventry International Rail Freight Terminal) are both located just beyond the County boundary in Leicestershire and Northamptonshire respectively.

The other principal rail freight facilities within the County can be found at Bedworth (oil), Kingsbury (oil), Rugby (intermodal), Daw Mill (coal) and Kineton (Ministry of Defence).

Structure of the document

The timeframe for the Local Transport Plan is 2011-2026, which has been chosen to align the document with a number of national and local strategies that provide the context for the Plan. This includes the Warwickshire Sustainable Community Strategy and the various Local Development Framework (LDF) Core Strategies/Local Plans within the County.

The LTP is divided into three sections which are described below.

Part A is the overall strategy part of the LTP and includes details of the policy context, background, overall objectives, key issues and challenges faced by the County over the next 15 years. It explains how the transport goals have been prioritised for Warwickshire and how the preferred strategy has been developed. Finally, there are six Area Strategies setting out how the strategy will be delivered in each of the main areas of the County.

Part B consists of 25 mode and topic strategies, which provide further details on how the goals, issues and challenges identified earlier in document will be addressed and the strategy will be delivered.

The first LTP3 Implementation Plan can be found in **Part C**, which sets out the priorities for investment during the first four years of the LTP. The Implementation Plan also provides details of the proposed performance and programme management framework for this LTP.

Finally, there are seven supporting documents provided as Appendices to the LTP. All of the documents which form the LTP can be found on the County Council's website: www.warwickshire.gov.uk/ltp.

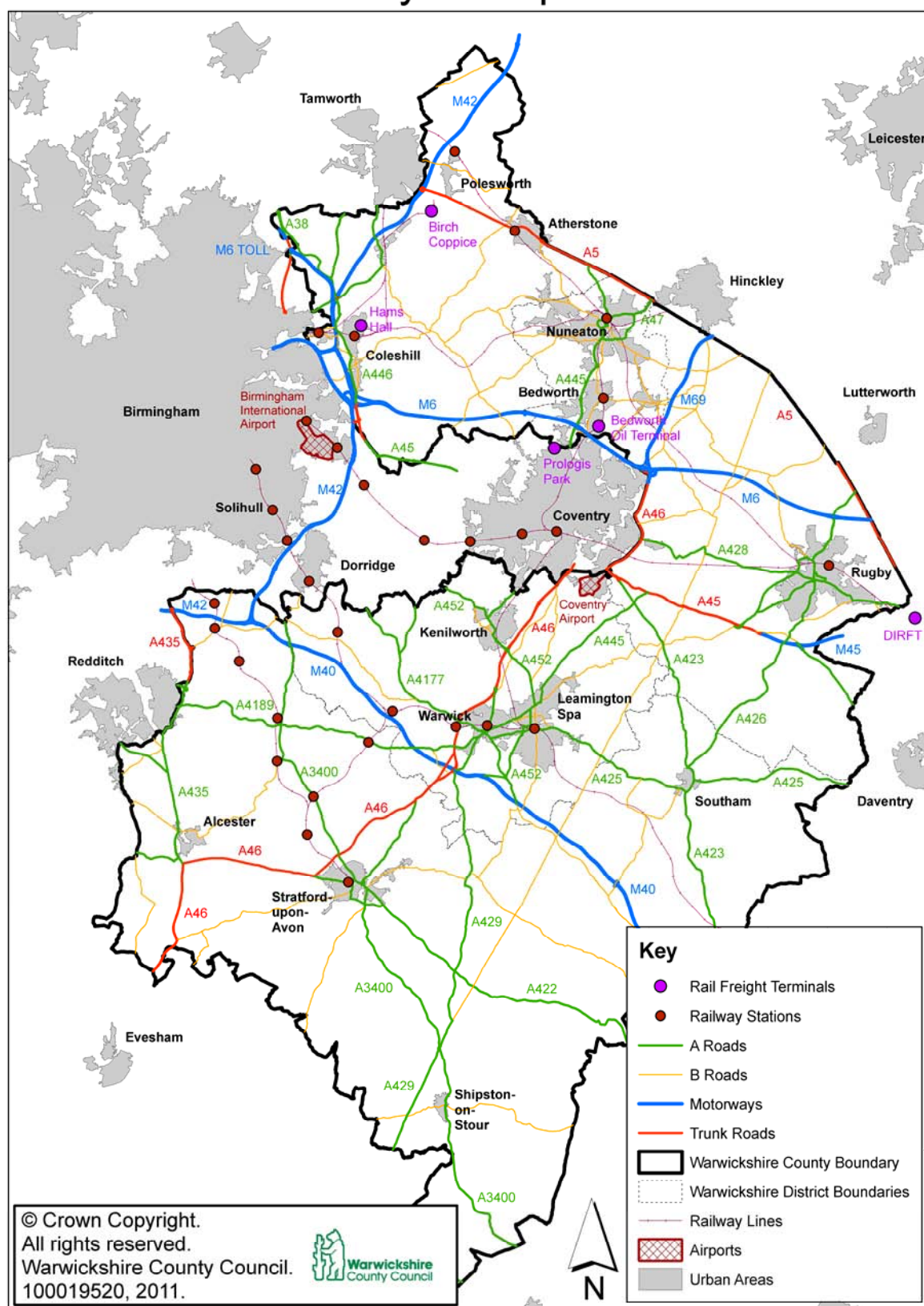# Warwickshire - Key Transport Infrastructure

Figure 1.2: Key Transport Infrastructure in Warwickshire

2. Overall Policy Context for Warwickshire's LTP3

The overall policy context for Warwickshire's third Local Transport Plan has been set within the framework of national, sub-regional and local transport policy, alongside the wider economic, environmental and social context that transport must operate within.

National policy and priorities

At a national level, transport policy is underpinned by five national transport goals which were set by the Government for the development of the UK's future transport policy and infrastructure. These national goals and associated challenges were identified in the Department for Transport's publication 'Delivering a Sustainable Transport System' (DaSTS) in 2008. The five goals are outlined below.

The National Transport Goals

Goal 1: To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**.

Goal 2: To **support economic competitiveness and growth**, by delivering reliable and efficient transport networks.

Goal 3: To **promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society.

Goal 4: To **contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health.

Goal 5: To **improve quality of life** for transport users and non-transport users, and to **promote a healthy natural environment**.

The recently issued Local Transport White Paper, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (January 2011) reiterates the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions. It explains how the Government is placing localism at the heart of the transport agenda, taking measures to empower local authorities when it comes to tackling these issues in their areas. The White Paper also underlines the Government's direct support to local authorities, including through the Local Sustainable Transport Fund.

The wide ranging nature of the goals contained in both DaSTS and the Local Transport White Paper reflect the important contribution that transport can make in both supporting and acting as a stimulus to achieving a range of objectives. Warwickshire's transport plans and proposals need to reflect these national goals, whilst at the same time considering the sub-regional and local policy context, each of which is explored in turn below.

Sub-regional policies and priorities

At a Sub-Regional level, the following strategies provide the context for the Coventry/Solihull/Warwickshire area:

- Sub-Regional Development Strategy;
- Sub-Regional Housing Strategy;
- Sub-Regional Economic Strategy; and
- Sub-Regional Joint Transport Strategy and Implementation Plan.

Some initial work has been undertaken to combine these into a Single Integrated Sub-Regional Strategy (SISRS).

Local policies and priorities

The local policy framework and priorities are set out in full in the Warwickshire Sustainable Community Strategy (SCS), the County Council's Vision and Priorities and the recently established Coventry/Warwickshire Local Enterprise Partnership (LEP). The Local Economic Assessment (currently in preparation) and the emerging Local Development Framework (LDF) Core Strategies/Local Plans for each of the five District/Boroughs within Warwickshire also contribute towards the local policy context.

Warwickshire's Sustainable Community Strategy (2009-2026)

Warwickshire's Sustainable Community Strategy (2009-2026) – People, Places and Prosperity – outlines a Vision for the County in 2026 of Warwickshire being a fair, safe and prosperous place to live where:

- Inequalities that exist geographically or within communities are reduced;
- There is good access to services, choice and opportunity; and
- Sustainability is pursued through balancing our current needs with those of future generations.

The strategy sets out three themes and nine outcomes to achieve this Vision. The role of transport in delivering these outcomes and contributing to meeting the Vision set for Warwickshire is set out in Table 2.1 below.

Table 2.1: LTP3 links to the Warwickshire Sustainable Community Strategy

SCS Theme	Outcome	Role of LTP3 in delivering outcome
Places	Our environment is clean, green and sustainable	- reduce dependency on the private car by offering more travel choice in the form of sustainable modes - improving air quality by improving congestion / reducing traffic and encouraging people to use more sustainable modes - help to reduce the need to travel by ensuring that new developments are sited in the most accessible locations by public transport, cycling and walking
	Our housing is appropriate and affordable	ensure that housing is located in the most accessible locations by public transport, cycling and walking
	Our places are connected through transport, technology and services	ensure that all communities, including rural communities, have the ability to access key services (through improved transport provision and changes to

SCS Theme	Outcome	Role of LTP3 in delivering outcome
		service locations and delivery)
People	We belong to safe and strong communities where people get on together	• improve the safety of people when travelling • ensure communities are well connected and people have good access to services
	We all live healthy, active and independent lives	• access to healthy and affordable food • provision of transport that enables individuals to make independent journeys • by making active travel more easy and attractive
	We all have the opportunity to enjoy and achieve	• make it easier for people to travel to education and employment opportunities • improve access to leisure services
Prosperity	Our economy is innovative, competitive and entrepreneurial	• improve the reliability of journey times and manage congestion
	Our workforce is diverse, trained and highly skilled	• make it easier for people to travel to employment and education and training opportunities
	Our economic well being is continuously improving	• improve the reliability of journey times and manage congestion

Warwickshire County Council's Vision

The County Council has set its vision of '**working in partnership to put customers first, improve services and lead communities**'. Four priorities have been set to help achieve this Vision. Table 2.2 below lists these priorities and the role of transport in delivering these.

Table 2.2: LTP3 links to Warwickshire's priorities

WCC Priorities	Role of LTP3 in delivering outcome
Raising levels of educational attainment and improving services for children, young people and families	• enabling people to travel to educational opportunities
Maximising independence for older people and people with disabilities	• ensuring that all communities, including rural communities, have the ability to access key services (through improved transport provision and changes to service locations and delivery)
Developing sustainable places and communities	• reduce carbon dioxide emissions in Warwickshire • meet Warwickshire's transport needs in more sustainable ways
Protecting the community and making Warwickshire a safer place to live	• improving road safety in Warwickshire

Coventry/Warwickshire Local Enterprise Partnership

In October 2010, Government announced that Local councils and business representatives will take charge of the local economy as the first 24 Local Enterprise Partnerships (LEPs) were set up across England to drive growth and create jobs. It is hoped that the LEPs will also provide the vision, knowledge and strategic leadership to set local priorities and empower communities to fulfil their potential.

A LEP has been established for Coventry and Warwickshire. Although in its early days, it is likely that transport will be a key issue which the LEP will take an active interest in.

3. Overall Objectives for Warwickshire's LTP3

In our second Local Transport Plan (2006-11), five overarching objectives were identified for transport in the County. These have been reviewed to ensure that they remain relevant within the policy context of LTP3. The revised objectives are as follows:

Warwickshire's Local Transport Plan 3 Objectives

1. **To promote greater equality of opportunity for all citizens in order to promote a fairer, more inclusive society;**

2. **To seek reliable and efficient transport networks which will help promote full employment and a strong, sustainable local and sub-regional economy;**

3. **To reduce the impact of transport on people and the [built and natural] environment and improve the journey experience of transport users;**

4. **To improve the safety, security and health of people by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health;**

5. **To encourage integration of transport, both in terms of policy planning and the physical interchange of modes;**

6. **To reduce transport's emissions of carbon dioxide and other greenhouse gases, and address the need to adapt to climate change.**

Objective 6 is an additional objective for this LTP, and supports the Government's commitment to tackling climate change as set out in the Climate Change Act 2008, the National Transport Goals and the Local Transport White Paper.

4. Key Issues and Challenges for Warwickshire 2011-2026

A review of evidence from the national, sub-regional and local policy framework has identified a series of issues and challenges facing Warwickshire over the period 2011-2026. The evidence considered includes the wider economic, environmental and social context that transport must operate within and the role of transport in addressing these issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Transport and the Economy

Summary

Warwickshire benefits from a relatively strong and diverse economy, with a growing presence in knowledge intensive sectors (such as ICT and gaming, creative industries, business services and environmental technologies) whilst retaining a strong core of manufacturing businesses. The County has seen strong employment growth over recent years, and has attracted significant inward investment. However, to remain competitive within a global economy, there must be a continuation of growth of innovative and creative businesses.

The County as a whole has a strong record of new business start-ups, with equivalent registrations of 70.4 per 10,000 population – significantly higher than the regional and national averages of 55.5 and 60.1 respectively. However, across the County there are significant variations, with Stratford-on-Avon and Warwick districts having significantly higher levels of new registrations, and Nuneaton and Bedworth with significantly lower levels. Broader measures of entrepreneurial activity within the County which look at people's attitudes and propensities towards enterprise also show a clear north/south split, suggesting lower levels of aspirations and business confidence in the north of the County.

Warwickshire's residents on the whole have high skill levels. The County has fewer than average people with few or no qualifications, and higher than average numbers of people with high level skills (i.e. degree level or above). However, this general picture masks significant variations across the County. Broadly the north of the County is characterised by lower levels of qualifications than the south. In particular, Warwick District has the highest proportion of residents with a degree or equivalent qualification in the West Midlands, at approximately 45% of the working age population.

Whilst Warwickshire on the whole has high levels of employment and below average unemployment rates, unemployment doubled between Summer 2008 and Summer 2009, and is at its highest level for nearly fourteen years.

The key issues arising from the initial work on the Warwickshire Local Economic Assessment has been used to inform the overall LTP where feasible.

Influence of the Local Transport Plan on the performance of Warwickshire's economy

The LTP can influence the economy in the following ways:

- **Improve the reliability of journey times** through maintaining and managing the existing transport system to minimise congestion and delays, and provision of transport improvements that support the economy through improving accessibility, journey times and reducing congestion;
- **Improve connectivity** through managing the transport system and provision of new routes and services to enable business journeys to take place and to maximise accessibility of labour markets to jobs;
- **Support the delivery of housing and growth** through the provision of new transport infrastructure and services;
- **Influence the reputation of the County as an outstanding place for business to locate** through the provision of a modern transport system;
- **Enhance resilience** of local transport networks through good management and maintenance of the transport system; and
- Provide wider support to the economy through the **efficient movement of freight**.

Improving the reliability of journey times

Congestion in Warwickshire mostly occurs during the morning and evening peak periods as a result of work and school related traffic. This is generally concentrated within and around the main towns (Nuneaton, Bedworth, Rugby, Kenilworth, Warwick, Leamington Spa and Stratford-upon-Avon), on key inter-urban routes (for example the A452 between Kenilworth and Leamington Spa) and on the existing motorway and trunk road network. Monitoring of traffic indicates that there is also growing pressure on the transport network during the shoulder peaks (i.e. the time either side of the traditional peak periods).

The second LTP included an indicator which measures traffic speeds in the main towns and this is used as a proxy for congestion. The latest figures are shown in Table 4.1 below. These figures demonstrate an overall deterioration of traffic speeds between 1998-2000 and 2007-09 in Warwickshire towns, despite some areas showing a mixed trend in the intervening period. The exception is Kenilworth where there has been a slight increase in traffic speeds.

Table 4.1: Timed journey runs in Warwickshire towns, 1999-2009

Town	3 year average			Percentage change 1998-2000 to 2007-09
	1998-2000	2001-2003	2007-09	
Kenilworth	18.75	16.86	19.16	2.2
Warwick	10.94	11.49	9.32	-14.8
Leamington	16.3	13.7	14.7	-9.8
Nuneaton	16.7	14.79	15.92	-4.7
Bedworth	19.15	18.89	17.93	-6.4
Rugby	18.35	18.23	16.61	-9.5

The data illustrates the clear difference in traffic speeds in Warwick compared to the other towns pf the County, highlighting the problem of congestion.

A shift in emphasis for this LTP is to consider the reliability of journey times rather than absolute congestion levels. This recognises that, for commuters and businesses, being able to reliably estimate the time a journey may take is an important consideration alongside the total time taken for a journey.

The Department for Transport has recently made data available which allows journey reliability to be calculated for congested routes within Warwickshire. The data uses Satellite Navigation data to measure journey times and vehicle speeds. This data has been used to calculate average journey times along congested routes in the morning peak (i.e. from 0800 to 0900). Having established baseline data, ongoing monitoring will be used to monitor relative levels of improvement or deterioration in average journey times over the plan period. The data will also be used to monitor day to day differences in journey times as a proxy for journey reliability.

This comprehensive dataset will enable a more evidence-led approach to be adopted when identifying appropriate interventions for addressing congestion and journey reliability issues. Further details are provided in the Congestion Strategy.

Key challenges in addressing congestion and journey reliability for this LTP are balancing the competing demands for road space, including possible reductions in traffic capacity as a consequence of providing improvements for sustainable modes. This potential conflict will need to be carefully managed, particularly in relation to any impacts on bus services.

Improving connectivity

The position of Warwickshire at the heart of the country ensures excellent connectivity in terms of road and rail links, both within the County and to neighbouring areas. However the location of some retail, business and industrial developments in peripheral or out of town locations which were planned and built in the 1980's can serve to limit accessibility for those without access to a car. Such developments were designed around the needs of the car and as a result of this can now be difficult to serve efficiently by public transport or to access on foot or by bicycle. In addition a loss of rural amenities and centralisation of some services (e.g. health) has resulted in certain provision being harder to reach for local communities.

A key challenge for this LTP is how to improve connectivity by public transport to edge of centre or out of town destinations in ways which are commercially viable in the long term. A further challenge is to ensure that future developments are located in areas which maximise accessibility by all modes.

Supporting the delivery of housing and growth

A substantial increase in housing is planned across Warwickshire and neighbouring authorities over the period of this Plan. A key challenge will be to ensure that adequate transport infrastructure and services are provided to ensure that the growth is sustainable. Without this provision, the issue of congestion will become progressively more challenging.

Further details of future housing and employment growth within the County can be found in the Area Strategies later in this section of the LTP.

Enhancing the reliance of local transport networks

Enhancing the resilience of local transport networks is essential to maximising the efficient operation of transport within Warwickshire. The focus of our activity in this area includes:

- Identifying current and future causes of congestion and disruption, and to plan and take action accordingly;
- Minimising the impact of planned works on the highway and major events; and
- Establishing contingency plans for dealing with unforeseen incidents, for example adverse weather or security alerts.

The powers afforded by the Network Management Duty provide the framework for the above activity, and significant progress has been made over recent years in this area of work. A key challenge for this LTP is to improve linkages with external agencies to ensure that a co-ordinated approach is adopted for the management of local and strategic routes. This is particularly important given the high number of strategic routes that dissect the County and have the potential to impact on our local network.

In addition, establishing an effective maintenance regime is essential to ensure the resilience of local transport networks, both in terms of minimising the disruption and congestion caused by maintenance works on the highway as well as the management of the highway as an asset.

Efficient movement of freight

The movement of goods across the County presents a significant challenge in terms of the impact that vehicles have on our towns and villages. The majority of freight within Warwickshire is moved by road at present and this likely to continue in the future. Due to its location on the motorway and trunk road network, Warwickshire experiences a significant amount of through movement of road based freight haulage. Vehicle movements are also prominent in the vicinity of Hams Hall, Birch Coppice, Magna Park and Daventry International Rail Freight Terminal (DIRFT), and around the industrial estates in the main towns. The town centres also experience lorry movements in relation to shop deliveries. There are several quarries and landfill sites in the County that also generate large numbers of lorry movements, often impacting on some of the more rural areas.

The central location of the County and its relationship to the motorway, trunk road and rail network have led to the development of a number of major road and rail based freight distribution facilities over the last 15 years. These include Hams Hall near Coleshill in North Warwickshire, Bermuda Park between Nuneaton and Bedworth, Keresley in north west Coventry, Birch Coppice

near Dordon in North Warwickshire, Coton Park near Rugby, Magna Park near Lutterworth in Leicestershire and DIRFT near Crick in Northamptonshire.

The continued reliance on road based freight movements within the County over the plan period brings about a number of challenges in terms of environmental impacts and quality of life issues, particularly in relation to inappropriate route choice and a lack of dedicated parking facilities for heavy goods vehicles.

Goal 2:   Transport and Climate Change in Warwickshire

Summary

The Government, through its Climate Change Act, has made a commitment to reduce greenhouse gas emissions across the UK economy by at least 80% on 1990 levels by 2050, and 34% on 1990 levels by 2020. With the transport sector representing 21% of total UK domestic greenhouse gas emissions, action to move towards a low carbon transport system will be a key component in meeting our carbon budget obligations.

Statistics from the Department of Energy and Climate Change (DECC) show that road transport's share of the West Midlands CO_2 emissions was 30% in 2007. Figure 4.1 shows the source of CO_2 emissions in each of the five Warwickshire District/Boroughs.

According to Figure 4.1, the largest emitter of CO_2 with regards to road transport in Warwickshire is North Warwickshire, followed by Stratford-on-Avon. This reflects the above average levels of private vehicle use associated with more rural areas, along with higher levels of through-traffic due to the significant number of motorway and trunk roads within this part of the County.

Figure 4.1: Source of CO_2 emissions in by Warwickshire districts

	North Warwickshire	Nuneaton & Bedworth	Rugby	Warwick	Stratford-on-Avon
■ Industry	353.9	235.1	1,738.2	387.0	332.6
■ Domestic	150.9	276.4	230.5	319.4	303.7
□ Road Transport	707.0	221.8	502.8	506.5	607.0
□ Land Use Change	5	1	12	9	36
■ Total per capita	19.6	6.1	27.3	9.1	10.9
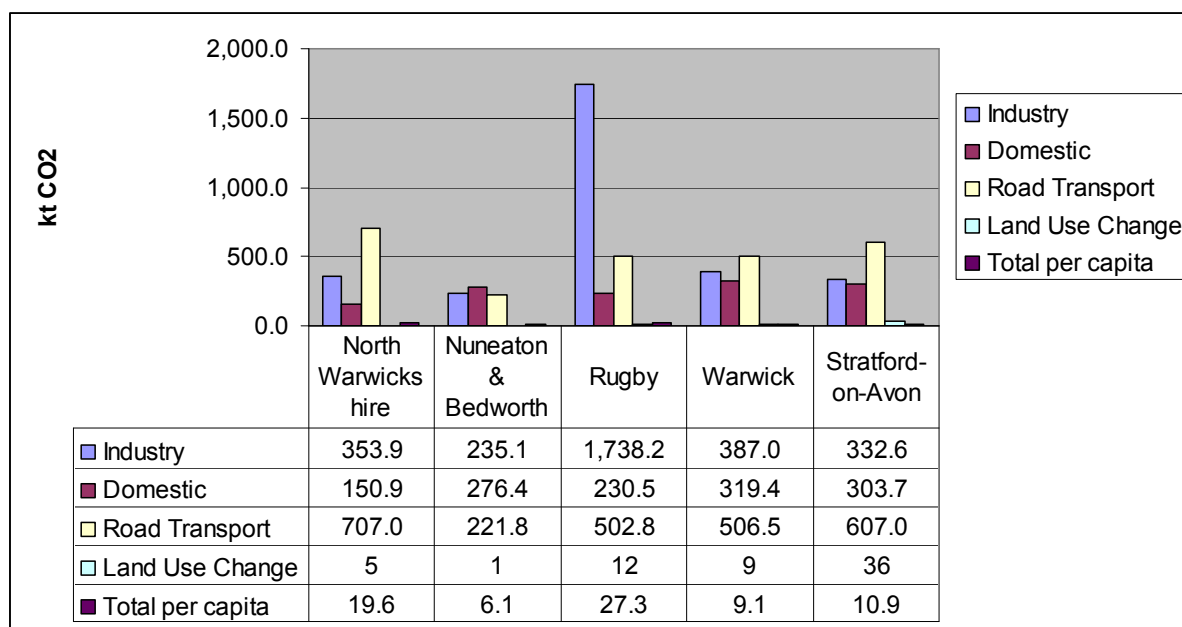
(Source: http://www.decc.gov.uk/en/content/cms/statistics/climate_change/climate_change.aspx)

As well as contributing towards carbon reduction objectives, the transport sector must also become more resilient to the unavoidable effects of climate change. These two areas are covered below.

Influence of the Local Transport Plan on climate change in Warwickshire

The LTP can influence climate change in the following ways:

- **Reducing transport related carbon emissions** by:
  - Promoting and enabling a shift to more sustainable forms of transport;
  - Reducing vehicle miles by reducing the need to travel and influencing the pattern of journeys;
  - Promoting more efficient fuel usage through changes in speed and driver behaviour;
  - Adopting more sustainable options for street lighting and signs; and
  - Use of recycled materials in maintenance activities.

- **Adapting to climate change** by ensuring that the transport system can cope with the unavoidable effects of climate change

Reducing transport related emissions

The private car remains the predominant form of transport within Warwickshire and this is, in part, due to the rural nature of the County. However, where investment in alternative modes has taken place over recent years, there has been considerable success in encouraging the use of lower carbon transport choices and reducing vehicle mileage by car. Examples of this success include:

- A 16% increase in cycling on dedicated cycle routes in the county between 2004 and 2009;
- The number of bus passenger journeys undertaken in Warwickshire has increased by 26% in the period between 2005/06 and 2008/09; and
- The opening of parkway rail stations in Warwickshire has helped to reduce carbon emissions related to transport. Coleshill Parkway opened in August 2007 and it is estimated that 70% of all passenger journeys made through this station are 'new' to rail. In addition it is estimated that 450,000 vehicle kilometres were removed from the road network in the first year of operation alone, helping to reduce carbon emissions and improve air quality.

As stated above, the most rural districts in Warwickshire are the largest emitters of CO_2, reflecting the fact that residents in these areas generally need to travel further to access employment and everyday services. There is less potential for cycling, walking or public transport to provide viable alternatives to car use in many rural areas. However, there are a number of initiatives which could offer the potential to reduce vehicle miles in rural areas, for example the promotion of car sharing and the use of Park and Ride and Parkway rail facilities. There is also a role for service providers in adopting more innovative approaches to service delivery in rural areas, reducing the need to travel for some journey purposes. Additionally, alternative fuel vehicles could provide an opportunity to reduce transport related carbon emissions.

An opportunity to reduce transport related carbon emissions also exists through the authority's role in relation to street lighting and signs. Street lighting and the illumination of traffic signs accounts for approximately 24.43GWhr of electricity which equates to 13,192 tonnes of carbon dioxide emissions in Warwickshire per annum. A Street Lighting Central Management System is being trialled in Warwickshire which will enable the Council to implement variable lighting levels or switch off specific street lights at certain times. The trial will also include the replacement of illuminated signs with retro-reflective signs. On average this is predicted to result in a reduction in emissions of 133Kg of carbon dioxide per unit. In the trial area this could equate to a saving of approximately 15.9 tonnes of Carbon Dioxide per annum.

Adapting to climate change

The likely impacts of climate change on transport are documented in national research work. As a result of more severe weather events, these include an increase in:

- Infrastructure damage;
- Service disruptions;
- Accidents; and
- Maintenance costs.

The impacts of climate change will potentially be experienced on a wide range of transport infrastructure including highways, bridges, rail tracks, river and canal crossings.

The severity of the impacts will vary across Warwickshire. Likely climate change impacts have been considered by the County Council in its Blueprint work which has been undertaken internally to plan for the future requirements of the County over the next 30 years. Findings from this work suggest that southern areas of Warwickshire are most likely to experience severe impacts, with an increased risk of flooding due to climate change. An initial Strategic Flood Risk Assessment was carried out for Warwickshire in 2008 and County wide flood maps have subsequently been produced.

The latest widespread flooding in Warwickshire occurred in Summer 2007 (June and July). The floods impacted on more than 75 communities in Warwickshire with over 2000 properties affected by the flood water. This greatly raised the focus on the impact of highway drainage on flooding. The backlog of blocked gullies also increased to 14%.

The proposed Water Management Bill will ensure that County authorities publish a flood risk action plan. This will need to address how to manage flooding from highways. The County Council is currently planning how it will respond to these regulations.

Goal 3: Safety, Security and Health in Warwickshire

Summary

Generally, Warwickshire is considered a safe place to live and visit. Crime levels are below the national average and have been falling during the past two years. However, there is often a mismatch between perception and reality, and the fear of crime can be unnecessarily high.

In terms of Warwickshire's road casualty rate, the position of the County at the centre of England and the motorway network means that it has a high traffic volume and, consequently, a high number of casualties per head of population.

Despite this, Warwickshire's casualty rate (expressed in terms of people killed and seriously injured (KSI) per 100 million vehicle kilometres) between 2005 -2007 was in the lowest quartile for Great Britain. Moreover the number of people killed or seriously injured fell from the 1994-98 baseline average of 711 to 308 in 2009, a reduction of 57% .

From a health perspective, Warwickshire performs well across most indicators compared to the national average. Although life expectancy is above national trends, Warwickshire is facing the issue of an ageing population which is likely to experience a greater incidence of chronic disease and disability in later life. An ageing population brings increasing pressures, particularly in terms of the provision of adult social care and helping to ensure that people can remain independent for as long as possible.

Influence of the Local Transport Plan on safety, security and health in Warwickshire

The Local Transport Plan can influence safety, security and health in the following ways:

- **Reducing the risk of death or injury** by improving the safety of all road users;
- **Promoting physical activity and healthier lifestyles** by making active travel more easy and attractive;
- **Improving air quality** by improving congestion / reducing traffic and encouraging people to use more sustainable modes; and
- **Reducing crime** through improving the security of road and public transport users, pedestrians and cyclists.

Reducing the risk of death or injury on Warwickshire's roads.

As highlighted above, significant reductions have been achieved for road casualties in Warwickshire over recent years. A key challenge for this LTP is to continue the downward trend. A theme-based approach is proposed to tackle road casualties, recognising that the risk of becoming a casualty varies widely by age and road user type. The themes include:

- Pedestrian and cycle casualties in our towns – particularly in deprived communities;
- Protecting children and young people;
- Protecting motorcyclists;
- Addressing issues on rural roads;
- Poor road user behaviour amongst a few; and
- Illegal and inappropriate speed.

Promoting physical activity and healthier lifestyles

Nationally, there is increasing recognition that encouraging 'active travel' has significant potential to address some of the key public health issues facing the UK, such as obesity, heart disease and strokes. The increase in sedentary lifestyles and car use amongst the population has contributed towards the overall rise in these medical conditions. Cycling and walking are easy ways for people to incorporate more physical activity into their daily lives and pursue healthier lifestyles, as well as meeting their individual transport needs.

The 2009 Health Profile for Warwickshire summarises a range of health indicators. As shown by Table 4.2 below, 27% of the adult population in Warwickshire is considered obese, which is slightly higher than the national average of 23.6%. In addition, 10.7% of Warwickshire's adult population are physically active, which is similar to the average in England of 10.8%.

Table 4.2: Health indicators for Warwickshire

Indicator	Warwickshire	England
Physically Active adults[1]	10.7	10.8
Obese adults [2]	27.1	23.6
Physically active children[3]	90.7	90.0
Obese children[4]	8.0	9.6
[1]Percentage aged 16+ 2007/2008 [2]Percentage direct estimate from the Health Survey for England 2003-2005 [3]Percentage 5-16 year olds who spend at least 2 hours per week on high quality PE and school sport 2007/2008 [4]Percentage of school children in reception year 2007/2008		

(Source: Warwickshire Observatory)

The percentage of obese children in Warwickshire is 8%, slightly lower than the national average of 9.6%. Table 4.3 presents the latest available data on Children's Body Mass Index (BMI). As the table shows, the percentage of obese and overweight children rises as they reach Year 6.

Table 4.3: Children's BMI (2007/08)

	Obese	Overweight
Reception year	8.0%	12.9%
Year 6	18.1%	13.5%

(Source: West Midlands Public Health Observatory)

To help address some of the health issues identified above, there is scope to encourage more active travel in Warwickshire, encouraging people into more healthy lifestyles through walking and cycling. There is evidence that infrastructure improvements for cyclists and pedestrians can lead to increased use of these active modes of travel. For example, cycle use increased by an average of 16% between 2004 and 2009 on cycle routes constructed by the County Council. Similarly, Safer Routes to School infrastructure improvements in conjunction with the development of School Travel Plans have resulted in an increase in the number of children cycling and walking to school.

However a key challenge remains as to how to widen the appeal of walking and cycling for shorter journeys. As well as improving conditions for active travel, there is a need to overcome perceptions about the safety, convenience and status of cycling and walking. Smarter Choices initiatives, such as travel awareness campaigns, will have a key role in promoting active travel. Additionally, a central role will be working with the health sector to deliver joint initiatives to meet health and transport objectives.

Improving air quality

Poor air quality results from energy production, industry and road transport emissions. In Warwickshire, air quality is generally good. However there are localised air quality problems caused by road transport where levels of nitrogen dioxide (NO_2) and particles (PM_{10}) are the key concerns. Poor air quality can impact on people's health, causing problems for those with respiratory illnesses and cardio-respiratory conditions. Certain pollutants can lead to more general difficulties in breathing, headaches, coughing and nausea when levels are high. Wildlife and vegetation can also be adversely affected and some pollutants have been identified as key contributors to climate change.

Nine Air Quality Management Areas (AQMA) have been declared within Warwickshire in response to exceedances in pollutant levels. These are highlighted in Table 4.4 below. A further AQMA in Henley-in-Arden within Stratford-on-Avon District is likely to be declared in the near future.

Table 4.4: Air Quality Management Areas in Warwickshire

District / Borough	Location	Description
North Warwickshire	Coleshill (Stonebridge)	Adjacent to Junction 4 of the M6 bounded by Stonebridge Road, Coleshill Heath Road, M42 and M6
Nuneaton and Bedworth	Leicester Road gyratory	A47 Old Hinckley Road / Leicester Road gyratory, immediately east of the railway station
Rugby	Rugby	The urban area bounded by the M6, the M1, the A45, minor roads to the west of Long Lawford and the Daventry District border
Stratford-on-Avon	Studley	The A435 through the centre of the town
	Stratford-upon-Avon	The urban area of the town
Warwick	Leamington Spa	Junction of Bath Street, High Street and Clemens Street
	Warwick	High Street (up to the junction with Bowling Green Street), Theatre Street / Saltisford up to the junction with Vittle Drive, Northgate / The Butts, Smith Street and St Nicholas Church Street
	Kenilworth	The junction of Warwick Road with Harger Court and Sainsbury's
	Kenilworth	The junction of New Street, Bridge Street, High Street and Fieldgate Lane

The five Districts/Borough Councils are the Air Quality Authorities in Warwickshire and are therefore responsible for monitoring pollutants. As the major cause of problems is road traffic, the County Council (as Highway Authority) and the Highways Agency (who are responsible for motorways and trunk roads) work in partnership with the Air Quality Authorities to develop Air Quality Action Plans (AQAP) which set out how the issues will be dealt with. To date, AQAPs have been adopted for the AQMAs in North Warwickshire, Rugby and Leamington Spa/Warwick. Further AQAPs are currently being prepared for Nuneaton, Kenilworth, Studley and Stratford-upon-Avon. Further information is set out in the Air Quality Strategy.

A key challenge for this LTP is how to address the issue of transport related air quality. There are a number of measures which can be introduced to alleviate air quality problems. However to avoid the displacement of air quality problems and to tackle the scale of the problem may require far reaching measures.

Reducing crime and improving safety

Generally, Warwickshire is considered a safe place to live and visit. Crime levels are below the national average and have been falling during the past two years. However, there is often a mismatch between perception and reality, and the fear of crime can be unnecessarily high. According to the 2008/09 Warwickshire Place Survey, only 11% of residents feel very safe when

out in their local area at night. Furthermore, one in six residents feels that anti-social behaviour is a problem in their local area.

The Audit Commission publishes data on how safe people feel both in the day and after dark. Table 4.5 shows these results for all District/Boroughs within Warwickshire.

Table 4.5: Percentage of residents who feel safe (2006/07)

Indicator	2004/05	2005/06	2006/07
% of residents who say that they feel safe or very safe during the day	97.3	97.2	98.5
% of residents who say that they feel fairly safe or very safe after dark	78.6	73.4	74.2

(Source: Audit Commission 2006/2007 (latest data available)

This compares to average UK figures as follows:

- 70.2% of residents in 2006/2007 who say that they feel fairly safe or very safe outside after dark (down from 70.35% in 2003/04); and
- 97.24% of residents in 2006/2007 who say that they feel fairly safe or very safe during the day (down from 97.48% in 2003/04).

People in Warwickshire generally feel safer than people in the UK as a whole in the day and after dark.

Crime statistics on public transport reveal a downward trend. Since 2005, reported crime on the national railway network has reduced by more than 20%. Within Warwickshire, reported crime at rail stations has declined by a third between 2007/08 and 2008/09 (Source: British Transport Police crime mapping).

Given the relatively low crime figures, a key challenge for this LTP is how to change perceptions of crime levels and ensure that fear of crime does not deter greater use of alternative modes of transport such as walking, cycling and public transport. In addition, fear of crime can have a negative impact on levels of accessibility.

Goal 4: Equality of Opportunity in Warwickshire

Summary

Warwickshire is perceived to be a generally affluent County, providing a good quality of life and a pleasant environment for its residents, and this is certainly the case for the majority. However, it is acknowledged that inequalities of both opportunity and aspiration exist among and within our communities and are visible across all aspects of our communities, from crime rates to life expectancy, and unemployment to educational achievement.

A key challenge for this LTP is to ensure that transport does not act as a barrier to improving equality of opportunity and narrowing the gaps within Warwickshire.

Influence of the Local Transport Plan on improving equality of opportunity

The Local Transport Plan can influence equality of opportunity in the following ways:

- **Improving accessibility to basic services** such as education and training, healthcare, employment, leisure and shopping for certain groups in society to ensure they are not disadvantaged;
- **Improving affordability of transport** to ensure certain groups are not disadvantaged; and
- Helping to **narrow the gaps** between economic growth rates for different areas by ensuring that transport does not act as a barrier to opportunity.

Improving access to basic services

A third of Warwickshire's population live in rural areas, with 18% of the population living in villages, hamlets or isolated dwellings. Significantly, over 22% of people aged 60 and over live in rural Warwickshire and nearly a quarter of these people live in hamlets or isolated dwellings.

People living in the more rural areas of the County often face great difficulties in accessing services, and an analysis of the government's deprivation indices suggests that several of Warwickshire's rural communities experience significant levels of deprivation in terms of barriers to services. However, simply living in a rural area does not necessarily translate to a problem of access to services; many of these rural communities have high levels of car ownership, are mobile, and do not perceive themselves to be experiencing difficulties. The latest Public Satisfaction Survey (2008/09) illustrate that residents in our more rural Districts and Boroughs (these being North Warwickshire, Rugby and Stratford-on-Avon) perceive themselves to have no significantly greater problems in accessing services such as local shops, GPs, parks and libraries than the more urban Districts/Boroughs.

There are, however, some rural communities where problems of lower levels of car ownership, more limited public transport, lower incomes and an ageing population combine to present challenges in terms of access to services. Personal circumstances often present a greater barrier to accessing services than geographical distance. Other groups, such as people with disabilities, can also experience problems with accessing basic services due to restricted personal mobility and difficulties accessing transport.

In seeking to improve the quality of life for people in Warwickshire there is a need to ensure that there is good access to services for all through a combination of effective transport links and exploring new ways of service provision, including effective use of technology and making better use of community venues such as village halls and community centres to deliver joined-up services. These issues remain a key challenge for this LTP.

The variety of interventions that can be used to help remove some of these barriers to accessing services are outlined in the Accessibility Strategy.

Improving the affordability of transport

For some people the costs of private or public transport are very high and often unaffordable. Bus fares have risen by nearly a third since 1985. Motoring costs account for 24% of the weekly expenditure of households in the lowest income quintile who have cars (Warwickshire LTP2).

The introduction of the concessionary fare scheme for the disabled and people aged over 65 has had a positive impact on removing cost as a barrier to accessing bus travel. The number of bus passenger journeys in Warwickshire has increased from 11,600 per annum in 2004/05 to over 14,000 in 2007/08, reflecting the fact that more older and disabled people were accessing bus services at no personal cost.

With regards to the wider population, the County Council has a very limited role in influencing public transport fares, because these are set by the commercial operators. Some fares within Warwickshire are high and can act as a deterrent for the groups of people who most need these services.

The County Council can introduce specific measures to tackle affordability where it is a barrier to accessing specific opportunities. For example the Workwise scheme provided people in receipt of Job Seekers Allowance with travel plan advice and the travel costs for travel to interview and for the first two months of employment. Unfortunately this valuable scheme was withdrawn in 2009 due to a lack of funding.

Narrowing the gaps

The County Council has a commitment to narrow the gaps that exist between communities in Warwickshire in terms of aspiration, opportunities and achievements. Ongoing work is required to reduce these inequalities which are significant.

Of particular importance is the challenge of Warwickshire's growing and aging population. It is projected that over the next 20 years Warwickshire will be home to an additional 100,000 residents, which will clearly put pressure on the delivery of public services and infrastructure. These pressures will be felt most in the health and adult social care sectors, with the population aged 85 and over set to double its current size in the next twenty years. In addition these pressures will not be felt uniformly across the County – the elderly population is projected to increase fastest in the south of the County.

In terms of deprivation based indicators (including unemployment levels, household income and health indicators), Nuneaton and Bedworth Borough as a whole tends to perform below the County average on a variety of indicators. Partner agencies will need to rise to the challenge of altering service delivery to help improve access to services where required. The County Council can help improve access to services by continuously improving the delivery of public transport in ways that are physically and economically viable.

Goal 5:   Quality of Life in Warwickshire

Summary

Quality of life is a broad concept influenced by a wide range of factors that affect peoples' daily lives on a number of levels. Transport is one of them, given the influence it has to enable people to access goods, services, places and human interaction. However, transport can also potentially have a negative impact on quality of life and the local environment, for example through traffic congestion, poor air quality, noise and community severance.

Quality of life issues in Warwickshire vary between urban and rural areas. Whilst in urban areas, people can generally access the goods and services they need, they are more likely to suffer from the intrusive effects of transport, such as noise and vibration from high volumes of traffic. Transport has a visual affect on townscapes and the public realm, for example through road 'furniture' such as signing and street lighting.

 In rural areas, access to jobs and services is more difficult and a lack of mobility can affect people's quality of life, as described under Goal 4 above. Traffic can have a negative affect on the landscape and on rural settlements. Protecting Warwickshire's countryside for the benefit of the current population and future generations is a key concern.

The Place Survey in Warwickshire asked whether they are satisfied or dissatisfied with their neighbourhood as a place to live. 83% of residents are satisfied with their neighbourhood, but this varies across the County.

Influence of the Local Transport Plan on improving quality of life

The Local Transport Plan can influence quality of life in the following ways:

- **Reducing the noise effects of the transport system** (consistent with the implementation of Action Plans prepared under the Environmental Noise Directive);
- **Minimising the impacts of transport on the built, natural and historic environment**;
- **Improving the quality of transport integration** into streetscapes and the urban environment;
- **Improving the journey experience** of transport users; and
- **Enhancing well-being and sense of community** by creating more opportunities for social contact and better access to leisure activities and the natural environment.

Reducing the noise effects of the transport system

Many people in the UK are affected by noise from transportation and/or industrial sources. The Government recognises that it is necessary to manage and control this noise, as exposure to it can have direct and indirect health effects and also adversely affect quality of life.

The Department of Environment, Food and Rural Affairs (Defra) has produced noise maps to meet the requirements of the Environmental Noise (England) Regulations 2006 and the Environmental Noise Directive (END). These maps show the number of people exposed to noise above certain levels from major roads, major railways, major airports and in agglomerations (large urban areas).

Following the production of noise maps, the regulations require the preparation of noise action plans based on the results of the maps. In response to this, Defra produced draft Noise Action Plans in 2009 .The action plans seek to manage noise issues and effects including noise reduction if necessary, based on the results obtained through the mapping process. Following a consultation process Defra produced the finalised Noise Action Plans in March 2010. These do not propose any specific noise mitigation measures, it is intended that these will be agreed at a local level and the responsibility for implementing the plans will fall on those authorities who generate the noise (e.g. road, rail and airport authorities).

Exposure to transport related noise in Warwickshire is primarily concentrated along the motorway and trunk road network and key rail corridors. Defra propose to identify first priority action areas for action based on noise levels. None of these first priority action areas fall within Warwickshire. Where relevant the County Council, as the Highway Authority will work with the District/Borough Councils to help reduce the effects of noise from the highway network.

For each location that meets the noise threshold, there are a number of ways in which the LTP can help mitigate the impact of transport related noise. These include:

- Erecting noise barriers;
- Installing low noise road surfaces;
- Local traffic management measures; and
- Improving the sound insulation.

Minimising the impacts of transport on the built, natural and historic environment

Transport can have a negative effect on the built and natural environment in the following ways:

- Through inappropriate volume and speed of traffic;
- Through inappropriate use of routes for the movement of freight; and
- Through inappropriate highway improvements, excessive signage, lighting and other highway 'furniture' that erode the special character of the built and natural environment

The latter two issues are dealt with elsewhere in this document (freight routing under Goal 1 and highway infrastructure below).

Improving the quality of transport integration into streetscapes and the urban environment

Traffic and transport infrastructure can often have a detrimental impact on the visual appearance and character of the urban environment. Signage, road markings and street furniture associated with highway infrastructure can detract from the special character of urban areas, particularly in historic town centres. It is important that highway and transport schemes are integrated into streetscapes in a sensitive way and, where possible, contribute towards improving the quality of public places and enhancing the wider 'liveability' role of streets.

Warwickshire has a rich cultural heritage and many of the County's towns feature historic town centres and streetscapes. Warwick and Stratford-upon-Avon in particular have a high concentration of Listed Buildings and Conservation Areas. Reducing the negative impact of traffic on the historic cores of Warwickshire's towns and seeking appropriate traffic management solutions to reduce this impact is a major challenge. The positive management of these town centre environments is not only important to benefit the fabric of the area and for local residents, but also to ensure that the area remains attractive and pleasant in order to support the visitor economy.

New approaches to managing traffic in urban centres include the development of shared space schemes, which seek to reduce the dominance of vehicle traffic and give more priority to pedestrians and cyclists. Schemes involve removing street clutter associated with conventional traffic management and creating more attractive urban spaces.

Improving the journey experience

Travel is a necessary part of our everyday lives. Peoples' experience of travel, whatever mode of travel they are using, is an important element of quality of life. The journey experience begins once people leave their front door, and ends when they reach their destination, often involving more than one mode of transport. It is therefore important to consider the whole journey experience within transport schemes, for example the walk to reach the train station.

For public transport users, providing a good journey experience will include elements such as high quality, integrated public transport, good interchange facilities and through ticketing. Similarly for cyclists and pedestrians, high quality dedicated routes, accompanied by good maps and signage can enhance the journey experience.

It is important that the needs of all users of the transport network are considered when seeking to improve the journey experience, including those with a physical or sensory disability.

Enhancing well-being and sense of community

There is increasing recognition that transport is about more than getting people from A to B, and that it has a fundamental contribution towards quality of life and well-being.

Travel by sustainable modes of transport, such as public transport, can create more opportunities for social contact and help improve mental wellbeing. Transport can also help provide better

access to leisure activities and the natural environment, which strongly influences quality of life and wellbeing.

Active travel, such as cycling and walking, can help improve physical and mental health through developing healthy lifestyles, reducing obesity and improving mental well-being. Creating safe conditions for walking and cycling can therefore make a significant contribution towards improving quality of life.

Summary of Warwickshire's Challenges

A summary of the challenges for Warwickshire up to 2026 are listed in the table below alongside the relevant national goal.

Table 4.6 Summary of challenges

National Transport Goal	Challenge
Transport and the Warwickshire Economy	1.1 Improve the connectivity by public transport to enable business journeys to take place and to maximise accessibility of labour markets to jobs
	1.2 Reduce lost productive time including by maintaining or improving the reliability and predictability of journey times on key local routes for business, commuting and freight
	1.3 Support the delivery of planned housing and employment growth in ways whilst minimising congestion levels
	1.4 Ensure the maintenance and work on the highway network and structures supports the efficient movement of traffic
Transport and Carbon Emissions	2.1 Accommodate new development in locations which reduce the need to travel
	2.2 Encourage a shift to lower carbon forms of travel, including walking, cycling and public transport, for residents and businesses
	2.3 Where motorised transport is necessary, encourage the efficient use of vehicles (e.g. car sharing) and improve driving techniques
Safety, Security and Health	3.1 Continue to reduce the risk of death or injury due to accidents on the transport network
	3.2 Reduce / minimise the number of areas declared as having poor air quality as a result of road transport emissions
	3.3 Encourage a shift towards more active forms of travel, including promoting a more positive public perception of walking and cycling
	3.4 Reduce crime and fear of crime on public transport
Equality of Opportunity	4.1 Support the County's priority of 'narrowing the gaps' by enabling disadvantaged people to more easily connect with a wide range of services and facilities
	4.2 Support the ageing population and associated service needs, particularly in south of County
	4.3 Working with partner agencies to support the delivery of services in ways which improve access to services
Quality of Life in Warwickshire	5.1 Minimise the impacts of transport on the built and natural environment
	5.2 Managing transport related noise
	5.3 Improve the quality of transport integration into streetscapes and the urban environment
	5.4 Improve the journey experience of transport users
	5.5 Enhance well-being and sense of community by creating more opportunities for social contact and better access to leisure activities and the natural environment

5.   Prioritising Transport Goals within Warwickshire

Consultation with elected Members, stakeholders and the public was held during Summer 2009 to determine the relative importance of transport goals in Warwickshire over the duration of the strategy period (2011-2026) and whether other local objectives need to be considered. The outcome of this consultation gave a steer towards prioritising two of the five national transport goals. The top priority was identified as '**Supporting economic growth'**, closely followed by **'Tackling climate change'**. These goals have therefore been prioritised when assessing which measures to bring forward as part of the development of the plan.

6.   Developing the Preferred Strategy

Methodology

A staged approach has been adopted to develop the preferred strategy. The stages include:

- Generation of options to meet the goals, issues and challenges identified in Part B of this Plan;
- Appraisal of options against specific criteria, including public acceptability;
- Compatibility testing of measures;
- Selection of preferred options to meet goals and challenges; and
- Full public consultation on the draft strategy.

Each of these stages are summarised in turn below.

The development of the strategy has also involved input from the public and stakeholders. This includes stating which goals have the highest priority within Warwickshire, identifying a preferred policy direction for the strategy and identifying their level of support for various policy initiatives and measures.

Stage 1: Generation of options

The first stage focused on generating options to meet the objectives and resolve the challenges identified for each transport goal. To ensure that as broad a range of options as possible was considered, two approaches were adopted for identifying and categorising measures:

- The Established Approach – tried and tested measures with a good track record for delivery within Warwickshire; and
- New to Warwickshire – more innovative measures which have been successfully delivered in other areas of the UK but which are, as yet, untested in Warwickshire.

These options were then appraised, as outlined below.

Stage 2: Appraisal of options against a range of criteria

To assess the merits of the range of options identified in Stage 1, an appraisal framework has been developed which considers factors such as:

- Policy Fit – including each of the five national transport goals as separate criteria; and
- Deliverability – including separate criteria for value for money, affordability, risk, public and political acceptability and the nature and range of partners required for delivery.

Each of the criteria have been assigned an equal weighting, with the exception of policy fit. For policy fit, a higher weighting has been assigned to the two national transport goals (Supporting economic growth and Tackling climate change) which were identified as priorities for Warwickshire through consultation with the public and stakeholders.

The outcome of the appraisal process is to sift the options into bandings to indicate the level of priority (high, medium or low) that should be assigned to each.

It should be noted that a low priority rating does not necessarily mean that the measure will not be pursued. Given a specific set of circumstances the option could become a viable proposition. For example, extensive bus priority may be an option in connection with new development proposals. Similarly, personalised travel planning may be a viable option if appropriate funding can be secured.

Stage 3: Compatibility testing of measures

To ensure that the packaging of measures maximises overall benefits, a compatibility matrix has been used to identify whether combined measures bring about a positive, negative or neutral benefit. This, combined with the outcome of the option appraisal, has been used to select the measures which will help to support the goals, issues and challenges.

Stage 4: Selection of preferred options

The preferred options are summarised in Tables 6.1 – 6.5 below. The preferred options are presented for each goal and its related challenges. The priority assigned to each measure relates to the outcome of the appraisal process, including the preferred policy direction and support for individual measures indicated by the public and stakeholders as part of the consultation regarding option development.

The options analysis in Tables 6.1 – 6.5 shows that a range of the transport measures and initiatives which have already been 'tried and tested' in Warwickshire have the greatest potential to meet the goals and challenges in LTP3. The measures which have emerged as the highest priority and most effective in addressing the range of challenges are:

- Improved public transport, including improvements to buses, improved passenger information, rail development and new rail stations;
- Maintaining the highway to a good standard (including foot /cycleways);
- Cycle route development, cycle parking and cycle promotion;
- Road safety improvements – including speed reduction, engineering measures at casualty hotspots, Safer Routes to Schools and pedestrian crossings; and
- Better integration between transport and land use planning.

The preferred strategy for LTP3 is therefore broadly a continued focus on maintaining and improving the existing highway network in the County for all highway users, together with a package of sustainable travel and road safety improvements. This will include improved information and promotion of sustainable travel modes. In parallel with these measures, there will be a continued focus on improving integration between transport and land use planning, which will become increasingly important as new developments come forward.

Sustainable transport and road safety measures will be tailored to the particular needs of each area of Warwickshire and will be supported by other transport initiatives and improvements as appropriate.

Table 6.1: Transport and the Warwickshire economy

Challenges	Approach	Preferred options to deal with challenges	Priority
1.1 Improve the connectivity by public transport to enable business journeys to take place and to maximise accessibility of labour markets to jobs	The Established Approach	Improvements to buses (including new buses and increased service frequency/QBCs)	High
		Improved passenger information before and during travel	High
		Rail development / new rail stations	High
		Improved public transport interchange	Medium
		Flexible buses offering door to door transport for eligible groups	Low
	New to Warwickshire	Extensive bus priority	Medium
		Rapid transit / light rail *(not included in public consultation)*	-
1.2 Reduce lost productive time including by maintaining or improving the reliability and predictability of journey times on key local routes for business, commuting and freight	The Established Approach	Co-ordinate works and manage incidents on the highway to minimise disruption	High
		Minor junction / signal improvements at congestion hotspots	High
		Improved signage and information for road users (UTMC)	High
		Safer Routes to School	High
		Rail development / new rail stations	High
		Car sharing (including promotion of Carshare database to companies)	Medium
		Develop cycle routes in and around our main towns	Medium
		Cycle parking at key destinations	High
		Engineering measures at collision hotspots	High
		Better enforcement of parking restrictions	High
		Promotional events & activities for cycling	High
		School Travel Plans	Medium
		Improving the movement of freight in the County	Medium
		Workplace Travel Plans	Medium
		Delivery and stopping restrictions in town centres and along key routes (inc. Red Routes)	Low
	New to Warwickshire	Dedicated lanes for vehicles with two or more passengers (HoV lanes)	Medium
		Charging for road use at the point of travel	Low
1.3 Support the delivery of planned housing and employment growth in ways whilst minimising congestion levels	The Established Approach	Better integration of transport and land use planning to reduce the need to travel	High
		Extension of existing bus network to accommodate new development *(not included in public consultation)*	-
		Provision of new bus services *(not included in public consultation)*	-
		Workplace Travel plans	Medium
		Cycling and pedestrian links to key destinations	High
		Implementation of dedicated infrastructure to link key growth areas with main destinations *(not included in public consultation)*	-
		Parking restrictions *(not included in public consultation)*	-
	New to Warwickshire	Tailored travel information for local journeys (Personalised travel planning)	Low
		Charging for car parking at work places	Low
		Pool cars for individual use in local communities (car clubs)	Low
1.4 Ensure the maintenance and work on the highway network and structures supports the efficient movement of traffic	The Established Approach	Co-ordinate works and manage incidents on the highway to minimise disruption	High
		Maintaining the highway to a good standard	High
		Maintain footways and cycleways to a high standard	Medium

Table 6.2: Transport and Carbon Emissions in Warwickshire

Challenges	Approach	Preferred Options to deal with challenges	Priority
2.1 Accommodate new development in locations which reduce need to travel	The Established Approach	Better integration of transport and land use planning to reduce the need to travel	High
		Extension of existing bus network to accommodate new development *(not included in public consultation)*	-
		Provision of new bus services *(not included in public consultation)*	-
		Cycling and pedestrian links to key destinations *(not included in public consultation)*	-
		Implementation of dedicated infrastructure to link key growth areas with main destinations *(not included in public consultation)*	-
		Work Place Travel plans	Medium
	New to Warwickshire	Tailored travel information for local journeys (Personalised travel planning)	Low
		Pool cars for individual use in local communities (car clubs)	Low
2.2 Encourage a shift to lower carbon forms of travel, including walking, cycling and public transport, for residents and businesses	The Established Approach	Safer Routes to School	High
		Better integration of transport and land use planning to reduce the need to travel	High
		Improved passenger information before and during travel	High
		Develop cycle routes in and around our main towns	High
		Improvements to buses (including new buses and increased service frequency/QBCs)	High
		Cycle parking at key destinations	High
		Promotional events & activities for cycling	High
		School Travel Plans	High
		Pedestrian crossing facilities	High
		Carsharing (including promotion of Carshare database to companies)	Medium
		Improving the movement of freight in the County	Medium
		Workplace Travel Plans	Medium
		Cycle training for children & adults	Medium
		Rail development / new rail stations	High
		Increasing car parking charges in town centres	Medium
	New to Warwickshire	Charging for road use at the point of travel	Low
		Charging for car parking at work places	Low
		Tailored travel information for local journeys (Personalised Travel Planning)	Low
		Pool cars for individual use in local communities (Carclubs)	Low
		Extensive bus priority	Medium
		Dedicated lanes for vehicles with two or more passengers (HoV lanes)	Medium
		Introduce pool bicycles (Bike Hubs) for individual use within main towns	Low
		Rapid transit / light rail	Low
2.3 Where motorised transport is necessary, encourage the efficient use of vehicles (e.g. through car sharing) and improved driving techniques	The Established Approach	Carsharing (including promotion of Carshare database to companies)	Medium
		Speed reduction measures, including enforcement, education and engineering measures	High

Table 6.3: Safety, Security and Health in Warwickshire

Challenges	Approach	Preferred Options to deal with challenges	Priority
3.1 Continue to reduce the risk of death or injury due to accidents on the transport network	The Established Approach	Engineering measures at collision hotspots	High
		Speed reduction measures, including enforcement, education and engineering measures	High
		Education & promotional campaigns for road safety	High
		Safer Routes to School	High
		Maintaining the highway to a good standard	High
		Maintain footways and cycleways to a high standard	High
		Pedestrian crossing facilities	High
		Village Traffic Calming	Medium
		Develop cycle routes in and around our main towns	Medium
		Cycle training for children & adults	Medium
3.2 Reduce / minimise the number of areas declared as having poor air quality as a result of road transport emissions	The Established Approach	Improvements to buses (including new buses and increased service frequency/QBCs)	High
		Develop cycle routes in and around our main towns	Medium
		Safer Routes to School	High
		School Travel Plans	Medium
	New to Warwickshire	Dedicated lanes for vehicles with two or more passengers (HoV lanes)	low
		Traffic restrictions / re-routing at times when air quality is poor	Low
		Introduce low emission zones in areas of poor air quality	Low
		Introduce pool bicycles (Bike Hubs) for individual use within main towns	Low
3.3 Encourage a shift towards more healthy forms of travel, including encouraging a more positive public perception of walking and cycling	The Established Approach	Develop cycle routes in and around our main towns	Medium
		Cycle parking at key destinations	Medium
		Cycle training for children & adults	Medium
		Promotional events & activities (including publishing town centre cycle guides)	High
		Pedestrian crossing facilities	High
		Better integration of transport and land use planning to reduce the need to travel	Medium
		Safer Routes to School	High
		School Travel Plans	Medium
		Workplace Travel Plans to reduce car use for commuting	Low
		Reduce crime and fear of crime on key pedestrian routes	Low
		Pedestrianisation/pedestrian priority in town centres	Low
	New to Warwickshire	Introduce pool bicycles (Bike Hubs) for individual use within main towns	Low
3.4 Reduce crime and fear of crime on public transport	The Established Approach	CCTV at rail and bus stations and on buses *(not included in public consultation)*	-
		Reduce crime and fear of crime on key pedestrian routes	Low
	New to Warwickshire	Work in partnership with police to address anti-social behaviour on transport networks *(not included in public consultation)*	-

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Table 6.4: Equality of Opportunity in Warwickshire

Challenges	Approach	Preferred Options to deal with challenges	Priority
4.1 Support the County's priority of 'narrowing the gaps' by enabling disadvantaged people to more easily connect with a wide range of services and facilities	The Established Approach	Improvements to buses (including new buses and increased service frequency/QBCs)	High
		Concessionary fares schemes	Medium
		Flexible buses offering door to door transport for eligible groups	Low
		Better integration of transport and land use planning to reduce the need to travel	High
		Pedestrian crossing facilities	High
		Reduce crime and fear of crime on key pedestrian routes	Low
		Improved passenger information before and during travel	High
		Rail development / new rail stations	Medium
		Car sharing (including promotion of Carsharing database to companies)	Medium
		Develop cycle routes in and around our main towns	Medium
	New to Warwickshire	Tailored travel information for local journeys (Personalised Travel Planning)	Low
		Pool cars for individual use in local communities (car clubs)	Low
4.2 Support the ageing population and associated service needs, particularly in the south of the County	The Established Approach	Improvements to buses (including new buses and increased service frequency/QBCs)	High
		Concessionary fares schemes	Medium
		Flexible buses offering door to door transport for eligible groups	Low
		Improved passenger information before and during travel	High
		Better integration of transport and land use planning to reduce the need to travel	High
	New to Warwickshire	Tailored travel information for local journeys (Personalised Travel Planning)	Low
4.3 Work with partner agencies to support the delivery of services in ways which improve access to services	The Established Approach	Continue to work with key partners, including Job Centre Plus and Warwickshire PCT and to explore how services can be delivered so that they are more accessible *(not included in public consultation)*	-
	New to Warwickshire		

Table 6.5: Quality of Life in Warwickshire

Challenges	Approach	Preferred Options to deal with challenges	Priority
5.1 Minimise the impacts of transport on the built and natural environment	The Established Approach	Improving the movement of freight in the County e.g. transfer of freight from road to rail, routing of heavy goods vehicles by suitable roads	Medium
		Village Traffic Calming	Medium
	New to Warwickshire		-
5.2 Managing transport related noise	The Established Approach	Ensure noise levels are considered in planning applications and that appropriate mitigation measures are put in place *(not included in public consultation)*	-
		Improving the movement of freight in the County e.g. transfer of freight from road to rail, routing of heavy goods vehicles by suitable roads	Medium
		Ensure traffic calming measures do not increase noise levels by encouraging 'stop/go' vehicle movements *(not included in public consultation)*	-
	New to Warwickshire	Noise management schemes through engineering and maintenance, including working with Defra on implementation of noise action plans *(not included in public consultation)*	-
		Maintaining the highway to a good standard, including quieter road surfaces where appropriate	High
		Speed reduction measures to reduce noise levels *(not included in public consultation)*	-
5.3 Improve the quality of transport integration into streetscapes and the urban environment	The Established Approach	Work with local people to ensure transport improvements have public acceptability and are well integrated into the existing urban environment *(not included in public consultation)*	-
		Pedestrianisation/pedestrian priority in town centres	Low
	New to Warwickshire		
5.4 Improve the journey experience of transport users	The Established Approach	Improved pedestrian environment, including provision of improved directional signage in towns *(not included in public consultation)*	-
		Improved passenger information before and during travel	High
		Improved public transport interchange	Medium
		Improved signage and information for road users	High
		Maintaining the highway to a good standard	High
		Maintain footways and cycleways to a good standard	High
	New to Warwickshire		
5.5 Enhance well-being and sense of community by creating more opportunities for social contact and better access to leisure activities and the natural environment	The Established Approach	Concessionary fares schemes	Medium
		Flexible buses offering door to door transport for eligible groups	Low
		Develop cycle routes in and around our main towns	Medium
	New to Warwickshire		

7. Delivering the Preferred Strategy

Area Strategies

Having established the overall strategy for LTP3, the next section of the plan provides details of how the strategy will be delivered in each of the following geographical areas of the County, which are based on the predominant strategic and local travel movements:

- Northern Warwickshire;
- Eastern Warwickshire;
- Nuneaton and Bedworth Urban Area;
- Southern and Western Warwickshire;
- Leamington Spa, Warwick, Kenilworth and Whitnash Urban Area; and
- The North-South Corridor.
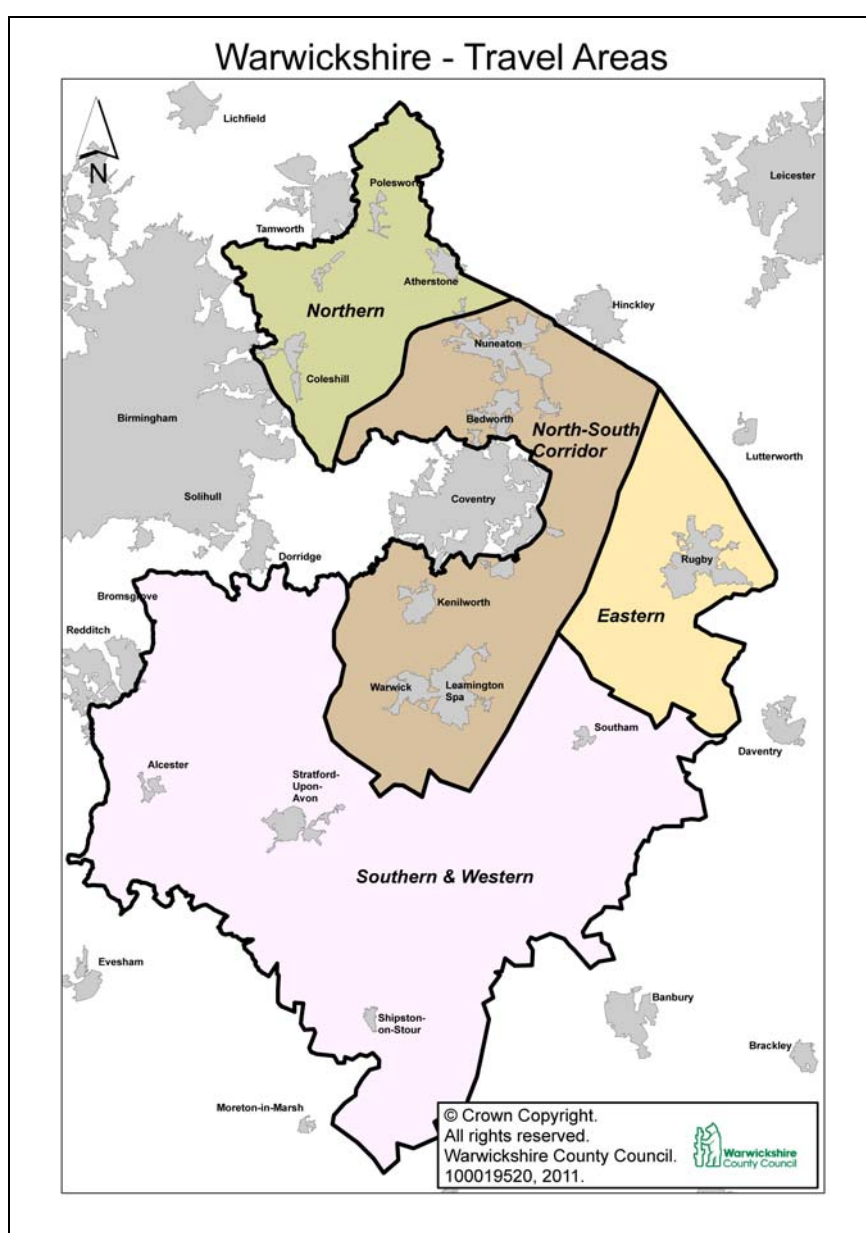
These travel areas are shown below in Figure 7.1.

Figure 7.1: Travel Areas in Warwickshire

The Area Strategies set out a long term plan and key proposals for each geographical area of the County over the LTP3 period 2011 -2026. Each Area Strategy provides:

- The spatial and socio-economic context of the area;
- The key transport problems and opportunities in the context of the overarching transport goals and challenges identified for this LTP;
- The specific objectives for each area; and
- The proposals that are likely to come forward over the LTP3 period.

Mode and Topic Strategies

Mode and topic strategies have been developed to provide further details on their contribution towards meeting the goals, issues and challenges identified for LTP3 and to give a clear steer in terms of policy direction. The strategies are set out in full in Part B.

Implementation Plan

The LTP is a long term strategy document which is accompanied by a series of Implementation Plans containing details of how the strategy will be delivered over a shorter timeframe.

Implementation Plans will be informed by the availability of funding. The first Implementation Plan in Part C of this document sets out how the plan will be implemented between 2011 and 2015.

The Implementation Plan also includes details of the performance management and monitoring framework for the LTP.

8.   Northern Warwickshire Area Strategy

Introduction

This section of the Local Transport Plan covers the area of Northern Warwickshire, which includes the towns of Atherstone, Polesworth and Coleshill and their surrounding rural hinterland (see Figure 8.1). The area is similar to the administrative boundary of North Warwickshire Borough, however it excludes certain parts to the south east, which are included within the North-South Corridor chapter. Its socio-economic characteristics however are represented by statistics related to North Warwickshire Borough.
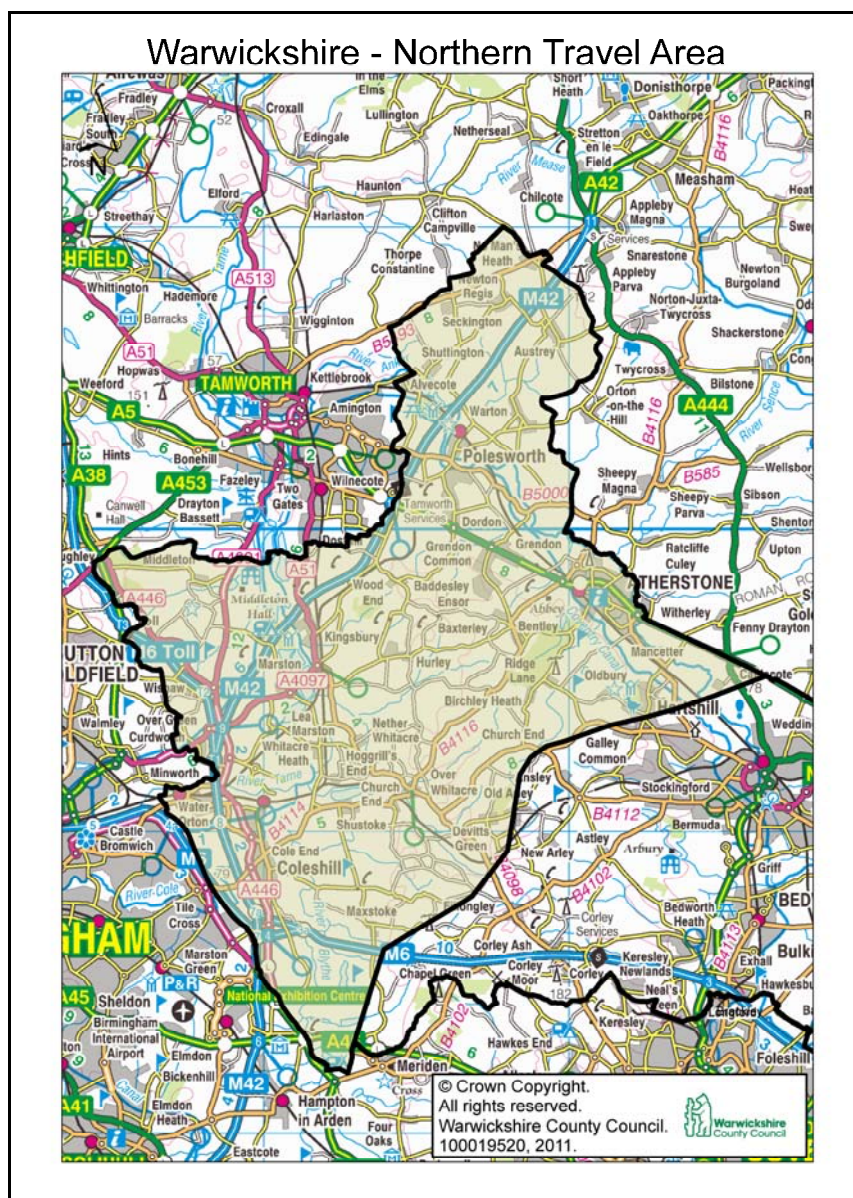
Figure 8.1: North Warwickshire Travel Area

This part of Warwickshire has strong travel links with a number of towns and cities located outside the County, including Tamworth, Sutton Coldfield, Solihull, Coventry and Birmingham. In developing the proposals for Northern Warwickshire, the County Council has worked in partnership with Staffordshire County Council, Leicestershire County Council, Birmingham City Council, Solihull Metropolitan Borough Council and Coventry City Council to ensure compatibility with neighbouring LTP proposals.

The area of Northern Warwickshire is one of contrasts. Areas of employment growth in the Borough contrast with deprivation indices that are among the worst in the County. Access to a car in Northern Warwickshire is lower in than in the south of the County, however it is important to note that public transport usage is relatively low and there is consequently a reliance on the car for many journeys.

The Overall Context

North Warwickshire is the smallest District/Borough in the County in terms of population, and covers an area of 110 square miles. Population density is 219 people per square kilometre, which compares with 268 people per square kilometre in Warwickshire as a whole. Unlike the four other District/Boroughs in Warwickshire, most of the population in this part of the County live in rural areas.

Population

In 2008 the population of the Borough was 62,300, an increase of 0.8% since 2002. This shows that the population has grown significantly less than the average growth for Warwickshire as a whole (see Table 8.1 below).

Table 8.1: Population 2002-2008: Resident population characteristics

Town	Population in 2002 (estimated)	Population in 2008 (estimated)	% Change
Atherstone & Mancetter	10,850	11,000	1.4%
Coleshill	6,350	6,600	3.9%
Polesworth	6,950	6,850	-1.4%
North Warwickshire	61,800	62,300	0.8%
Warwickshire	512,000 (mid 2003 estimate)	530,700	3.7%

There has been a considerable increase in the elderly (75-84) and very elderly (85+) age groups since 1992, with these age groups increasing by 20% and 30% respectively. Latest population estimates indicate that over 20% of the Borough's population is comprised of men over the age of 65 and women over the age of 60. In contrast, only 17.8% are aged 15 and under.

The trend of an ageing of the population looks set to continue. The 2006 population estimates indicate that the proportion of the population aged over 65 will increase to 56% by 2031. Forecasts from the Office for National Statistics suggest that the Borough's population will continue to rise during and beyond the lifetime of this LTP, but only by 11.9% up to 2031 compared to 22.1% for the County as a whole.

Indicators of health in North Warwickshire are generally similar to the average for Warwickshire or England. Life expectancy for men and women is slightly below the Warwickshire and England average. This is demonstrated in Table 8.2 below:

Table 8.2: Performance against the Census 2001 health indicators

	Percentage of the local population with a long term limiting illness	Percentage of the local population whose health is not good	Percentage of the local population aged 16-74 who are economically inactive, permanently sick/disabled
North Warwickshire	18%	9%	8.5%
Warwickshire	16.8%	8.1%	4.2%
England and Wales	18.2%	9.2%	5.5%

Socio-economic issues

The mean household income of residents in North Warwickshire Borough is £25,413 per annum. This is below the County average (£26,209) and is the second lowest District/Borough within Warwickshire. The Borough as a whole performs well in terms of the Index of Multiple Deprivation, however there are areas in two wards that fall within the 30% worst deprived wards in England (2004). The highest ranking Super Output Area (SOA) is Atherstone Central, ranked 4,982 nationally (out of 32,482 nationally) and 11th within Warwickshire (out of 333).

North Warwickshire also features as being deprived in other ranks of the IMD. The District has 13 SOAs in the top 30% most deprived nationally in terms of barriers to housing and services, and has 14 SOAs in the top 30% most deprived in terms of education, skills and training.

Car ownership levels within the District remain relatively high with just under 18% of households having no access to a private car. This compares with 19% in Warwickshire as a whole.

The unemployment rate within North Warwickshire Borough (2009 levels, as measured by the claimant count) remains relatively low at 4% even when compared to the County average (3.8%) and the West Midlands average (5.5%). This current rate is historically relatively high and can be attributed to the economic downturn which has affected the whole of the UK in the last few years.

North Warwickshire Borough has the third highest Job-Seekers Allowance (JSA) claimant rate in the County behind Nuneaton and Bedworth Borough and Rugby Borough. Although North Warwickshire's claimant rate has increased sharply in recent months due to the economic downturn, it still remains well below the regional rate and just above the national rate. However, there is considerable variation within the Borough. Recent claimant rates (based on figures from August 2009) are highest in Atherstone Central ward at around 6.7% and lowest in the Fillongley ward at 2.6%. Over two-thirds of the population of the Borough aged between 16 and 65 are economically active.

The local environment

Despite its former status as a mining area, this area of the County has a varied and undulating landscape. Specific facilities that complement this landscape include Kingsbury Water Park, Hartshill Hayes Country Park, Shustoke Reservoir, Pooley Country Park and Heritage Centre and the Coventry Canal. The Borough is also home to the Belfry Golf Course.

Travel patterns

Modal split

The modal split in Northern Warwickshire as illustrated by the journey to work is set out in Table 8.3. There is a heavy reliance on the private car, and, to a lesser extent, walking. Use of public transport is relatively low, but has improved over the lifetime of the first two LTPs.

Table 8.3: Modes used for the journey to work

North Warwickshire Borough - Journey to Work Modal Split (Source: 2001 Census)				
North Warwickshire Borough	75.3%	4.5%	1.3%	7.3%
Warwickshire	71.2%	4.7%	2.9%	9.7%

Table 8.4 shows a summary of school travel patterns in the Borough. The modal split for school journeys is similar to the modal split in Warwickshire as a whole, but with slightly less reliance on the car and more walking and public transport use.

Table 8.4: Modes used for the journey to school

North Warwickshire Borough - Journey to School Modal Split (Source: WCC 2009/10)				
North Warwickshire Borough	37%	15%	1%	47%
Warwickshire	34%	16%	3%	47%

Transport Problems and Opportunities

A review of problems and opportunities in Northern Warwickshire is set out below. The evidence considers the wider economic, environmental and social context that transport must operate in order to address these wider issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Supporting Economic Growth

Tackling congestion

Although congestion occurs on the motorway and trunk road network in the area, it is not deemed to be an issue on the County road network when compared to other parts of Warwickshire. Parts of the A5 trunk road experience congestion at certain times of the day, particularly around Birch Coppice, Dordon, Grendon, Atherstone/Mancetter and the A444 junction at Royal Red Gate. The M6 and M42 also carry significant volumes of traffic throughout the day.

Access to employment

The major employment sites within Northern Warwickshire are generally located in the three main towns of Atherstone, Polesworth and Coleshill, with retail and office based work prevailing at a number of industrial sites including Hams Hall, Birch Coppice, Kingsbury Link, Station Road and Roman Way in Coleshill, Holly Lane and Carylon Road in Atherstone and Arley Industrial Estate. There are large single employer sites at Kingsbury Oil Terminal, Daw Mill Colliery, TNT in Atherstone, Birch Coppice and Kingsbury Link. Current statistics suggest that a large number of people work outside the area, and that the majority rely on cars for these journeys. 75% of workers

in the Borough travel to work by car or van, either as a driver or passenger. This is the highest percentage for the County and the 6th highest nationally out of the 376 English and Welsh authorities.

The Borough also has the largest proportion of its workforce commuting out of the County (in 2001 the figure was almost 50%). As might therefore be expected, the Borough has the lowest percentage of people travelling to work on foot and by bicycle. Whilst 37% of those commuting out of the Borough travel to Birmingham or Coventry, only 3% travel by train. This is likely to be due to the limited number of stations in the area with a direct train service to Birmingham (i.e. Coleshill Parkway and Water Orton). There are no stations within the area that have a direct service to Coventry (the nearest being Nuneaton).

To help maintain and increase employment levels, there is a need to ensure good transport links to existing and potential employment sites to maximise opportunities for local residents.

The area has a comprehensive network of motorway, trunk and county roads that facilitate the use of the car for the journey to work and leisure. Notwithstanding, an opportunity exists to grow the market for public transport especially to key destinations outside the area by the provision of better access to the rail network. Locally, buses have a key role to play in linking the main towns of Atherstone, Coleshill, Polesworth with Tamworth and Nuneaton. These also provide links to the main employment sites that are currently predominantly accessed by car.

Although congestion in the area is generally limited, the heavy through traffic flows on the motorway and trunk road network have a major impact on the environment. More effective use of the major roads is seen as key to reducing this impact, particularly for heavy vehicles that also use local roads to access the business and employment centres in the area. Cycling and walking are often seen as less safe than other modes of travel, especially for young people travelling to school. An opportunity exists to grow the market for travel using these modes by pursuing Safer Routes to School schemes and, where appropriate, the use of measures such as better street lighting. At present the various modes of transport are not always integrated in a way that allows travellers to make use of alternatives to the private car. Better interchange facilities at bus and rail stations (e.g. Coleshill Parkway) give the opportunity to change travel habits by allowing complex journeys to be made that are currently only possible by car.

Access to education and services

Secondary schools at Kingsbury, Polesworth, Atherstone and Coleshill are supported by a number of local primary schools. Further Education opportunities are available in Nuneaton, both at King Edward College and North Warwickshire & Hinckley College. Beyond the County boundary, Staffordshire County Council offer coach travel to Warwickshire residents in order to access Tamworth College.

The majority of villages have still retained a post office or general store. Major supermarkets are present in the towns of Atherstone and Coleshill, along with a selection of other facilities including banks and building societies.

Access to town centres

It is vital that ease of access to the main town centres and key transport links by all modes is provided to maintain long-term economic viability and vitality. Factors such as the nature, location and quantity of parking provision in the town centres, as well as barriers to pedestrian and cycle movement and limited public transport provision can all adversely affect ease of access. Maintaining the attractiveness of the area for new investment is essential to both retain and attract new businesses.

Opportunities to improve access have been developed over the course of the first two LTPs, for example the opening of Coleshill Parkway has provided a new accessible strategic rail link to/from the Borough. Improved rail services to London from Atherstone were also been introduced during the second LTP period. Improved cycle parking provision at both Coleshill Parkway and Atherstone rail stations has meant residents are less reliant on the car to access their local station.

Goal 2: Tackling Climate Change

As shown in Figure 4.1, North Warwickshire Borough has the highest transport related CO_2 emissions. This reflects the high transport usage which occurs as a result of through-traffic on the strategic road network including the M6, M42 and A5.

The LTP process provides the opportunity to reduce transport related carbon emissions by encouraging residents to use their private cars less and increase their use of sustainable transport modes such as walking, cycling, public transport and more sustainable car based travel (e.g. car clubs and car sharing). The provision of hard and soft transport measures (e.g. school and workplace travel plans, provision of new cycle lanes, improved signing for pedestrians and improved public transport facilities) can all contribute to a reduction in overall car use.

The land use planning process advocates development that reduces the need to travel. This means planning new developments that provide residential and employment opportunities in close proximity and taking wider accessibility issues into account when selecting sites to go forward for development.

Goal 3: Contributing to Better Safety, Security and Health

In 2009, there were 390 road casualties in North Warwickshire Borough, with:

- 50 killed or seriously injured; and
- 340 slightly injured.

The number of people killed or seriously injured on Warwickshire's roads has reduced significantly in recent years, and this has been reflected locally within Northern Warwickshire. Despite this, the figures for the County as a whole demonstrate a higher level of casualties in rural rather than urban areas. The higher figures in this part of the County can therefore be largely explained by the predominantly rural characteristics of the Borough.

Doctors surgeries are located in many villages as well as the major settlements. However, hospital care cannot be accessed in the immediate local area, residents can access hospital care at Mile Oak, Tamworth (Sir Robert Peel), Coventry (University Hospital Coventry and Warwickshire), Nuneaton (George Eliot), Sutton Coldfield (Good Hope), Rugby (St Cross) or Central Birmingham.

Recorded crime within North Warwickshire Borough between April 2008 and March 2009 totalled 3,950 incidents, which equates to a rate of 63 for every 1,000 head of population (Source: Warwickshire Police). North Warwickshire Borough has the second lowest crime rate behind Stratford District and has seen a decreasing trend for the last four years. The Borough has the second highest percentage of perceptions of anti-social behaviour (equal to the average for the County), despite recorded levels of incidents being generally low. Whilst the Borough is close to the county average for percentages of residents believing people from different backgrounds get on well together and those who are satisfied with the local area, a higher than average percentage say they feel they belong to their neighbourhood.

Northern Warwickshire does not face the same problems as other areas of the County with town centre crime and anti-social behaviour, with much of the Borough being rural. There are however some issues with cross border criminality, such as theft of vehicle offences. Generally levels of crime

and anti–social behaviour are low but there are local pockets of anti-social behaviour and criminal damage. Atherstone, Arley, Whitacre and Polesworth currently report the highest levels.

Obesity is a key health issue that affects the area. It is estimated that nearly 29% of the adult population of the Borough are obese; this is well above the County average of 26% and is therefore regarded as high. The proportion of children who are classified as overweight or obese in reception and year 6 is outlined in Table 8.5 below.

Table 8.5: Overweight and obesity rates in Reception and Year Six Pupils

	North Warwickshire	Warwickshire
Reception - Overweight	13.9%	12.9%
Reception - Obese	9.9%	8.0%
Year 6 - Overweight	12.8%	13.5%
Year 6 - Obese	20.1%	18.1%

Increasing levels of physical activity can have a significant positive effect on weight control. Modal shift away from reliance on the car may have a positive impact on obesity levels and help reduce the incidence of obesity related illnesses. The provision of measures such as school and work place travel plans may help encourage more people to walk and cycle, and thus contribute to a reduction in the incidence of obesity.

Goal 4: Promoting Equality of Opportunity

Ensuring that good transport links are available to enable people to easily reach a wide range of key services and facilities is vital. Despite relatively high levels of car ownership, for the growing proportion of elderly people and residents living in the more rural part of the Borough, accessing key services may still prove difficult.

Improved access will be achieved through a combination of measures, including promoting public transport, improving the public/community transport offer where appropriate, improving facilities for walking and cycling, and village traffic schemes designed to improve the local environment.

Access to the national rail network is relatively limited, with Atherstone and Coleshill being the two main stations where a range of destinations are possible. Further access to the wider national network is available at Tamworth, Wilnecote, Coventry and Nuneaton.

A lack of easily accessible public transport in the more rural parts of the Borough continues to be identified as a key issue. Opportunities to improve travel choice for rural communities will be explored, including developing more flexible services where appropriate. In addition, better information about what already travel choices exist will also be provided. Through partnership working with other authorities and community groups, further opportunities will be explored over the LTP3 period.

Goal 5: Improving Quality of Life

The dominance of traffic along main roads that support a mix of uses can conflict with where people want to live, work, shop and socialise. Such conflict tends to occur within the Borough primarily within the three main town centres of Atherstone, Polesworth and Coleshill. An additional consideration in these locations is the high number of historic and older buildings which, given their construction material, can leave them more susceptible to erosion and staining.

Excess traffic speed or high traffic volumes can also reduce the attractiveness of a place and make walking and cycling less attractive. Appropriate improvements will be made on a priority basis where resources allow.

The Strategy

Key Objectives

- Support the long term stability and growth of the local economy;

- Support future housing and employment growth within the Borough;

- Support access to services and facilities, particularly for those without access to a car; and

- Reduce the environmental impact of traffic within the Borough and improve local air quality.

The proposals set out below describe how the County Council and its partners aim to deliver these objectives. The key proposals are shown in Figure 8.2.
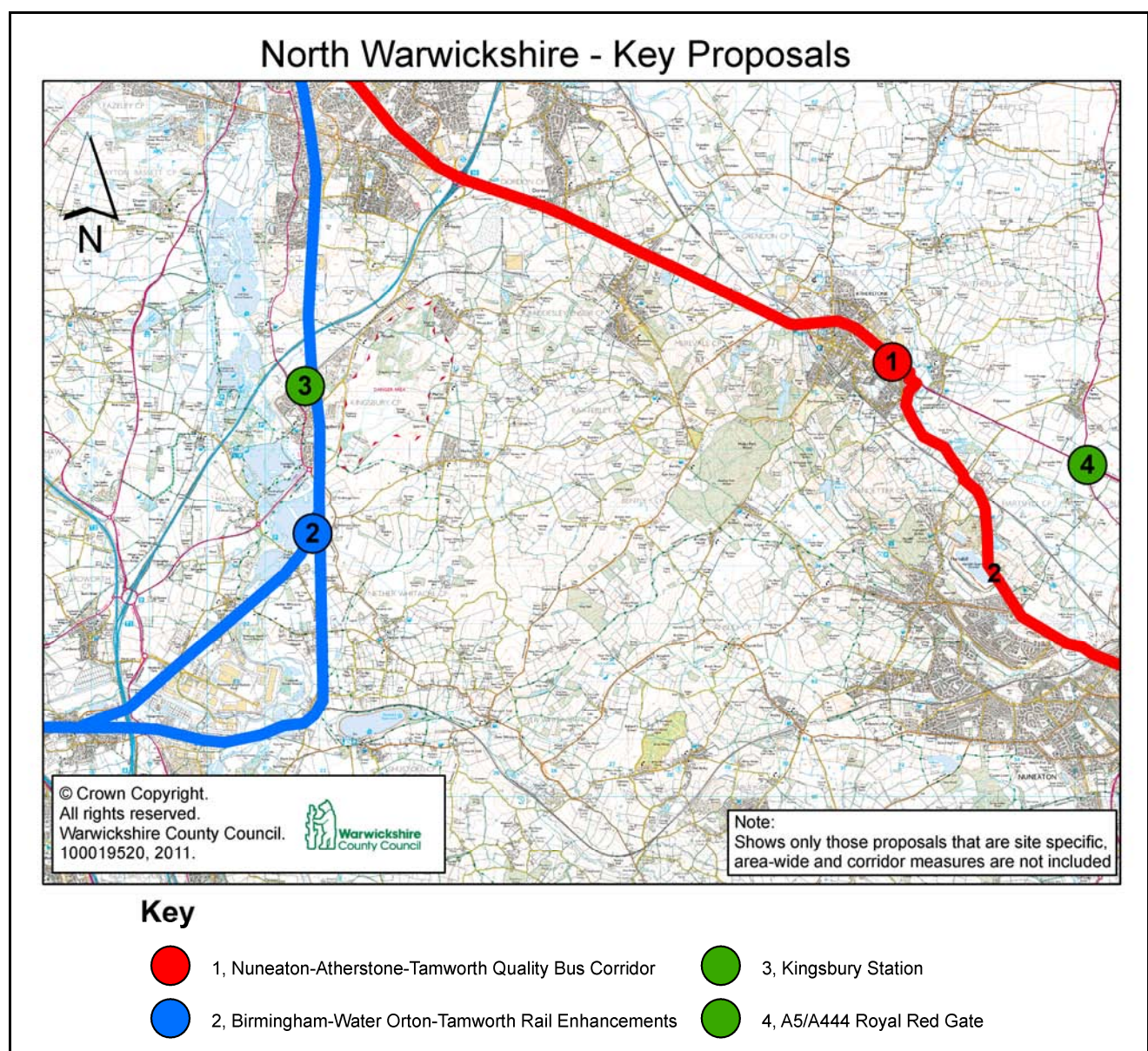

Figure 8.2: North Warwickshire Key Proposals

Key Proposals

Transport improvements to deliver growth

North Warwickshire has seen moderate housing growth over the last 10-15 years. During this time, the area has seen major employment growth at sites such as Hams Hall, Birch Coppice and, to a lesser extent, Atherstone.

In advance of having an adopted Local Development Framework for the Borough, the majority of policies in the existing North Warwickshire Local Plan have been saved indefinitely. An Interim Policy Statement has been produced which provides a complete list of these policies in order to give clarity to residents, landowners, developers and other stakeholders as to how the Borough Council will consider development proposals. The Borough Council carried out a consultation on this document in February 2011. The Interim Statement will be kept under review as further changes to planning policy are announced.

Along with the production of the Interim Policy Statement, the Borough Council is continuing to work on the preparation of the draft Core Strategy and its associated evidence base. The Borough Council intend to submit the Core Strategy to Government in 2012, following which an Independent Examination will be held (also in 2012). Adoption of the Plan will follow in 2013. The County Council will continue to input to this process as necessary over the next two years.

Air quality

A declared Air Quality Management Area (AQMA) for Nitrogen Dioxide (NO_2) at Coleshill in North Warwickshire has been in place since March 2001, and relates to one residential property adjacent to Junction 4 of the M6 where it intersects with the A446 and the M42. The AQMA is bounded by Stonebridge Road, Coleshill Heath Road, the M42, the M6 and M6 Toll, and relates directly to traffic on these motorways. The AQMA was originally declared for a marginal exceedance of the NO_2 objective.

The A446 has recently been detrunked, with responsibility passing to the County Council from the Highways Agency. However, given the predominant cause of the NO_2 exceedance being traffic levels on the M6 and M42, the Highways Agency has a key role to play in addressing the AQMA in partnership with the County Council and North Warwickshire Borough Council.

Following the declaration of the AQMA near Coleshill, an Air Quality Action Plan (AQAP) was prepared by the Borough Council in conjunction with the Highways Agency. This was finalised in March 2003, and is reproduced in full in Appendix C. Given that the AQMA is principally related to the volume of traffic on the surrounding motorway network, any measures to have a positive impact on air quality are largely outside the influence of either the Borough or County Council. The focus has therefore been on establishing a monitoring regime to accurately measure air quality, in order to ascertain a timescale for the possible revocation of the AQMA. It is hoped that the transfer of traffic to the M6 Toll, along with the recent introduction of Active Traffic Management on the M42 will have a positive impact on traffic levels in the vicinity of the AQMA. Over the last few years the levels of NO_2 monitored have decreased at the site. If this trend continues it is possible that levels could fall below the annual mean objective level for NO_2. If this occurs, the AQMA could potentially be revoked.

It is also worth noting that the affected farmhouse within the AQMA is currently unoccupied and has been so for the past year. Attempts have been made to contact the estate manager responsible for the property to establish its intended future use, but this has been to no avail. If the property remains unoccupied it could potentially fall into a state of disrepair and this could also possibly result in the AQMA being revoked.

Village Traffic Plan initiative

The aim of the Village Traffic Plans initiative is to address small scale traffic-related and safety concerns in North Warwickshire communities through a co-ordinated, multi-agency review. As such, they provide a series of individual, integrated transport solutions.

Parish Councils now have a point of contact within the County Council to raise traffic and safety enquiries, through contact with a Village Traffic Plans Officer who deals directly with their area. The improved level of communication has produced positive outcomes on various issues, and has helped Members in their community leadership role.

A programme of works to improve street lighting, footway maintenance and drainage schemes has been instigated as part of the ongoing Village Traffic Plan treatment for North Warwickshire towns and villages. A summary of these is provided below:

Fillongley

- Implementation of measures to address speeding traffic through the village.
- Improvements to the pedestrian environment on the Nuneaton Road and Coventry Road, by the implementation of a programme of dropped kerbs and footway resurfacing.
- Gateway features were installed on the main approaches to the village.

Dordon

- Implementation of a traffic calming scheme to address speeding traffic through the village.

Shuttington

- Implementation of measures to address speeding traffic through the village,
- Gateway features were installed on the main approaches to the village,
- Improvements to the pedestrian environment on the Main Road, by the installation of a footway linking the Village Hall to the village.

Grendon

- Implementation of a traffic calming scheme to address speeding traffic through the village.

Old Arley and New Arley

- Implementation of measures to address speeding traffic through the village, including alteration to existing speed limits,
- Gateway features were installed on the main approaches to the village,
- Improvement of signing to the Industrial Park, thus reducing HGV traffic through the village centre.

Middleton

- Implementation of measures to address speeding traffic through the village, including alteration to existing speed limits,
- Gateway features were installed on the main approaches to the village.

Lea Marston

- Implementation of measures to address speeding traffic through the village, including alteration to existing speed limits,
- Gateway features were installed on the main approaches to the village, together with a build-out on Hams Lane.

Water Orton

- Improvements to the pedestrian environment on Coleshill Road and Vicarage Lane by the installation of dropped kerbs.
- Initiation of a Park & Stride scheme, in conjunction with Water Orton School and local businesses.
- Provision of a programme of road safety education for pupils from the Road Safety Education Officer.

Warton

- Implementation of measures to address speeding traffic outside Warton Nethersole school.
- Provision of a programme of road safety education for all pupils from the Road Safety Education Officer.

School End, Maxstoke

- Implementation of measures to address speeding traffic through the village, by a coordinated Village Traffic Plan and Village Speed Limit Review.

Public transport improvements

Bus

The County Council will continue to support the existing minimum level of bus service provision within Northern Warwickshire, in order to sustain and increase level of access to key facilities and thus reduce social exclusion.

Along with improvements to bus services which will come forward as part of new development, the main proposal in this area of the County is for a further inter-urban Quality Bus Corridor between Nuneaton, Atherstone and Tamworth. It is envisaged that this scheme, which will provide enhanced bus stop infrastructure along the route, will be implemented in partnership with Staffordshire County Council.

Rail

Detailed work has now been completed on behalf of Centro, Birmingham City Council, Warwickshire and Staffordshire County Councils into the feasibility and business case for enhancing local passenger services between Birmingham, Water Orton and Tamworth. The best performing scheme would provide a half-hourly service from Birmingham Moor Street calling at the existing stations at Water Orton, Coleshill Parkway, Wilnecote and Tamworth and new stations at Fort Parkway, Castle Bromwich and Kingsbury. The proposal would require the construction of new chord lines at Camp Hill to provide access into Birmingham Moor Street station.

Overall, the study which has been undertaken shows that, even taking account of the considerable capital cost of constructing the Camp Hill Chords, there appears to be a strong business case for

progressing the Tamworth Line proposals. Centro are proposing to start work on the Camp Hill Chords post-2014.

Gaining funding support for this major project in these difficult financial times is clearly going to be challenging. The County Council will continue to pursue a scheme to deliver a new station at Kingsbury during the life of LTP3.

Community Transport

The following specific interventions are proposed within Northern Warwickshire:

- Enhance facilities for community transport passengers at Atherstone Railway Station and Atherstone Bus Station, consistent with the aims set out in the Public Transport Interchange Strategy; and
- Incorporate community transport service information where relevant, at existing and new Bus Information Points (see below).

Taxis and Private Hire Vehicles

Enhanced facilities for taxis and private hire vehicles will be provided at key interchanges consistent with the aims set out in the Public Transport Interchange Strategy.

The County Council will develop Taxibus services to meet specific demand in the County where conventional public transport is neither operationally or economically appropriate.

Public transport interchange

A regular rail service was restored to Atherstone in December 2009 following completion of the West Coast Main Line upgrade. The town is now served by a broadly hourly semi-fast service between Crewe and London Euston. Since introduction of the new service, the station has experienced strong passenger growth and it is anticipated that demand will continue to grow in the future. The station currently has less than 10 car parking spaces. As such, the County Council will continue to work with Network Rail and the Train Operating Companies to increase car parking provision, and to improve the non-car accessibility of the station.

Public transport information

Bus Information Points have been delivered to date at a number of locations within the area, including Atherstone Bus Station, Polesworth and Coleshill Parkway.

Further new Bus Information Points will also be provided at the following locations:

- Chapel End; and
- Water Orton Railway Station.

Improvements for walking and cycling

Walking and cycling are the most effective means of making local journeys in a sustainable way, particularly within larger urban areas, where people's everyday journeys are often relatively short. Improvements for cyclists and pedestrians in Warwickshire's smaller towns, such as Coleshill, will be sought as and when opportunities arise from new developments. To maximise the use of the cycling facilities installed at Coleshill Parkway (which include a cycle lane over the bridge), the County Council will keep under review the need for further improvements to the local cycle network to provide employees at Hams Hall with better links to/from the interchange. Opportunities to secure

funding towards these improvements from further development in the area will be pursued where possible.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

Safer Routes to School schemes

In addition to the pedestrian and cycle improvements identified above, the County Council will continue to invest in Safer Routes to School schemes within Northern Warwickshire on a priority basis as resources permit.

Powered Two Wheelers

Improvements for powered two wheelers will be made in line with the proposals contained in the County Council's Powered Two Wheeler Strategy. Consideration will be given to the provision of dedicated powered two wheeler parking within Coleshill, subject to identifying a suitable location.

Parking

Civil Parking Enforcement (CPE) is generally recognised to be the most effective way of ensuring that parking regulations are adhered to. CPE has yet to be introduced within the North Warwickshire, although consideration is being given to how it could be introduced in the future. Currently there are no parking charges levied in the 15 off-street car parks operated by the Borough Council. Disabled parking spaces are available in most of these facilities.

Freight

The County Council has established a freight quality partnership with hauliers, and has identified routes that should be used for freight movements passing through the area. The Advisory Lorry Route map provides advice for drivers on the best available routes for heavy goods vehicles in Warwickshire, and has been widely distributed within the freight industry. It is also available on the County Council's website.

The Hams Hall International Freight Terminal continues to grow, and as such acts as a railhead for containerised freight from a wide area within the Midlands. The opening of the Birch Coppice Intermodal Terminal, although rail served, has also added pressure on the road network from freight movements. These pressures are likely to increase if both facilities expand over the next 15 years.

The County Council will consider the need for the introduction of a management strategy for Heavy Commercial Vehicle parking in the Hams Hall area. This may include the provision of dedicated parking areas and traffic management measures to prevent heavy vehicles accessing and parking in residential areas.

It has been agreed that the County Council will undertake a review of its Environmental Weight Limit policy and how it could be used to manage the impact of inappropriate road usage by HGVs within Warwickshire. As part of this process, it is proposed to approach all of the Locality Panels within the County to gather information on local HGV issues to inform the review. This work will commence as resources become available.

Highway improvements and traffic management measures

County roads

Green Man Crossroads, Coleshill

As part of on-going work to reduce pressure on the heavily congested Green Man crossroads in Coleshill town centre, the County Council is investigating a number of possible signage options to deter through traffic and inappropriate HGV movements in the area.

Station Road, Coleshill

The County Council will keep under review the need for an improvement to Station Road North, as the main access to Coleshill Parkway from the town centre.

Motorways and trunk roads

A Strategy for the A5

The A5 is an important strategic link which runs along the northern and eastern edge of the County boundary with Staffordshire, Leicestershire and Northamptonshire, and provides access to a number of major industrial areas such as Birch Coppice. Within Northern Warwickshire, the road also provides an important access to the M42/A42, the M69/M1 and the M6 Toll.

In the absence of a long term strategy for the A5, it has been agreed to prepare a suitable document in conjunction with the Highways Agency and other stakeholders. This will cover the section of the A5 from Gailey in Staffordshire to Weedon in Northamptonshire, and will include a targeted set of improvements for the corridor.

A5/A444 Royal Red Gate Junction

An improvement has been proposed by the Highways Agency to replace the existing staggered A5/A444 junction (near the Royal Red Gate public house) with an off-line roundabout. This will address a combination of safety and congestion issues which occur throughout the day. The scheme is currently subject to a review by the Highways Agency to consider both the design of the scheme and whether it still represents value for money.

9.   Nuneaton and Bedworth Urban Area Strategy

Introduction

This section of the Local Transport Plan includes the towns of Nuneaton and Bedworth, outlying settlements including Bulkington and the surrounding rural hinterland. The area is similar to the administrative boundary of Nuneaton and Bedworth Borough, and forms the northern end of the North-South Corridor. The strategic transport needs of this corridor are covered in the North-South Corridor chapter.

This part of Warwickshire has strong links with a number of towns and cities located outside the County, including Hinckley, Leicester and Coventry. Strong travel demand also exists towards Solihull and Birmingham. In developing the proposals for this part of Warwickshire, the County Council has worked in partnership with Coventry City Council, Leicestershire County Council and Solihull Metropolitan Borough Council in order to be compatible with their LTP proposals.

The Overall Context

Population

Table 9.1: Population 2002-2008 – Resident Population Characteristics

Town	Population in 2002 (estimated)	Population in 2008 (estimated)	% Change
Nuneaton	78,750	79,150	1.5%
Bedworth	34,750	36,150	4.0%
Nuneaton and Bedworth Borough	120,300 (mid 2003 estimate)	122,000	1.4%
Warwickshire	512,000 (mid 2003 estimate)	530,700	3.7%

The resident population of Nuneaton and Bedworth Borough as measured in the 2001 Census was 119,132. This was estimated to have increased to 122,000 by 2008. The Borough has experienced a significantly slower rate of population growth than the Warwickshire average between 2003 and 2008 with the overall population of the Borough increasing by 1.4% compared to 3.7% across the County overall. This rate is the second smallest increase in Warwickshire and is more closely aligned with the figure for the West Midlands.

The Borough's age profile is broadly consistent with the Warwickshire average, however it does have a slightly higher representation of 0-15 year olds and a slightly lower proportion of older people (i.e. males aged over 65 and females aged over 60).

Recent population projections indicate that that the Borough's population is set to increase by 13.7% by 2031. Whilst this level of increase is broadly in line with the regional rate of increase, it is significantly lower than the projected rate of increase in the south of the County. The number of people aged over 65 is set to increase by the largest percentage (70.1%).

Nuneaton and Bedworth performs relatively poorly on the Census health indicators. 19.1% of the population has a limiting long-term illness (11th of 34 West Midlands local authorities) and 9.7% class their health as 'not good' (10th regionally). Linked to this is a higher than national average of the working age population who are permanently sick or disabled (6.2%).

Socio-economic issues

In socio-economic terms the Borough performs below average for the County. Mean income is £24,757 per annum and is the lowest of all the Warwickshire District/Boroughs. However the mean household income of residents is significantly higher than that for employees working in the Borough, equating to a difference of £3,000. This suggests that a significant proportion of residents travel outside of the Borough to earn higher incomes.

Car ownership in Nuneaton and Bedworth is the lowest in the County, with nearly a quarter of households (24.1%) having no access to a car or van. The Borough average however disguises significant variations in car ownership levels between wards. In wards such as Wem Brook, Abbey, Bede and Camp Hill, car ownership levels are significantly lower than the average, with over a third of households having no access to a car. In contrast, nearly all households in Whitestone, Galley Common and St Nicholas wards have access to a car, with only between 6-9% not having access.

The Index of Multiple Deprivation (IMD) 2007 shows that Nuneaton and Bedworth Borough has 28 Super Output Areas (SOAs) that feature in the top 30% most deprived SOAs nationally, including six in the top 10% and seven in the top 10-20%. Of particular significance is the 48 SOAs that feature within the top 30% most deprived SOAs nationally on the measure of education, skills and training deprivation. In addition, 28 of the Boroughs SOAs fall within the top 10% most employment deprived SOAs in England.

Nuneaton and Bedworth Borough has traditionally had the highest Job Seekers Allowance (JSA) claimant rate in Warwickshire. The claimant rate increased sharply during 2008/9 as a result of the economic downturn, remaining similar to the regional average but significantly higher than the national average. There is considerable variation within the Borough with the lowest JSA claimant rates experienced in Whitestone ward and the highest in Camp Hill ward.

In recognition of the socio-economic needs of the community, a large part of the Borough has been designated within the Coventry to Nuneaton Regeneration Zone. This is one of six areas designated by the former Regional Development Agency in the West Midlands to connect communities in need with opportunity.

The environment

Although much of this part of the County is of an urban nature, the immediate hinterland of the two main towns is predominantly made up of high quality agricultural land. The west of the area enjoys a similar undulating topography as Northern Warwickshire, and the quality of the landscape is both varied and interesting. The area is also home to a number of historic properties, including Arbury Hall, and is crossed by the Coventry Canal.

Travel patterns

Road traffic growth

Traffic flows in each of the major urban areas in Warwickshire has been monitored on an annual basis to establish traffic growth (or reduction). Nuneaton has experienced the highest rate of traffic growth at approximately 7.5%, with Bedworth experiencing a lower growth rate of 2.7%.

This overall growth in traffic masks a trend in recent years for a reduction in traffic levels. This is thought to be due to a combination of factors including rising unemployment levels and an increase in fuel prices.

In contrast to other towns within Warwickshire, traffic growth in Bedworth has continued, albeit at a slower rate in more recent years.

Figure 9.1: Growth 2000-2009 based on 24 hour flows recorded at cordon sites around the main urban areas of the County
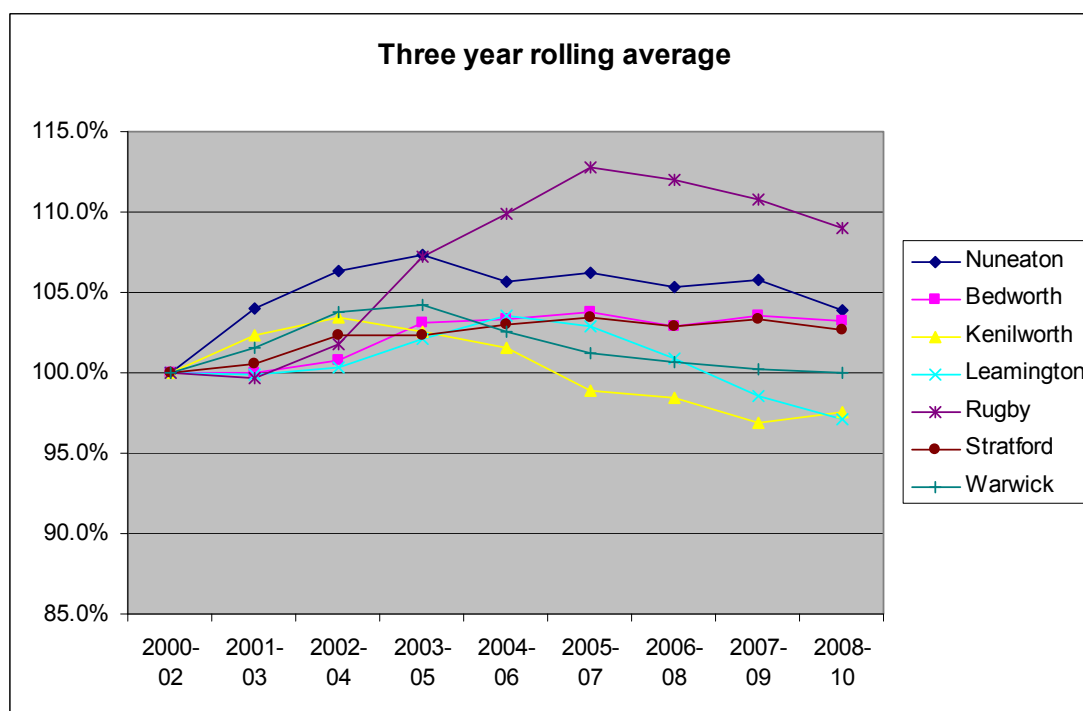
Modal split

Table 9.2 shows a summary of modal split for the journey to work. Travel by car is the main mode of transport in the Borough for journeys to work. The proportion of people driving to work is approximately the same as the County average. However, the Borough has a greater proportion of residents travelling to work as a car passenger than the County average (9% compared to the County average of 6.9%).

Bus use within the Borough is higher than the County average (5.2% compared to 3.4%), with Bedworth having the highest levels of bus use for journeys to work at 7.3%. This compares to 4.1% for Nuneaton. Travel to work by train is lower than the County average (0.6% compared to 1.3% for the County) and there is a lower proportion of people working at home than the County average (6.9% compared to 9.7%).

Table 9.2: Modes used for the journey to work

Nuneaton and Bedworth Borough – Journey to Work Modal Split (Source: 2001 Census)					
	Car	Bus	Train	Bicycle	Walk
Nuneaton and Bedworth Borough	64.4%	5.2%	0.6%	2.8%	9.3%
Nuneaton Area	65.2%	4.1%	0.7%	2.7%	9.6%
Bedworth Area	62.8%	7.3%	0.4%	2.8%	8.8%
Warwickshire	64.3%	3.4%	1.3%	2.9%	9.7%

Please note that these do not sum to 100% as only main modes of travel are included

Travel to work characteristics vary significantly between wards in the Borough. For example:

- Twice as many people in Abbey and Wem Brook travel to work by foot than the County average. However, walking to work for residents in wards such as Heath, Kingswood, Whitestone, Galley Common and Bulkington is much lower than the County average; and
- Residents in Bede, Camp Hill, Exhall, Kingswood, Poplar, Slough and Heath are two to three times more likely to travel to work by bus than the County average. In contrast, Whitestone, St Nicholas and Weddington wards are significantly below the County average for bus travel.

Table 9.3 shows a summary of modal split for the journey to school. Data from the 2009/10 School Travel survey shows an encouraging trend, with a slight decline in the proportion of children travelling to school by car (down to 32% from 36%) and a corresponding increase in the proportion of pupils walking to school (up from 56 to 58%) or travelling to school by bus (up from 5 to 6%). The proportion of children cycling to school in the Borough remains the same at 3%.

Table 9.3: Modes used for the journey to school: Nuneaton and Bedworth Borough

	Car	Public Transport	Bicycle	Walk
Nuneaton and Bedworth Borough	32%	6%	3%	58%
Warwickshire	33.5%	16%	3%	46.5%

Despite a slight decline in the levels of car use for journeys to school, the school run still has a significant influence on traffic levels in the urban areas and contributes to increased congestion and unreliable journeys. Typically 20% of vehicles on the road between 8.30am and 9.00am are attributed to school journeys.

Transport Problems and Opportunities

A review of problems and opportunities for the Nuneaton and Bedworth area is set out below. The evidence considers the wider economic, environmental and social context that transport must operate within in order to address these wider issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Supporting Economic Growth

Congestion

Congestion can be harmful to the economy, with a significant amount of time being lost due to employees or goods that are caught in traffic. Within the Borough there are a number of locations where road capacity and the pattern of road use result in slow and unreliable journeys, especially during peak periods.

Although this is a countywide problem, measures to address increasing levels of congestion within the Borough are particularly important because of the emphasis in the Regeneration Zone of bringing forward development opportunities and growing a competitive business and employment base as a catalyst for regeneration. Increasing congestion could act as a significant deterrent to new business investment.

Recent data provided by DfT allows congestion to be mapped using journey times and vehicle speeds from Satellite Navigation Data. 84 relatively congested routes in Warwickshire have been selected for monitoring. Further information regarding this can be found in the Congestion Strategy.

Town centre access

Ensuring ease of access to the town centres of Nuneaton and Bedworth (and indeed the whole of the North-South Corridor) by all modes is essential to their long-term economic vitality and viability. Factors such as the nature, location and quantity of parking provision in the town, as well as barriers to pedestrian and cycle movement and limited public transport provision can all adversely affect ease of access.

Opportunities to improve access have been developed over the timeframe of the first two LTPs. For example, the completion of the Nuneaton Development Project has provided a near continuous cycle route around the ring road and improved crossing points for pedestrians and cyclists to access the town centre, together with junction improvements at Queens Road.

Access to employment

To help maintain and increase employment levels, there is a need to ensure good transport links to existing and potential employment sites to maximise opportunities for Borough residents. In the west and north of the Borough the availability of employment sites is limited, and those sites that do exist have restricted access due to vehicles having to travel via the town centre. The possibility of improving road connections to support new employment development will be explored. In addition, to maximise opportunities for employment, the enhancement of transport connections to link areas in the north and west of Nuneaton to employment sites in North Warwickshire and Birmingham will be pursued. Similarly, opportunities exist to improve transport links along the North-South Corridor between Nuneaton and Leamington Spa, opening up opportunities for jobs as part of the development of the regeneration corridor and to the Coventry Arena site.

Goal 2: Tackling Climate Change

As described elsewhere in this document, the Government, through its Climate Change Act, has made a commitment to reduce greenhouse gas emissions across the UK economy by at least 80% on 1990 levels by 2050, and 34% on 1990 levels by 2020. CO_2 emissions from transport within Nuneaton and Bedworth Borough are substantially lower than for other Warwickshire districts, as demonstrated in Figure 4.1. This reflects lower levels of transport usage in this area when compared to elsewhere in the County. However there is still a need to move towards a low carbon transport system to help meet our carbon budget obligations and opportunities will be sought to reduce transport related carbon emissions in the area and sustainable modes of travel will be encouraged.

Goal 3: Contributing to better Safety, Security and Health

Road safety

In 2009, there were 346 road casualties in Nuneaton and Bedworth Borough, with:

- 59 people killed or seriously injured; and
- 287 people slightly injured.

Continued improvements in road safety form an important part of the transport strategy for the Nuneaton and Bedworth Urban Area. This includes tackling the problem of the significantly higher incidence of road casualties in disadvantaged communities in West Nuneaton (including Camp Hill ward which is one of the 10% most deprived wards in the UK).

Crime and fear of crime

Recorded crime within Nuneaton and Bedworth Borough between April 2008 and March 2009 totalled 10,725 incidents, which equates to a rate of 88 for every 1,000 head of population (Source: Warwickshire Police). This is the highest crime rate in the County.

Crime and fear of crime can deter walking, cycling and the use of public transport. Similarly, the perceived safety and security of parking may deter people from travelling by car to certain destinations. The County Council will address problems of crime and safety in and around transport through initiatives such as improved waiting and interchange facilities and enhanced staff presence. In addition, we will seek to minimise the effects of crime in car parks and will look for crime reduction measures in the design of new facilities.

Air quality

The higher than average growth in traffic levels in Nuneaton and resulting congestion at certain locations has led to a worsening of environmental conditions in the town centre. Poor air quality can impact on people's health, causing problems for those with respiratory illnesses and cardio-respiratory conditions. Certain pollutants can lead to more general difficulties in breathing, headaches, coughing and nausea when levels are high.

Since the submission of LTP2, Nuneaton and Bedworth Borough Council has declared two AQMAs within the urban area of Nuneaton. The first is located on the A47 Old Hinckley Road/Leicester Road gyratory, immediately east of the railway station, and was declared in December 2006 for a marginal exceedance of NO_2. The AQMA includes a number of residential properties along with the Etone Comprehensive School. An Air Quality Action Plan was subsequently prepared by the Borough Council and the County Council, and is reproduced in full in Appendix C.

A second AQMA has recently been declared around the junction of Corporation Street/Central Avenue/Midland Road/Abbey Street close to the Nuneaton Ring Road. A revised AQAP covering both AQMAs is currently being jointly prepared by the Borough and County Council. This is due to be published in Spring 2011.

Health and obesity

Obesity is a key health issue that is affecting the residents of Nuneaton and Bedworth Borough. It is estimated that just over 29% if the adult population of the Borough are obese. This is higher than other Districts in Warwickshire and higher than the County average at 26%.

The proportion of children who are classified as overweight or obese is also slightly higher in Nuneaton and Bedworth Borough than the County average, as highlighted in Table 9.4 below.

Table 9.4: Children overweight and obese

	Nuneaton and Bedworth	Warwickshire
Reception – overweight	13.5%	12.9%
Reception – obese	9.3%	8.0%
Year 6 – overweight	14.0%	13.5%
Year 6 - obese	20.6%	18.1%

Encouraging more active travel is one way to help address the health issues identified above and opportunities will be sought to encourage people into more healthy lifestyles through walking and cycling.

Goal 4: Promoting Equality of Opportunity

Ensuring that good transport links are available to enable people to easily reach a wide range of key services and facilities is particularly important given the low car ownership levels in some parts of the Borough, the growing percentage of elderly population and the rural catchment within this area of the County. This will be achieved through a combination of promoting better public transport, improving facilities for walking, cycling, powered two wheelers and improved traffic management.

In promoting better public transport, there is a need to ensure that the network adapts to changing land use patterns within the Borough, including responding to the growth of employment and leisure opportunities on out-of-town sites. These tend to afford good access to the strategic road network, but historically have not been well served by public transport.

Opportunities to improve transport and movement to the key town centres within the area will be sought over the LTP period. A number of access improvements have been identified for Nuneaton and Bedworth town centres to support their regeneration. These include improved linkages for pedestrians and cyclists, enhancement of public transport interchange facilities, and rationalisation of car parking in conjunction with future town centre developments.

Ensuring that sufficient short-stay parking is available at a cost and convenience to attract local residents to Nuneaton and Bedworth town centres is also important to maintain good accessibility.

Within the urban area, the physical alignment of transport infrastructure reduces accessibility by restricting movement in certain locations. For example, the alignment of rail and canal corridors and main highway routes (including the ring road) can result in lengthy detours to access local services and facilities, deterring travel on foot or by bicycle. Opportunities to reduce this severance effect by providing new or enhanced crossing points will be further explored.

A lack of convenient public transport services in rural parts of the area continues to be identified as an issue for Borough residents.

Goal 5: Improving Quality of Life

The dominance of traffic along main roads supporting a mix of uses can conflict with places where people live, work, shop and socialise, resulting in a reduced quality of life and safety concerns. Such conflicts occur in several locations within the Borough, including Bedworth town centre and the local centres of Queens Road and Abbey Green in Nuneaton. Similarly, the location of several older industrial areas close to residential areas can lead to a reduced quality of life for local people due to high volumes of heavy goods vehicles on unsuitable roads. Measures to reduce such conflicts will be explored, including introducing access restrictions for HGVs and reviewing signing for vehicles to encourage the use of more suitable routes.

Proposals to introduce Decriminalised Parking Enforcement (DPE) will improve quality of life for many residents, particularly those living close to the town centres who are affected by inappropriate and illegal shopper and commuter parking.

The Strategy

Key Objectives

- Support the regeneration of Nuneaton and Bedworth town centres and the stability and growth of the local economy;

- Support future housing and employment growth within the Borough, including development within the Coventry to Nuneaton Regeneration Zone;

- Support access to services and facilities, particularly for those without access to a car; and

- Reduce the environmental impact of traffic within the Borough and improve local air quality.

The proposals set out below describe how the County Council and its partners aim to deliver these objectives. The key proposals are shown in Figures 9.2 and 9.3.

Figure 9.2: Key Proposals in Nuneaton

Key

1, Town Centre Improvements

2, Nuneaton-Atherstone-Tamworth Quality Bus Corridor

3, NUCKLE Heavy Rail Improvements

4, A5/A47/B4666 Longshoot/Dodwells Improvements

5, Bermuda Station

Bedworth - Key Proposals

Key

- 🟢 1, Town Centre Improvements
- 🔵 2, NUCKLE Heavy Rail Improvements
- 🟢 3, Bermuda Station
- 🟢 4, A444/Newtown Road Improvements
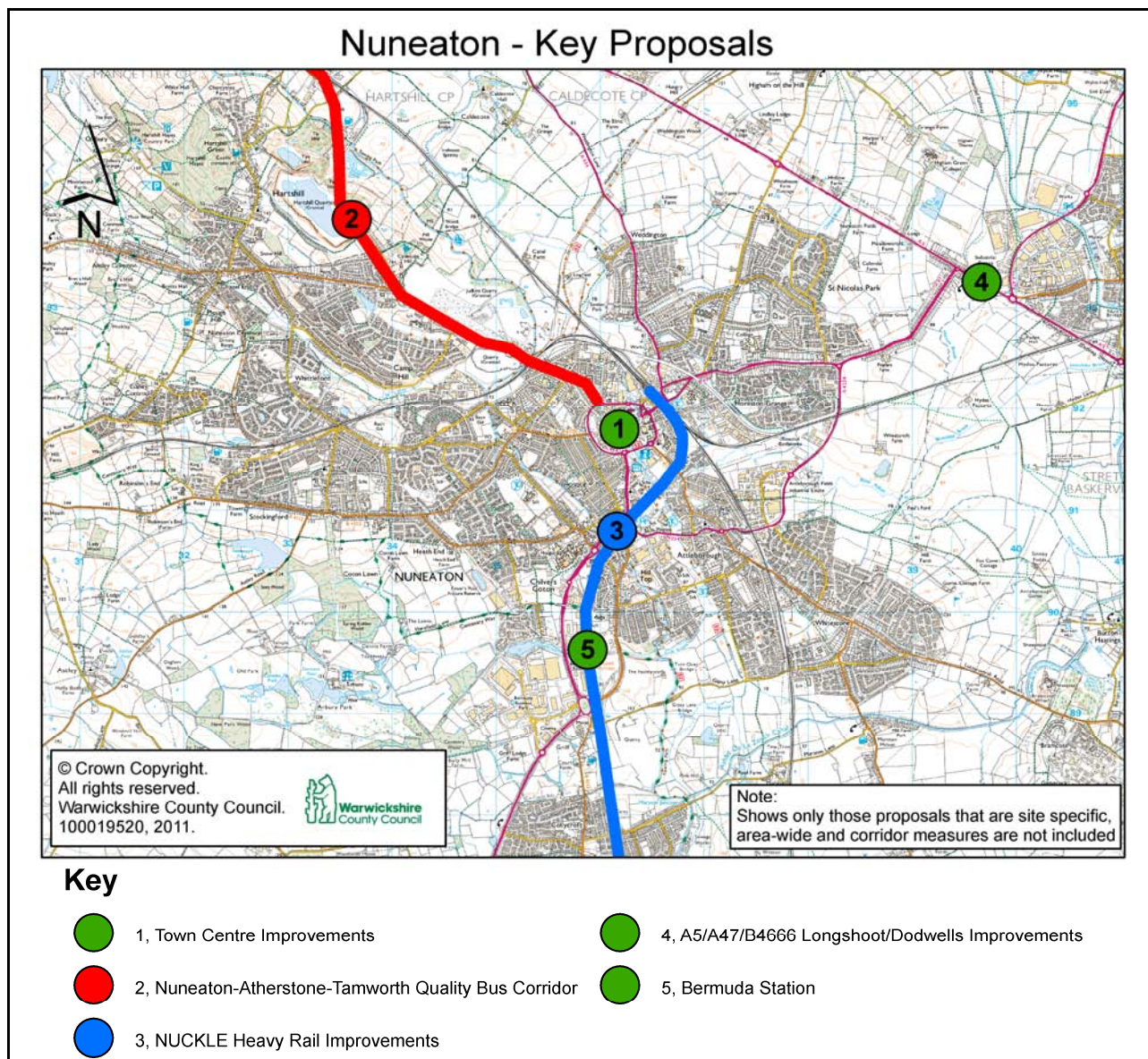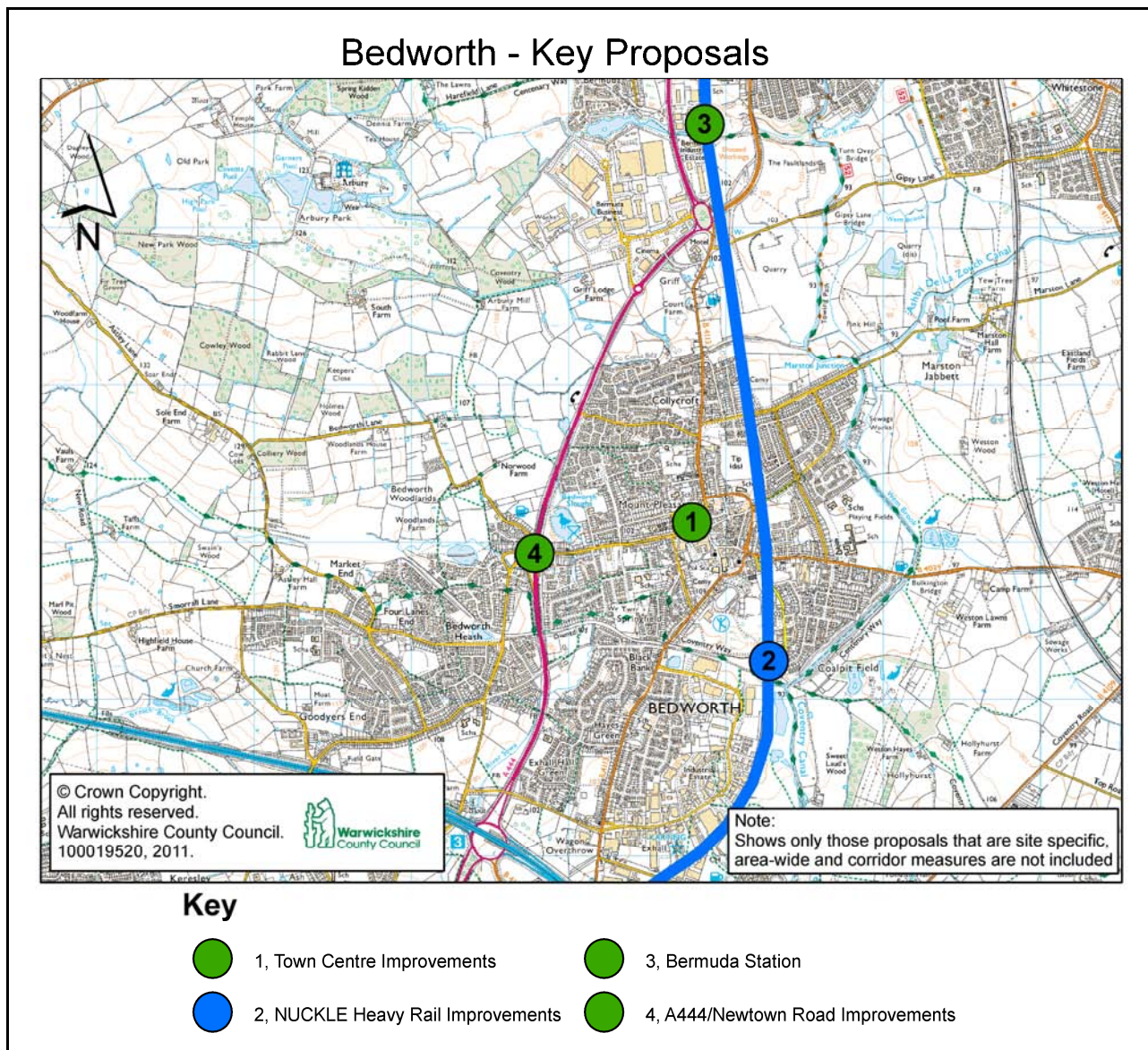
Figure 9.3: Key Proposals in Bedworth

Key Proposals

Transport improvements to deliver growth

Nuneaton and Bedworth Borough Council is currently in the process of preparing a Borough Plan, with a consultation on the Preferred Option due to take place in Spring/Summer 2011. Once the detail of this is known, the County Council will undertake an assessment of the land use proposals using the Nuneaton and Bedworth Paramics model. An assessment of public transport requirements will also be undertaken. It is envisaged that this information will be used to inform the preparation of the Infrastructure Delivery Plan and the County Council's evidence on transport to the Independent Examination of the Plan. The likely dates for the submission of the Plan to Government, the Independent Examination and the subsequent adoption of the Plan have yet to be determined by the Borough Council.

Improvements within Nuneaton and Bedworth town centres

A considerable amount of work has been undertaken over the last ten years to identify and develop a number of proposals to improve Nuneaton and Bedworth town centres, the most recent of which

has been a Town Centre Capacity Study. The purpose of this work has been to promote, guide and maximise the future development and regeneration potential of the town centres and build upon existing initiatives. As well as including proposals for new development, the work has considered proposals for transport improvements and enhancements to local streets and public spaces. This has included:

- Improving pedestrian and cycle linkages;
- Improving links between the railway and bus station in Nuneaton;
- Improving links between the railway and town centre in Bedworth;
- Rationalising parking within the town centres; and
- Provision of a bus-only bridge across the River Anker to improve access at Nuneaton Bus Station.

In addition, to assist in the redevelopment of town centre sites, the following proposals have also been considered:

Reconfiguration of Nuneaton Bus Station

The existing bus station is well located between the town centre and the railway station. A reconfiguration of the layout of the bus bays would reduce the area taken by the bus station, whilst allowing for potential growth of services. New uses could then be introduced on the remainder of the site. The layout and orientation of any new development would be designed to strengthen the physical and visual link between the bus and rail stations.

Vehicular restrictions along Mill Street, Bedworth

To assist connectivity between the town centre and redevelopment proposals outlined in the proposals for the Mill Street area of Bedworth, vehicular restrictions are proposed to be introduced on the section of Mill Street and Leicester Street between their junctions with George Street Ringway. The proposal includes removal of through traffic, except for buses, to create a more pedestrian friendly environment by reducing the width of the carriageway, improving the bus stop facilities, increasing the width of the footways and enhancing the paving materials, tree planting, seating and lighting. The proposals are being pursued in connection with the redevelopment of the Tesco store.

The proposals necessitate the re-routing of through traffic via George Street Ringway to create a two-lane road, with junction improvements at Leicester Road and Mill Street. Any works required to the Ringway will be considered in tandem with the access requirements for the redeveloped Tesco store.

Air quality

The Air Quality Action Plan, prepared by the Borough Council and the County Council to address the AQMA located on the A47 Old Hinckley Road/Leicester Road gyratory, immediately east of the railway station, includes measures such as traffic management improvements (e.g. Urban Traffic Management Control, Variable Message Signing, reviews of fixed highway signage), improvements to public transport, walking and cycling facilities, and initiatives to change travel behaviour.

An AQAP is currently in the process of being prepared by the Borough and County Council to address the AQMA which has recently been declared around the junction of Corporation Street/Central Avenue/Midland Road/Abbey Street close to the Nuneaton Ring Road. This will draw on a number of measures set out within the LTP which are anticipated will have a positive impact on air quality within the town.

Public Transport

Bus

In line with the Bus Strategy, the County Council will work with the main bus operator in the Borough (Stagecoach in Warwickshire) to develop further Quality Bus Corridors (QBCs). The QBC concept has proved successful during the first and second LTP periods in increasing patronage on key commercial bus routes. The concept combines bus stop infrastructure and information provision upgrades by the County Council as highway authority, with improved vehicle and frequency enhancements provided by the operator.

Within this area, it is proposed to upgrade the Nuneaton-Atherstone-Tamworth inter-urban bus route to a QBC standard in partnership with Staffordshire County Council.

The County Council will continue to seek to secure a 'through' bus service between Nuneaton-Bedworth-Coventry-Kenilworth-Warwick/Leamington Spa to address the lack of such a service between the north and south of the County without the current requirement to change within Coventry. A through service would enable a free-flow between where people live and the opportunities for work and leisure without increasing congestion.

Proposals to enhance facilities at bus stops and public transport interchanges, consistent with the aims set out in the Public Transport Interchange Strategy, include:

- Improved interchange at Nuneaton rail station with bus services, and facilities for pedestrians and cyclists;
- Improvements at Nuneaton bus station in conjunction with redevelopment proposals for the site;
- Improvements to the main bus thoroughfare in Bedworth along Mill Street; and
- Provision of Bus Information Points (BIPs) at specific locations in the Borough

Rail

The rail-based NUCKLE (**Nu**neaton-**C**oventry-**K**enilworth-**Le**amington) initiative has been developed by the County Council in partnership with Coventry City Council and Centro, and comprises four phases of development:

- Phase 1 – Improved service frequencies between Coventry-Bedworth-Nuneaton with new stations at Ricoh Arena and Bermuda, platform lengthening at Bedworth and a new bay platform at Coventry;
- Phase 2 – Improved service frequencies between Coventry-Leamington with a new station at Kenilworth with services to Birmingham / London / Oxford / Thames Valley;
- Phase 3 – Extension of the Coventry-Bedworth-Nuneaton services to the East Midlands; and
- Phase 4 – Operation of 'through' Leamington Spa-Coventry-Nuneaton services.

Phases 1 and 2 are currently at an advanced stage of development and delivery is anticipated in the short term, with Phases 3 and 4 to follow in the medium/long term. However, as the delivery of rail initiatives involves a wide range of stakeholders and can often depend on strategic decisions, the details and timescales of the later phases will need to be flexible to take advantage of implementation opportunities as they arise.

In February 2011 the County Council received confirmation that NUCKLE Phase 1 had been progressed to the next stage of the Major Scheme funding process (the 'Development Pool'). The DfT has now invited the various scheme partners to submit a Best and Final Bid (BAFB) by September 2011, before Ministers make a final funding decision as to whether the scheme will receive funding in January 2012.

Within the medium/long term, the County Council will seek to provide new stations at Galley Common and Hawkesbury.

Community Transport

Enhanced facilities for community transport passengers will be provided at Nuneaton rail and bus stations, consistent with the aims set out in the Public Transport Interchange Strategy. Enhanced facilities and information will also be provided where appropriate at all new Bus Information Points.

The County Council will explore how the needs of community transport users and operators can be configured in the development of the Inter-Urban Quality Bus Corridor between Nuneaton-Atherstone-Tamworth.

Taxis and Private Hire Vehicles

Enhanced facilities for taxis and private hire vehicles will be considered as part of the redevelopment proposals for Nuneaton bus station.

Walking

The proposals that have been developed to date for Nuneaton and Bedworth town centres have identified a number of improvements to the pedestrian environment and public realm. These include:

- A new north-south pedestrian priority route between Bond Street and Corporation Street in Nuneaton;
- An improved pedestrian environment along Spitalfields with enhanced connections to the Miners' Welfare Park in Bedworth;
- An improved pedestrian link from Nuneaton rail station to the town centre; and
- An improved pedestrian environment in each of the two town centres, including improved pedestrian priority in Mill Street/Leicester Street, Bedworth as part of the comprehensive redevelopment proposals of the Tesco store.
- Wider promotion of sustainable transport initiatives.

In addition to improving access to and within the town centres, pedestrian improvements will be focused on links to key services and facilities, including the Safer Routes to School programme.

Cycling

To progress the implementation of cycle infrastructure, a cycle route network development plan has been produced in consultation with local cyclists. This identifies key routes between residential areas and trip generators such as schools, employment areas, town centres, public transport interchanges and leisure centres. A number of priority routes have been identified which we intend to implement within this LTP period and preparatory work on the feasibility of these routes is underway. These include:

- Developing dedicated cycle infrastructure on key links to town centres, employment sites, educational establishments and public transport interchanges in Nuneaton and Bedworth;
- Developing dedicated cycle infrastructure on key inter-urban links, including Bedworth – Nuneaton; and
- Improving cycle access into and through Nuneaton town centre.

The County Council will complement the provision of cycle infrastructure by:

- Ensuring that cycle parking continues to meet demand, including assessing the need for long-stay cycle parking facilities at key transport interchanges;

- Working with major employers in the Borough to improve cycle facilities;
- Actively promoting and marketing cycling to encourage more people to cycle for short journeys. A cycle map has been produced for Nuneaton and a map will be produced in due course for Bedworth; and
- Promotion of cycling through future Travel Awareness campaigns.

Safer Routes to School schemes

Opportunities to deliver further Safer Routes to School schemes in this area will be identified during the lifetime of the LTP on a priority basis as resources permit.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

Shopmobility services operate in both Nuneaton and Bedworth town centres. In Nuneaton the scheme operates at the Rope Walk car park. The Bedworth scheme operates on two days per week.

Parking

There is an ongoing problem regarding the abuse of parking regulations in the Borough which is having a serious impact on:

- The economic vitality and viability of the town centre;
- The environment of residential areas around the periphery of the town centre;
- Safety on the public highway due to parking occurring in potentially dangerous locations; and
- Bus operations, due to parking occurring in and around bus stops and taxi ranks.

The introduction of Civil Parking Enforcement (CPE) within the Borough is therefore a priority, and progress is being made towards its introduction.

To ensure ease of access to car parks, it is proposed to implement a Variable Message Signing scheme on the main approaches to Nuneaton town centre. This will be complemented by a review of fixed signage. It is hoped that the scheme would be of particular benefit in reducing circulatory traffic using the ring road whilst searching for parking spaces.

Freight

Following the implementation of CPE (see above), the County Council will review the existing loading restrictions to ensure the enforcement of loading bay regulations, with a view to pursuing the implementation of restricted loading periods and access routes in both Nuneaton and Bedworth town centres. This may have wider benefits for air quality within the urban area.

The County Council will also carry out a review of current signing on arterial routes and, where necessary, implement additional directional signing to business, industry and tourist destinations to ensure traffic is directed along suitable routes. In addition, we will continue to work with operators to promote and develop the use of good practice initiatives in sustainable freight distribution.

Highway improvements and traffic management measures

County roads

A444/Newtown Road Improvement

There has been a long held aspiration to construct a northbound on-slip and southbound off-slip on the A444 near the junction with Newtown Road (often referred to as 'completing the diamond'). This would remove the need for traffic from the north to pass through Bedworth in order to access the residential areas to the west of the town centre.

The County Council will continue to identify opportunities to fund this improvement, including developer contributions (where appropriate) from future housing and employment proposals.

Area-wide junction improvements

Selective junction improvements within the urban area will be implemented over the life of LTP3 in order to improve safety and/or capacity. Where appropriate, these may relate to mitigating the impact of future housing and employment growth within the Borough.

Motorways and trunk roads

A Strategy for the A5

The A5 is an important strategic link which runs along the northern and eastern edge of the County boundary with Staffordshire, Leicestershire and Northamptonshire, and provides access to a number of major industrial areas such as Magna Park and south west Hinckley. Within Nuneaton and Bedworth, the road also provides an important access to the M42 and M69/M1.

In the absence of a long term strategy for the A5, it has been agreed to prepare a suitable document in conjunction with the Highways Agency and other stakeholders. This will cover the section of the A5 from Gailey in Staffordshire to Weedon in Northamptonshire, and will include a targeted set of improvements for the corridor.

A5 Longshoot to Dodwells

There has been a long held aspiration for a new road to be provided from Dodwells Roundabout on the A5 to the A47/A4254 near Horeston Grange, in order to remove pressure on the A5 between Dodwells Roundabout and The Longshoot. There may be an opportunity for this scheme to come forward as part of wider development proposals in the local area, although clearly this will be subject to the Borough Council's Preferred Option for its Core Strategy.

A recent Inspector's decision has upheld a developer's request to remove a planning condition to signalise Dodwells Roundabout. The scheme described above to improve the A5/A47 Longshoot would necessitate an improvement to this junction.

The Highways Agency is currently carrying out a study to look at safety and congestion issues between Dodwells Roundabout and The Longshoot. The outcomes of this work are due to be reported early in 2011.

A5/A444 Royal Red Gate junction

Details regarding this junction can be found in the section of the LTP covering Northern Warwickshire.

M6 Junction 3

Details regarding this junction can be found in the section of the LTP covering the North-South Corridor.

10. Eastern Warwickshire Area Strategy

Introduction

This section of the Local Transport Plan covers the urban area of Rugby and the surrounding rural hinterland (see Figure 10.1). The area covered by this section is similar to the administrative boundary of Rugby Borough, however it excludes certain parts to the north and west. These are predominantly covered in the North-South Corridor chapter.
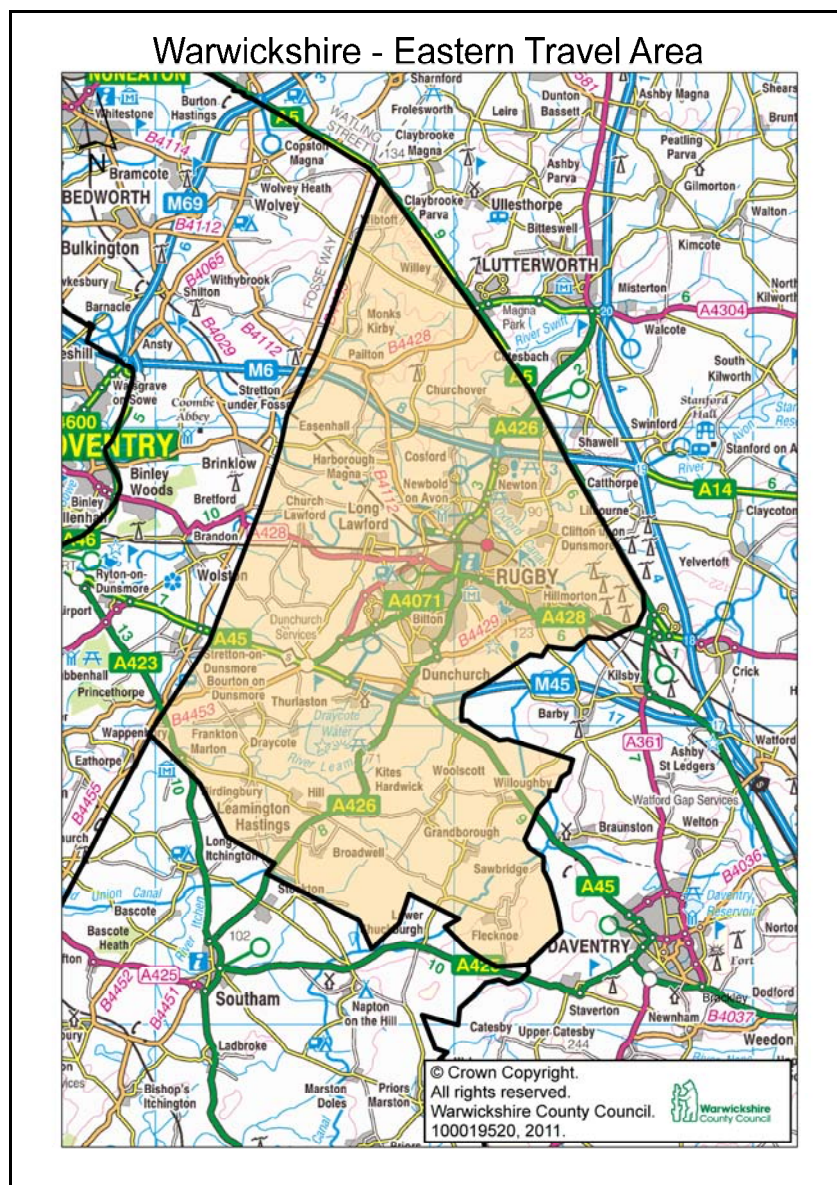
Figure 10.1: Eastern Warwickshire Travel Area

Given its location, this area of Warwickshire has strong links with the East Midlands and the South East, including places such as Leicester, Northampton, Daventry and Banbury. Strong travel demand also exists towards Birmingham, Coventry, Nuneaton and Leamington Spa.

In developing the proposals for this part of Warwickshire, the County Council has worked in partnership with Northamptonshire County Council, Leicestershire County Council, Oxfordshire County Council and Coventry City Council to ensure that there is consistency with their LTP

submissions. Rugby Borough Council has also been involved in the development of the Plan, particularly in the context of the future proposals for growth within this area of the County.

The Overall Context

Population

The resident population of Rugby Borough in 2008 was 91,700, with 63,950 of these living in Rugby itself (Source: ONS/Warwickshire Observatory). The resident population has increased by around 3,400 since 2003, representing a growth of 3.9%. This is the third highest growth within the County after Warwick and Stratford-on-Avon Districts.

The Borough has a similar age profile to the other areas of the County, albeit with a slightly lower proportion of people within the working age, and a slightly higher percentage of young (0-15) and older (+65) people. The resident population are predominantly White, although there is also a significant Asian, Pakistani, Afro-Caribbean, Chinese and Portuguese representation within the community (Source: Warwickshire Observatory).

Recent predictions for the year 2031 suggest that the population of the Borough will rise to 109,900, representing an increase of just under 22%. The largest growth within this will be in the older population (+65), which is predicted to increase by 26,500 (a growth of 77.9%). This reflects a wider trend across the County and indeed the UK as a whole towards an ageing population (Source: ONS/Warwickshire Observatory).

Socio-economic issues

Around 46,000 people in Rugby Borough are economically active. Of this working population, 32,000 are employed within the Borough, while 14,000 travel to other areas to work. This is balanced by an influx of approximately 15,000 people who travel into the Borough, making it a net importer of labour. These characteristics have significant implications for travel provision and the transport network.

Despite an overall decline within the Sub-Region, manufacturing continues to remain important within the Borough. The geographical position of Rugby adjacent to the 'crossroads of the country' (M1/M6/A14) is reflected in the high proportion (around 25%) of employment which is related to the distribution and transport sectors. The large rural hinterland of the Borough meanwhile contains approximately 500 farms and smallholdings, which emphasises the important role of agriculture to the local economy.

These overall trends however conceal a wide diversity of socio-economic and deprivation issues. Three wards in particular (Benn, Newbold and Brownsover) have characteristics which suggest significant deprivation issues. Brownsover South Lake District North is the 13th most deprived Super Output Area (SOA) within the County (Source: Indices of Multiple Deprivation, 2007). There are a number of other smaller pockets of deprivation within the Borough which, given their isolated nature, are difficult to address.

Average income in the Borough is £27,414 per annum (Source: NOMIS). This compares favourably to the West Midlands and national average. The Mosaic Socio-Demographic classification of households (which gives an indication of diversity across an area) however shows that the Borough has a lower representation of Category Group E 'Educated, young, single people living in areas of transient populations' compared to the rest of the County (Source: Experian (2007)).

Rugby Borough had the highest number of housing completions within the County during 2007/8 (810), with 220 of these being affordable dwellings.

The environment

The rural nature of the Borough gives rise to a pleasant environment. Assets such as the Oxford Canal, River Avon and Draycote Water serve to further enhance the local environment of the area. The fabric of Rugby town includes Rugby School, St Andrews Church and a number of attractive parks and gardens. The town is the birthplace of the game of Rugby Football, and is also where Sir Frank Whittle tested the first jet engine.

Travel patterns

Road traffic growth

Road traffic within Rugby grew by 3.3% between 2000 and 2009 (Source: Warwickshire County Council). This trend is strongly linked to the recent housing, employment and retail growth which has taken place at Cawston, Coton Park, Swift Valley and within the Town Centre (e.g. the Swan Centre). Further committed development at Malpass Farm, on the former Livestock Market and Alstom/GEC sites and through the proposals contained in the Borough Council's Local Development Framework (LDF) Core Strategy will need to be managed to ensure that traffic levels do not continue to grow at a similar rate over the next ten years. As such, the County and Borough Councils will aim to ameliorate the impact of any growth in vehicular traffic by securing appropriate mitigation measures through the land use planning system, and the implementation of the strategies contained within this LTP.

The recently opened Rugby Western Relief Road and new link road between the A426 Leicester Road and Mill Road have already had a significant impact on travel patterns within the town. These emerging trends will continue to be monitored over the next 18-24 months.

Figure 10.2: Traffic Growth 2000-2009 based on 24 hour flows recorded at cordon sites around the main urban areas of the County
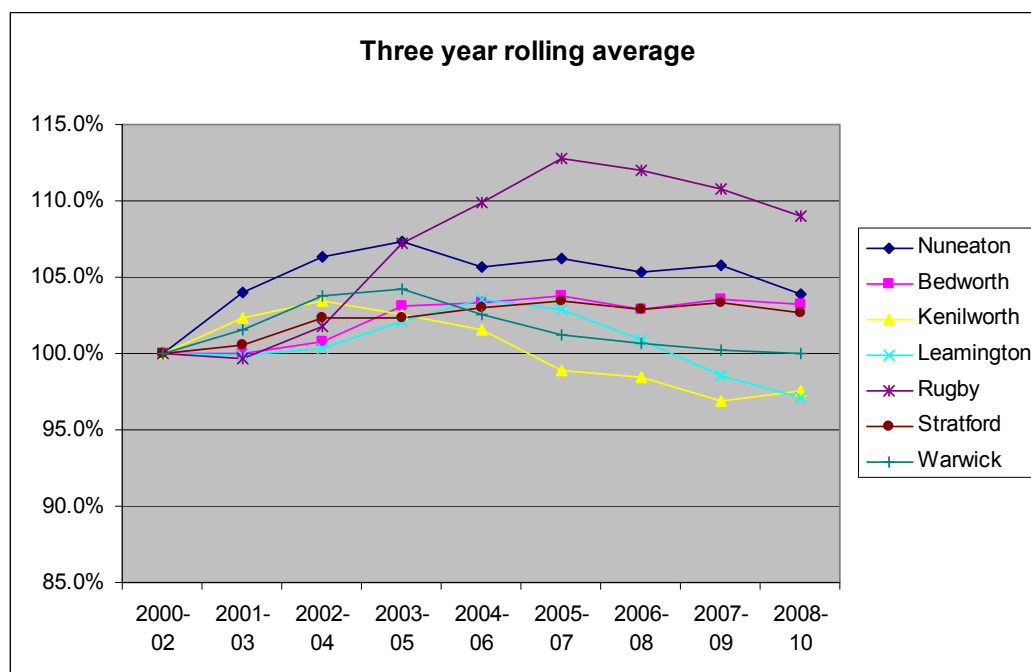
Modal split

Table 10.1 shows a summary of modal split for the journey to work. Travel by car is the main mode of transport in the Borough for these journeys. The proportion of people driving to work is similar to

the average for the County as a whole. The area has the second highest proportion of people who use the train or walk to work, and the highest mode share within the County for trips to work by bike (4%). This reflects the generally well-developed cycle network which exists within Rugby.

Table 10.1: Modes used for the Journey to Work in Rugby Borough (2001 Census)

Rugby Borough– Journey to Work Modal Split (Source: 2001 Census)				
	Car	Public Transport	Bicycle	Walk
Rugby Borough	70.2%	4.7%	4.0%	10%
Warwickshire	71.2%	4.7%	2.9%	9.7%

Note: The residual amount is accounted for by 'Other Modes' (2.2%) and 'People working at or from home' (9%).

The table below provides a summary of the current modal split for the journey to school (primary and secondary).

Table 10.2: Modes used for the Journey to School in Rugby Borough (Source: Warwickshire County Council (2009)

Rugby Borough– Journey to School Modal Split 2009/10 (Source: WCC)				
	Car	Public Transport	Bicycle	Walk
Rugby Borough	33.0%	20.0%	4.0%	42.0%
Warwickshire	33.5%	16%	3%	46.5%

The 'school run' has a significant influence on traffic levels in Rugby town and the key rural settlements of the Borough, in terms of both congestion and journey reliability. Typically a fifth of vehicles on the highway network between 8.30am and 9.00am can be attributed to a school related journey.

Transport Problems and Opportunities

A review of problems and opportunities for the area is set out below. The evidence considers the wider economic, environmental and social context that transport must operate within and its role in addressing these wider issues.

Goal 1: Supporting Economic Growth

The effects of traffic congestion can have a significant impact on the economy, due to time being lost or delays to the delivery of goods and services. Within the Borough (and particularly in the main urban area of Rugby) there are a number of locations that suffer from congestion on a daily basis in both the morning and evening peak periods and at other times of the day. These include:

- A428 Lawford Road, on the approach to Oliver Street and the Warwick Street Gyratory;
- A4071 Bilton Road, on the approach to the Warwick Street Gyratory;
- A426 Dunchurch Road, on the approach to the Warwick Street Gyratory;
- On the Warwick Street Gyratory itself;
- On the A426 Leicester Road and B4112 Newbold Road approaches to the Avon Mill roundabout, and at the roundabout itself;
- A426 Corporation Street/Evreux Way/Oliver Street roundabout;
- A426 Corporation Street between the Evreux Way/Oliver Street roundabout and the Warwick Street Gyratory;

- A428 Lawrence Sheriff Street between the Warwick Street Gyratory and the Whitehall Road/Bruce Williams Way roundabout; and
- A428 Hillmorton Road, on the approach to the Whitehall Road/Bruce Williams Way roundabout.

As described later in this section of the plan, a considerable amount of work has been undertaken by the County Council to identify the transport interventions which will be needed to support the proposed levels of housing and employment growth within the Borough, and ensure that existing congestion problems are not exacerbated further over the next 15 years. Improvements to the Warwick Street Gyratory and the A426 and A428 corridors will be particularly vital in this respect. Increasing congestion may ultimately lead to less business investment and an unattractive environment where people do not want to live and work. This would be counter-productive to the aims and objectives of the Borough Council's LDF Core Strategy, as well as this LTP.

Good access to Rugby by all modes is vital to help support local business and assist the regeneration of the town centre. A balance must be struck however between the location, quantity and price of town centre parking, and the provision of good public transport, walking and cycling facilities. The measures in this plan aim to do this by giving people choice to make their journeys by a range of modes.

A number of improvements have been made during the first two LTP periods to the accessibility of Rugby town centre, particularly for pedestrians, cyclists and public transport users. The provision of improved highway signage and car park Variable Message Signing has complemented this to ensure that traffic is not moving into and through the town centre network unnecessarily. Further improvements are planned to come forward during this plan period, many of which will be linked to the proposed housing and employment growth within the area. The expansion of the pedestrianised area of the town centre is specifically designed to support the local economy and improve movement between the key retail, business and cultural areas.

Goal 2: Tackling Climate Change

The main causes of CO_2 emissions within the Borough are related to industry (primarily the Rugby Cement works to the west of the town) and road traffic emissions. The aims of this LTP and other key strategies within the area (including the Borough Council's LDF Core Strategy and Sustainable Community Strategy) are to reduce the need to travel and encourage the use of more sustainable forms of transport. These will also assist in improving air quality (see below).

Goal 3: Contributing to better Safety, Security and Health

Total recorded crime within Rugby Borough between April 2008 and March 2009 totalled 6,755 incidents, which equates to a rate of 74 for every 1,000 head of population (Source: Warwickshire Police). Although this reflects a general downward trend within the area, there are still concerns regarding the level of violent crime, domestic burglary, criminal damage and incidents involving anti-social behaviour. Issues such as this can affect the decisions which people make regarding their mode of transport, particularly during evenings and early morning. A number of measures which have been implemented as part of the Rugby Business Improvement District (BID) have had a positive impact on safety and fear of crime within the town centre.

In terms of road traffic casualties, figures from 2009 indicate that there were 67 people killed or seriously injured (KSI) within the Borough, with 362 people slightly injured. This total of 429 is down from the figure in 2004, when there were 445 road traffic casualties (consisting of 95 people killed or seriously injured and 350 slightly injured). Much of this reduction in KSIs can be attributed to the investment which the County Council has made in road safety initiatives, such as the safety camera partnership with Warwickshire Police, speed limit reviews, driver improvement programmes and individual schemes at locations with a history of serious or fatal injuries.

An Air Quality Management Area (AQMA) was declared for the whole of the urban area of Rugby in December 2004. The AQMA is bounded by the M6 to the north, the M1 to the east, and the A45 to the south. The actual exceedances of Nitrogen Dioxide (NO_2) recorded since 2004 generally occur within the urban area and are focused around the Warwick Street gyratory, Oliver Street, Corporation Street and Newbold Road. Recent monitoring undertaken by the Borough Council has highlighted that these exceedances have increased slightly due to the road closures for the construction of the Rugby Western Relief Road, other road works in and around the town centre, and the recent opening of the Swan Centre off Corporation Street.

In September 2006, a working group was established to develop an Air Quality Action Plan (AQAP) for the AQMA, including representatives from both the Borough and County Council, and the local bus operator Stagecoach. The AQAP was adopted by the Borough Council in March 2008 following a period of consultation. A full copy of the AQAP is reproduced in Appendix C of the LTP.

The LTP provides an opportunity to promote physical activity and healthier lifestyles within the Borough through an increased role for walking and cycling. The Safer Routes to School initiative, for example, can have a positive impact on child fitness and obesity levels by targeting the journey to school.

Goal 4: Promoting Equality of Opportunity

Ensuring that good transport links are available to enable people to reach a wide range of services and facilities is particularly important given:

- The rural nature of much of the Borough;
- The varied levels of car ownership which exist across the area; and
- The gradual move towards an ageing population.

The County Council will aim to improve levels of accessibility through a combination of better public transport, improving facilities for walking, cycling, powered two wheelers and improved traffic management.

Given the proposed changes to land use patterns that will come about as a result of the Borough Council's LDF Core Strategy, there will be a need to ensure that the public transport network adapts to meet a new set of travel demands. One of the key challenges for the proposed Gateway Rugby and Rugby Radio Station Sustainable Urban Extensions will be to integrate them properly into the existing urban fabric, including excellent connectivity between the two sites and the town centre.

There is a need to support and regenerate Rugby town centre through a number of targeted access improvements. Key to this is the proposed extension to the existing pedestrianised area, which will serve to improve the links between the following areas:

- The Cultural Quarter, which includes the Art Gallery, Library and Museum;
- The Swan Centre;
- The Clock Towers Shopping Centre and its environs; and
- The independent retailers and businesses who are predominantly located in the Regent Street/Bank Street/Henry Street/Albert Street/Church Street area of the town.

Managing the impact of these changes on the surrounding highway network will also be vital to ensure that the town continues to function in an appropriate and efficient way. The anticipated displacement of on-street parking will also need to be dealt with in a sensitive manner.

Within certain parts of Rugby, the physical alignment of transport infrastructure (for example the West Coast Main Line) impacts on levels of accessibility and movement. The resulting detours can deter travel on foot and by bike. Opportunities to reduce the impact of severance by providing new or

enhanced links will be explored. This will be a particular challenge for the redevelopment of the Rugby Radio Station site, where the railway line and the Oxford Canal currently provide a barrier to accessing adjacent residential areas and the town centre.

A lack of convenient and attractive public transport services in rural parts of the Borough continues to be an issue for certain communities. Opportunities to improve travel choice for residents in rural areas will be explored, including opportunities for the development and introduction of more flexible public transport services.

Goal 5: Improving Quality of Life

Transport has the ability to impact in both a positive and negative way on peoples lives. Good transport provision (in terms of both services and infrastructure) can enrich life by providing opportunities to access training, employment and leisure activities. However, proximity to busy traffic corridors can impact negatively in terms of noise and safety. Such conflicts occur in a number of locations within the Borough, many of which can be found in Rugby itself. Similarly, the location of established industrial areas close to residential areas can lead to a reduced quality of life for people due to the high volume of medium and large goods vehicles on local roads. Measures to reduce or manage these conflicts will be explored including signage and new and/or revised traffic regulation orders. The Warwickshire Advisory Lorry Route map will also be kept under review to ensure that drivers are provided with the most appropriate information to guide them to the key industrial areas within or near to the Borough.

The Strategy

Key Objectives

- Bring forward measures that support the regeneration of Rugby town centre and the stability and growth of the local economy;

- Ensure that the planned housing and employment growth within Rugby is properly integrated into the existing urban area, including the provision of excellent links between the main development sites and the town centre;

- Support access to services and facilities, particularly for those without access to a car; and

- Deliver improvements that reduce the environmental impact of traffic within the Borough and improve local air quality.

The proposals set out below describe how the County Council and its partners aim to deliver these objectives. The key proposals are shown in Figure 10.3.

Figure 10.3: Key Proposals: Rugby

Key Proposals

Transport improvements to deliver growth

Background

Rugby has seen significant growth over the last 10-15 years with major development at Cawston, Coton Park and Swift Valley. Further committed growth is due to take place over the next few years at Malpass Farm and on the former Alstom/GEC and Livestock Market sites. A total of 10,800 new

dwellings and 108 hectares of employment land are proposed to come forward in the Borough Council's Local Development Framework (LDF) Core Strategy. The proposed expansion of DIRFT within neighbouring Daventry District will also have an effect on the town, not least in terms of the impact on the transport network.

In January 2010, the Borough Council submitted its LDF Core Strategy to the Government. An Independent Examination of the Plan was carried out during December 2010 and January 2011, a central element of which was the consideration of the spatial proposals for growth within the town. Within the Core Strategy, the Borough Council has identified two Sustainable Urban Extensions (SUEs) at Gateway Rugby and Rugby Radio Station which, if supported by the Inspector, will provide the principal focus for development in the town for the next 15-20 years. Redevelopment of the North Street and Evreux Way (Gala Bingo/Cemex) sites are also proposed to support the regeneration of the town centre.

Key to unlocking the two SUEs is the provision of a balanced range of improvements which will serve to open up the sites and integrate them into the urban fabric of the town and the wider transport network. In the development of the LDF Core Strategy, the Borough Council has sought advice from the County Council and the Highways Agency regarding the transport implications of the various options for growth. This advice has proved vital in the identification of the location and quantum of growth of the two SUEs. Each of these sites are discussed in more detail below.

Gateway Rugby

The Gateway Rugby site is located to the north of the town, west of the A426 Leicester Road and south of the M6 motorway. In transport terms, the key challenge for this site will be to minimise its impact on the A426 corridor, particularly at Avon Mill roundabout and Junction 1 of the M6. Improvements at both of these locations will be required as a result of this site coming forward for development. Contributions from the Rugby Radio Station SUE towards an improvement at these junctions and elsewhere within the town may also be necessary.

The location of the Gateway Rugby site and the lack of established bus services in this part of the town mean that good public transport provision will be vital, particularly in terms of serving the railway station, the town centre and other key destinations. Links to existing and proposed employment sites in the town will also be important. The proximity of Swift Valley and Coton Park to the Gateway Rugby site should facilitate more trips to be made on foot and by bike, given the provision of suitable facilities. Residential and workplace travel plans will also be required to reinforce the sustainability of the site in transport terms.

Rugby Radio Station SUE

The location and scale of development proposed on the Rugby Radio Station bring about a number of transport issues which will need to be overcome in order to ensure that the site is both sustainable and fully integrated with the rest of the town. Although lying in close proximity to the M1, M6, A5, A428 and the West Coast Main Line (WCML), the historical use of the site means that it currently has poor links with the existing transport network. Certain elements of this network (including the WCML and Oxford Canal) also serve to sever the site from the existing urban area of the town.

In order to overcome these issues, a new transport link is proposed from the west of the site to join Clifton Road near to Butlers Leap/Vicarage Hill. It is envisaged that this will be a mixed traffic route with bus priority at key points along it, together with facilities for pedestrians and cyclists. The route will form the main access from the development to the town centre for all modes of transport.

A number of strategic highway improvements will be required to serve the site and mitigate its impact on the transport network. These include the provision of new junctions on the A5 and A428 to access the site, a mitigation package for the A428/B4429 corridor, and local traffic management measures within surrounding villages such as Clifton upon Dunsmore.

The County Council has carried out some preliminary traffic modelling and engineering feasibility work to consider the provision of a new road to provide relief to the A428 and B4429 in and around Hillmorton and Ashlawn (known as the Rugby Southern Relief Road). The current basis of the scheme is to provide a new link from the A428 Crick Road (east of the railway bridge) across the West Coast Main Line to the south of Hillmorton. This would rejoin the B4429 Ashlawn Road (west of Percival Road), which itself would then be upgraded as far as the A426 Dunchurch Road roundabout. A new road would then be constructed from just west of this junction either to the A45/M45 roundabout near Thurlaston or the B4642 Coventry Road/Cawston Grange Drive/Calvestone Road roundabout.

At this stage, the County Council is confident that the early phases of development at the Radio Station could proceed without the Southern Relief Road being in place. Traffic modelling undertaken to date has indicated that Phase 1 of the scheme (A428 Crick Road to A426 Dunchurch Road roundabout) is necessary by 2026, subject to what mitigation strategy is adopted for the A428/B4429 corridor. Phase 2 of the scheme from the A426 Dunchurch Road to the A45/M45 roundabout near Thurlaston could come forward as part of development in what is referred to in the Local Development Framework Core Strategy as the 'South West Broad Location'. If the proposals for the further expansion of DIRFT emerge prior to this, the County Council would look to secure the whole of the Southern Relief Road by 2026 at the latest.

Improvements to serve all Core Strategy sites

There is a clear need for a network of new or enhanced bus services to serve the key development sites proposed within the Core Strategy. These will need to be integrated into the wider bus network in order to maximise the benefits for the town as a whole, linking the town centre, railway station and other key employment areas. Their planning is underway in conjunction with the promoters of the two SUEs and one of the key town centre redevelopment sites.

The proposals to pedestrianise Church Street/North Street and improve bus/rail interchange at the railway station (as described later) may be complementary to development proposed in the LDF Core Strategy, as well as the wider needs of the town. As such, contributions may be sought from developers towards these schemes.

Air quality

The main threat to any further significant deterioration in air quality within Rugby is from committed and future development. As such, it is vital that the transport improvements and mitigation measures described above are delivered in conjunction with the Gateway Rugby and Rugby Radio Station SUEs. These will need to be supported by the wider transport measures for the Borough as a whole, where the emphasis is on public transport, cycling, walking, traffic management improvements, and strategies to encourage behavioural change.

Public transport

Bus

Investment over the last ten years has seen the majority of bus routes within the town (and on certain key inter-urban routes) upgraded as a result of Quality Bus Corridor (QBC) and Quality Bus Initiative (QBI) schemes.

The challenge over the lifetime of this plan will be to maintain and enhance the offer that buses have within Rugby. A key element of this will be the need to ensure that bus services through the town centre are not adversely affected when the proposals to pedestrianise the area around the Clock Tower on Church Street/North Street come forward. This will require close collaboration and negotiation with local bus operators.

There has been a longstanding aspiration for better interchange facilities between modes at Rugby railway station. Although the preferred scheme to achieve this has not been possible to deliver, there are still opportunities for a more modest set of improvements to come forward. Some of the bus services which are currently being developed for both the Gateway Rugby and Rugby Radio Station SUEs are likely to serve the railway station, resulting in a greater level of interchange between public transport modes. It is likely that the redevelopment of the former Alstom/GEC and Livestock Market sites will also see a greater footfall around the railway station as people access the site on foot and by bike. The County Council will keep under review the opportunities for enhanced integration at the railway station, in conjunction with local bus operators and the rail industry.

Details of proposals for new Bus Information Points within Eastern Warwickshire are provided in the section below on Public Transport Information.

Rail

Apart from the proposed increase in cycle parking and longer term aspiration to improve public transport interchange, there are no other specific infrastructure issues at Rugby station. Investment by the rail industry as part of the West Coast Main Line upgrade has provided a significant enhancement to passenger facilities and a much improved station facade. The capacity of the multi-storey car park on Mill Road to the north of the station has also recently been increased by Network Rail and Virgin Trains to respond to the growing patronage on Pendolino services, and the loss of station parking from the nearby Livestock Market site.

Although the facilities for passengers have improved at Rugby station, the number of express services to and from London serving the town (particularly during morning and evening peak) has remained broadly static over time. Given the significant growth which is due to take place within Rugby over the next 15-20 years, the County Council will continue to lobby the rail industry for improved services to the Midlands, London, the North West and Scotland. Some of these could be linked to future capacity enhancements to the Birmingham – Coventry – Rugby corridor.

A long term aspiration exists for a new station to be provided on the Northampton loop of the WCML. This could be served by existing semi-fast services on the Birmingham – Northampton/London and Crewe – London routes currently operated by London Midland. The location of the new station close to where the fast and slow lines diverge would potentially allow the facility to be enhanced in the future to allow express services to call. As well as serving new development in the area, the station could improve access for employees working at DIRFT, and meet latent demand for trips by rail within the area. The station could also provide a strategic parkway facility, given its location close to the M1/M6/A14 interchange.

Community transport

Apart from the general improvements set out within the Community Transport Strategy, the following specific interventions are proposed within Eastern Warwickshire:

- Enhance facilities for community transport passengers at Rugby Railway Station, consistent with the aims set out in the Public Transport Interchange Strategy;
- Pursue a cross-border brokerage initiative between Stratford, Warwick and Rugby to overcome artificial barriers to access (e.g. District/Borough boundaries);
- Incorporate community transport service information in Bus Information Points at Dunchurch, Rugby St Cross Hospital and Rugby Railway Station; and
- Continue to make County vehicles available for voluntary sector use, including the Care to Share Minibus Brokerage in Rugby.

Taxis and Private Hire Vehicles

The most significant change to the facilities for taxis and private hire vehicles in Rugby during the lifetime of this plan will come about as part of the Town Centre pedestrianisation proposals. The changes around the Clock Tower will necessitate the relocation of the existing taxi rank to the eastern side of North Street. The principle of this has been agreed with local taxi operators and the Borough Council (as the licensing authority).

Ultimately the redevelopment proposals for North Street and the further extension of the pedestrianised area from the Clock Tower to Evreux Way will require the taxi rank to be relocated again. The preferred location for this facility within the town in the longer term has still to be identified.

Public transport interchange

Issues in relation to improved interchange at Rugby Railway Station and within the town centre (particularly as a result of the pedestrianisation proposals) are discussed earlier in this section.

Public transport information

Bus Information Points have been delivered to date in Rugby on North Street and Clifton Road. The four information kiosks located within Rugby Library also contain up to date public transport information including details of where to catch local bus services. As part of the town centre pedestrianisation proposals (see below), the existing bus information point on North Street will need to be moved to a new location (probably Church Street). This will be supplemented by good, clear information at the new bus stops themselves.

Further new Bus Information Points are also proposed at the following locations:

- Dunchurch;
- Rugby St Cross Hospital; and
- Rugby Railway Station.

Walking

The LTP has traditionally delivered a series of area-wide improvements for pedestrians, including new or improved crossings, provision of dropped kerbs, footway resurfacing/reconstruction and enhancements to the rights of way network. These types of improvement will continue on a priority basis during the lifetime of the LTP as resources permit.

In parallel with this, a number of improvements for pedestrians are anticipated to come forward as part of new development in the Borough. These are described below in the section on cycling (due to the shared use nature of such facilities).

Rugby Town Centre Pedestrianisation

The most significant improvement to walking within this area of the County is the planned extension to the pedestrianised area of Rugby town centre. The opportunity to deliver this scheme has arisen following the construction of the Western Relief Road, and the resultant reduction in vehicles within the town centre. As well as supporting the regeneration of the town centre, the aims of the scheme are to enhance the environment of the main retail and commercial area and improve pedestrian permeability.

Under the proposals, the area of Church Street and North Street adjacent to the Clock Tower will be fully pedestrianised. In order to do this, the focus of bus interchange activity will be relocated from

North Street to a number of stops within close proximity of each other on Regent Street, Church Street and Albert Street. Traffic circulation arrangements will provide one way northbound movements on Regent Street, and one way southbound on Albert Street. Facilities for taxis will be relocated to North Street, along with any displaced on-street parking lost from Regent Street and Albert Street. Any remaining through traffic will be encouraged to travel via Church Street, Railway Terrace, Albert Street, Regent Place and Evreux Way, or along Lawrence Sheriff Street and the Gyratory.

The North Street site within the town centre (which includes the existing Chestnut Field car park) is proposed for redevelopment within the LDF Core Strategy. There may be an opportunity to pedestrianise the remaining area of North Street from the Clock Tower to Evreux Way to complement this development.

As part of the wider traffic management measures within the town to facilitate the pedestrianisation works, a number of further improvements for pedestrians are under consideration. These include:

- A new pedestrian crossing on Evreux Way, opposite the Town Hall;
- Improved pedestrian crossing facilities near to the junction of Regent Place and Park Road; and
- Upgrading of an existing Zebra crossing to a Puffin facility near to the junction of Railway Terrace and Pinders Lane.

A detailed design for the enabling traffic management measures to complement the Town Centre Pedestrianisation proposals is currently being prepared by the County Council.

Cycling

There has been a significant investment in cycling within Rugby over the last ten years, which has resulted in a well-developed network across the town. This will be further supplemented by completion of the Connect2 scheme to reopen the Leicester Road viaduct, and improvements resulting from the various committed and future development sites within the town.

Specific schemes which are likely to come forward in the future include the following:

- Enhancements to the Black Path between Tesco and the recently improved pedestrian/cycle footbridge over the West Coast Main Line;
- Provision of a new pedestrian/cycle link through the Livestock Market redevelopment (currently under construction). This will contribute towards the delivery of a more direct link between the railway station and the town centre;
- Provision of improved cycle links between the Gateway Rugby site, the railway station and the town centre; and
- Provision of bespoke facilities for pedestrians and cyclists alongside the proposed new transport link between the Rugby Radio Station site and Clifton Road/Butlers Leap/Vicarage Hill.

A number of cross-town improvements for cyclists were identified in the recent Rugby Transport Study. These will be implemented on an incremental basis during the plan period as funding allows.

Safer Routes to School schemes

In addition to the pedestrian and cycle improvements identified above, the County Council will continue to invest in Safer Routes to School schemes within Eastern Warwickshire on a priority basis as resources permit.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

Consultation with disability groups has been undertaken during the development of the proposals to extend the pedestrianised area of Rugby town centre. These discussions will continue to take place as part of the detailed design process and any further consultation which will be undertaken prior to the scheme being implemented.

Powered Two Wheelers

Other than the general improvements which are set out within the Powered Two Wheeler Strategy, there are no specific schemes or initiatives proposed within Eastern Warwickshire.

Parking

Current issues

The main issue for parking within Rugby relates to the differential use of certain car parks within the town centre. This is primarily linked to the location of the most popular car parks in relation to the highway network, but is also affected by the nature of the facilities themselves. This results in certain car parks being over-utilised, and others having spare capacity. To illustrate this, at times of peak occupancy demand for parking currently accounts for some 70% of available spaces within the town centre.

In response to this, the County Council (in conjunction with Rugby Borough Council) recently introduced a Variable Message Signing scheme to the key car parks within the town centre, with the aim of providing better information to drivers on the availability of car parking spaces. In parallel with this, the Borough Council implemented a full review of car parking charges in early 2009 which introduced a maximum stay provision of three hours in the four main town centre car parks. This appears to have been successful in generating an increased turnover of spaces in these car parks.

The Park Mark scheme has recently been revised by the Government. As such, the Borough Council is considering whether to seek recognition for its car parks under this new criteria.

Future parking provision in Rugby

As part of the recent Rugby Transport Study, an assessment was carried out to identify the parking needs of the town up to the year 2026. This considered all known changes to the quantum and type of parking within the town (both on and off-street), including the implications of new development within the town centre. Work undertaken to investigate existing and future parking supply as part of the study indicated that supply of on-street parking across the town centre as a whole is likely to remain comfortably in excess of predicted demand in the planning timeframe to 2026, with peak occupancy estimated to be at 84% of total capacity. However, it should be noted that demand for on-street parking along streets within the very central area of the town is likely to approach the level of supply within the same timescale. This position will be kept under review by the County and Borough Councils.

Freight

Issues in relation to sustainable freight distribution within Eastern Warwickshire fall into two distinct areas, these being:

* Lorry routing and parking issues; and
* Implications for the area arising from the proximity of Daventry International Railfreight Terminal (DIRFT).

Lorry routing and parking

Although there are at least four makes of satellite navigation systems on the market that are specifically for heavy goods vehicles, there is no current legal requirement for them to be used. All the indications suggest that many drivers rely on standard equipment and this can often lead to the use of inappropriate or restricted routes. This is a national problem and the County Council will endeavour to work with other local authorities, the freight industry, satellite navigation and mapping companies and the Department for Transport to support the use of dedicated commercial vehicle satellite navigation units.

The Advisory Lorry Route map provides advice for drivers on the best available routes for heavy goods vehicles in Warwickshire, and has been widely distributed within the freight industry. It is also available on the County Council's website.

The recent opening of the Western Relief Road has already had a positive impact on heavy goods vehicle movements within the urban area of Rugby, particularly in terms of those generated by the Rugby Cement works. The new road allows such vehicles to be distributed to the M45/A45 via Potford's Dam, and to the M6 via the A426 Leicester Road.

Outside the urban area, lorry routing issues tend to relate to either actual or perceived misuse of certain routes by HGVs. The current approach to dealing with issues that arise is systematic intelligence gathering through Parish Councils and contact with operators. There is a voluntary code of conduct in place in relation to lorry routing to and from the Magna Park development on the Warwickshire/Leicestershire boundary. Most lorries are required to use the Trunk Road and Motorway network, as advised by the Advisory Lorry Route map. Local communities are encouraged to report the use of other routes to the Magna Park Management, who have undertaken to follow this up with the companies concerned.

It has been agreed that the County Council will undertake a review of its Environmental Weight Limit policy, and how it could be used to manage the impact of inappropriate road usage by HGVs within Warwickshire. As part of this process, it is proposed to approach all of the Locality Panels within the County to gather information on local HGV issues to inform the review. This work will commence as resources become available.

Daventry International Railfreight Terminal

Daventry International Railfreight Terminal (DIRFT) is located just beyond the County boundary near Crick in Northamptonshire, and provides a regionally and nationally significant freight interchange facility between road and rail. The site is accessed from the A5 and A428, and is rail connected to the Northampton loop of the West Coast Main Line. There are daily departures from DIRFT to Grangemouth and Coatbridge in Scotland, along with services which have originated from the East Coast ports and the Channel Tunnel.

An expansion to the existing facility has been granted planning permission by Daventry District Council (known as DIRFT2), and is currently in the process of being built. Rugby Radio Station Limited Partnership have recently submitted proposals for a further significant extension to the

facility (DIRFT3) to the east of the A5. This includes expanded provision for rail handling facilities as well as road.

As part of any such expansion, the County Council (in conjunction with Northamptonshire County Council and the Highways Agency) would seek to ensure that appropriate improvements are made to the surrounding strategic and local road network. This may include a contribution towards the Rugby Southern Relief Road (see earlier), as well as improvements to walking, cycling and public transport facilities. Appropriate provision for overnight lorry parking and driver facilities will also be sought.

Highway improvements and traffic management measures

County roads

Rugby Western Relief Road

The previous Rugby Borough Local Plan included significant development at Coton Park, Swift Valley and Cawston. The Rugby Western Relief Road provides a key link between these development sites as well as providing benefits for the wider transport network of the town. The road links the A426 at Avon Mill north of the town centre with Potford's Dam on the A4071, and includes new/improved junctions with Newbold Road, Parkfield Road, Lawford Road, Bilton Lane/Lawford Lane and Cawston Grange Drive.

Construction of the Western Relied Road began in Autumn 2007 and was completed in September 2010. The County Council is now in the process of carrying out a post-implementation evaluation of the scheme to establish its wider impact on the transport network of Rugby.

A426 Leicester Road to Mill Road Link Road and Hunters Lane Link

The redevelopment of the former Alstom/GEC site to the north west of the railway station includes the provision of a new route linking the A426 Leicester Road (close to the Junction One Retail Park) with Mill Road. As well as serving this development (which includes the new Warwickshire College), the road will relieve existing traffic on Boughton Road between Mill Road/Butlers Leap and the A426 Leicester Road.

Construction of the road began in Winter 2009/10, and was completed in September 2010. The scheme has being funded in its entirety by the developers of the site through a combination of S38 and S278 agreements.

As part of development on the former Alstom/GEC site, a new link is to be constructed from the site to Hunters Lane. It is anticipated that this access to the site will reduce the impact of traffic from the development on the A426 Leicester Road and at Avon Mill roundabout.

A426/B4112 Avon Mill Roundabout and Hunters Lane Improvement

A feasibility assessment and design for an improvement of the A426 Leicester Road/B4112 Avon Mill and A426 Newbold Road/Hunters Lane junctions is currently being prepared by the County Council. This includes discussions with the Environment Agency regarding the provision of a new bridge over the River Avon.

The main problem affecting Avon Mill roundabout is that vehicles entering from A426 Leicester Road and B4112 Newbold Road heading towards the town centre experience significant queues and delays, particularly during the morning peak period. The main causes of these problems are that:

- The A426 Newbold Road between Avon Mill and Evreux Way is a narrow single carriageway which is constrained by the River Avon bridge (north of Hunters Lane) and the railway bridge (south of Hunters Lane); and
- The limited carriageway width restricts the number of vehicles which can exit the roundabout from the north (i.e. two streams of traffic are channelled into one).

An improvement of the Avon Mill junction is the highest priority County Road improvement within the Rugby area.

Warwick Street Gyratory

The Warwick Street Gyratory provides the key highway interchange between the A426, A4071 and A428 (i.e. the three routes that currently bring most traffic into or through the town centre). As such, it suffers from congestion during peak periods and at other times of the day.

As part of the Rugby Transport Study, a number of changes to the Gyratory were considered, including making it two way operation. Ultimately these were rejected on cost or deliverability grounds. In the context of the proposed housing and employment growth within the town, a number of improvements are again under consideration including full signalisation of the junction.

A428 Bretford Bridge

The County Council has historically safeguarded an improvement line in Bretford on the A428 between Rugby and Coventry. The scheme would provide a new bridge over the River Avon in order to partially bypass the village of Bretford, and would replace the current single lane, signal controlled bridge.

Given the current levels of traffic using the A428 through Bretford (which are predicted to fall following the opening of the Rugby Western Relief Road) and the structural condition of the existing bridge, there is no justification at present for the scheme to be progressed. Within this context, it is proposed to review the scheme in consultation with local stakeholders as part of the wider post-implementation evaluation of the Western Relief Road.

Motorways and trunk roads

M6 Junction 1

As described earlier, it is anticipated that an improvement of this junction will be required to mitigate the impact of development at the Gateway Rugby SUE.

M6 Junction 2

Details regarding this junction can be found in the section of the LTP covering the North-South Corridor.

M1 Junction 19 Improvement

Located just outside the County boundary near Catthorpe in Leicestershire, Junction 19 of the M1 provides a strategic interchange at the 'crossroads of the country' between the M1, M6 and A14. The current configuration of the junction does not allow for certain movements to be made (principally M1 north to A14 east), and congestion is a problem throughout the day. The combination of local and longer distance movements, traffic volumes and a poor environment for vulnerable road users (i.e. pedestrians, cyclists and equestrians) has historically resulted in a number of serious and (in some cases) fatal injuries.

The Highways Agency identified that by changing the layout of the junction and separating local and longer distance traffic, a number of these issues could be improved. A consultation was held in 2008 to seek the views of stakeholders and the public regarding three junction options and three local road network options. Of the junction options, the County Council and Rugby Borough Council both supported (and continue to support) the Blue option, which whilst providing for all movements would also be the most expensive to implement.

In 2009, the Minister for Transport announced that the preferred route for the scheme was the Red Junction and the Orange Local Road Network. Under these arrangements the Red Junction would be constructed on three levels and would be similar in height to the existing junction. This would provide the following direct links:

- A14 to M1 northbound;
- M1 southbound to A14;
- M6 to A14 in both directions;
- M6 to M1 southbound; and
- M1 northbound to M6.

Movements between the A14 and M1 south of the junction, along with the existing movements between the M6 and the M1 north of the junction will not be provided for under the Red Junction. An alternative to this however exists in the form of the A5 to the A426 at Gibbet Hill, and M6 Junction 1. There will also be no direct access to the motorway network from the local roads in the Shawell/Catthorpe/Swinford area as the current junction configuration allows.

Draft Orders for the scheme were published by the Department for Transport in February 2010. Following the spending review in Autumn 2010, the scheme has been identified for implementation post-2015.

A Strategy for the A5

The A5 is an important strategic link which runs along the northern and eastern edge of the County boundary with Staffordshire, Leicestershire and Northamptonshire, and provides access to a number of major industrial areas such as Magna Park and DIRFT. Within Eastern Warwickshire, the road also provides an important access to the M6/A14 and the M1.

In the absence of a long term strategy for the A5, it has been agreed to prepare a suitable document in conjunction with the Highways Agency and other stakeholders. This will cover the section of the A5 from Gailey in Staffordshire to Weedon in Northamptonshire, and will include a targeted set of improvements for the corridor.

A46/A428 Junction, Binley

Details regarding this junction can be found in the section of the LTP covering the North-South Corridor.

11. Southern and Western Warwickshire Area Strategy

Introduction

This section of the Local Transport Plan covers the area of Southern and Western Warwickshire which includes the main settlements of Stratford-upon-Avon, Shipston-on-Stour, Southam, Henley-in-Arden, Studley, Bidford-on-Avon, Alcester and the surrounding rural hinterland (see Figure 11.1). The socio-economic characteristics of Southern and Western Warwickshire are represented by statistics related to Stratford-on-Avon District.
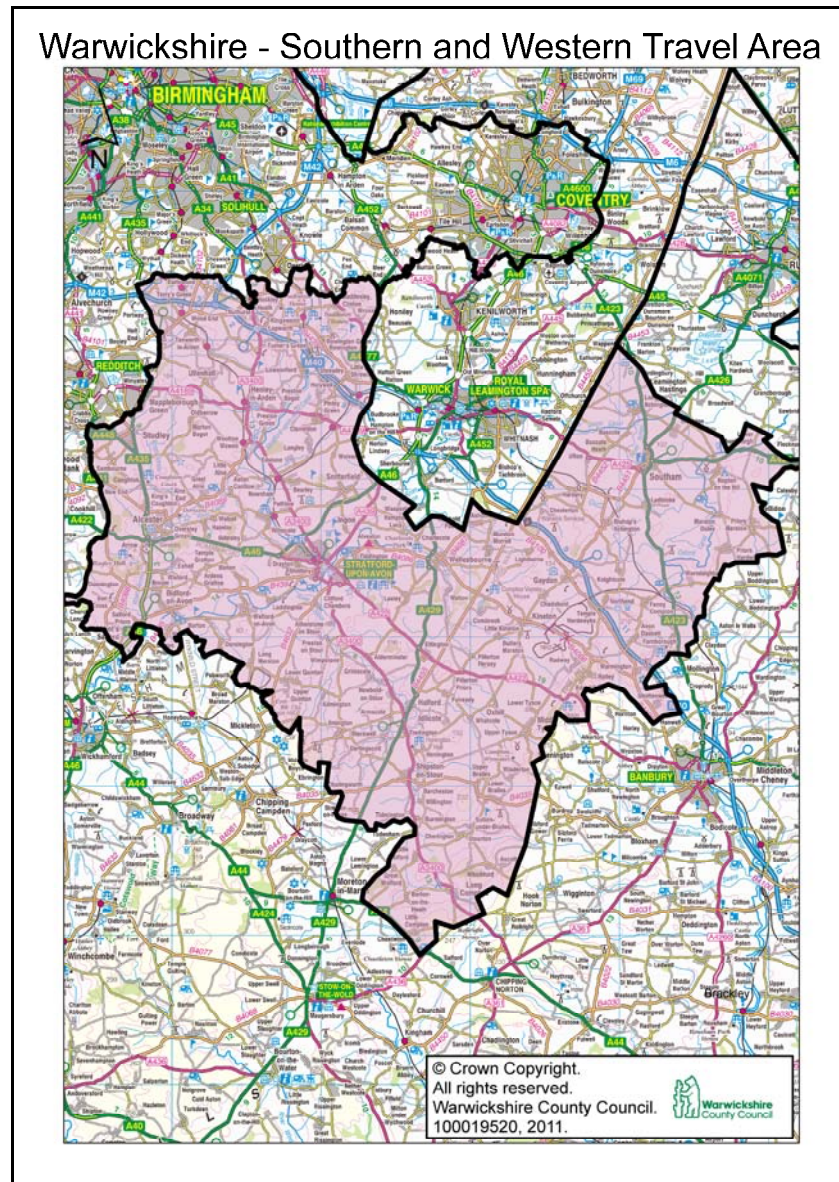

Figure 11.1: Southern and Western Warwickshire Travel Area

The Overall Context

Population

In 2008, the resident population of Stratford-on-Avon District was 118,800, with 26,150 of these living in Stratford-upon-Avon itself, (Source: ONS/Warwickshire Observatory). The resident population has increased by around 5,800 since 2003, representing a growth of just over 5%. This is

the second largest percentage growth within the County after Warwick District. In terms of the main settlements, Wellesbourne and Stratford-upon-Avon have seen increases in population of 25.5% and 17.5% respectively since 2003.

The District has the highest proportion of those of retirement age in the County, and the lowest proportion of people of working age. It is also heavily under-represented in the 15-19 and 35-39 age groups, and over-represented in all age groups over 50. In terms of ethnicity, the resident population is predominantly classified as White, with the lowest proportion of those who are of Asian or Asian British ethnic origin (Source: Warwickshire Observatory).

Recent predictions for the year 2031 suggest that the population of the District will rise to 145,600, representing an increase of 25.4%. The largest growth will be in the older population (65 years or older), which is predicted to increase by 42,000 (90.7%). Considering the District has the largest proportion of those over retirement age already, this increase will have serious implications for transport provision and other forms of service delivery in the future (Source: ONS/Warwickshire Observatory).

Socio-economic issues

Around 64,300 people are currently considered to be economically active in the District (Source: ONS/Warwickshire Observatory). Applying proportions from the 2001 Census to this figure suggests that approximately 38,580 people live and work within the District, whilst 25,720 live within the District but work elsewhere.

Culture and tourism play a significant role in the employment of the District. Stratford-upon-Avon is world-renowned as the birthplace of William Shakespeare and around 5.5 million tourists visit the District every year, (some three million to Stratford itself). Over 17% of jobs in the local economy depend upon their presence (Source: ONS/Warwickshire Observatory). A key issue however is the need to encourage visitors to stay longer, particularly given evidence that a stay of over four hours generally increases spending.

Whilst tourism related employment has grown steadily within the District over recent decades, there has been a parallel decline in traditional agricultural employment. Despite this, unemployment rates are below the national and regional average. In December 2009, the District rate was 2.2% compared to 4.1% nationally and 5.3% across the West Midlands region).

The mean household income of residents in the District is the highest of all five District/Boroughs within the County at £28,974 per annum. However, this is considerably higher than that for employees working in the District, with a difference of £3,200 suggesting that a significant proportion of residents travel to earn higher incomes outside the area (Source: ONS/Warwickshire Observatory).

The Mosaic Socio-Demographic classification of households (which gives an indication of diversity across an area), shows that the District has a higher representation of 'career professionals living in sought after locations', 'independent older people with relatively active lifestyles' and 'people living in rural areas far from urbanisation' compared to the rest of the County (Source: Experian (2007)).

The environment

This area of the County has a number of highly-valued environmental assets. These include the historic town centre and waterfront area in Stratford-upon-Avon, the Burton Dassett Country Park, the Ragley Estate, Coughton Court near Alcester and the National Trust properties at Baddesley Clinton and Packwood House. The southern edge of the area also lies within the Cotswold Area of Outstanding Natural Beauty (AONB).

Travel patterns

Almost half of the 53,678 households in Stratford-on-Avon District have two or more cars, which is among the highest levels in the UK. However, over 6,400 households do not have access to a car and are reliant on other forms of transport. The predominantly rural nature of the District makes it difficult to serve by public transport.

There is a considerable imbalance between the number of jobs in the District and its working population. Since 1981, an increasing number of residents commute to higher paid employment outside the District, while lower paid jobs are often filled by people coming into the District from adjoining areas. These commuting patterns impose significant pressures on the transport system.

In Stratford-upon-Avon itself, most trip attractors such as schools, shops and employment are located north of the River Avon. These generate a significant demand for movement from residential areas south of the river and the rural areas to the south of the town. The location of these trip attractors also generates a significant demand for cross-town movements north of the river, most of which have to pass through the congested town centre.

Road traffic growth

Between 2000 and 2009, traffic in Stratford-upon-Avon increased by 4.6%. There was a noticeable drop in traffic levels in the town during 2008, which can probably be attributed to the general economic downturn. Figure 11.2 shows traffic growth trends for the main towns in Warwickshire.

Figure 11.2: Growth 2000-2009 based on 24 hour flows recorded at cordon sites around the main urban areas of the County
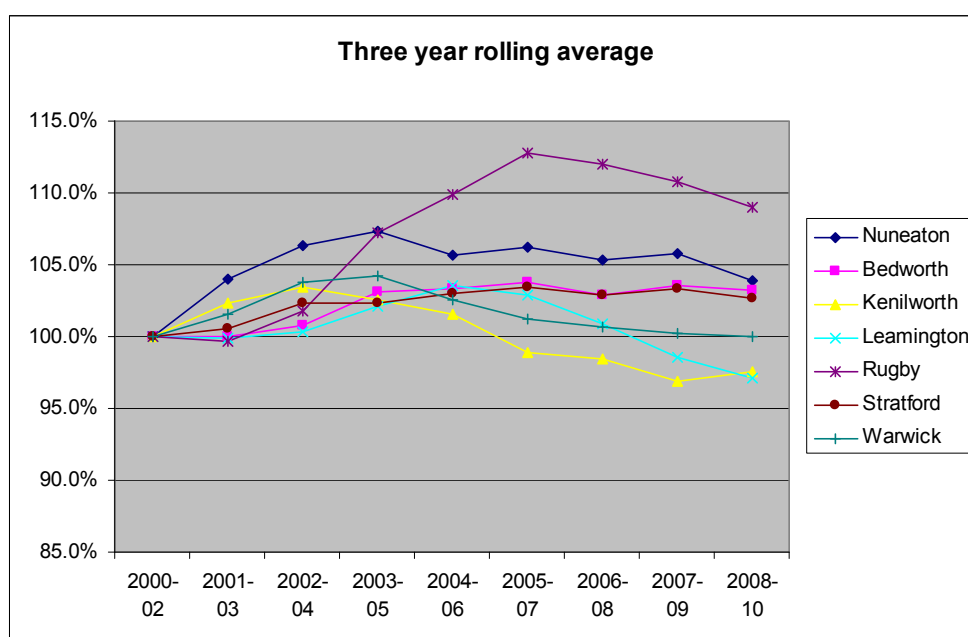
Traffic growth trends in Stratford-upon-Avon are strongly linked to local housing, employment and retail growth which has taken place in the following areas:

- Over 700 new dwellings at Trinity Mead south of the River Avon;
- Significant expansion of retailing and associated car parking at the Maybird Retail Park on A3400 Birmingham Road north-west of the town centre;
- Three new business parks at Stratford Enterprise Park north-west of the town centre; and
- Increased warehousing and distribution activity at the former Engineer Resources Depot at Long Marston south of the town;

There are further committed proposals for 500 dwellings and a leisure village at the Long Marston site which will increase traffic flows entering Stratford-upon-Avon from the south and increase demand for cross-river movements.

The District Council is currently investigating options for the location of new housing and employment. Although it is not currently possible to predict where this development is likely to be located, the County Council will seek to ameliorate the impact of further traffic growth in Stratford-upon-Avon by securing funding for appropriate mitigation measures through the land use planning system, in conjunction with the implementation of the broader strategies contained within the LTP.

If agreed by elected members, this will form the basis for developing a revised Local Development Framework (LDF) Draft Core Strategy.

Modal split

Table 11.1 provides a summary of modal split for the journey to work. Travel by car is the predominant mode of transport in the District for journeys to work. The proportion of people driving to work is similar to the average for the County as a whole (64.3%).

The District has the lowest proportion of people who travel to work by bus and the second lowest by bicycle. This is likely to be a reflection of the predominantly rural nature of the District and the travel patterns described above.

Table 11.1: Modes used for the journey to work in Stratford-on-Avon District (Source 2001 Census)

Stratford-on-Avon District – Journey to Work Modal Split (Source: 2001 Census)				
	Car	Public Transport	Bicycle	Walk
Stratford –on-Avon District	70.4%	3%	2.6%	9.4%
Warwickshire	71.2%	4.7%	2.9%	9.7%

Note: The residual amount is accounted for by 'Other Modes' (1.4%) and 'People working at or from home' (13.2%).

The table below provides a summary of the current modal split for the journey to primary and secondary schools in Warwickshire.

Table 11.2: Modes used for the journey to school in Stratford-on-Avon District (2009/10) (Source Warwickshire County Council 2009)

Stratford-on-Avon District– Journey to School Modal Split 2009/10 (Source: WCC)				
	Car	Public Transport	Bicycle	Walk
Stratford-on Avon District	33%	27.5%	1.5%	37%
Warwickshire	33.5%	16%	3%	46.5%

Note: The residual amount is accounted for by 'Other Modes' (1%).

The figures for Stratford District in the above table are similar to those for the County as a whole. However, the proportion of people who walk to school is nearly 10% lower than the Warwickshire average, and bus usage is over 10% higher. Once again, this is likely to be a reflection of the predominantly rural nature of the District and the greater than average travel to school distances.

Transport Problems and Opportunities

A review of problems and opportunities for the area is set out below. The evidence considers the wider economic, environmental and social context that transport must operate in addressing these wider issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Supporting Economic Growth

The World Class Stratford (WCS) initiative was developed by the District and County Council in response to a long-term decline in visitors to the town over the last 25 years. WCS aims to achieve *"a vibrant world class town that meets the needs of residents, businesses and residents alike"* by 2020*.*

The Urban Design Framework for Stratford-upon-Avon (UDF) seeks to translate the above vision into physical projects on the ground. The UDF was adopted by the District Council as a Supplementary Planning Document in July 2007, and was subsequently endorsed by the County Council in November 2007. The UDF sets out a number of key proposals which seek to:

- Revitalise the local economy by reducing the dominance of vehicular traffic in Stratford town centre; and
- Encourage people to stay longer in the town centre by making it a more attractive destination for local residents and visitors.

Central to the achievement of the above objectives is the aspiration to significantly improve the public realm in Stratford-upon-Avon town centre on a route which has become known as the "Historic Spine". This connects Shakespeare's birthplace in Henley Street to his burial place in Holy Trinity Church and features some of the town's finest Grade 1 and Grade 2* listed buildings. The rationale behind improving the route is to promote and support economic regeneration by making the town a more attractive place to live, work and visit.

Goal 2: Tackling Climate Change

The aim of the LTP is to promote initiatives which reduce the need to travel and encourage the use of more environmentally-friendly forms of transport in order to tackle climate change.

Figure 4.1 in the background and policy context section of the LTP indicates that Stratford District is second highest in terms of transport-related CO_2 emissions. This reflects the predominantly rural nature of the District which has the lowest population density of all five Warwickshire District/Boroughs.

Goal 3: Contributing to Better Safety, Security and Health

In 2009 there were 486 road casualties in Stratford District, with:

- 73 people killed or seriously injured; and
- 413 people slightly injured.

Whilst the total number of road casualties in Stratford District has remained broadly static since 2004, the number of people killed or seriously injured has fallen by over a third from 113 to 73. The County Council has progressed several road safety initiatives to help achieve this reduction, including the Safety Camera Partnership with Warwickshire Police, speed limit reviews and driver improvement schemes.

In Stratford District, total recorded crime totalled 6,303 incidents between April 2008 and March 2009, which represented a rate of 53.51 per 1,000 population, (Source: Warwickshire Police). This is 25% lower than the Warwickshire average of 71.05 per 1,000 population, and represents the lowest average rate out of all districts and boroughs in the County.

The District has seen a decrease in overall crime since early 2008 and this reached its lowest level in March 2009. In general, the District has a low level of crime and anti-social behaviour with the highest levels in the Stratford town centre wards of Guild and Hathaway and New Town. These issues can deter people from going out in the evenings and influence how those that do choose to travel.

A detailed description of air quality issues within this part of Warwickshire can be found below. These currently affect parts of Studley, Stratford-upon-Avon and Henley-in-Arden.

Goal 4: Promoting Equality of Opportunity

Southern and Western Warwickshire experience many of the same problems as the rest of the County in terms of achieving an inclusive, accessible transport system. The area has a large rural hinterland with a dispersed population and the lowest population density in the County, which make it difficult to serve with convenient and frequent public transport.

The County Council will continue to work with the principal bus operators and other transport providers such as "Community Links" to improve accessibility in the District. It will also promote the Shakespeare Line Upgrade project to improve facilities at all the stations on the Stratford-upon-Avon to Birmingham route to an appropriate standard, with a particular focus on accessibility, personal safety and passenger information.

Goal 5: Improving Quality of Life

Within Stratford-upon-Avon, traffic causes adverse environmental impacts in terms of noise, visual intrusion and pollution. These effects are often particularly acute in the town centre, on the Bridgeway Gyratory and along the Arden Street/Grove Road route that circumvents the town centre.

Since 2001, there has been a noticeable increase in the number of large articulated HGVs using Clopton Bridge. There are also no restrictions on the timing of deliveries in the town centre. These factors have exacerbated traffic congestion and contributed to poor air quality on routes in and around the town centre.

A number of residential areas suffer from "rat running" traffic. The extensive coverage of Residents Parking Schemes have led to displaced parking further out of town which is now being addressed.

Although tourism within Stratford-upon-Avon brings major economic benefits, it also causes environmental problems. A large number of vehicles (including coaches) travel on unsuitable roads through Shottery to Anne Hathaway's Cottage, (see section on Stratford Western Relief Road later in this part of the LTP). The quality of life for residents of Avonbank Paddocks on Southern Lane and in Old Town can also be adversely affected by coaches visiting Shakespeare's burial place at Holy Trinity church.

Although the County Council has extended the network of cycle routes and provided cycle parking facilities in Stratford town, accessibility for pedestrians and cyclists across the River Avon and between the northern and western sectors of the town remains particularly poor.

One of the most significant environmental problems in Western Warwickshire is the impact of traffic in the A435 corridor. The A435 between Alcester was de-trunked in January 2008 between Gorcott

Hill near the junction with the A4023 and the A46 near Alcester. Responsibility for the road now rests with the County Council.

In those settlements lying along the section of the A435 to the north of Alcester, (i.e. Coughton, King's Coughton, Studley and Mappleborough Green), there are serious adverse effects on quality of life due to high traffic volumes containing a large number of HGVs.

The impacts in the remaining small towns and villages in the rural areas of Southern and Western Warwickshire are mainly related to through traffic, especially HGVs, and to high vehicle speeds.

The Strategy

Key Objectives

- To support the World Class Stratford initiative and the broader local economy by reducing the dominance of vehicular traffic in Stratford town centre, whilst ensuring good accessibility for residents and visitors;

- To improve quality of life in Stratford-upon-Avon by managing access for deliveries and coaches, and promoting facilities for bus layover at the proposed Stratford Bus/Rail Interchange;

- To tackle congestion by improving public transport, providing better facilities for cycling and walking and developing innovative traffic management measures;

- To support new housing and employment growth by identifying and securing funding for appropriate transport improvements across Stratford-on-Avon District;

- To support access to services and facilities, particularly for those without access to a car; and

- To deliver improvements that reduce the environmental impact of traffic within the District and improve local air quality in existing Air Quality Management Areas.

Stratford Transport Strategy (STS)

The Stratford Transport Strategy (STS) was developed in 2003 by the County Council. The strategy, which received wide local support was based on three main themes:

- Increasing Pedestrian Priority;
- Travel Demand Management; and
- Congestion Reduction.

Although a Major Scheme Bid to the Department of Transport (DfT) to fund the strategy was unsuccessful, the County Council (in conjunction with Stratford District Council) has delivered the following initiatives to manage travel demand and enhance the economic vitality of Stratford town centre:

- Urban Traffic Management and Control System (UTMC);
- Southern Relief Road Eastern Extension;
- Bishopton Park and Ride;
- Decriminalised Parking Enforcement and charges for on-street parking;
- Bridgeway / Bridgefoot signal-controlled crossings;
- Improvements at Alcester Road/Arden Street traffic signals;

- Parking/Park and Ride Review; and
- A3400 Birmingham Road and A422 Alcester Road cycleways.

More recently, the County Council has delivered an environmental improvement scheme for Waterside and Southern Lane. This aims to increase pedestrian priority, reduce traffic impact and complement the recent reconstruction of the Royal Shakespeare Theatre.

STS Review

Following the unsuccessful Major Scheme Bid in 2003 and the development of an Urban Design Framework (UDF) for delivering a 'World Class Stratford' in 2007, the County Council undertook a review of the STS which is now complete.

The review sought to establish the likely extent of support for extending pedestrian priority in the town centre without the additional highway capacity which would have been provided by the proposed Stratford Western Relief Road (SWRR).

As part of the STS review, the County Council set up a Reference Group to act as a "sounding board" on local transport issues. A major focus of the group's work concerned the development of a concept scheme for extending pedestrian priority in Stratford-upon-Avon town centre.

The Reference Group concluded that the following transport problems would need to be addressed to make town centre a more pleasant place to live, work and visit:

- The need to reduce traffic dominance and pedestrian/vehicle conflict;
- The need to significantly improve the quality of the walking environment;
- The need to reduce the number of visually-intrusive cars parked on-street;
- The need for restrictions on the timing of access by delivery vehicles;
- The need to reduce the number of HGVs using Clopton Bridge;
- The need to provide better facilities for coaches to encourage them to stop in the town instead of driving through without stopping; and
- The need to reduce the incidence of bus layover in Wood Street and Bridge Street.

Proposals for addressing these issues are set out below and shown in Figure 11.3.

Key Proposals

Transport improvements to deliver growth

The District Council is due to commission a study to assess a range of scenarios relating to housing and employment development in early 2011. This will recommend a preferred option for the location of new housing and employment. If agreed by elected members, this would then form the basis for developing a revised Local Development Framework (LDF) Draft Core Strategy.

The District Council is aiming to publish the draft Core Strategy for consultation in October 2011. Following this, it is anticipated that the Core Strategy will be submitted to the Secretary of State in May 2012, with an Examination in Public in Autumn 2012. This should allow the Plan to be adopted by the end of 2012.

Stratford-Upon-Avon - Key Proposals
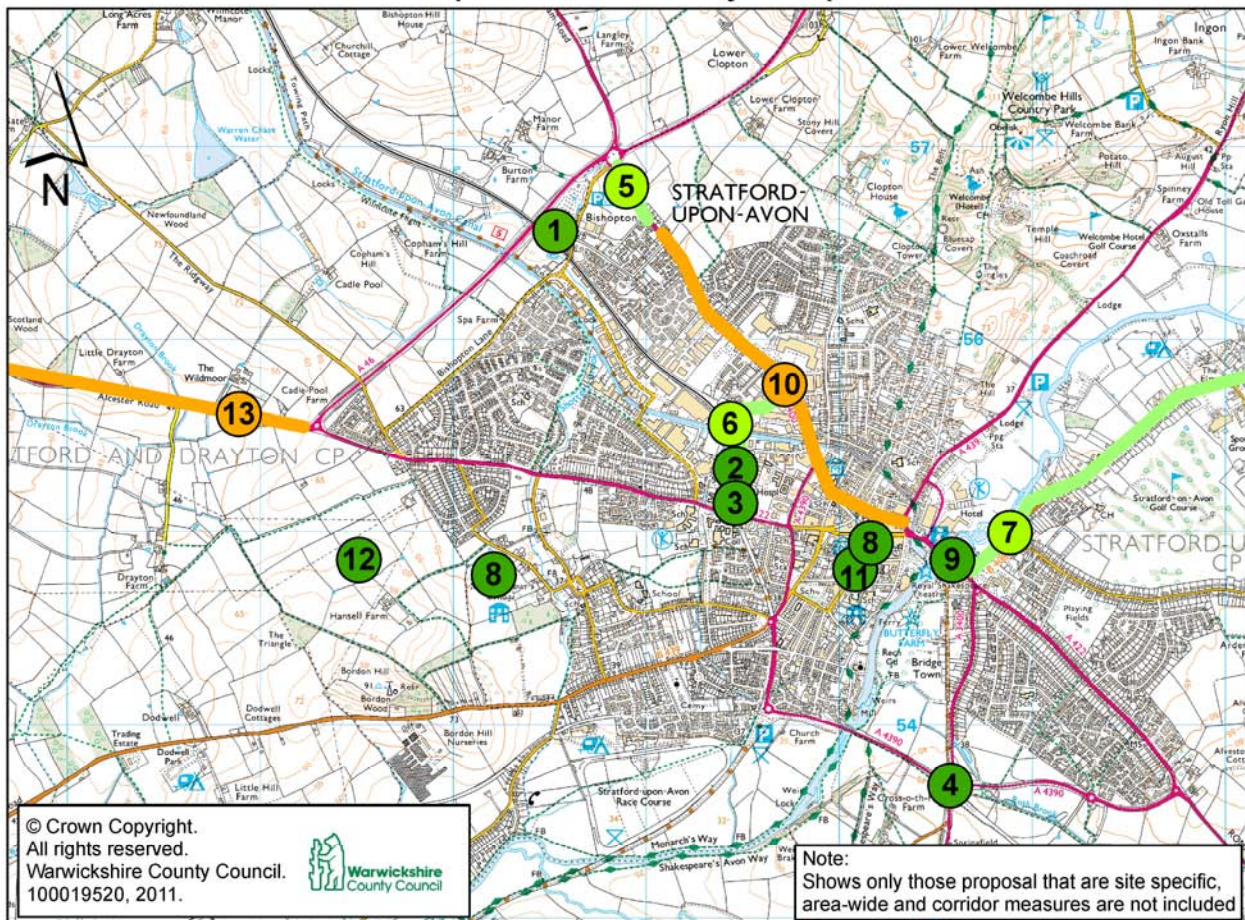
Key

1, Stratford Parkway Station	8, Coach Management
2, Stratford Bus/Rail Interchange	9, Clopton Bridge - HGV Issues
3, Rail Station Improvements	10, Birmingham Rd Study
4, Possible Location for Southern Park and Ride	11, Historic Spine Incl. Delivery Management
5, Birmingham Rd Cycle Improvements	12, Stratford Western Relief Road
6, Pedestrian/Cycle Link from Birmingham Rd to Alcester Rd	13, A46 Stratford - Alcester Improvements
7, Tiddington Rd Cycle Scheme	

Figure 11.3: Key Proposals in Stratford-upon-Avon

Congestion management

As noted previously, a number of recent significant developments in Stratford-upon-Avon itself have increased traffic congestion in the town. Proposals for new development will exacerbate these problems unless suitable measures can be identified and implemented to mitigate their likely transport impacts.

Between 2002 and 2008, there has been a 2% decrease in average weekday morning peak hour vehicle speeds in Stratford (8am to 9am), from 15.2 to 14.8 mph (Source: Warwickshire County Council).

Whilst the above data is based on a limited number of snapshot surveys, the DfT has recently provided the County Council with comprehensive traffic speed and journey time data for the whole of Warwickshire from vehicles equipped with Satellite Navigation systems. This data is now being used to establish a robust baseline from which to monitor changes in journey time reliability on specific routes in Stratford-upon-Avon as part of the LTP Congestion Strategy.

The DfT data shows that the various congestion "hotspots" in the town are mainly located at and around key junctions. The main cause of congestion, (i.e. where observed average speeds are lowest), is related to delays at junctions where capacity is often exceeded by vehicle demands, (particularly during peak periods).

Some examples of the main congestion hotspots during the weekday morning peak are as follows:

- On the southern approach to the town at the A3400 Shipston Road/A4390 Trinity Way/A4390 Seven Meadows Road roundabout;
- On the approaches to the A422 Alcester Road/A4390 Grove Road/A4390 Arden Street/C76 Greenhill Street traffic signals;
- On the approaches to the A422 Banbury Road/A3400 Shipston Road roundabout;
- On the B4086 Tiddington Road approach to Alveston Manor junction;
- On the approach to Bridgefoot from A3400 Clopton Bridge;
- On Bridgeway Gyratory, where northbound traffic entering from town merges with southbound traffic from A439 Warwick Road; and
- On the approaches to the Evesham Place Roundabout.

The data also shows that A3400 Birmingham Road inbound traffic (8am to 9am) experiences relatively lower average journey speeds compared to the other main radial routes in the town.

It is proposed to identify and cost a range of options for tackling congestion in Stratford-upon-Avon, and assess their likely effect on journey time. Possible measures may include a combination of the following (subject to feasibility):

- Area-wide traffic management strategies;
- Further extension of traffic signal co-ordination;
- Junction improvements; and/or
- Localised highway widening.

The ability to deliver the last two measures above will depend on a range of factors including land availability, the cost of possible utility diversions and the overall level of funding available.

The amount of capital funding available for transport projects is likely to be severely limited in the foreseeable future. Therefore, a significant proportion of the funding required to deliver congestion reduction measures will need to be secured from developer contributions.

It is proposed to undertake a feasibility study to investigate the likely effectiveness of possible measures for tackling traffic congestion on A3400 Birmingham Road which has been identified as a priority location. The study will consider all modes of transport.

The County Council has also been asked to investigate the provision of courtesy 'give way' signs at the Evesham Place roundabout to encourage better driver behaviour.

Air quality

The A435 was until recently part of the trunk road network, and carries a high level of HGV movements between the M42 (Junction 3), the A46 at Alcester and the M5 (Junction 9) at Ashchurch near Tewkesbury. An AQMA was declared in Studley in 2006 for exceedances of the NO_2 annual mean objective. Following declaration of the AQMA, the County Council assisted the District Council in preparing a draft Air Quality Action Plan. An S-Paramics traffic model is currently being prepared by the County Council to test the impact of the measures identified in the draft AQAP. It is envisaged that this work will be completed in Spring 2011.

As part of the ongoing Review and Assessment process, the District Council has continued to monitor air quality at 30 locations throughout its area. In 2008, monitoring confirmed that a number of locations in Henley-in-Arden, in Wood Street, Greenhill Street and Grove Road, Stratford-upon-Avon, and in Tiddington Road, Stratford-upon-Avon were unlikely to meet the annual mean air quality objective for Nitrogen Dioxide.

The geographical extent of the AQMAs for Stratford-upon-Avon and Henley was the subject of detailed public consultations in 2009, following which it was decided to declare the whole of Stratford town and just the affected junction and surrounding area of Henley-in-Arden.

The Stratford AQMA came into effect in January 2010, whilst the one for Henley is expected shortly. Air Quality Action Plans will be prepared for both AQMAs in due course.

Public transport

Bus

In Stratford-upon-Avon, bus services currently provide direct access to and from the town centre for between 10-15,000 passengers every week, many of whom are elderly and infirm and do not have access to a car. In view of their contribution to the local economy, and as part of its strategy to tackle congestion, the County Council will continue to promote measures to encourage a greater proportion of trips to be made by bus.

New development will generate increased demand for bus services. The County Council will therefore seek to secure developer funding for appropriate bus provision where possible.

The County Council is proposing to promote further Quality Bus Corridors (QBCs). Two routes have been identified for possible implementation in the short to medium term as follows:

- Stratford-upon-Avon - Blackhill - Warwick (Inter-Urban); and
- Stratford-upon-Avon – Bidford-on-Avon - Evesham (Inter-Urban).

A joint initiative between the County and District Councils has recently been introduced to promote increased usage of evening bus services. The scheme involves a return fare of £2 available after 6pm Mondays to Saturdays, when boarding anywhere in Stratford District for travel within Warwickshire.

The County Council is also proposing to improve the overall efficiency of bus service schedules on Stratford town routes to make services more attractive to potential users.

Stratford Bus/Rail Interchange

A new bus/rail interchange is due to be provided as part of the redevelopment of the former Cattle Market site outside Stratford Rail Station, subject to formal planning permission being secured. Along with providing better opportunities for interchange and an improved passenger environment,

one of the anticipated benefits of the facility will be its potential to provide a dedicated location for bus layover purposes.

The County Council currently provides financial support for approximately half of all local bus services in Stratford-upon-Avon. If the bus/rail interchange is provided, it is proposed to schedule these services, including Park and Ride, to serve the interchange. The County Council will also encourage the main commercial bus operator (Stagecoach in Warwickshire) to use the interchange for layover to remove the impact of vehicles from locations such as Wood Street.

In parallel with these proposals, options for a town centre bus station are currently being investigated by consultants on behalf of the County Council. A Steering Group has been set up to help progress the study comprising representatives from the County, District and Town Councils, Stratford Voice, Accessible Stratford, The Stratford Society, Stagecoach in Warwickshire and Johnsons Coaches.

The initial stage of the study assessed the relative strengths and weaknesses of 14 alternative sites for a bus station and then drew up a shortlist of three sites for further investigation. This shortlist was agreed by the study Steering Group.

Once the Steering Group has agreed a final preferred location for a bus station, the study consultants will continue with the following three areas of further work:

- Economic assessment of the impact of the bus station on traffic, bus routes and pedestrian flows in the town and the effect on town centre parking;
- The development of a business case for the preferred site; and
- Assessment of delivery methods and funding options.

Public transport information

It is proposed to introduce comprehensive bus and rail service information at the proposed Stratford Bus/Rail Interchange and Stratford Parkway Station to help improve connections between bus and rail services.

Bus Information Points are also proposed at the following locations to improve the quality of information available to passengers, and, where appropriate, promote connectivity between bus and rail services.

- Henley-in-Arden;
- Bidford-on-Avon; and
- Studley.

Rail

Stratford Parkway

The County Council is currently progressing the delivery of Stratford Parkway Rail Station on land adjacent to the existing Stratford Park and Ride at Bishopton.

Stratford Parkway is one of several initiatives that form part of the Shakespeare Rail Line Upgrade. This seeks to improve service frequencies between Stratford-upon-Avon and has been developed by the County Council to deliver a step change in the quality and attractiveness of rail travel in Stratford-upon-Avon and the surrounding areas.

The rationale for Stratford Parkway is as follows:

- To generate new passenger revenues so as to justify an increase in rail services between Stratford-upon-Avon and Birmingham;
- To complement Stratford (town) Station by providing convenient access to the rail network for residents in the north of Stratford District, as well as fulfilling the role of a strategic Park and Ride in Warwickshire;
- With the proposed redevelopment of the former Cattle Market and reconfiguration of Stratford Station car park, there is no opportunity in future to provide more car parking for users at the town station;
- Parking capacity constraints at Stratford Station are likely to suppress demand for new rail services and reduce the revenue which would contribute to the viability of increased services; and
- Stratford Parkway would allow this demand and revenue to be generated thereby contributing to the long-term viability of both itself and Stratford Station.

Concern has been expressed that Stratford Parkway will lead to the closure of Stratford (town) Station. Network Rail has confirmed in writing that it has no proposals to close the town station, and has programmed extensive track and signalling work to enable it to accommodate additional trains.

It should also be noted that the town station includes turning facilities which would enable trains using Stratford Parkway to turn around (no such facilities are proposed at Stratford Parkway itself).

Stratford-upon-Avon Rail Station improvements

The Stratford Station Wayfinding Project is currently being progressed to improve directional signage between the station and key attractions in the town.

A number of high, medium and low cost options for improving Stratford Station have been developed by Arup on behalf of the County Council, in partnership with the rail industry and other key stakeholders.

Although there is currently no funding available for implementing an improvement scheme, the County Council proposes to investigate possible funding opportunities during the LTP period.

Reopening of the Stratford – Honeybourne line

Reopening of the Stratford-upon-Avon to Long Marston route as a six mile single line link between the Cotswolds and West Midlands rail network is an aspiration of local support groups. The advocates of reopening suggest that the scheme would enable a new direct Oxford-Moreton-Stratford service as well as local trains for Long Marston and Honeybourne.

The rail link is advocated by its proponents to boost tourist flows and to provide new rail journey opportunities to and from Long Marston and Stratford. A business case to demonstrate the viability of reopening the line will need to be produced by a scheme promoter if it is to be pursued.

The County Council will consider supporting a proposal for reopening the line if it is promoted by DfT, the rail industry or a third party provided the local benefits outweigh any local environmental disbenefits.

Community transport

Enhanced facilities for community transport passengers are due to be provided at Stratford-upon-Avon rail station as part of the proposed bus/rail interchange facilities (see above). Improved facilities and information will also be provided where appropriate at all existing and new Bus Information Points (e.g. Kineton, Wellesbourne and Shipston-on-Stour).

In line with the Community Transport Strategy, the County Council will promote the mainstreaming of community transport services in order to sustain established community transport initiatives.

A Section 22 Community Bus is established in Shipston-on-Stour and opportunities will be sought to support or introduce schemes operated by the community and voluntary sector (e.g. the Back & 4th Transport Brokerage scheme in Stratford-upon-Avon).

Taxis and Private Hire Vehicles

A total of five taxi spaces are proposed as part of the Stratford Bus/Rail Interchange outside the station building. It is proposed to provide a taxi drop off/pick up area outside the proposed Stratford Parkway Station at Bishopton.

Walking

The County Council will continue to promote an increase the proportion of local walking trips to help reduce congestion, improve air quality and enhance personal fitness and health.

Waterside and Southern Lane Enhancement Scheme

As noted earlier, the County Council is currently progressing an environmental enhancement scheme in Waterside and Southern Lane to complement the redevelopment of the Royal Shakespeare Theatre.

The scheme is designed to improve the overall experience of local residents and visitors by reducing the impact of traffic whilst maintaining essential vehicular access.

Historic Spine

In September 2008, Arup consultants were commissioned by the County and District Councils to investigate options for the development of a range of pedestrian and public realm improvements in Stratford-upon-Avon.

The Arup study developed an indicative scheme for extending pedestrian priority in the town though a range of public realm improvements and proposed footway widening, but with retention of vehicular access.

A key route identified by the study has been promoted by the Stratford Society and reflects the fact that the majority of Stratford's Grade 1 and Grade 2* listed buildings are located on a route through the middle of town linking Shakespeare's Birthplace with Holy Trinity Church.

The above route has become known as the "Historic Spine" and comprises Henley Street, High Street, Chapel Street, Church Street and Old Town. Its architectural heritage cannot however be fully appreciated due to significant volumes of traffic in the area, parked vehicles and congested footways.

An Historic Spine Action Group comprising several local organisations has been formed to promote improvements to the route. Suggested measures include the upgrading of selected buildings and shop-fronts, the reduction of street clutter and the removal unnecessary signage.

To support aspirations for improving the route, the County Council is proposing to review the timing of access for delivery vehicles and review on-street parking provision in High Street, Chapel Street and Church Street. The County Council has also been asked to investigate the feasibility of possible coach access restrictions in the town centre.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

The County Council will continue to liaise with representatives of disabled people as an integral part of the scheme design process.

Lucy's Mill Footbridge

Lucy's Mill Footbridge lies 600m downstream from the Tramway Bridge which is located on the north eastern edge of the town centre. The steps at each end of Lucy Mill Footbridge do not allow access for cyclists, wheelchair users or pushchairs.

The lack of a cycle-friendly crossing over the river is a significant barrier for cycling in Stratford-upon-Avon, particularly for those living to the east of the river. Survey evidence provided by Stratford Voice indicates that the bridge is currently used by a significant number of cyclists and pedestrians.

On the basis of this evidence, there would appear to be merit in upgrading the bridge to make it more accessible. There are however several constraints which would need to be overcome before an improvement scheme could be delivered, which are as follows:

- The level of capital funding available for all transport projects will be severely restricted for the foreseeable future;
- The likely costs and benefits of the scheme would need to be evaluated against those for other competing transport schemes;
- There is potential for local objections preventing the public footpaths on either side of the bridge being upgraded to cycle track status;
- A ramped access which meets the requirements of the Disability Discrimination Act 1995 cannot be provided on the western river bank without encroaching onto private land; and
- Compulsory Purchase Orders could be made to acquire the necessary land for the west ramp, but there would need to be a compelling case in the public interest and local residents have already indicated that they would oppose any improvements that affected their property.

Cycling

The County Council will continue to promote the targeted development of on and off-road cycle routes, as set out in the Cycling Strategy. Key objectives are to increase the proportion of local cycle trips to help reduce congestion, pollution and improve personal fitness and health.

The County Council will also continue to encourage employers, schools and colleges to promote cycle trips through the adoption of School and Workplace Travel Plans.

It is proposed to progress a number of schemes during the LTP period, subject to the availability of funding. These are as follows:

Pedestrian/Cycle link between Birmingham Road and Alcester Road

This scheme would provide a direct link for educational, work, and shopping trips between areas east and west of the Stratford-Birmingham canal and railway. The canal would be crossed via a new bridge.

Birmingham Road, Stratford-upon-Avon

A shared use cycle / pedestrian link along Birmingham Road has been extended from Joseph Way to Windsor Street, with provision of a new signalised crossing for pedestrians and cyclists at the busy Arden Street junction.

Cyclists have recently been allowed to use Henley Street at all times for a trial period. This arrangement is now in the process of being made permanent.

Both of the above measures have significantly improved cycle access between the town centre and retail parks on Birmingham Road. It is proposed to investigate opportunities for providing a further extension to the cycle route as part of the proposed Birmingham Road Traffic Management Study.

Tiddington Road, Stratford-upon-Avon

The County Council will continue to investigate the development of a scheme to improve provision for cyclists between Tiddington and Stratford-upon-Avon town centre.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

Safer Routes to School schemes

Opportunities to deliver further Safer Routes to School schemes in this area of the County will be identified on a priority basis during the lifetime of the Plan. Scheme delivery will be dependent on the level of resources available.

Powered Two Wheelers

Improvements for powered two wheelers will be made in line with the proposals contained in the County Council's Powered Two Wheeler Strategy.

Parking / Park and Ride

Parking Policy

The County and District Councils will continue to work in partnership to promote the use of Stratford Park and Ride for long stay and commuter parking, with on-street parking providing a facility for short stay.

The County Council has also been asked to investigate whether electric charging points could be provided in off-street car parks, at the railway station and at the Park and Ride.

Second Park and Ride

The previous LTP 2006-2011 indicated that:

"A second Park and Ride site located near the Southern Relief Road/Shipston Road roundabout south of the River Avon will be progressed within the programme period if the Bishopton site proves to be a success".

In December 2010, the County Council commissioned consultants to undertake a feasibility study to evaluate options for a possible southern Park and Ride scheme. The study is due to be completed by the end of March 2011.

A Steering Group was established to help progress the study comprising representatives from the County, District and Town Councils, Stratford Voice, Accessible Stratford, Stratforward BID Transport and Parking Group, The Stratford Society, Stagecoach in Warwickshire and Johnsons Coaches.

Four locations have been identified as possible locations for a southern Park and Ride. Once a preferred site has been agreed by the Steering Group it is proposed to:

- Assess the impact of the preferred site on traffic flows in the town;
- Analyse its effect on town centre parking;
- Develop a business case for the preferred site;
- Identify delivery methods and funding options.

One of the possible sites forms part of a proposed retail development on A3400 Shipston Road opposite B4632 Clifford Lane. A shuttle bus service connecting this site with the town centre is due to be provided by the developer for a period of three years. Approximately 70 dedicated spaces will be reserved for users of the shuttle bus service.

The County Council will consider the financial implications of taking over the running of the shuttle bus once the period of developer funding has ended.

Strategic Park and Ride

A strategic park and ride / parkway station in the vicinity of M42 Junction 3 is proposed in the Centro Integrated Public Transport Prospectus. A specific location has not been identified as the scheme is currently regarded as a long term proposal. At the time of writing Centro have indicated that the scheme is unlikely to come forward before 2021, and as such it will not be included in the Network Rail Plan or in the West Midlands first LTP3 Implementation Plan.

Freight

Freight access to town centres is essential to provide the goods and services for local businesses and consumers. However, the highly competitive nature of the road freight transport sector has often led to the use of larger vehicles in an attempt to increase efficiency.

In Stratford-upon-Avon, the presence of increasingly large delivery vehicles in the historic town centre and on Clopton Bridge is particularly intimidating to pedestrians and cyclists, and has had a detrimental effect on the environment of this area of the town.

In order to address the above issues, the County Council is proposing to pursue a combination of measures to help reduce HGV impacts. These are as follows:

- Investigation of possible restrictions on the timing of access by delivery vehicles in the town centre;
- Investigation of the feasibility of reducing the number of HGVs using Clopton Bridge including the likely effects on other routes in the town;

- Working with local freight interests including those based at the Long Marston site and other relevant parties to secure voluntary routing agreements;
- Promoting increased usage of dedicated commercial vehicle Satellite Navigation units in partnership with neighbouring local authorities and other agencies;
- Continued work with the freight industry and other organisations such as the Highways Agency and Network Rail to improve the efficiency of freight movements.

Highway improvements and traffic management measures

County roads

Stratford Leisure and Visitor Centre Link Road

The proposal for a new link road to serve the Leisure and Visitor Centre was initially identified in the previous LTP as a possible means of reducing congestion on Bridgeway Gyratory by providing a new access into the car and coach park off the A439 Warwick Road.

More detailed investigation showed that the scheme would have limited congestion reduction benefits. The scheme would however facilitate redevelopment opportunities in the Bridgeway area which was identified as a major opportunity site in the UDF.

In 2008, consultants were appointed as part of the World Class Stratford initiative to put forward detailed proposals for the Bridgeway area. Their recommendations were as follows:

- The alignment of the proposed Leisure Centre Link Road scheme should be modified to provide an enhanced sense of arrival, or "gateway" into the town; and
- The scheme should become part of a new two-way through route for traffic between Warwick Road and Bridgeway.

In view of the above recommendations, work on the planning application for the scheme was put on hold. The most realistic prospect of it now being brought forward is as part of comprehensive redevelopment proposals for the Bridgeway area.

Coach management

Coach parking facilities in Stratford-upon-Avon are provided at Windsor Street to the north-west of the town centre, and at Riverside car and coach park near the Leisure Centre on Bridgeway. There is a need to provide better facilities for coach drivers and passengers at each of these facilities and to improve pedestrian connections between Bridgeway and the town centre to encourage coaches to stop in the town instead of travelling through without stopping.

The County Council has been asked to consider measures to control coach access in the town centre as part of wider proposals to improve the Historic Spine route. A feasibility study would be required to assess the scope for possible coach access restrictions, the need for legitimate access and the requirements and costs for signing and enforcement.

There is also the issue of managing coach access to Anne Hathaway's Cottage in Shottery which is discussed in the next section.

Stratford Western Relief Road (SWRR)

A new road linking the A46/A422 Wildmoor roundabout with the B439 Evesham Road is proposed as part of a planning application for a large housing development on the western periphery of the town.

The design of the proposed scheme would allow an access to be provided off the SWRR into to a possible new coach and car park for Anne Hathaway's Cottage, one of the world-renowned sites associated with William Shakespeare. Provision of the road would be secured through funding from a proposed residential development to the west of Shottery.

The results of recent transport assessment work show that the SWRR would be necessary to serve the proposed development, and would also provide traffic relief in Shottery and the town centre. The County Council has also been working with the promoters of the Shottery site to secure appropriate bus provision and measures to encourage walking and cycling.

As noted previously, a large number of vehicles (including coaches) travel on unsuitable roads through Shottery to access Anne Hathaway's Cottage. If the proposed residential development on land to the west of Shottery does not proceed, and the SWRR is not delivered as part of that development, then the issue of traffic intrusion and coach access in Shottery would still need to be addressed.

Transport Corridor Protection

The County Council considers that land between Evesham Place and Birmingham Road in Stratford-upon-Avon should continue to be protected in the Development Plan for Stratford District for 'transport purposes', in particular walking, cycling and public transport. The route comprises the following:

- The northern section between Stratford Rail Station frontage (following the railway line north through the former NC Joseph development site) and Birmingham Road to be protected only for use as a pedestrian and cycle route to facilitate WCS proposals for a Heritage Steam Centre; and
- The southern section between Evesham Place public footpath SD44 which forms part of the National Cycle Network (Route 5) and is used as a footway/cycleway to be protected for 'transport purposes'.

A429/B4035 Portobello Crossroads

The County Council will keep under review the need for a further improvement of the A429/B4035 junction (Portobello Crossroads). It is envisaged that this would require the provision of a roundabout to replace the existing priority crossroads junction.

Traffic Management in Shipston-on-Stour

There is an aspiration for a one-way system in Shipston on Stour and a public consultation exercise has recently been undertaken by the County Council to obtain local feedback on a possible scheme.

Motorways and trunk roads

A435 Corridor

The section of the A435 between Alcester and Gorcott Hill is a poorly aligned single carriageway that carries traffic flows in the order of 20,000 vehicles per day. This creates a number of safety and environmental problems, especially in Studley, Coughton, King's Coughton and Mappleborough Green.

The road was formerly the responsibility of the Highways Agency (HA) but was de-trunked in January 2008, thereby transferring responsibility for the A435 between the Alcester southern bypass and the M42 to Warwickshire and Worcestershire County Councils. In the past the HA recognised the problems referred to above and a Studley Bypass Scheme was designed and the necessary

Orders made. However, the scheme was withdrawn and the previously made Orders revoked, effectively terminating the proposal.

The County Council proposes to continue working with the District Council, Redditch Borough Council and Worcestershire County Council to investigate alternative approaches to mitigating the impact of traffic in the corridor. A number of possible measures have been identified as part of the draft Air Quality Action Plan for the A435 in Studley referred to earlier in this chapter.

A46 Alcester to Stratford-upon-Avon

The County Council will continue to press for the major improvement scheme to the A46 between Stratford-upon-Avon and the Alcester southern bypass, which was approved at public inquiry in 1994, to be reinstated as a priority scheme with the Highways Agency.

The County Council would expect the promoter of any proposals to upgrade the A46 between Stratford and Alcester to assess the transport and environmental impacts on the A435 corridor between the M42 and the A46/A435 roundabout near Alcester, and to implement an appropriate mitigation strategy to reduced those impacts.

This proposal in conjunction with a potential future improvement scheme at A45/A46 Tollbar End and the recently completed M40 Junction 15 Bypass at Longbridge would support the role of the A46 in providing a strategic alternative to traffic between the M1 and the M5 using the A42/M42.

M42 Active Traffic Management

The County Council supports the provision of further Active Traffic Management (ATM) on the M42 as part of the wider proposals for the West Midlands motorway box.

12. Warwick, Leamington Spa, Kenilworth and Whitnash Urban Area Strategy

Introduction

This section of the LTP covers the towns of Warwick, Leamington Spa, Kenilworth and Whitnash. The area is co-terminus with the administrative boundary of Warwick District, and forms the southern end of the North-South Corridor.

Warwick District is located in the heart of Warwickshire, and has links to other parts of the County including Stratford-upon-Avon and Rugby. Regional and Sub-Regional links to Coventry, Birmingham, Solihull and the East Midlands are also good, as are the links to Banbury and London via the M40 corridor and rail services on the Birmingham – London Marylebone line.

In developing the proposals for this part of Warwickshire, the County Council has worked in partnership with Coventry City Council and Solihull Metropolitan Borough Council in order to be compatible with their sections of the West Midlands Local Transport Plan.

The Overall Context

Warwick District has the highest population of the five District/Boroughs within the County, and covers an area of approximately 109 square miles. The population density in the District is 481 people per square kilometre, second only to Nuneaton and Bedworth Borough and above the Warwickshire average of 268. Approximately 10% of the population live in rural areas.

Population

The resident population in this part of Warwickshire is growing, as illustrated in Table 12.1 below

Table 12.1: Population 2002- 2008

Town	Population in 2002 (estimated)	Population in 2008 (estimated)	% Change
Warwick	25,950	29,150	12.3%
Leamington	45,200	47,500	5.0%
Kenilworth	23,150	23,750	2.5%
Whitnash	8,250	9,500	15.1%
Warwick District	128,700 (mid 2003 estimate)	135,700	5.4%
Warwickshire	512,000 (mid 2003 estimate)	530,700	3.7%

Between 2002 and 2008, the area experienced a higher rate of population growth than the average for Warwickshire overall. It is likely that this trend will continue throughout the LTP3 period, with population projections suggesting that the total population of the District will rise to 174,900 by 2031. This is the highest projected increase of the five Warwickshire District/Boroughs.

There has been a considerable increase in the elderly (75-84) and very elderly (85+) age groups since 1992, with these increasing by 20% and 30% respectively. It is important to note that, compared to elsewhere within the County, Warwick District is heavily over represented in the 20-29 age groups, highlighting the large student population which is predominately based in Leamington Spa.

Latest population estimates indicate that nearly 20% of the District's population is comprised of men over the age of 65 and women over the age of 60. In contrast, only 17% are aged 15 and under, this trend being similar to that observed in the West Midlands region as a whole. The trend of an aging of the population is set to continue; the 2006 population based estimates indicate that the proportion of the population aged over 65 will increase to 56% by 2031.

The District performs relatively well on health indicators (from the 2001 Census). This is demonstrated in Table 12.2 below:

Table 12.2: Health indicators (Census 2001)

	Percentage of the local population with a long term limiting illness	Percentage of the local population whose health is not good	Percentage of the local population aged 16-74 who are economically inactive, permanently sick/disabled
Warwick District	15.4%	7.4%	3.4%
Warwickshire	16.8%	8.1%	4.2%
England and Wales	18.2%	9.2%	5.5%

Socio-economic issues

In socio-economic terms, the area performs above the average for Warwickshire. Mean household income in Warwick District is the second highest in the County and Boroughs at £43,807, second only to Stratford-on-Avon District. The proportion of low-income households (i.e. those earning less than £10,000 per annum) is 10.6%, which is the third lowest percentage of the five Warwickshire District/Boroughs and compares well with overall County figure of 11.1%.

The Index of Multiple Deprivation (2007) shows that Warwick District has four Super Output Areas (SOAs) that fall within the top 30% most deprived nationally. The highest ranking SOA is Lillington East which is 15th in Warwickshire as a whole. The District does feature as deprived in other specific aspects of deprivation. Of particular significance is the 37 SOAs that fall within the top 30% most deprived nationally in terms of barriers to housing and services (this includes geographical access to services and housing affordability).

Car ownership levels within the District remain relatively high with just under 20% of households not having access to a car.

The unemployment rate within Warwick District (based on 2009 levels, as measured by the claimant count) remains relatively low at 3.2% when compared to the County average (3.8%) and the West Midlands average (5.5%). This current rate is historically relatively high and can be attributed to the recession that has recently affected the whole of the UK.

The local environment

The environment in this part of the County is rich and diverse, and includes the historic town of Warwick and its castle, and the spa town of Leamington. Kenilworth also has an historic castle, which is set close to the open expanse of Abbey Fields. The area is also crossed by the River Avon and the Grand Union Canal.

Although much of Warwick District is of an urban nature, the immediate hinterland of the four main towns is made up of high quality agricultural land and open countryside.

Travel patterns

Road traffic growth

Traffic flows in each of the major urban areas in Warwickshire are monitored every year to establish traffic growth (or reduction). The three main towns in Warwick District (Leamington Spa, Warwick and Kenilworth) have all experienced overall negative traffic growth between 2000 and 2009 with traffic levels in Leamington Spa having reduced by 3.3%. It is believed that the decline in traffic levels in Warwick and Leamington Spa can be attributed to the closure of a number of major employment sites including Pottertons in Warwick, the Peugeot plant at Ryton, the Ford foundry in Leamington Spa and changes to the number of employers based on the Tachbrook business park in Leamington Spa.

It can be seen from Figure 12.1 that whilst traffic levels in Kenilworth declined over the period to 2008 they have started to show signs of growth once more. This is likely to be due to the fact that Kenilworth experienced significant disruption to the highway network due to water infrastructure replacement and regeneration development between 2006 and 2009. This lead to many people seeking an alternative route to avoid the town centre.

In addition, it is thought that the decline in overall traffic levels in Warwick District can be attributable to a combination of factors including rising unemployment levels, increases in fuel prices and a higher level of awareness of different transport options available.

Figure 12.1: Growth 2000-2009 based on 24 hour flows recorded at cordon sites around the main urban areas of the County
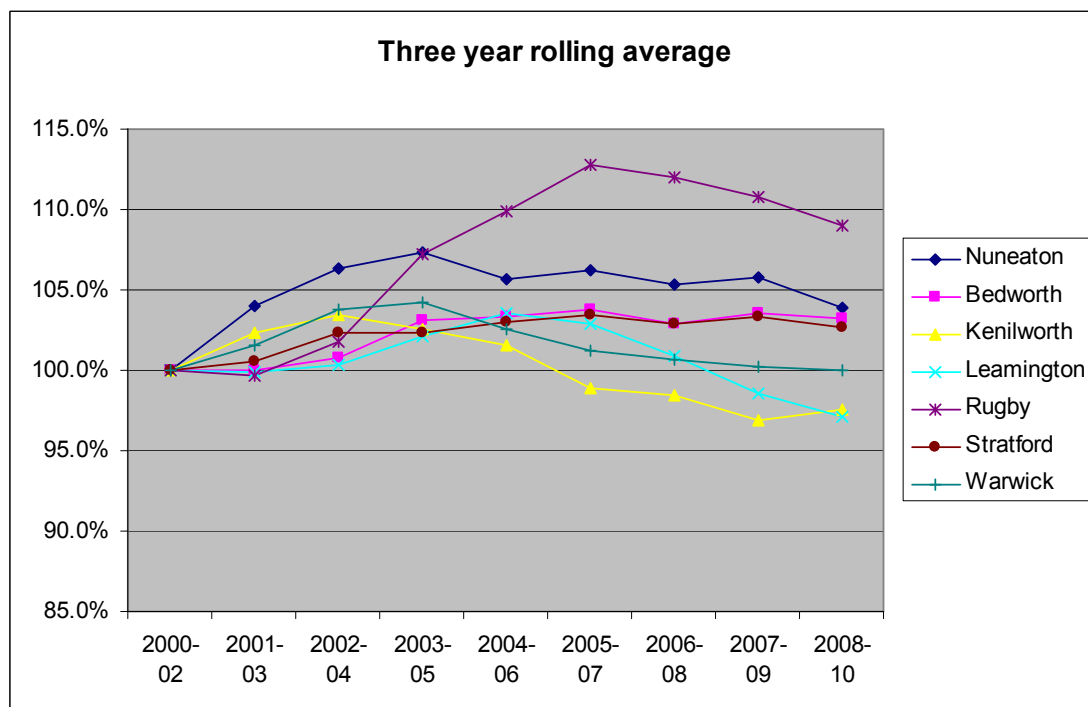
Modal split

The modal split for journeys to work is shown in Table 12.3 below. Travel by car is the primary mode of transport across the County, although in Warwick District the proportion of residents using the car to travel to work is significantly lower than in the rest of the County. However, at 68.8% of journeys to work, car use is still significantly higher than the national figure (61%).

Over 11% of people walk to work in Warwick District, compared to only 7.3% in North Warwickshire Borough. This may be a reflection of the more urban nature of Warwick District and the relative ease by which people can undertake local journeys on foot.

Bus use is 3.3% compared to the County average of 3.4%. Travel to work by train, at 1.9%, is higher than County average of 1.3%, which is likely to be due to the number of accessible railway stations with good links to employment opportunities located in the District.

The proportion of people working at home reflects the County average of 9.7%.

Table 12.3: Mode used for the journey to work

Warwick District – Journey to Work Modal Split (Source: 2001 Census)				
	Car	Public Transport	Bicycle	Walk
Warwick District	68.8%	5.3%	3.5%	11.2%
Warwickshire	71.2%	4.7%	2.9%	9.7%

The Journey to School

Table 12.4 provides a summary of modal split for the journey to school. Monitoring data from recent years indicates that the proportion of children travelling to school by car has broadly remained the same (including car sharing).The journey to school is a particular problem within Warwick, where there is a high concentration of schools that have a significant impact on the local transport network.

Table 12.4: Modes used for the journey to school

Warwick District– Journey to School Modal Split 2009/10 (Source: WCC)				
	Car	Public Transport	Bicycle	Walk
Warwick District	33%	11%	7%	48%
Warwickshire	33.5%	16%	3%	46.5%

At 33%, the level of car use for the journey to school in Warwick District is broadly the same as the rate experienced across Warwickshire. There are a number of private schools in Warwick that draw in pupils from a wider area, which results in a heavy reliance on the car. Conversely, the proportion of children cycling (7%) and walking (48%) to school in Warwick District is significantly higher than elsewhere in Warwickshire. This is due to the high density of population in the Warwick/Leamington Spa/Whitnash urban area, which enables a high proportion of children to live within cycling or walking distance of their school. The County Council has helped to facilitate walking and cycling to schools by providing a number of new or improved routes over the last 10-15 years.

Transport Problems and Opportunities

A review of problems and opportunities for Warwick District is set out below. The evidence considers the wider economic, environmental and social context that transport must operate to address these wider issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Supporting Economic Growth

Congestion

Warwick District has a relatively high concentration of jobs in financial and businesses services, as well as the public sector. Tourism is also an important part of the economy, supporting around 5,000 jobs. It is therefore essential that transport in the District helps to maintain and support economic growth.

Congestion can be harmful to the economy, with a significant amount of time being lost due to employees or goods that are caught in traffic. Within the District there are a number of locations where road capacity and the pattern of road use result in slow and unreliable journeys, especially during peak periods. The close proximity of the M40 and A46 to Warwick, Leamington Spa and Kenilworth has a significant effect on the urban areas as a proportion of traffic seeks alternative routes through the town centres in order to avoid congestion and incidents on the strategic network.

Although a countywide problem, measures to address increasing levels of congestion within the District are particularly important due to the location and nature of the towns. There are concerns that increasing congestion could act as a significant deterrent to new business investment.

Recent data provided by DfT allows congestion to be mapped using journey times and vehicle speeds from Satellite Navigation Data. Eighty four relatively congested routes in Warwickshire have been selected for monitoring. Further details can be found in the Congestion Strategy.

Town centre access

It is vital that ease of access to the main town centers and key transport links by all modes is assured to maintain long-term economic viability and vitality. Factors such as the nature, location and quantity of parking provision in the town centres, as well as barriers to pedestrian and cycle movement and limited public transport provision can all adversely affect ease of access. Maintaining the attractiveness of the area for new investment and to maintain its current status as a prestigious, desirable location for major company headquarters is essential.

Opportunities to improve access have been developed over the course of the first two LTPs, including the opening of Warwick Parkway rail station. Improved cycle parking provision at Leamington Spa and Warwick train stations has meant residents are less reliant on the car to travel to the stations, and the completion of a number of cycle routes in the area mean that more people are now choosing to cycle to and from work.

Access to employment

To help maintain and increase employment levels, there is a need to ensure good transport links to existing and potential employment sites to maximise employment opportunities for local residents. The possibility of improving road connections to new employment development will be explored. The enhancement of transport connections (particularly by rail) to link Warwick District with employment opportunities elsewhere in the County and the Sub-region will also be pursued. Opportunities also exist to improve transport links along the North-South corridor.

Goal 2: Tackling Climate Change

As described earlier in this document, the Government (through its Climate Change Act) has made a commitment to reduce greenhouse gas emissions across the UK economy by at least 80% on 1990 levels by 2050, and 34% on 1990 levels by 2020. As demonstrated in Figure 4.1 in the background and policy context section of the LTP, Warwick District has the third highest transport related CO_2 emissions within the County. This reflects the average transport usage as a result of through-traffic on the strategic road network. There is a need to move towards a low carbon transport system to help meet our carbon budget obligations, and opportunities will be sought to reduce transport related carbon emissions in the area.

Reducing carbon emissions via the LTP

The LTP process provides the opportunity to reduce transport related carbon emissions by encouraging residents to use their cars less and increase their use of sustainable transport modes such as walking, cycling, public transport and more sustainable car based travel (e.g. car clubs and

car sharing). The provision of hard and soft transport measures, for example, school and workplace travel plans, provision of new cycle lanes, improved signing for pedestrians and improved public transport facilities can all contribute to a reduction in overall car use.

The land use planning process advocates development that reduces the need to travel. This means planning new developments that provide residential and employment opportunities in close proximity and taking wider accessibility issues into account when selecting sites to go forward for development.

Goal 3: Contributing to Better Safety, Security and Health

Road safety

In 2009 there were 464 road casualties in Warwick District, with:

* 60 people killed or seriously injured; and
* 404 people slightly injured.

Whilst the total number of road casualties in Warwick District has remained broadly at the level recorded in 2004 (460 road casualties in total) the number of people killed or seriously injured has fallen significantly from 75 to 60.

Continued improvements in road safety form an important part of the transport strategy for Warwick District, and includes tackling the problem of a proportionally high rate of incidents involving motorcyclists.

Crime and fear of crime

Total recorded crime within Warwick District between April 2008 and March 2009 totalled 9,688 incidents, which equates to a rate of 73 for every 1,000 head of population (Source: Warwickshire Police). Warwick District has the third highest crime rate in the County behind Nuneaton and Bedworth and Rugby Boroughs.

There are particular concerns regarding the levels of violent crime and domestic burglary which occur within the District. These issues can affect the decisions which people make regarding their mode of transport, particularly in evenings and early morning.

Crime and fear of crime may deter people from walking, cycling and the use of public transport and can have a significant impact on particular groups in society, for example females and the elderly. In addition, the perceived safety and security of parking may deter some people from travelling by car to certain destinations. The County Council will help address problems associated with crime and fear of crime via the provision, where feasible, of improved waiting and interchange facilities and improved lighting on key pedestrian and cycle routes.

Air quality

The higher than average population growth in the District has resulted in high levels of traffic. In addition the area is home to a number of national and international tourist attractions, including the castles in Warwick and Kenilworth. Due to the town centre location of many of the attractions, traffic management can be problematic. This is further exacerbated as many tourists arrive by car as part of a multi-stop tour of the main tourist attractions. Although air quality is generally good across the District, the resulting congestion has led to a worsening of environmental conditions within the main towns. As a as a result the air quality objective for nitrogen dioxide is not being met and a number of Air Quality Management Areas (AQMA's) have been declared or expanded.

There are currently four declared AQMAs within Warwick District. Three were declared in December 2004 in Warwick, Leamington Spa and Barford, the last of which has subsequently been revoked. Two further AQMAs were declared in Kenilworth in 2008.

The AQMA in Warwick has been extended from the original declaration, and now includes High Street up to the junction with Bowling Green Street, Theatre Street/Saltisford up to the junction with Vittle Drive, Northgate/The Butts, Smith Street and St Nicholas Church Street. This effectively means that the majority of the town centre core is covered by the AQMA. Warwick District Council has recently consulted on the proposed declaration of a further extension to the Warwick AQMA in the Coventry Road/St Johns area of the town. Subject to this being formally declared, it is proposed to consider how to address this issue through the preparation of a revised Air Quality Action Plan for the District (see below).

The AQMA in Leamington Spa is located at the junction of High Street/Bath Street/Old Warwick Road/Clemens Street, and like Warwick it contains a substantial number of receptors including both residential and business properties.

On-going monitoring of the Barford AQMA following its declaration showed a substantial reduction in NO_2 levels following the opening of the A429 Barford Bypass in 2007. The AQMA was formally revoked in 2009.

The two AQMAs in Kenilworth are located on the Warwick Road between Waverley Road and Station Road in the town centre, and on New Street immediately east of the junction of Bridge Street, High Street, New Street and Fieldgate Lane.

An AQAP to cover the AQMAs in Warwick, Leamington Spa and Barford was prepared by the District Council and the County Council in 2008, a full copy of which is reproduced in Appendix C of the LTP. A revised AQAP for the District covering the two AQMAs that have recently been declared in Kenilworth will be prepared in Spring 2011. This may also cover the Coventry Road/St Johns area of Warwick, subject to it being formally declared as an AQMA.

Health and obesity

Obesity is a key health issue that is affecting the residents of Warwick District. It is estimated that just over 23% of the adult population of the District are obese, and although this compares favorably to the County average of 26% it is still regarded as relatively high. In addition the proportion of children who are classified as overweight or obese in reception and year 6 is outlined in Table 12.5:

Table 12.5: Overweight and Obesity rates in Reception and Year Six

	Warwick District	Warwickshire
Reception - Overweight	12.6%	12.9%
Reception - Obese	7.1%	8.0%
Year 6 – Overweight	12.4%	13.5%
Year 6 - Obese	19.2%	18.1%

Increasing levels of physical activity can have a significant positive effect on weight control. There are high levels of town centre residency in the main urban areas which, combined with shopping, leisure and employment facilities within easy walking and cycling distance, mean that there are more opportunities for people to walk or cycle to local destinations rather than relying on the car. Modal shift away from a reliance on the car may have a positive impact on obesity levels and help reduce the incidence of obesity related illnesses. The provision of hard measures in addition to softer measures such as school and workplace travel plans may help to encourage more people to walk and cycle and contribute to a reduction in the incidence of obesity.

Goal 4: Promoting Equality of Opportunity

Ensuring that good transport links are available to enable people to easily reach a wide range of key services and facilities is vital. Despite relatively high levels of car ownership, for the growing proportion of elderly people and residents living in the more rural parts of the district, accessing key services may prove difficult.

Improved access will be achieved through a combination of measures, including promoting public transport options, improving the public transport/Community Transport offer where appropriate, improving facilities for walking and cycling and traffic management schemes designed to improve the local environment.

Access to the national rail network is good in Warwick, Leamington Spa and the hinterland around Warwick Parkway. It is anticipated that the poor access to the rail network suffered by residents of Kenilworth will be addressed within the LTP3 period by the provision of a new station.

A lack of easily accessible public transport in the more rural parts of the District continues to be identified as a key issue. Opportunities to improve travel choice for rural communities will be explored, including developing more flexible services where appropriate in addition to making information about what already exists available at the point of need. By working in partnership with other authorities and community groups, further opportunities will be explored over the period of this LTP.

Opportunities to improve transport and movement within the main town centres will be sought over the LTP3 period. These opportunities will arise from the housing and employment developments being proposed by the District Council through their Core Strategy, providing a critical mass from which sustainable transport measures can become viable alternatives to the car. In particular, the County Council will seek to improve bus punctuality, journey time reliability and improve the environment for pedestrians and cyclists.

Ensuring that sufficient short stay car parking at a cost and convenience to attract not only local residents but visitors from neighboring areas to the main town centres is important to maintain good accessibility levels and viable town centres where a range of services and facilities are available.

Within Warwick, Leamington Spa and Kenilworth, the physical alignment of the transport infrastructure serves to reduce accessibility by restricting movements in certain locations. For example, the alignment of rail and canal corridors can result in lengthy detours for accessing local services and facilities. This can deter travel on foot or by bicycle. Opportunities to improve accessibility exist across the District and can be brought forward as part of the overall growth proposals. Opportunities to reduce this severance effect by providing new or enhanced crossing points and cycle routes will be explored.

Goal 5: Improving Quality of Life

The dominance of traffic along main roads supporting a mix of uses can conflict with places where people shop, socialise live and work resulting in reduced quality of life. Such conflicts occur within the District primarily within the town centres of Warwick, Leamington Spa and Kenilworth. An additional factor in these town centres is the high number of historic and older buildings. These can be more susceptible to the impact of traffic due to different construction methods and, in the case of some listed buildings, restricted changes to the building structure. Furthermore, the use of soft stone in some buildings and structures can leave them more susceptible to erosion and staining, which can be further exacerbated by high volumes of traffic emissions. Measures to reduce conflict in the urban environment will be explored, including access restrictions for heavy goods vehicles.

Excess traffic speed or high traffic volumes can also reduce the attractiveness of a place, reduce quality of life and make walking and cycling less attractive, particularly in creating impediments to easy crossing and by intimidating these vulnerable road users.

There is an opportunity to look at the feasibility of introducing 20mph speed limits within specific areas of the District (e.g. extending the 20mph zone that currently exists along the Parade in Leamington Spa). We will also investigate the feasibility of extending the Leamington Spa Urban Mixed Priority Scheme which was successfully implemented during the LTP2 period.

Town Centres

The County Council is currently working with Warwick District Council to produce a number of Area Action Plans for Warwick, Leamington Spa and Kenilworth. A summary of progress to date is provided below.

Warwick Town Centre

The town centre of Warwick is of national significance, characterised by its historic street pattern and buildings, many of which are of architectural interest and have considerable prominence. There are over 300 listed buildings, including a number of Grade I listed buildings and scheduled monuments falling within the town centre (which itself is a designated Conservation Area).

The town centre is also subject to possible change as the future use of a number of public buildings and land is being reviewed. Managing the process of change in order to maximise benefits to the town and its environment will therefore be important.

The Town Centre Plan forms part of Warwick District Council's wider development proposals for the area, and will guide the determination of future planning applications within the town. It will also inform other strategies for the town centre area, such as town centre management, inward investment, management of public sector assets, promotion and marketing. The Plan is also wholly consistent with the aims and objectives of the traffic management proposals for the town centre (see below).

When completed, the Plan will provide a detailed framework for the town centre which amongst other things will:

- Encourage regeneration and re-use of land and buildings;
- Protect areas particularly sensitive to change; and
- Bring key agencies and landowners together to resolve any conflicting objectives and gain a consensus as to the right strategy for the town centre.

Warwick: Reducing the Impact of Traffic (W:RIT)

Since 2004, the County Council has been working with a group of local stakeholders to develop a traffic management scheme for Warwick with the objective of reducing the impact of traffic on the historic urban environment. The funding for this scheme is wholly from developer contributions arising from housing and employment development to the south west of Warwick. To date, the following schemes have been completed:

- Warwick Bus Station;
- Warwick town centre to Warwick Technology Park cycleway;
- Provision of a new Puffin crossing on Friars Street; and
- Introduction of car park variable message signs.

A set of proposals are being produced for the various streets in the town centre. There is an expectation that the first phase of these will be completed by the start of this plan period. The measures include widening footways, introducing raised tables to bring carriageway to footway level on pedestrian desire lines and at junctions, and reducing the speed limit in the town to 20 mph. The County Council have recently been successful in having part of the A429 through Warwick removed from the Primary Route Network as part of its plans to make the town less attractive as a through route, whilst retaining its accessibility.

Leamington Spa and Kenilworth Town Centres

The County Council have continued to work with Warwick District Council to improve transport and access in Leamington Spa and Kenilworth town centres. In Kenilworth this has resulted in the much anticipated improvements to the town centre, including the redevelopment of Talisman Square, the provision of a new supermarket and associated highway improvement works.

Despite a number of improvements, there are a number of key issues in relation to traffic and transport that have still to be resolved in Leamington Spa and Kenilworth. These include:

- Access for HGVs making deliveries to the town centre;
- On and off-street parking provision including adequate signing (particularly relevant in Kenilworth);
- Improvements for pedestrians and cyclists;
- Bus service and infrastructure provision; and
- Accessibility options from the town centre to Leamington rail station and the proposed site of the new rail station in Kenilworth.

The Town Centre Action Plans are important documents in helping to progress development and improvements in these areas. The County Council will continue to work in partnership with the District and Town Councils during this LTP period to develop and implement the relevant Action Plans.

The Strategy

Key Objectives

- Stabilise and grow the local economy of the area;

- Support future housing and employment growth within the District;

- Support access to services and facilities, particularly for those without access to a car; and

- Reduce the environmental impact of traffic within the District and improve local air quality.

The proposals set out below describe how the County Council and its partners aim to deliver these objectives. The key proposals are shown in Figures 12.2 and 12.3.
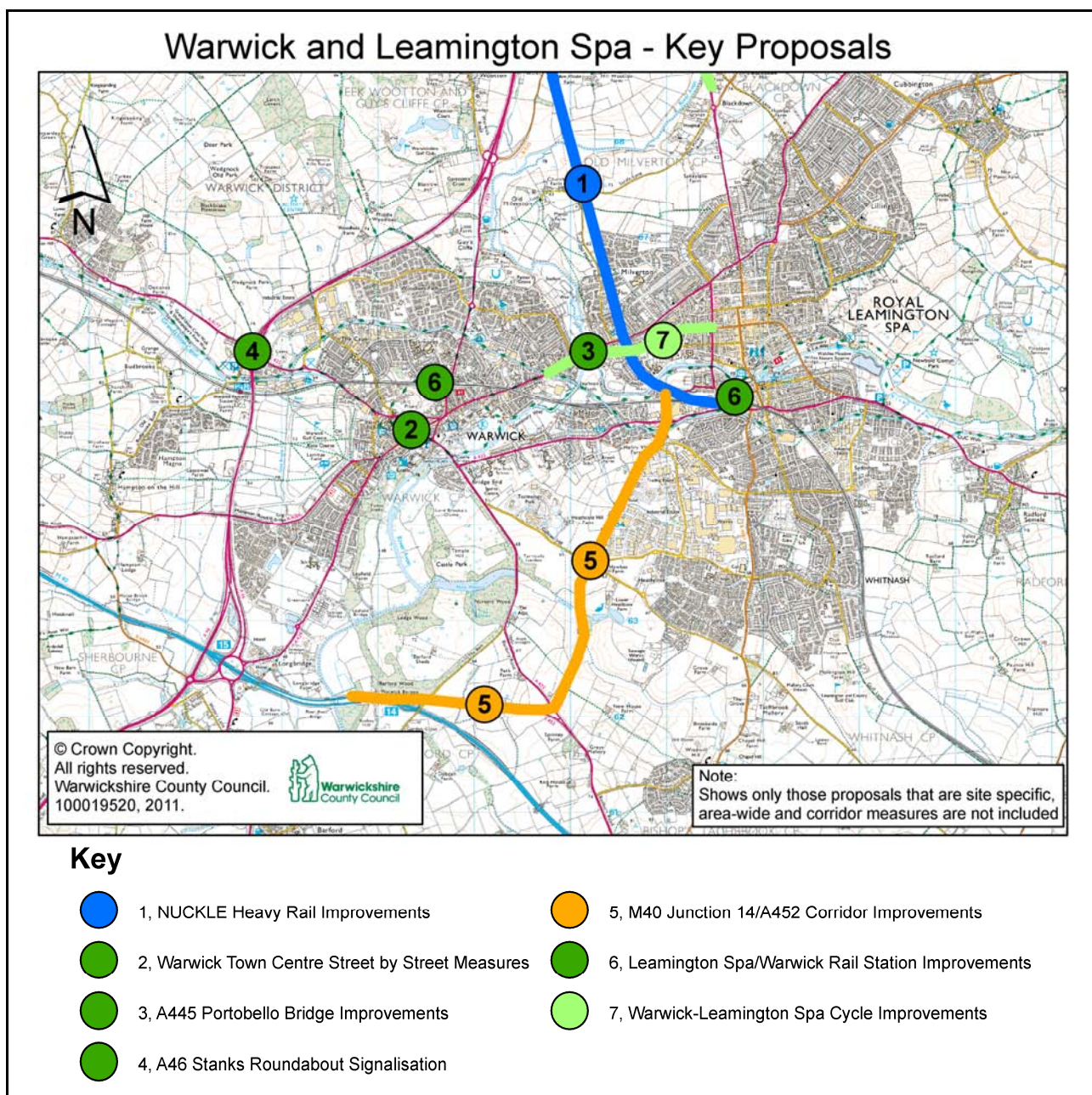
Figure 12.2: Key Proposals in Warwick and Leamington Spa

Kenilworth - Key Proposals

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Note:
Shows only those proposals that are site specific,
area-wide and corridor measures are not included
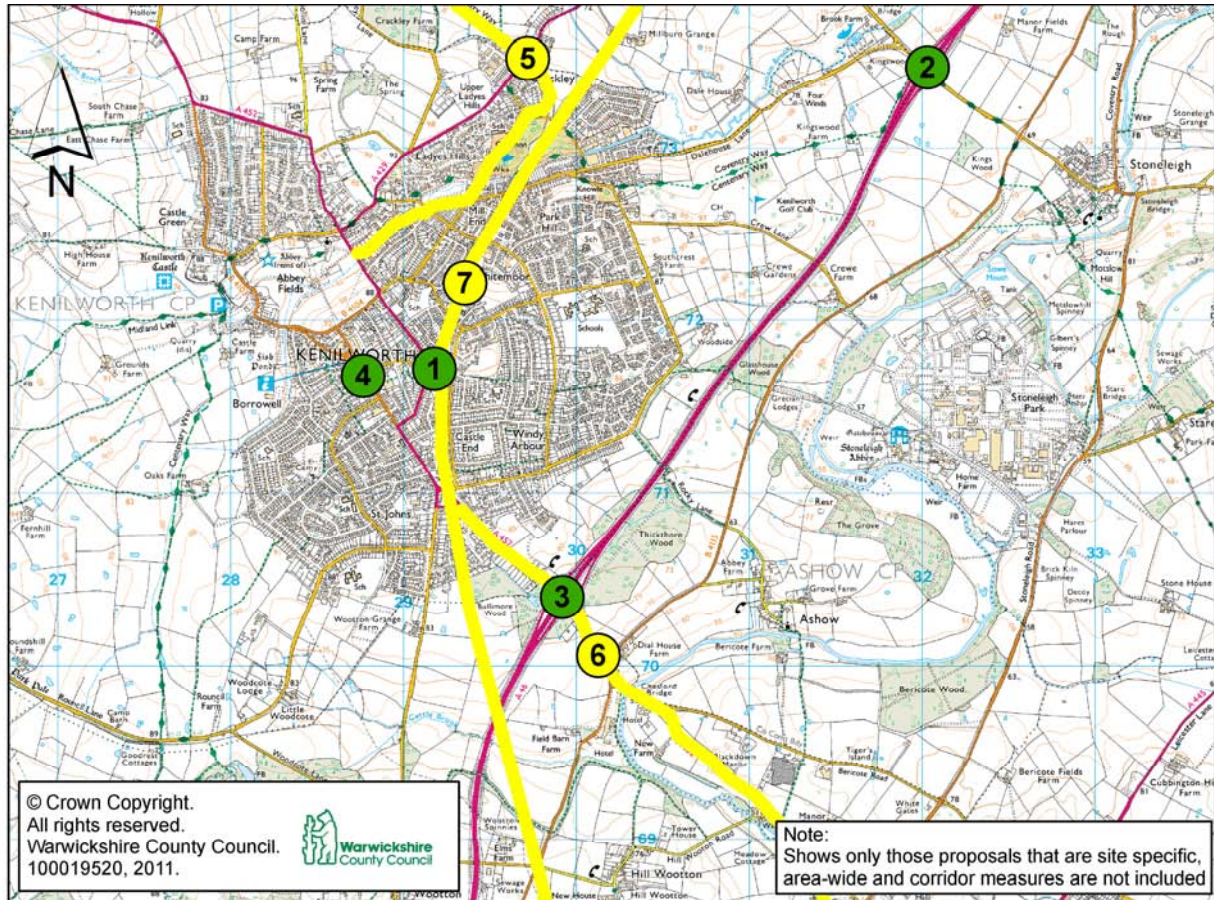
Key

🟢 1, Kenilworth Station

🟢 2, A46 Stoneleigh Interchange

🟢 3, A46/A452 Thickthorn Roundabout

🟢 4, Kenilworth Town Centre Signage Improvements

🟡 5, Kenilworth-Warwick University Connect2 Scheme

🟡 6, Kenilworth-Leaminton Spa Cycle Improvements (K2L)

🟡 7, NUCKLE Heavy Rail Improvements

Figure 12.3: Key Proposals in Kenilworth

Key Proposals

Transport improvements to deliver growth

Warwick District Council is currently in the process of preparing a Local Plan. An Issues and Options consultation has recently been completed which sought to identify and prioritise the principal challenges facing the District over the next 10-15 years. Once the results of this consultation have been analysed, officers intend to go back to Members in Summer/Autumn 2011 to agree the scale of future housing and employment growth. A consultation on where this growth should be located within the District will follow towards the end of 2011.

As part of the preparation of the Local Plan, the County Council intend to undertake an assessment of the proposed housing and employment growth using the Warwick/Leamington Spa and Kenilworth/Stoneleigh S-Paramics models. An assessment of public transport requirements will also being undertaken. It is envisaged that this information will be used to inform the preparation of the

Infrastructure Delivery Plan and the County Council's evidence on transport to the subsequent Independent Examination of the Plan.

Air quality

The County Council will continue to work with Warwick District Council to develop, revise and implement Air Quality Action Plans in Warwick, Leamington Spa and Kenilworth (as described earlier).

Public transport

Bus

In line with the Bus Strategy, the County Council will work with the main local bus operator in the area (Stagecoach) to develop further Quality Bus Corridors (QBCs). The QBC concept has proved successful during the first and second LTP periods in increasing patronage on key commercial bus routes. The concept combines bus stop infrastructure and information provision upgrades by the County Council as highway authority, with improved vehicle and frequency enhancements provided by the operator.

Subject to the availability of funding, the following urban routes will be upgraded in the short/medium term:

* Warwick – Millers Road – Coten End – Leamington Spa;
* Kenilworth – Abbey Hill – Coventry;
* Lillington – Leamington Spa; and
* Sydenham – Leamington Spa.

In addition the following inter-urban routes will be upgraded in the short/medium term:

* Leamington Spa – Kenilworth – Leyes Lane – Coventry;
* Stratford upon Avon – Blackhill – Warwick; and
* Warwick – Kenilworth – Albion Street – Coventry.

Proposals to enhance facilities at bus stops and public transport interchanges, consistent with the aims set out in the Public Transport Interchange Strategy, include:

* Enhanced interchange facility at Leamington Spa Rail Station; and
* Provision of Bus Information Points (BIPs) at Warwick Hospital, Shires Retail Park, Leamington Spa and the new Kenilworth Rail Station.

Rail

Given the high levels of existing and anticipated movements in the North-South corridor, the County Council has developed proposals for improvements to heavy rail in the Nuneaton – Coventry – Leamington Spa corridor (NUCKLE).

As part of this overall scheme the County Council is committed to pursuing the provision of a new station on the Leamington Spa to Coventry rail line to serve Kenilworth, and by changing trains allow journeys to Warwick, Stratford and other onward destinations. The preferred site for the new station is located near to the town centre off Priory Road. It is envisaged that the station would include some parking facilities, a Kiss and Ride drop-off point, taxi provision and bus/rail interchange. Delivery of the station is dependent on identifying and securing an appropriate train service and the required capacity on the rail network.

In line with the Passenger Rail Strategy, the County Council will continue to work with operators to improve the following station facilities:

- The County Council will continue to work with Chiltern Railways to provide step free access to the London bound platform at Warwick Rail Station;
- Warwick Parkway Station car park is currently operating at full capacity throughout most of the week. The County Council is working with the station operator to investigate a further increase to the capacity of the car park in recognition of the increasing demand for travel from the station;
- The County Council will continue to work partnership with rail and bus operators to deliver improved public transport integration at rail stations. Specific work includes the enhancement of the interchange facilities at Leamington Spa rail station consistent with the aims set out in the Public Transport Interchange Strategy; and
- The County Council will continue to work with our wider partners to develop and implement the Leamington Spa station travel plan. This aims to improve access to the station via sustainable modes.

Community transport

Enhanced facilities for community transport passengers will be provided at Warwick and Leamington Spa rail and bus stations, consistent with the aims set out in the Community Transport Strategy. Enhanced facilities and information will also be provided where appropriate at all new Bus Information Points.

The County Council will explore how the needs of community transport users and operators can be configured in the development of the Inter-Urban Quality Bus Corridor Leamington and Kenilworth, Stratford and Warwick and Warwick and Coventry.

Taxis and Private Hire Vehicles

Enhanced facilities for taxis and private hire vehicles will be considered as part of the proposed enhancements to interchange at Leamington Spa rail station, and as part of the development proposals for Kenilworth rail station.

Walking

Investment in improving the pedestrian environment will focus on the provision of safe and convenient crossing points to facilitate easy pedestrian movements and address safety concerns.

Cycling

As detailed in the Cycling Strategy, investment in relation to cycling will focus on the continued development of cycle infrastructure in the main urban areas and on some inter-urban routes. The cycle route network development plan, produced in consultation with local cyclists, identifies key routes between residential areas and trip generators such as schools, employment areas, town centres, public transport interchanges and leisure centres. It is intended to develop the priority routes highlighted on the plan within this LTP period. The main proposals for cycling in this area of the County are summarised below:

- Develop dedicated cycle infrastructure on key links to town centres, employment sites, educational establishments and public transport interchanges in Leamington Spa, Warwick and Kenilworth;
- Complete the 'Connect2' cycle route from Kenilworth to Warwick University, in conjunction with Sustrans, Warwick University and Coventry City Council;
- In partnership with Sustrans, complete National Cycle Network Route 52 from Warwick through Kenilworth and on to Coventry;

- Complete the Warwick – Leamington Spa corridor cycle improvements;
- Develop further dedicated cycle infrastructure on the A452 to improve cycling conditions between Kenilworth and Leamington Spa; and
- Investigate the provision of cycle links as part of the development of the new Kenilworth rail station (specifically east-west cycle links);
- Provide improved cycle parking within the main urban areas and ensure cycle parking continues to meet demand, including assessing the need for long-stay cycle parking facilities at key transport interchanges;
- Work with major employers within the District to improve cycle facilities; and
- Actively promote and market cycling to encourage more people to cycle for short journeys through the continued distribution of the Warwick / Leamington cycle map and production of a map for Kenilworth during the life of the Plan.

Improvements for the mobility and sensory impaired

The introduction of new low floor vehicles and enhancements to bus stop facilities as part of the Quality Bus Corridor and Quality Bus Initiative has yielded significant improvements for those with a physical impairment to access the transport system. Wider improvements have also been made in terms of dropped kerb provision and the upgrading of pedestrian crossing facilities (including measures to help those with sensory difficulties). Similar improvements will continue to be implemented across the area on a priority basis as funding allows.

School travel and Safer Routes to School

The traffic and transport implications associated with the journey to school can be significant, and have wider implications for air quality, journey reliability and quality of life for local people. This is especially relevant in the three main towns of the District, particularly where there are clusters of state and independent schools (as occurs in Warwick). The issue is compounded by the fact that the independent schools draw pupils from a wide catchment area and although bus services are provided, the levels of car use to travel to school is still high.

In attempt to reduce the impact of the school related trips the County Council will continue to promote sustainable travel choices where appropriate and relevant. The County Council will continue to invest in Safer Routes to School schemes within Warwick District on a priority basis as resources permit. Additional information regarding encouraging more sustainable modes of travel to school is set out in Warwickshire's Sustainable Modes of Travel Strategy.

The Council will continue to work with Sustrans to develop the National Cycle Network in Warwickshire, including the 'Links to Schools' initiative. The is of particular relevance in Kenilworth where there is scope to link into the 'Connect2' scheme.

Powered Two Wheelers

Improvements for powered two wheelers will be made in line with the proposals set out in the County Council's Powered Two Wheeler Strategy. Motorcycling can play a positive role in helping to reduce congestion and provide a sustainable alternative to the car. We will seek to provide (in partnership with Warwick District Council) further secure and centrally located parking for motorcycles, both on and off-street where deemed appropriate.

Parking

The provision of well managed car parking facilities that are priced appropriately is vital if the main towns in the District are to continue to thrive. It is important to note that the County Council can only control the management of on-street parking provision. Specific issues and measures within each of the three towns within the District are set out below:

Warwick and Leamington Spa

In order to help reduce the volume of traffic circulating in search of car parking, the County Council will continue to provide real-time car park availability information in Leamington Spa and Warwick.

Kenilworth

An audit of directional and parking signs has recently been undertaken within the town. The County Council will seek to implement the recommendations of the audit within the life of LTP3, subject to funding being available.

It is proposed that as part of the new rail station, 90 car parking spaces will be provided. This level of provision is deemed sufficient for the predicted level of demand.

The County Council will investigate the feasibility of providing cycle parking within the town centre. This will identify possible location(s) and the form of stands.

Freight

The County Council has an established freight quality partnership with hauliers. Routes have been identified that should be used for freight movements passing through the County.

The County Council will continue to review the existing loading restrictions in place across the District where appropriate.

The County Council will also carry out a review of current signing on arterial routes and, where necessary, implement additional directional signing to business, industry and tourist destinations to ensure traffic is directed along suitable routes. In addition, we will continue working with operators to promote and develop the use of Quality Freight Corridors.

Highway improvements and traffic management measures

Due to the historic nature of the road network in Warwick, Leamington Spa and Kenilworth, there is little scope to significantly improve the highway capacity within the urban area. Therefore the highway network will be managed through:

- The promotion and development of school and workplace travel plans;
- Further encouraging and improving the pedestrian, cycle and public transport network;
- The continued use of Intelligent Transport Systems in Warwick and Leamington Spa to help manage traffic flow and improve journey reliability; and
- Targeted traffic management improvements at key locations, such as the proposed street-by-street measures in Warwick town centre.

County roads

Warwick Town Centre

As described above, the County Council will continue to work with local stakeholders to develop a series of street-by-street measures for Warwick town centre, the primary purpose of which is to reduce the impact of traffic on the local environment. The first phase of this scheme is likely to be implemented in 2011. The aspiration from local stakeholders to introduce a 20 mph speed limit across the town will be examined during the LTP3 period.

A445 Portobello Bridge Improvements

Portobello Bridge is a listed structure located on the A445 between Warwick and Leamington Spa. The County Council has undertaken some preliminary work and consultation regarding a number of potential options to improve the bridge. Further work will be undertaken on the preferred scheme for the bridge when funding becomes available. Approval of the design will be required from both English Heritage and Warwick District Council given the listed nature of the structure.

A445 Rugby Road/B4099 Warwick New Road Improvements

A set of improvements are due to be implemented in Summer 2011 at the junction of Rugby Road and Warwick New Road on the A445 between Warwick and Leamington Spa. These relate to a S278 agreement as part of the redevelopment of the former Pottertons site. The scheme will deliver a reconfiguration of the junction with enhanced provision for pedestrians and cyclists. The scheme has been designed to be compatible with the proposals for Portobello Bridge (see above) and the wider aspirations which the County Council has for improving cycling between Warwick and Leamington Spa.

Motorways and Trunk Roads

North - South Corridor

Improvements to a number of key locations on the motorway and trunk road network within the area have been identified. Further details of these are set out in the North-South Corridor strategy:

- A45/A46 Roundabout – Tollbar End, Coventry;
- A46/C32 Stoneleigh Interchange;
- A46/A452 Thickthorn Roundabout, Kenilworth; and
- A46/A4177/A425 Stanks Roundabout, Warwick.

M40 Junctions 13 and 14

There are a number of issues in relation to Junctions 13 and 14 of the M40 south of Warwick and Leamington Spa. These include:

- A high rate of accidents at Junction 13, caused in part by the short length of the northbound off-slip; and
- High levels of congestion from traffic entering Warwick and Leamington Spa in the morning peak via the A452 Europa Way and A425 Banbury Road. This can lead to queuing traffic backing onto the running lanes of the M40 between Junctions 14 and 15.

The County Council is currently in the process of investigating possible improvements to the A452 between the M40, Greys Mallory and Leamington Spa to alleviate the problem of queuing traffic at Junction 14.

13. The North-South Corridor Strategy

Introduction

This section of the Local Transport Plan covers the North-South Corridor, as shown in Figure 13.1. This is the principal transport corridor within the County, and links the urban areas of Nuneaton, Bedworth, Kenilworth, Leamington Spa, Whitnash and Warwick. The city of Coventry, although falling within the West Midlands, is located in the centre of the corridor. The travel patterns and demands that exist between Warwickshire and Coventry emphasise the importance of the corridor in the socio-economic life of the sub-region. The rural areas which are located within and adjacent to the corridor (e.g. North Warwickshire) provide an important supplement to the main north-south movements.
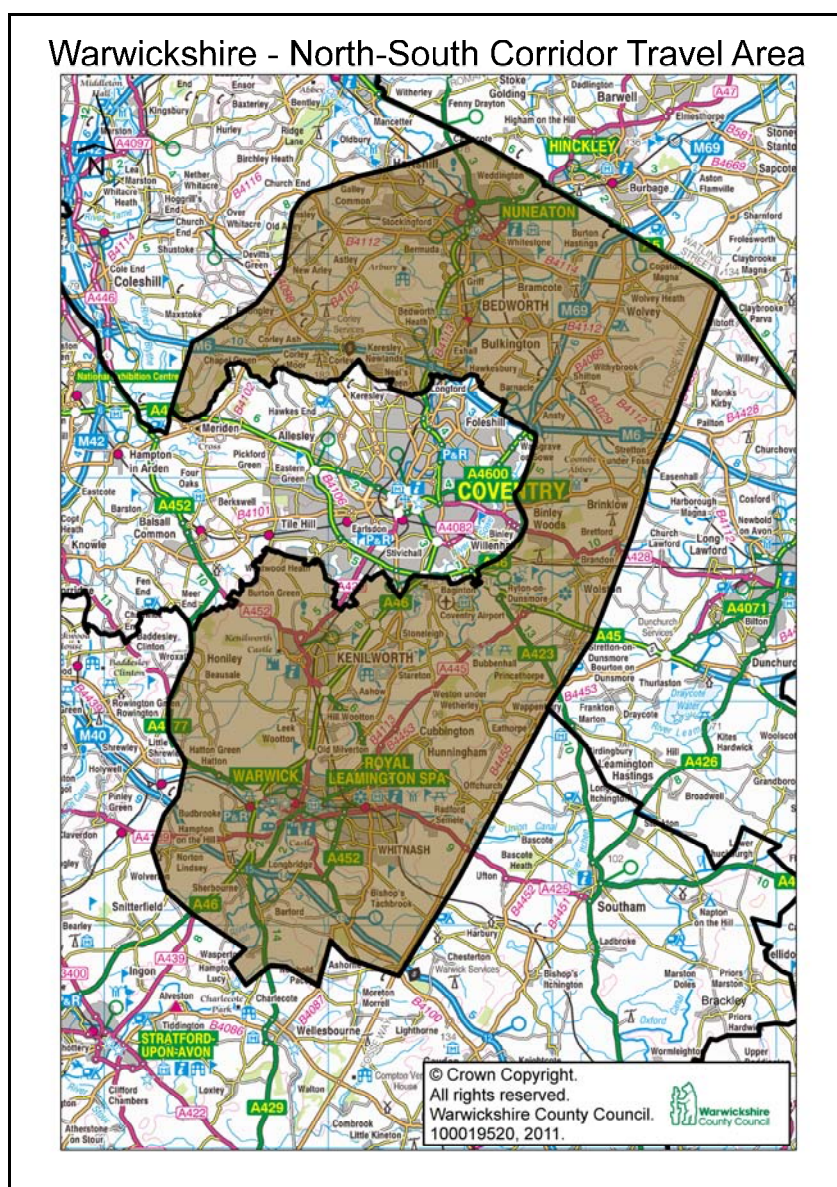
Figure 13.1: North – South Corridor Travel Area

The corridor is both densely populated and highly developed, and includes a number of key travel destinations including Coventry city centre, Warwick University, Coventry Airport and three large hospitals at University, Warwick and George Eliot (Nuneaton). The corridor also includes the

Coventry to Nuneaton Regeneration Zone and a number of significant allocated or potential development sites.

The North-South Corridor performs an important role within the national and sub-regional road and rail network, providing a number of links between places both within and outside the County. The corridor is truly 'multi-modal' in its nature, as it includes a comprehensive network of local and strategic bus, rail and road links.

The Coventry to Nuneaton Regeneration Zone covers parts of north Coventry, Bedworth and Nuneaton, and is an area that has traditionally been associated with a number of industries such as engineering, manufacturing and mining. Over the last 25 years these sectors have experienced a significant economic decline, which in turn has had a profound effect on a number of local communities. Conversely, over the same timescale the areas to the south of Coventry have successfully attracted modern industries such as IT and medical research. Such is the prosperity of the south of the County that the number of jobs within the area exceeds the total working population.

The contrast in economic activity and prosperity between the northern and southern sections of the corridor have resulted in a number of inequalities including social exclusion, and pressure on the transport system as commuters travel through the area.

It is predicted that travel patterns and demands in the corridor will continue to increase over the coming years, particularly with the pressures which will result from the growth proposals within Warwickshire and Coventry. There are also strong links between the corridor and other towns and cities in the West Midlands including Birmingham and Solihull, and from the northern part of the corridor towards Hinckley/Leicester and Atherstone/Tamworth.

In developing the proposals for the North-South Corridor, the County Council has worked in partnership with Coventry City Council, Solihull Metropolitan Borough Council and Leicestershire County Council in order to be consistent with their LTP proposals.

The Overall Context

A detailed discussion regarding the overall context of the North-South Corridor in terms of population, socio-economic and environmental issues can be found in the Area Chapters covering Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash respectively. These sections of the LTP also provide information regarding travel patterns and future development proposals.

Transport Problems and Opportunities

A review of problems and opportunities for the area is set out below. The evidence considers the wider economic, environmental and social context that transport must operate to address these issues. The evidence is considered in turn under each of the national transport goals.

Goal 1: Supporting Economic Growth

Transport has a key role to play in supporting the local, sub-regional, regional and national economy. In areas where needs are greatest, transport can help open up areas for redevelopment and regeneration, and provide the accessibility requirements for those who wish to access training and employment opportunities.

As set out above, there is a need to provide a better socio-economic balance between the north and south of the corridor. The main aim of doing this is to reduce unemployment levels by providing access to areas where more opportunities exist. By making the North-South Corridor more

permeable, it will allow a greater range of travel choices to be made, particularly in terms of through journeys by public transport.

Future travel demand within the North-South Corridor will be heavily influenced by development pressures within the corridor, along with complementary initiatives in the Coventry – Nuneaton Regeneration Zone.

One of the key issues within the North-South Corridor is congestion that is primarily confined to the main morning and evening travel periods, but which is also starting to be experienced in the shoulder peaks. Specific problems occur at a number of key junctions in the corridor including:

- A45/A46 interchange at Tollbar End on the Coventry/Warwickshire boundary;
- A46/M40/A429 (M40 Junction 15) at Longbridge, south of Warwick (recently improved);
- A46/C32 Stoneleigh Road/B4115 Stoneleigh interchange;
- A46/A452 interchange at Thickthorn near Kenilworth
- A46/A4177/A425 Stanks Island, west of Warwick;
- A46/A428 interchange at Binley on the Coventry/Warwickshire boundary;
- M6/M69/A46 (M6 Junction 2) near Ansty (currently in the process of being improved); and
- A444/M6 (M6 Junction 3) south west of Bedworth.

Measures to improve the efficiency and reliability for a number of these junctions have been identified in conjunction with the Highways Agency. These are described later in this section of the LTP. A high quality national, regional and local highway network is vital to supporting the economy of the sub-region and the County.

Goal 2: Tackling Climate Change

The main transport related impacts on the environment of the North-South Corridor are the effects of congestion on the key inter urban routes and on the roads in the main urban centres of Nuneaton, Bedworth, Kenilworth, Leamington Spa and Warwick. The effect of through traffic in these areas also has an adverse impact in terms of congestion, noise and air quality.

The population density and level of activity in the North-South Corridor are set to grow over the next 15 years and will create an increasing demand for transport. These demands will ultimately increase car use and congestion to unacceptable levels unless a good quality public transport network is available. A key shortcoming of the current network is the lack of a through public transport service between the north and the south without the requirement for a change in Coventry. Provision of such a service would enable a free-flow between where people live and the opportunities for work and leisure, without a resultant detrimental impact on congestion.

Goal 3: Contributing to better Safety, Security and Health

Continued safety improvements form an important part of the strategy for the North-South Corridor. This includes addressing incidences of road casualties that are anticipated as a consequence of the increased levels of activity and travel demand in the North-South Corridor. Details of road casualty trends within the corridor are set out within the Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash Area Chapters respectively.

Fear of crime may deter people using public transport, walking or cycling particularly during the evening and at night. The LTP aims to address issues of crime and safety on the transport system by initiatives including:

- Improving safety at public transport waiting and interchange facilities;
- Improving cycling facilities including lit routes and safer cycle parking at public transport interchanges; and
- Providing safer walking routes to public transport waiting facilities.

The North-South Corridor includes a number of existing Air Quality Management Areas (AQMAs) within Nuneaton, Kenilworth, Leamington Spa and Warwick. The proposals for this area of the County aim to improve air quality by managing the impact of new development, and promoting sustainable travel options for short, medium and longer distance trips. Specific details regarding existing and emerging AQMAs in the corridor can be found in the Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash Area Chapters.

Goals 4 and 5: Promoting Equality of Opportunity and Improving Quality of Life

The North-South Corridor exhibits many of the same problems in terms of achieving an accessible, inclusive transport system as the rest of the County. The forecast of a substantial increase in congestion, particularly during peak travel periods and in the main urban areas is a problem that needs to be addressed throughout the corridor. There is also a lack of convenient, direct through routes for public transport services, particularly for inter-urban journeys along the corridor. This is of particular concern for the northern part of the corridor, where there is relatively poor access to certain forms of transport because of lower car ownership. Parts of the surrounding areas of the corridor experience a lack of convenient public transport that constrains peoples' access to jobs, training, health and leisure facilities.

An important role of the North-South Corridor is to link places of need to areas of opportunity. This is particularly important in this corridor, as generally the less well off areas are in the northern part of the County and the more prosperous areas are in the south. This means there are strong social and economic reasons for strengthening the links within, and permeability through the corridor. As the corridor carries most of the flows of goods and people in and around the County, it is important that future development pressures do not significantly reduce the capacity and consequently the ability of the corridor to fulfill its role.

Developments that generate significant transport demands in the corridor will be expected to contribute to transport improvements as appropriate. One approach to improving transport in the corridor and managing the implications of key developments is the commitment towards delivering a step-change in the quality and quantity of public transport. This will assist in addressing the shortfalls in the existing transport network, and in particular the lack of a quality public transport offer between the north and south of the corridor.

Opportunities for the physical integration of transport within and between modes are most prevalent within the urban areas at the following locations:

- Nuneaton Bus Station;
- Bedworth (Mill Street);
- Kenilworth Clock;
- Leamington Spa Parade and Parish Church;
- Warwick Bus Station; and
- Nuneaton, Bedworth, Leamington Spa, Warwick and Warwick Parkway rail stations.

Key interchange points within Coventry include Pool Meadow Bus Station, the railway station, University Hospital, the Arena, and the two bus-based Park and Ride sites to the north and south of the city centre. The Friargate redevelopment proposals aim to build on the importance of the railway station as a key entrance to the city and in public transport terms, a key bus-rail and bus-bus interchange.

The County Council will continue to work closely with Nuneaton and Bedworth Borough Council, Warwick District Council and Coventry City Council to integrate with their policies and plans, particularly in terms of land use and transportation planning. Examples include the preparation of Local Development Framework Core Strategies, the master plans for Nuneaton and Bedworth town centres and development briefs for individual sites.

The Strategy

Key Objectives

- Support the local and sub-regional economy, including the Coventry to Nuneaton Regeneration Zone, the various town and city centres within the corridor, Warwick University and major (re)development sites;

- Support future housing and employment growth within Nuneaton and Bedworth Borough, Warwick District, Rugby Borough, Coventry City and Hinckley and Bosworth Borough; and

- Reduce the environmental impact of traffic within the corridor and improve local air quality.

The proposals set out below describe how the County Council and its partners aim to deliver these objectives. The key sites and strategic proposals are shown in Figure 13.2 below.

Key Proposals

Transport improvements to deliver growth

Over the next 10-15 years there is likely to be significant development which will add to the existing travel demands that already exist within the North-South Corridor. These include growth in:

- Nuneaton and Bedworth Borough (specific locations in the process of being identified);
- Warwick District (specific locations in the process of being identified);
- Rugby Borough, specifically at Ansty and the former Peugeot plant near Ryton-on-Dunsmore; and
- Other parts of the corridor which fall outside the County, including Coventry City (e.g. Friargate and Warwick University) and Hinckley and Bosworth Borough (e.g. Earl Shilton/Barwell and Hinckley town centre).

Air quality

Air quality issues within the main urban areas of the corridor are covered in the Air Quality Strategy and the Nuneaton and Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash Area Chapters respectively.

North-South Corridor - Key Sites and Strategic Proposals
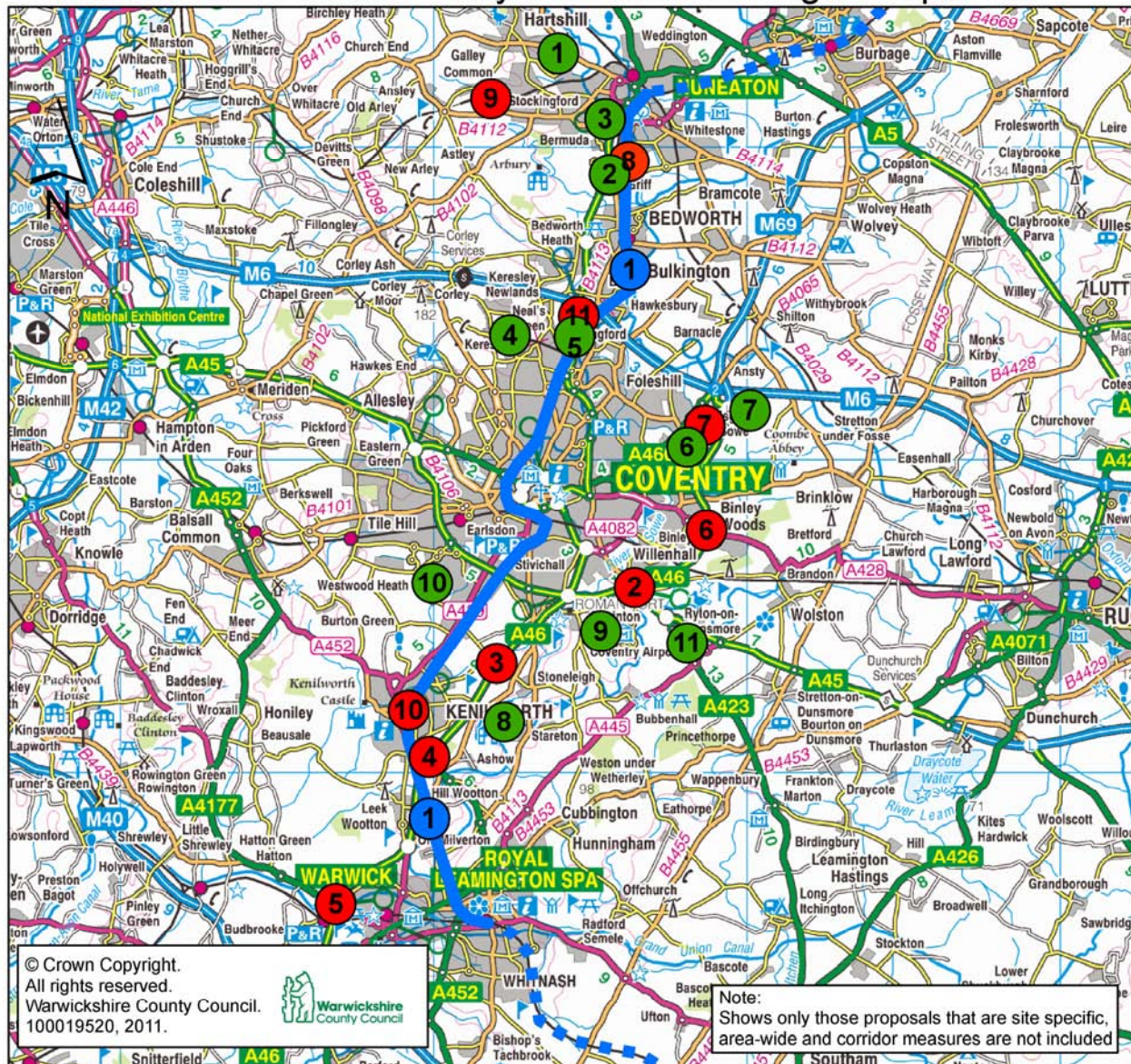
Key Sites

🟢 1, Camp Hill

🟢 2, Bermuda / Griff

🟢 3, George Eliot Hospital

🟢 4, Keresley (Prologis Park)

🟢 5, Coventry Arena

🟢 6, University Hospital

🟢 7, Ansty

🟢 8, National Agricultural Centre

🟢 9, Coventry Airport

🟢 10, Warwick Hospital

🟢 11, Former Peugeot Site, Ryton

Strategic Proposals

🔵 1, NUCKLE Heavy Rail Improvements

🔴 2, A45/A46 Tollbar End Junction

🔴 3, A46 Stoneleigh Interchange

🔴 4, A46/A452 Thickthorn Roundabout

🔴 5, A46/A4117 Stanks Roundabout

🔴 6, A46/A428 TGI Friday Roundabout

🔴 7, A46/B4082 Sowe link Road

🔴 8, Bermuda Station

🔴 9, Galley Common/Kingswood Rd Station

🔴 10, Kenilworth Station

🔴 11, Ricoh Arena Station

Figure 13.2: Key Proposals in the North – South Corridor

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Public transport

A step-change

The need for a 'step-change' in the quality and quantity of public transport in the North-South Corridor is a priority for the sub-region. The County Council, in partnership with Coventry City Council, and Centro (the West Midlands Integrated Transport Authority) have investigated a number of options to develop and eventually deliver a step-change. The options are based on integrated planning and co-ordination of all public transport modes, and have historically included consideration of a number of possible interventions to deliver a 'step-change', including bus, guided bus, heavy rail, light rail and other innovative public transport systems.

A number of technical studies and appraisals have been undertaken to consider the viability and deliverability of various options to deliver a step-change. These have concluded that the public transport vision for the corridor should aim to:

- Support regeneration, by providing efficient links between areas of social deprivation and employment and education opportunities, health and leisure facilities and retail facilities;
- Meet the accessibility standards and aspirations of the region and sub-region;
- Provide links from the sub-region to the 'rest of the world', which is essential to its ongoing economic sustainability by attracting new investment and employees;
- Comprise a hierarchy of modes suited to the particular journeys being made within, to and from the corridor, with provision made for journeys over the entire length of the corridor;
- Provide high quality, convenient and reliable access to existing and proposed residential, employment, retail and leisure facilities in all the main centres in the corridor, including major regeneration initiatives in the Coventry to Nuneaton Regeneration Zone, the Coventry Arena complex, the expansion of University Hospital, development at Coventry Airport and the National Agricultural Centre at Stoneleigh, and the master plan proposals for Nuneaton, Bedworth and the University of Warwick;
- Meet the changing travel needs arising from the increasingly 24 Hour / 7 Day lifestyle, not only for people enjoying the extended facilities but also for those employed in providing them; and
- Encourage use of public transport as a viable sustainable alternative to the private car for journeys within, to and from the North-South Corridor.

Delivering the step-change

It is proposed to deliver the step-change in public transport within the North-South corridor through a combination of rail and bus initiatives, complemented by wider highway and traffic management measures.

The rail-based NUCKLE (**Nu**neaton-**C**oventry-**K**enilworth-**Le**amington) initiative has been developed by the County Council in partnership with Coventry City Council and Centro, and comprises four phases of development:

- Phase 1 – Improved service frequencies between Coventry-Bedworth-Nuneaton with new stations at Ricoh Arena and Bermuda, platform lengthening at Bedworth and a new bay platform at Coventry;
- Phase 2 – Improved service frequencies between Coventry-Leamington with a new station at Kenilworth with services to Birmingham / London / Oxford / Thames Valley;
- Phase 3 – Extension of the Coventry-Bedworth-Nuneaton services to the East Midlands; and
- Phase 4 – Operation of 'through' Leamington Spa-Coventry-Nuneaton services.

Phases 1 and 2 are currently at an advanced stage of development and delivery is anticipated in the short term, with Phases 3 and 4 to follow in the medium/long term. However, as the delivery of rail initiatives involves a wide range of stakeholders and can often depend on strategic decisions, the

details and timescales of the later phases will need to be flexible to take advantage of implementation opportunities as they arise.

In February 2011 the County Council received confirmation that NUCKLE Phase 1 had been progressed to the next stage of the Major Scheme funding process (the 'Development Pool'). The DfT has now invited the various scheme partners to submit a Best and Final Bid (BAFB) by September 2011, before Ministers make a final funding decision as to whether the scheme will receive funding in January 2012.

The County Council will continue to seek to secure a 'through' bus service between Nuneaton-Bedworth-Coventry-Kenilworth-Warwick/Leamington Spa to address the lack of such a service between the north and south of the County without the current requirement to change within Coventry. A through service would enable a free-flow between where people live and the opportunities for work and leisure without increasing congestion.

Cycling

The Sustrans National Cycle Network Route 52 (between Stratford-upon-Avon and Coalville in Leicestershire) travels through the entire length of the North-South corridor. Many sections of the route have already been implemented, and the County Council is working in partnership with Sustrans to complete it in full. This will provide a number of valuable inter-urban links within this corridor as well as forming part of the urban area cycle route networks. Much of the National Cycle Network utilises traffic-free routes or roads with low traffic volumes, in order to encourage more people of all ages and abilities to cycle, both for leisure and utility journeys.

Freight

The vast majority of freight movements in the North-South corridor are made by road, most of which are through movements that have no link to either Warwickshire or the wider sub-region. This is primarily due to the number of motorway and trunk roads that traverse the area, including the M6, M40, M69, A5 and A46. In line with the County Council's Sustainable Freight Distribution Strategy and the Warwickshire Freight Quality Partnership, an Advisory Lorry Map has been prepared showing the preferred lorry routes to industrial estates and key freight destinations within Warwickshire. These routes are designed to reduce the environmental impact of lorries driving through the area, including a number of key towns and villages.

The main generators of rail freight in the North-South corridor are the Murco oil terminal which is located on the Nuneaton – Coventry line at Bedworth, and the Prologis distribution facility near Keresley.

Park and Ride

Park and Ride sites within the North-South corridor are currently limited to those located to the north and south of Coventry city centre. There are plans to expand both of these facilities in the short/medium term.

An opportunity has arisen to potentially provide a new Park and Ride facility in the vicinity of M6 Junction 2 (M69/A46/A4600) on the Coventry/Warwickshire border. This could provide a strategic facility for trips into Coventry city centre via University Hospital (Walsgrave), along with outbound trips to the recently developed Ansty Technology Park, Cross Point Business Park and the adjacent retail and leisure facilities (Tesco, Showcase Cinema etc). The County Council will investigate the feasibility and likely business case for a Park and Ride at this location in conjunction with Coventry City Council and Centro. Discussions with the Highways Agency will also be required given the proximity of the M6, M69 and A46 to this area.

Highway improvements and traffic management measures

Motorways and trunk roads

A45/A46 Roundabout – Tollbar End, Coventry

Tollbar End is an important junction that links the A45, A46, a number of local roads, the industrial estates off Rowley Road and Siskin Drive, and access to Coventry Airport.

The roundabout is currently traffic signal controlled (except from the B4110 and Rowley Road accesses) and suffers from congestion particularly at peak times of the day. This is predicted to increase in view of local developments and traffic growth on the wider trunk road network.

The Highways Agency has prepared a major improvement scheme for the junction, which includes:

- A new two-lane dual-carriageway underpass link between the A46 Coventry Eastern Bypass and the A45 Stonebridge Highway;
- Enhancements to the roundabout and existing accesses;
- Widening of the A45 Stonebridge Highway to a three-lane dual-carriageway between the new Tollbar End junction and Stivichall junction. This will improve capacity and allow traffic to maneuver safely into the required lane on approach to the junctions;
- Alterations to the Siskin Drive/Rowley Road junction from a roundabout to a traffic light controlled junction, to improve access to local businesses and the Airport;
- Provision of traffic lights on each entry arm to the new Tollbar End roundabout. These signals will be connected to those at the Siskin Drive/Rowley Road junction so as to provide maximum efficiency in allowing traffic through the area;
- Erection of new sign gantries and provision of revised lane markings to improve the northbound A46 approach to Stivichall junction. The existing road signs in this area of the scheme will also be improved; and
- In order to improve pedestrian access around Tollbar End roundabout, a new foot/cycleway will be provided along the southern side of the A45, linking the two junctions together.

A public inquiry was held in January/February 2010 to consider the scheme. Following the spending review in Autumn 2010, the scheme has been identified for implementation post-2015.

A46/M40/A429 (M40 Junction 15) – Longbridge, Warwick

Longbridge is a strategic junction on the M40 where it meets the A46 and the A429 south of Warwick. A major improvement to the junction has recently been implemented which provides a bypass for the A46 to avoid the existing roundabout with the M40 and A429. Improvements to the circulatory carriageway of the roundabout have also been carried out in order to widen them from three lanes to four.

A46/C32 Stoneleigh Road/B4115 Stoneleigh Interchange

The A46 Stoneleigh Interchange is located between Kenilworth and Coventry and provides the principal access from the trunk road network to Warwick University and the National Agricultural Centre (NAC) at Stoneleigh. The interchange is currently a single overbridge with northern and southern access slip roads leading to simple priority junctions. The junction is currently subject to congestion at peak times, which can cause traffic to queue back on to the main carriageway of the A46.

As part of the proposed expansion of the NAC, a scheme to improve the junction was prepared to replace the existing priority junctions with two small roundabouts. This is currently on hold due to a lack of funding.

A46/A452 Roundabout – Thickthorn, Kenilworth

The A46/A452 roundabout at Thickthorn lies just to the south east of Kenilworth, and provides the principal access to Kenilworth and Leamington Spa from the A46. It also provides a secondary access from the A46 to the National Agricultural Centre (NAC) via the B4115.

As part of the expansion of the NAC, a scheme to fully signalise the roundabout was prepared to increase capacity of the junction throughout the day. This is currently on hold due to a lack of funding.

A46/A4177/A425 Stanks Roundabout, Warwick

The A46/A425/A4177 Stanks roundabout is located to the west of Warwick, and provides access from the A46 to Warwick town centre via the A425 Birmingham Road, Warwick Parkway via the A4177 and Old Budbrooke Road, and Hatton/Solihull via the A4177. The roundabout can be subject to congestion at peak periods, leading to traffic queuing onto the main carriageway of the A46.

This junction is due to be signalised as part of the redevelopment of part of the former IBM site to the north east of the roundabout. A fifth arm will be provided onto the roundabout as part of the scheme.

M6 Junction 2

Works have recently been completed to improve the roundabout at M6 Junction 2 with the A4600 and B4065. This has been undertaken in conjunction with the development of the major employment site at Ansty to the east of the A46 Coventry Bypass. Ramp metering has also recently been provided for both on slips of the M6.

Traffic signals have been installed at the junction to improve traffic flows, as well as improve pedestrian and cyclist facilities. Improvements have also been made to signage, lining and lighting, as well as the installation of CCTV throughout the junction to monitor and respond to traffic incidents.

Further works are currently being undertaken to modify the junction arrangements on the A46 where it passes beneath the M69. The two former roundabouts have been removed and will be replaced with signal controlled junctions to improve traffic flows. The approaches to these modified junctions are also being realigned and widened as necessary.

M6 Junction 3

The section of the M6 north of Coventry between the M69/A46 junction near Ansty (Junction 2) and the A444 junction near Bedworth (Junction 3) experiences heavy congestion throughout the day, and particularly during peak periods. Ramp metering has recently been provided for both on slips of the M6.

No further improvements to this junction are currently proposed.

A46/A428 Junction – Binley, Coventry

The A46 provides an important strategic link for traffic between the M1/M69 at Leicester and the M5 near Ashchurch. The road also provides an important route for local and medium distance movements wishing to avoid the centre of Coventry.

Once the proposed improvements at Tollbar End have been completed (post-2015), the A46/A428 interchange near Binley will be the only remaining non-grade separated junction on the A46 between University Hospital (A46/B4082) and Marraway roundabout north of Stratford-upon-Avon (A46/A439).

Some recent minor improvements have been carried out at this junction as part of a developer funded scheme related to the Binley District Centre. However, given the current congestion at this location and the impact which the improvements at Tollbar End will have, the County Council will continue to lobby the Highways Agency to bring forward a more significant improvement at this junction.

A46/B4082 Sowe Link Road, Coventry

Subject to proposed housing development coming forward between University Hospital and Tesco's, there may be a need to provide an improvement to the existing A46 junction with the B4082 Sowe Link Road.

Part B   Mode and Topic Strategies

The following section contains a range of mode and topic strategies which give further detail about how the Local Transport Plan will be delivered.

The strategies are listed below:

Equality Impact Assessments on these Strategies were completed in March 2011 (see Appendix D) and will be reviewed in December 2013.

14. Accessibility Strategy

Introduction and Overview

Improving access to services is fundamental to ensure that Warwickshire residents can reach essential services and key destinations with relative ease. Access to good quality, reliable transport is an essential tool to enable people to enjoy a better quality of life by improving access to services and facilities. Schemes to improve accessibility can therefore have wide reaching benefits, for example, encouraging participation and retention in education, reducing inequalities in health, and helping people move from welfare into work.

The Social Exclusion Unit (SEU) report recommended that a strategy for improving access to key services and destinations be introduced. As a result Accessibility planning was introduced via the Local Transport Plan process in 2006 when local authorities were required to consider access to key services by developing and delivering an accessibility strategy. Accessibility planning continues to be a key element of local transport planning and delivery in 2011 and beyond. The production of Warwickshire's third Local Transport Plan in 2011 provides the opportunity to review progress in improving accessibility, to consolidate our position and ensure that accessibility issues are considered throughout the wider document.

The purpose of the Accessibility Strategy is to provide a single strategy that outlines all the policies and actions required to further improve accessibility across Warwickshire. Although the Accessibility Strategy aims to provide accessibility improvements for all, there is a particular focus on improving accessibility for disadvantaged groups and specific geographical locations.

Through the third Local Transport Plan, Warwickshire County Council will build on the work carried out during the LTP2 period to deliver improved access to services, choice and opportunity for all Warwickshire residents where possible. Warwickshire is a large and diverse County comprised of significant urban and rural areas, to improve access to key services for all physical transport provision alongside new ways of delivering service provision must be explored.

It must be taken into account that this strategy forms the long-term policy approach for improving accessibility in Warwickshire, complete delivery is not likely to be possible and is to an extent dependent on the willingness of third party partner organisations to help deliver measures and the level funding available over the life of this plan.

- This remainder of this strategy outlines:
- Overall objectives of the Accessibility Strategy
- The Local and National policy framework relevant to improving accessibility
- An overview of the current situation in Warwickshire, including problems and opportunities
- The approach to improving accessibility
- Policies for improving accessibility
- Action Plan to deliver accessibility improvements

Overall Objectives

The Accessibility Strategy is a core part of Warwickshire's LTP, helping to deliver wider corporate and transport objectives.

The overall vision of the Accessibility Strategy is encapsulated in the statement below:

To enable people to reach a range of education, training, employment, healthcare, shopping and leisure opportunities, with a particular focus on improving accessibility for disadvantaged groups and areas.

The vision recognises that, to enjoy a balanced lifestyle and to take advantage of opportunities which arise, people need to be able to access a wide range of facilities. However, as highlighted by the Social Exclusion Unit's report *Making the Connections*, a number of barriers serve to limit access to opportunities.

The objectives of the Accessibility Strategy are:

- To improve access to services via a range of sustainable transport modes, including the provision of an accessible public transport network with a minimum service level that serves all communities in Warwickshire;

- To develop safe, convenient, and attractive transport networks to help improve overall access;

- To address real and perceived concerns regarding personal safety when using transport infrastructure;

- To build on our existing partnership approach to ensure that relevant partners are engaged with and committed to, improving accessibility to core services across Warwickshire;

- To influence the choice of site for new developments to ensure the most accessible site is developed

- To develop an accessibility assessment process to help lever developer funding to improve accessibility where deemed necessary;

- To make information about transport choices widely available at the point of need;

- To improve access by delivering services more locally.

Policy Context

There are a number plans and policies, at a national, regional and local level that help to define the context of the Accessibility Strategy. These have been taken into account within the strategy and are outlined below.

Table AP1: Policy influences

National/ Regional/ Local Framework	Strategy/Policy	Relevance to Accessibility Strategy
National Transport Goals	Tackling Climate Change	√
	Supporting Economic Growth	√√
	Promoting Equality of Opportunity	√√√√
	Contributing to better Safety, Security & Health	√√
	Improved Quality of Life	√√√
National Planning Policy	Planning Policy Guidance Note 13 (PPG13) – aims integrate planning and transport to promote more sustainable transport choices, promote accessibility to employment opportunities and services by public transport, cycling and walking and reduce the overall need to travel. Planning Policy Statement 6 which states that developments should be accessible by a choice of means of transport. Planning for Prosperous Economies' [PPS4] (draft planning policy) maintains the 'town centre's first' policy	√√√

National Health Policy	Hospital Choice, also known as Free Choice, came into effect on 1 April 2009. This directive legally requires that patients get the choice as set out in the Free Choice guidance and essentially allows the patient to choose the hospital in which they will undergo treatment.	√√√√
Local Policies and Priorities	*Warwickshire Sustainable Community Strategy (2009-2026) (see table 4.5 below for more detailed information)*	√√√
	Local Economic Assessment (to be published in 2011)	√√
	Local Development Frameworks for each of the five District/Boroughs within Warwickshire.	√√

Warwickshire Sustainable Community Strategy(2009-2026): Improving accessibility has an integral role in helping to meet the vision and objectives contained in the Sustainable Community Strategy (SCS). Themes and issues of particular relevance are set out in table AP2 below

Table AP2: Accessibility links to the Warwickshire Sustainable Community Strategy

SCS Theme	Outcome	Link to Accessibility Strategy
Places	Our environment is clean, green and sustainable	▪ reduce dependency on the private car by offering more travel choice via improvements to more sustainable travel modes ▪ help to reduce the need to travel by ensuring that new developments are sited in the most accessible locations
	Our housing is appropriate and affordable	▪ ensure that housing is located in the most accessible location
	Our places are connected through transport, technology and services	▪ ensure that all communities , including rural communities have the ability to access key services (via transport provision and changes to service delivery)
People	We belong to safe and strong communities where people get on together	▪ ensure people feel safe when travelling ▪ ensure equality of opportunity - all communities have the ability to access key services (minimum public transport standard)
	We all have active, healthy and independent lives	▪ access to healthy and affordable food; ▪ provision of transport that enable individuals to make independent journeys ▪ improved information provision, so that residents are aware of the transport options available to them
	We all have the opportunity to enjoy and achieve	▪ make it easier for people to travel to employment opportunities ▪ ensuring there is transport available to help people access learning ▪ improve access to leisure services (e.g. mobile library provision)
Prosperity	Our economy is innovative, competitive and entrepreneurial	▪ make it easier for people to travel to employment and educational and training opportunities, helping people move from welfare into work ▪ encourage access by sustainable modes to help reduce congestion on our networks
	Our workforce is diverse, trained and highly skilled	
	Our economic well being is continuously improving	

Improving Accessibility in Warwickshire: Progress to date

Warwickshire's first Accessibility Strategy (2006-2011) set out a number of policies and actions aimed at improving accessibility which focused on improving access for all but with the fastest improvement for those most in need.

The Warwickshire Rural Access to Services Partnership (WRASP) was established in April 2006 as part of an initiative launched by Advantage West Midlands. The WRASP provided a delivery mechanism for key elements of the Accessibility Strategy and was delivered through a partnership arrangement . This was led by Warwickshire County Council and Partners included Coventry, Solihull and Warwickshire Partnership (CSWP), Learning & Skills Council, Warwickshire Rural Community Council, Jobcentre Plus, Community Transport Providers and the Coventry and Warwickshire Chamber of Commerce.

Improving access to employment and workplace training

The WRASP helped to improve access to services for individuals and communities most in need and focused on improving access to employment opportunities. During the life of the partnership 2008/09, the programme assisted nearly 700 people into employment via a variety of initiatives and schemes, examples of these include:

- Wheels to Work and Workwise – The Wheels to Work and Workwise schemes were developed in Warwickshire in response to concerns about people missing out on employment opportunities as a result of accessibility and financial barriers to accessing transport. The schemes provided residents with travel planning advice, and if appropriate, either the loan of a moped for up to nine months or assistance with the cost of public transport fares for up to two months.

- Busterwerkenbak (transport to employment) – This scheme enables people facing accessibility problems living in North Warwickshire to travel more easily to a range of key employment sites in the north of the county/Solihull/Birmingham.

- Enterprising Access to Services - managed by Warwickshire Rural Community Council, the EATs scheme supports communal facilities in Warwickshire's villages, helping to retain services and employment within rural communities.

- Home Delivery Service - In attempt to remove transport as a barrier to accessing a range of food products, the County Council funded a vehicle to provide a 'Home Delivery' service which operates in North Warwickshire Borough.

The future of the WRASP

Despite the excellent outcomes and outputs achieved by the WRASP, we regret to report, that despite strong indications given by AWM that this programme would continue to be funded post March 2009, AWM have withdrawn the majority of funding for rural access to services across the region. This situation has been further compounded by the cessation of AWM as an organisation from 2011.

The withdrawal of funding has directly impacted on service provision and the delivery of the wider Accessibility Strategy. Existing and ongoing pressures on revenue budgets means that the County Council are not in a position to continue to support these schemes, however we will continuing to look for opportunities to bid for external sources of funding to support these services throughout LTP3.

Carshare Database

The Warwickshire County Council Carshare database has been upgraded to allow Warwickshire businesses to sign up so that their employees are able to car share for journeys to work. In addition to helping to reduce CO_2 emissions and reducing congestion, carsharing can help improve accessibility to key employment centres if a suitable match is found.

Improving access to health care and healthy food

To improve access to health, the County Council have worked with Health Commissioners to:

- Help identify accessibility issues that were likely to arise as a result of the centralisation of acute services
- Identify the most accessible sites for the development of new health facilities
- Help identify geographical areas where patient access to key sites is particularly poor.
- Review and make recommendations regarding how access to health for those without access to a private car can be improved.

Improving access to education and training

To improve access to education and training the County Council have developed a stronger collaborative approach. This involves:

- Appointment of a 14-19 transport coordinator (funded until July 2011)
- Stronger collaborative working between the County Council's education and transport based teams
- Development of the Sustainable Travel to School strategy
- Improved information provision for parents about the different travel options available to access local schools
- Continued engagement with the Coventry and Warwickshire Travel to Learn Forum.

Improving overall accessibility

The County Council has worked closely with Warwickshire's District and Borough Councils in the development of their Local Development Frameworks. Accessibility assessments for each proposed development sites have been produced. It is anticipated that this work will have a positive impact on development site selection with the most accessible sites brought forward.

Issues, Challenges and Opportunities

Although much has already been achieved towards improving accessibility in Warwickshire there are a number of issues, challenges and opportunities to be considered.

Warwickshire is a predominantly rural county with approximately a third of the total population residing in rural areas, hamlets or isolated dwellings. Significantly, over 22% of people aged over 60 live in rural Warwickshire. Rural populations, especially those without access to a car and/or mobility/health problems can face significant accessibility barriers.

Socio–demographic factors and accessibility

A growing and ageing population

Warwickshire's population is growing, the latest population estimate places Warwickshire's total population 535,100 (Source: mid 2009 population estimates), up from 505,800 in 2001(2001 Census). This trend is set to continue and the population of Warwickshire is projected to reach a total of 634,900 by 2033 (19.1%). This increase is higher than the projected regional (14.3%) and national (18.0%) population growth rates.

Alongside this general population growth will be a particularly high rate of increase in those aged 65+. The rate of growth increases with age, with the oldest age group (those aged 85 and over) projected to almost treble in number by 2033. This is a trend reflected across all boroughs and districts. This age group must be given high priority within the Accessibility Strategy.

Socio-demographic influences on accessibility

Socio-demographic data enables the identification and location of different groups of people who may be at a higher risk of social exclusion due to the limitations of poor access to services and facilities. Specific groups considered include:

- People over the age of 65;

- People without access to a car (people without their own vehicles are reliant on public transport and are likely to be more limited in their choice of, and access to, services)

- People with a Limiting Long-Term Illness (LLI); and

- Low income population (cost of using the private car or public transport may be prohibitive and may act as a key barrier to accessing services or moving from welfare into work).

Access and disadvantaged communities

Despite Warwickshire's relative prosperity, significant inequalities exist across the County and often in very specific locations. The Index of Multiple Deprivation 2007 is comprised of seven individual domains and of particular relevance to the Accessibility Strategy is the Barriers to Housing and Services. This domain reveals:

- 124 (of 333) Warwickshire Super Output Areas (SOAs) are ranked in the top 30% most deprived SOAs in England in terms of difficulty of access to key services. Of these 52 fall within the top 10% most deprived.

- Of the 124 Warwickshire SOAs within the top 30% most deprived nationally in terms of difficulty of access to key services, 40 SOAs are located in Stratford-on-Avon District, 26 in Warwick, 21 SOAs in both Rugby and North Warwickshire, and 16 in Nuneaton & Bedworth

- Severn SOAs in Warwickshire are ranked within the top 1% most deprived nationally – five of these are in Warwick district and two are in Stratford-on-Avon District.

The extent of deprivation in relation to 'barriers to housing and services' is highlighted in figure AP2.

It is clear that the Access to Services domain of the IMD 2007 clearly reflects the predominantly rural areas of Warwickshire.

However simply living in a rural area does not necessarily translate as a problem of access to services: many of these communities experience high levels of car ownership, are geographically mobile and do not experience themselves as having difficulty in accessing services. The latest Warwickshire Public Satisfaction Survey (2008/09) suggests that residents in Warwickshire's more rural Districts and Boroughs (North Warwickshire, Rugby, and Stratford-on-Avon) perceive themselves to have no significantly greater problems in accessing local shops, GPs and other local services than residents in the more urban District/Boroughs.

There are some communities where lower levels of car ownership, more limited public transport, lower incomes and an ageing population combine to present challenges in terms of accessing services – these personal circumstances often present a greater barrier to accessing services than physical geographical distance.

Figure AP2: Index of Multiple Deprivation 2007: Barriers to housing and services

10% Most Deprived SOAs Nationally

50% Least Deprived SOAs Nationally
Source: CLG, 2007

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Warwickshire County Council, 100019520, 2008
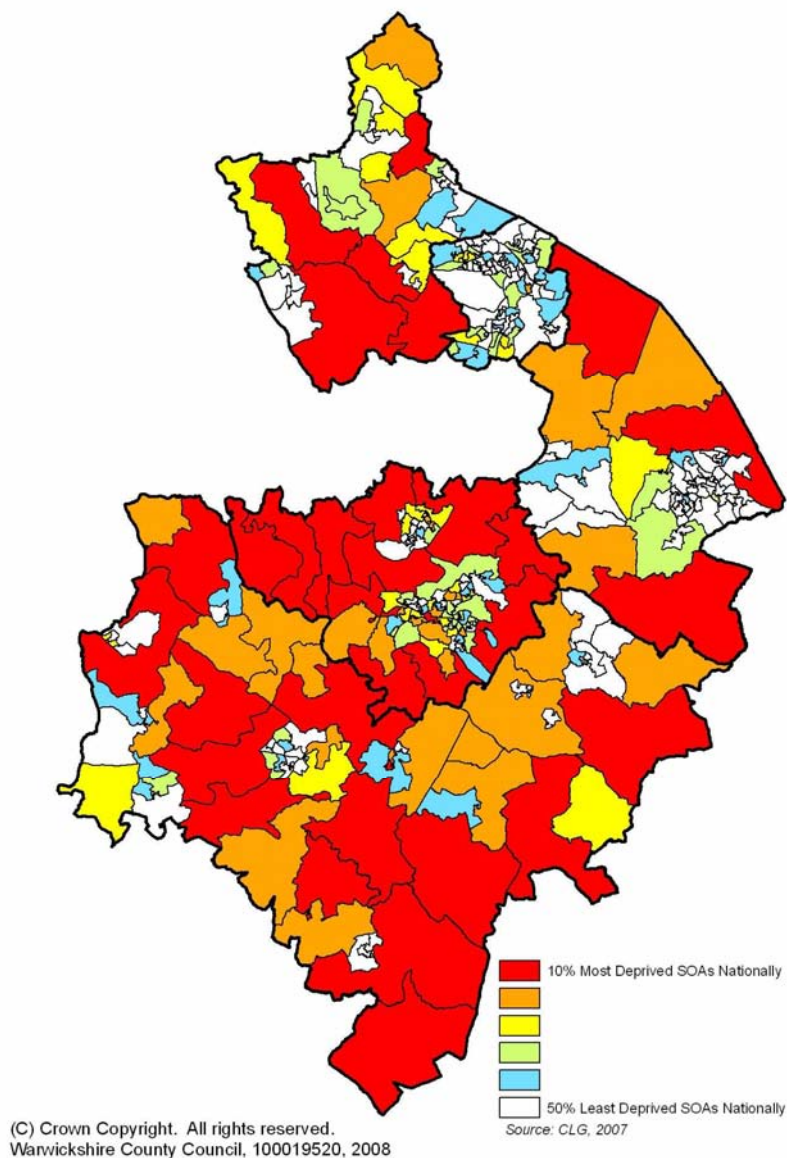
Personal barriers to accessibility

The availability and physical accessibility of transport

Limitations imposed by the geographical and time of day coverage of public transport services, or the ability to physically access public transport vehicles. Whilst the County Council is committed to providing a minimum level of public transport to each Warwickshire community there are varying levels of service across the County. Whilst the main urban areas are relatively well served by public transport, many rural or edge of town areas have a much reduced service, limiting the opportunity for local communities to travel to services and facilities outside their local area. The problem is particularly acute for remote rural areas and for travel in the evenings or on Sundays. The Citizens Panel carried out in November 2009 indicates that an just over 7% of respondents found it fairly or very difficult to travel work and healthcare whilst 5.7% of respondents found it difficult to travel to education opportunities.

Cost of transport

For some people the costs of private or public transport are very high in relation to their income and are therefore often unaffordable. The number of households earning less than £20,000 per annum within Warwickshire varies from 24% in Stratford-on-Avon District to 37% in Nuneaton & Bedworth Borough (IncomeX, Acxiom, 2009). Bus fares have risen by nearly a third since 1985 and the cost of motoring accounts for approximately 24 per cent of the weekly expenditure of households in the lowest income quintile who have cars. The Citizens Panel (November 2009) indicates that 17.4% of respondents feel that the cost of transport severely limits their opportunity to access employment, over 7% of respondents believe that cost severely limits their ability to access healthcare and general shops whilst 9% feel that cost severely limits their ability to access educational opportunities.

Services and activities located in places inaccessible by public transport or at some distance

The increasingly dispersed patterns of development for key services and job opportunities serves to limit accessibility for those without access to a car. In Warwickshire the development of out-of-town shopping centre's and business and industrial parks has resulted in longer journey distances to access services and facilities. Such developments tend to be designed around the needs of the car and can be difficult to serve efficiently by public transport or to access on foot or by bicycle. In addition a loss of rural services and centralisation of some health services has resulted in services being harder to reach for local communities. The Citizens Panel results (November 2009) indicates that one third of respondents felt that the location of health facilities limits or severely limits their ability to access healthcare facilities in Warwickshire.

Safety and security

Crime and fear of crime can deter walking, cycling and the use of public transport. Similarly, the perceived safety and security of parking may deter people from travelling by car to certain destinations. The 2005 Citizen's Panel Survey indicated that only 5% considered that there had been an improvement in safety on public transport over the last 5 years; 28% thought it had got worse and 31% thought safety had stayed the same. The 2008 Citizens Panel on Community Safety indicates that 41% of respondents avoid certain places or times of day as a result of concerns about anti-social behaviour. In addition 16% of respondents stated that they felt most worried about violence on public transport.

Travel horizons

People may be reluctant to make journeys that require longer distances or journey times, or interchange. Inconsistency in the provision of public transport information and poor integration of public transport services (including ticketing) can contribute to a reluctance to make longer or more complex journeys by public transport.

The Strategy

Approach to improving accessibility

To achieve the accessibility vision, the County Council will continue to focus on reducing or removing barriers that serve to limit access to services, with a particular emphasis on those groups and areas who are most affected by them. The following objectives have been developed to support our accessibility vision:

- To promote a transport system within Warwickshire that improves access to services and facilities for all;

- To promote accessibility as a key consideration when making decisions on the location of new services and facilities;

- To promote the delivery of services in ways which can contribute towards improved accessibility; and

- To achieve improvement for all, but with the fastest improvement for the most deprived.

Five-stage process

The five-stage process (as detailed below) that was developed as part of the Strategy contained in LTP2 will continue to provide the framework in support these objectives:

- Strategic accessibility assessment;
- Local accessibility assessments, focused on priority areas, groups and issues;
- Option appraisal and identification of resources;
- Accessibility action plan development; and
- Monitoring and evaluation.

Table AP3: The 5 Stage Accessibility Planning Process and Warwickshire's key priorities

5 Stage Accessibility Planning Process	Key priorities and issues
Strategic accessibility assessment	Complete for priority areas (access to education, employment, healthy food and health provision). Further work will be carried out as required to utilise more up to date information and data.
Local accessibility assessments, focused on priority areas, groups & issues	Complete for four priority areas and priority groups. Further work will be carried out as required to utilise more up to date information and data.
Option appraisal and identification of resources	- Complete for projects and schemes already developed and delivered. - Further work required for future delivery of projects/schemes The availability of resources is likely to be one of the most significant barriers in determining if it is practical to develop and deliver specific schemes to help improve accessibility. Some projects developed during LTP2 have had be withdrawn due to funding pressures and this issue is likely to remain relevant throughout the LTP3 Plan period. The County Council will continue to identify new funding opportunities and efficiency gains where appropriate. To ensure accessibility improvements are delivered during the LTP3 period, accessibility issues and opportunities for improvements have been mainstreamed into the wider LTP.
Delivery	The County Council will continue the phased approach of carrying out accessibility assessment and reviewing options and resources to develop and deliver the action plan. The types of mechanisms identified (and will be developed further) focus on three main areas: - Improving travel to services – including the availability, affordability, accessibility and acceptability of public transport; the attractiveness of walking, cycling and public transport and the role of parking provision. - Location of services – ensuring that land use planning takes into account accessibility considerations when planning the location of new service provision. - Service delivery – changing service delivery where appropriate e.g. delivering services more locally and using technology to reduce the need to travel.
Monitoring and Evaluation	As set out in the Implementation Plan

Partnership approach

Helping to ensure that people can access the services they need is not just about improving local transport, but also by improving the provision of other services and developments in more accessible places and ways, and at more accessible times. The County Council will continue to engage with relevant partners where appropriate to help deliver the accessibility strategy objectives.

Accessibility planning and health

Good accessibility to key health related services is vital in improving the overall quality of life and can significantly impact upon life chances. Improving access to health facilities, either through transport improvements, improved information provision and changes to the way services are delivered (including the location of facilities), can encourage people to seek medical help at the earliest opportunity as well as helping to reduce the number of missed appointments.

Similarly, improving access to a healthy and affordable diet can significantly improve overall health, contributing to a reduction in obesity levels, helping to reduce the incidents of obesity, heart disease, type 2 diabetes and some cancers.

The circumstances of some individuals can impose further restrictions on access to healthcare and healthy food. For example:

- Levels of mobility - can people physically walk or drive to the shop or GP surgery or use public transport;

- Affordability - is healthy food affordable; and

- Skill-set - consumers with no or few cooking skills may rely on ready-made convenience foods, which are often a more unhealthy option.

General health is, on the whole, good across Warwickshire although, as shown in Figure J below, there are hotspots of health and disability deprivation in all five districts across Warwickshire. Warwickshire has an ageing population and this may present further health provision challenges in future years.

Good access to Primary Care facilities (including GPs and hospitals) is vital. Poor accessibility may lead to patients not seeking medical help at the earliest opportunity, which may be detrimental to long-term health, and contribute to the incidence of missed appointments

During the LTP2 period significant changes have been made to the delivery of health care in Warwickshire. The delivery of Acute Services has been centralised and are primarily delivered at Coventry & Warwickshire University hospital (located in Coventry). This significant change has had a detrimental impact on accessibility to this hospital, predominantly for older people, and those residents who do not have access to a private car, have difficulty using public transport independently and live in more rural areas of the county.

Access to healthy affordable food

Low-income and socially excluded groups are more likely to face problems in accessing healthy and affordable food. Retail patterns have changed significantly over the last twenty years, with more and more supermarkets relocating to out of town sites and the decline of small, independent, specialist shops, such as a greengrocers or a fishmonger within town centres.

Residents who have mobility problems, such as those without access to a car and who are reliant on public transport, are more likely to experience difficulties in accessing out of town supermarkets and therefore cannot take advantage of the wide choice of fresh food available at low cost. The only real option for many is to use small, local shops where often the availability of healthy food is poor, quality is poor and the price is often high.

Table AP4: How Accessibility Planning can influence access to health

Access to health issue	Accessibility Planning response	Action Plan reference
Availability and awareness of mainstream public transport serving Warwickshire hospitals	Continuous improvement of public transport network where feasible, including the regular review of subsidised routes and adjustment to serve Warwickshire hospitals where appropriate. Further provision of Bus Information Points at key locations across the Warwickshire	A9, A14, A16, A17 A6, A7, A23
Availability and awareness of Community Transport /Volunteer schemes	The County Council will work with Warwickshire PCT where appropriate to ensure that patients are informed about how they can access transport services to hospitals. We will work to develop a fare structure that is easy to understand and easy to use. The County Council will promote available Community Transport schemes where relevant and appropriate.	A3, A4, A17, A19
Physical location of health facilities	The County Council will engage with health commissioners where appropriate to carry out accessibility assessments when new sites are proposed for the development of new facilities to ensure that accessibility considerations are taken into account when planning new facilities.	A26, A27, A29
Lack of confidence amongst specific groups to use public transport	Establish a Confident Traveller programme	A3, A8
Personalisation of Adult Health Services (tailoring adult services to the needs and preferences of people rather than them having to adapt their lives to fit the services they need).	Affordability of housing in South Warwickshire may make it less accessible to low-paid public service workers. The County Council will continue to engage with planners at the districts/boroughs to ensure that accessibility considerations are taken into account when selecting sites to go forward for development. The County Council will aim to ensure residents with a 'personal' budget can access appropriate and affordable transport as required.	A26, A27 A9, A28
Access to fresh fruit and vegetables	The County Council will continue to work towards the standard that each community in Warwickshire has access to at least the minimum level of public transport service. There will be a continuous review the of public transport network to deliver improvements where appropriate, including the regular review of routes and adjustment to serve towns, market towns and local centres where appropriate The County Council will work in partnership with the multi agency Warwickshire Food for Health partnership which promotes the consumption of '5 a day' and provides information and training on healthy cooking methods.	A9

Relevant Accessibility Policies

Policies relating to Accessibility Planning are set out at the end of this strategy. The relevant policies for improving access to health are: **AS1, AS3, AS4, AS6** and **AS8**

Accessibility planning and the education agenda

An inclusive education system that provides all pupils with the opportunity to meet their full potential is of national importance. Locally, improving education standards, widening participation and promoting inclusion are important objectives that cut across many of the policies and plans of the County Council and its partners. Whilst there are many factors which combine to influence participation and retention in education and training, difficulties with transport can prevent people from participating in learning, or restrict the choice of learning that they attend. The principles of accessibility planning can help local authorities and their partners meet the education agenda by:

- Highlighting where transport barriers may restrict access to education and training and, in conjunction with partners, consider ways in which these could be overcome; and

- Helping to inform the provision of education and training - in terms of location and delivery, in ways which can positively impact on accessibility.

Educational levels in Warwickshire at all levels are above national average and rising. Levels of participation post-16 are high and the number of 17 year olds not in education, employment or training is low. Key to helping to raise standards and participation levels is the increasing range of opportunities through collaboration between schools, colleges and other providers as per the new Diploma lines of learning which were introduced in Warwickshire in 2009. The Diploma based qualification means that particular courses will typically be delivered across sites, leading to a greater demand for transport provision.

Warwickshire has 36 secondary schools of these 18 have sixth forms, an Academy opened in the North of the County September 2010. There are seven special schools with secondary age pupils. There are three colleges of Further Education in the county with large bases in Warwick, Leamington, Rugby, Nuneaton and Stratford and one sixth form college located in the north of the county. The number of schools in Warwickshire is likely to increase over the LTP3 period as a result of development proposals that will see new homes developed across the County.

The provision of 14-19 education agenda is evolving and Warwickshire piloted the Diploma lines of learning in 2009. These lines of learning introduce more flexibility and personalisation within the 14-19 education system so that increasing numbers of young people can take up vocational and similar study options, which may include learning for part of the week at locations other than their usual school. Warwickshire has embraced these changes and the Warwickshire Strategy for 14-19 Education and Training aims to maximise educational benefits to Warwickshire learners through an innovative approach to collaborative ways of working to offer a broader range of 14-19 provision.

As a result of increased collaboration, learners will increasingly need appropriate travel provision during the day as well as at either end of the day. To ensure that all students can benefit from these opportunities, careful consideration needs to be given to the transport implications and how these can be met.

Provision of specialist transport for access to education

Within Warwickshire the education department sets out a framework for the provision of transport to access learning and training in Warwickshire in their Home to School and Post-16 Transport Policies. At the time of writing the existing policies relating to eligibility and costs levied where appropriate are under review.

It is important to note that whilst Home to School transport arrangements help ensure good accessibility for entitled pupils to access their nearest school (and for non-entitled pupils, subject to payment), accessibility issues may exist for non-entitled pupils where safety concerns deter travel on foot or by bicycle and alternatives are unaffordable or impractical. To address this issue the education department investigates safety concerns for accompanied pupils and maintains a register of 'dangerous routes'.

Table AP5: How Accessibility Planning can influence access to education and training

Access to Education Issue	Accessibility Planning Response	Action Plan Reference
Cost of transport for students not eligible for home to school transport provision (pre/post 16).	Work in partnership with local bus operators to market the reduced price 'scholar' fares to pupils and encourage operators to offer flexible payment options.	A18
Raising awareness of transport and provision of information to learners.	The County Council will examine feasibility of raising awareness of transport through the Area Prospectus. Produce 'transport option' maps for each Warwickshire school which includes information on walking and cycling routes and public transport options, as set out in the Sustainable Modes of Travel Strategy.	A30
Identification of the practical transport implications and costs associated with collaborative education programmes.	The County Council will work with schools and colleges throughout the planning and delivery stages of collaborative education programmes to identify the specific transport demands, and therefore costs and practicalities, associated with such programmes.	A30
Perceived or real fear that walking and cycling and public transport routes are unsafe	Provision of improved waiting facilities at public transport interchanges and the provision of improved information on bus and rail services. Develop and implement the programme of Safer Routes to School' in Warwickshire as appropriate across the County and where resources allow. The County Council will continue to investigate safety concerns for accompanied pupils who are not entitled to free school transport and maintain a register of 'dangerous routes'	A22, A23, A20, A21
Flexibility of transport within the Home to School transport network to cater for fluctuations in level and time of demand associated with the 14-19 Education Agenda and before / after school activities.	To develop procedures in partnership with the appropriate bodies to ensure that all relevant information is promptly shared between schools, colleges, and the County Council. This will enable the Home to School transport network to be planned proactively, with potential for flexibility built in.	A30
Potential for more scholars to experience accessibility problems when accessing wider lines of learning (e.g. students enrolled on a Diploma course).	The County Council will work closely with schools and colleges throughout the planning of collaborative programmes to ensure that accessibility planning is included.	A30
To reduce the need for learners to travel off site to participate in specific learning lines.	The County Council will investigate, in partnership with schools and colleges, the implications and costs associated with implementation of innovative learning measures (e.g. e-learning, mobile teaching units & peripatetic tutors etc.)	A31

Relevant Accessibility Policies

All policies relating to Accessibility Planning are set out at the end of this strategy. The relevant policies for improving access to education are: **AS1, AS3, AS4, AS5** and **AS8**

Accessibility planning and employment

Problems with poor accessibility can act as a barrier for jobseekers. Work carried out during the LTP2 period indicate that a high proportion of Warwickshire job seekers view transport (including availability and cost) as a key barrier to accessing employment opportunities.

The 2009 Citizens Panel indicates that nearly 8% of respondents find it fairly difficult or very difficult to get to work. Just over 45% of respondents claim that the cost of transport (either public or private) limits or severely limits their ability to access employment opportunities. Lack of information, safety and security whilst travelling on public transport and congestion were identified as key issues that impact on peoples ability to access places of employment, with nearly 70% of respondents feeling that congestion on the road network was a limiting factor.

Solutions to remove transport barriers to employment, including improving the availability of transport and helping to reduce cost barriers, can have a positive impact on employment levels, helping to contribute towards national and local objectives for achieving economic growth and promoting employment for all.

Employment opportunities in Warwickshire

Historically unemployment levels in Warwickshire are generally low. Between 2000 and 2008 the number of people claiming Job Seekers Allowance (JSA) has fluctuated between 4,000 and 6.000. However, with the onset of the recession in 2008 the Warwickshire claimant count has dramatically increased to more than 12,000. The rate of increase in the claimant count during 2008 has been faster than that experienced at a regional or national level – this is likely to be a consequence of the structure of the Warwickshire economy as the County has relatively high proportions of people employed in the most vulnerable sectors, including manufacturing, construction and financial services.

At a District level, JSA claimant proportions range from 2.5% in Stratford-on-Avon District to 5.3% in Nuneaton & Bedworth Borough (as of July 2009). The year-on-year percentage increase in the number of JSA claimants in North Warwickshire Borough have been amongst the highest of all Local Authorities across the West Midlands Region. It is therefore clear that specific geographical areas in Warwickshire, particularly in the north of the County, require more support to help remove barriers in accessing employment opportunities.

Relevant Accessibility Policies

All policies relating to Accessibility Planning are set out at the end of this strategy. The relevant policies for improving access to employment are: **AS1, AS4, AS5, AS6, AS7** and **AS8**

Table AP6: How Accessibility Planning can influence access to education and training

Access to Employment Issue	Accessibility Planning Response	Action Plan Reference
Lack of awareness of mainstream and specialist employment transport initiatives	The County Council will continue to build on partnership arrangement with our key partners (including Job Centre Plus) to promote transport to employment initiatives as appropriate The County Council will work towards ensuring that Workplace Travel plans are created, implemented and monitored for new developments. In addition, the County Council will, where appropriate, implement 'Smarter Choices' initiatives.	A2, A3, A29 A25
Physical availability and cost of transport	Warwickshire residents have previously enjoyed the benefit of specialist transport provision for access to employment (including Wheels to Work, Workwise and specialist bus schemes). Unfortunately reductions in funding has meant that schemes have been withdrawn or the service level severely reduced. The County Council will, in conjunction with its Partners, continue to look for funding opportunities to expand these schemes across Warwickshire. The County Council will continue to promote the carshare database to Warwickshire Businesses – helping to reduce cost of commuting trips and potentially providing a transport solution to employees without access to a private car.	A9, A10 A11, A17 A13
Location of new employment sites	The location of employment sites can have a significant impact on the level of accessibility. The County Council, via Development Control will seek to influence the location of new employment sites, require an accessibility assessment for major developments and utilise developer funding to improve accessibility where appropriate.	A26, A27
Safety and security when using sustainable transport modes	The County Council will work towards improving safety and security for residents when using sustainable modes of transport as appropriate.	A1,A20, A21, A22, A23, A24

Policies

In addition to pursuing accessibility improvements in response to the needs of particular sectors (health, employment and education), the County Council developed a number of policies that will contribute to improved overall accessibility. This approach provides an overall framework for delivering cross-cutting accessibility improvements:

- Travel to services;

- Location of services; and

- Service delivery.

Policy AS1: Integration
The County Council will, where appropriate, deliver accessibility improvements through Local Transport Plan programmes.

Wider transport strategies and policies within the Local Transport Plan can have a significant influence in improving travel to services, for example by:

- Improving the availability, accessibility, affordability and acceptability of public transport;

- Improving the attractiveness of walking and cycling for journeys to local destinations by improving routes and facilities, maintaining them in a more usable condition, and making routes safer, more secure, and more attractive;

- Improving physical accessibility by addressing issues that affect disabled people and those with impaired mobility in the pedestrian environment and in and around public transport services and infrastructure, by working with operators and infrastructure owners;

- Considering the role of parking provision, in particular the availability of parking for disabled users and the adequacy of short stay parking;

- Reducing the severance effect of traffic through traffic calming or traffic management measures;

- Improving travel choice to employment sites through travel planning techniques and improving the awareness of transport options to key destinations through provision of travel information to target groups or users; and

- Promoting powered two wheelers as an affordable means of travel for employment, services and leisure activities, including integration with other modes.

The specific contribution of LTP strategies and policies to improving accessibility is detailed within the mode and delivery strategies. Figure 2.5 highlights the links between the LTP mode and delivery strategies and this Accessibility Strategy.

To ensure that the accessibility benefits of LTP strategies and programmes are maximised, the outcome of accessibility assessments will be used to inform scheme development through the LTP period. Similarly, the accessibility software will be used to assess the accessibility merits of significant schemes.

> **Policy AS2: Accessibility and public transport provision**
> The County Council will continue to incorporate the outcome of the accessibility analysis in the criteria and performance monitoring of essential transport links and the use of revenue support grant and rural bus subsidy grant.

The County Council will continue to use the revised 'Criteria for the Provision and Financial Support of Essential Transport Links' (as outlined in the Public Transport Strategy). This criteria was revised in 2007 to take into account local accessibility analysis, affordability and socio-economic factors including levels of car ownership, age groups and deprivation analysis.

> **Policy AS3: Efficiencies and effectiveness**
> The County Council will consider whether appropriate integration between the County Council's functions and forms of transport could lead to better accessibility and better use of resources.

The County Council's transport functions currently include:

- Transportation for scholars to and from educational establishments;

- Transportation for members of the public within urban and rural areas that are not considered financially viable by commercial operators but that are considered socially necessary by the authority;

- A community transport function for those members of the community who do not have regular access to transport and consequently would otherwise be excluded from accessing services and facilities that they need; and

- Services related to Adult Specialist Transport.

There is a requirement for greater flexibility in options available to people for travel to a range of key services and facilities. These *could* include:

- Travel training to encourage independent travel by giving advice and support for developing independent travel skills;

- Personalised travel planning, including the provision of neighbourhood travel planners to provide a tailored travel service that addresses the specific needs of learning disabled people;

- The use of community transport, including supporting the development of new community focused transport solutions that promote the independence and inclusion of learning disabled people and bridge the gap between social services transport and public transport.

Policy AS4: Affordability
Working with our partners, the County Council will further investigate and promote a range of solutions to make travel more affordable, particularly for those residents most in need.

Recognising that cost can be a significant barrier to personal mobility for some people, the County Council will continue to support initiatives that help make travel to services more affordable. This will include working with relevant partners to look at the provision of discounted and integrated travel schemes. In partnership with bus operators, the County Council will examine opportunities for revisions to fare structures and levels;

- Investigate opportunities to develop a concessionary travel scheme to include bus, rail and community transport services

- In partnership with train and bus operators, the County Council will examine opportunities provided for within the relevant transport legislation to implement through ticketing availability between rail and bus services

The County Council will also continue to promote affordable solutions for those with less conventional travel patterns, for example through the promotion of the Warwickshire Car Sharing scheme and where funding allows, the Wheels to Work and Workwise schemes. This type of intervention is particularly relevant for individuals who are isolated by a lack of transport but who live in areas of relative affluence, a characteristic often exhibited by rural transport exclusion.

Policy AS5: Addressing crime and fear of crime
Working with our partners, the County Council will address problems of crime and fear of crime in and around transport.

The County Council, together with operators, the Police and Crime and Disorder Reduction Partnerships, will jointly address problems of crime and safety in and around transport through initiatives such provision of CCTV cameras, improved waiting and interchange facilities and enhanced staff presence.

The Bus Strategy identifies a number of actions to enhance the safety of bus travel both in reality and in the perceptions of customers. This includes the introduction of on-vehicle CCTV in future

QBI schemes and encouraging bus operators to specify on-vehicle CCTV or other appropriate safety measures on new orders of vehicles.

The Passenger Rail Strategy identifies that the County Council will promote improvements to station facilities including in the personal safety and confidence of people using rail stations and on their journey to and from rail stations.

> **Policy AS6: Accessibility and planning**
> Working with our partners, including the five District/Borough Councils, the County Council will seek to ensure that accessibility considerations are integrated into planning policy and seek to influence the choice of site taken forward for development.

The location of new development can have a significant impact on accessibility and social inclusion and the County Council will work closely with planners at the District/Borough level to identify ways to improve accessibility across the County. Current planning policy supports improvements to accessibility by:

- Shaping the pattern of development and influencing the location, scale, density, design and mix of land uses in ways which help to reduce the need to travel;

- Locating key generators of travel demand in locations accessible by public transport; and

- Ensuring that the layout of developments facilitates access by public transport, cyclists and pedestrians.

At a local level, local development frameworks will play a key role in highlighting where there are gaps in local service provision, identifying sites that are highly accessible by public transport and directing development to these areas. We will therefore work with land use planners to consider how the outcome of accessibility analysis can be reflected in land use planning policies and decision making.

> **Policy AS7: Development control**
> The County Council will require accessibility assessments to be carried out for major new development proposals as appropriate.

As part of its highway control function, the County Council will consider the impact of major new development proposals by requiring an accessibility assessment. Where improvements to transport infrastructure and services are required, funding will be sought from developers towards the costs, consistent with the Land Use and Transportation Strategy.

> **Policy AS8: Provision and delivery of services**
> The County Council will work with service providers to promote the delivery of services in ways which contribute towards improved accessibility.

In some areas, provision of services directly to people through mobile delivery and other mechanisms might be more appropriate than the provision of transport to carry people to those services. Flexibility in how services are delivered also offers the potential to bring about accessibility benefits without the need for additional transport provision.

In developing accessibility solutions the County Council will therefore work with service providers to consider how service delivery can contribute to accessibility.

The contribution of the above policies and measures to removing or reducing the barriers to accessibility are outlined table AP6 below.

Table AP6: Contribution of Accessibility Policies to reducing the barriers to accessibility.

Policies	Barriers to accessing key services				
	Availability & accessibility	Cost of accessing Services	Service located in inaccessible locations	Personal safety & security issues	Travel horizons
AS1 - The County Council will, where appropriate, deliver accessibility improvements through Local Transport Plan programmes.	√			√	√
AS2 - The County Council will incorporate the outcome of the accessibility analysis in the criteria and performance monitoring of essential transport links and the use of revenue support grant and rural bus subsidy grant	√		√		
AS3 - Working with our partners, the County Council will further investigate and promote a range of solutions to make travel more affordable, particularly for those residents most in need	√	√			√
AS4 - Working with our partners, the County Council will address problems of crime and fear of crime in and around transport				√	√
AS5 - Working with our partners, including the five District/Borough Councils, the County Council will seek to ensure that accessibility considerations are integrated into planning policy and seek to influence the choice of site taken forward for development.	√	√	√		
AS6 -The County Council will require accessibility assessments to be carried out for major new development proposals	√		√		
AS7 - The County Council will work with service providers to promote the delivery of services in ways which contribute towards improved accessibility	√	√	√		

Action Plan

Policy			Action	Timescale	Links to
AS1: Accessibility Improvements via Local Transport Plan Programmes Improving access to key services and opportunities	A1		Publish up to date town cycle route maps / guides for main towns.	Ongoing	Cycling Strategy
	A2		Develop a Local Transport 'brand' for Warwickshire to improve awareness of travel options	Medium	Changing Travel Behaviour Strategy & Bus Information Strategy
	A3		Make Warwickshire residents more aware of travel and transport options that can use to access a wide range of key services, facilities and opportunities.	Ongoing	
	A4		Develop programme to improve accessibility to and from rail stations (including walking and cycling routes and interchange facilities) in partnership with train operators through the Station Travel Plans initiative.	Ongoing	Cycle Strategy, Walking Strategy, Public Transport Strategy and Rail Strategy
	A5		Ensure printed passenger information should be available for every bus service and route in Warwickshire.	Ongoing	Bus Information Strategy
	A6		Continue to provide Bus Information Points at key interchange points and other key locations.	Short	
	A7		Continue to develop SMS provision – which is available at all bus stops throughout the County.	Medium/ Long	
	A8		Develop a Confident Traveller Programme.	Long	
AS2: Improving essential transport links	A9		Ensure that each Warwickshire community has access to minimum level public transport provision, based on need.	Ongoing	Public Transport Strategy
	A10		Use the accessibility planning framework to undertake an ongoing assessment of the need for community transport provision, including dispersed and hard-to-reach communities and wherever there is a failure by other modes to deliver the standards set out in the Bus Strategy.	Ongoing	Community Transport Strategy and Bus Strategy
	A11		Examine the opportunities to introduce more shift-work sensitive demand responsive schemes.	Ongoing	Community Transport Strategy
AS3: Making travel more affordable	A12		Ensure that Warwickshire Businesses are aware of the availability of the Carshare Scheme and encourage take up.	Ongoing	Changing Travel Behaviour Strategy
	A13		Build upon work already undertaken to examine the feasibility of establishing a Car Club in Warwickshire.	Long	Changing Travel Behaviour Strategy
	A14		Examine opportunities for revisions to fare structures and levels.	Short	Bus Strategy
	A15		Investigate the feasibility of developing an improved county-wide concessionary travel scheme, possibly through a free-issue county-wide pass	Long	Bus Strategy

Policy		Action	Timescale	Links to
		for travel on bus and community transport services.		
	A16	Investigate opportunities to develop a concessionary travel scheme to include bus, rail and community transport services.	Medium/ Long	Bus Strategy
	A17	The County Council will, in conjunction with its Partners, continue to look for funding opportunities to start up and/or expand transport schemes across Warwickshire , specifically in relation to improving access to the key destinations identified in the Accessibility Strategy.	Ongoing	Wider LTP3 mode strategies
	A18	The County Council will work in partnership with local bus operators to market the reduced price 'scholar' fares to help make travel to learning opportunities more affordable.	Ongoing	Changing Travel Behaviour Strategy
	A19	Work with the Community/Volunteer Sector to encourage fare structures and levels which are easy to understand and simple to use	Medium	Community Transport Strategy
AS4: Reducing crime and fear of crime when using public transport	A20	Improved provision of CCTV at bus and rail stations.	Short/ Medium	Bus Strategy & Rail Strategy
	A21	Provision of secure cycle parking at rail stations.	Short	Cycling Strategy
	A22	Provision of improved waiting facilities at interchanges.	Medium	Bus Strategy & Rail Strategy
	A23	Provision of improved information on bus and rail services, including real time information.	Medium	Bus Information Strategy
	A24	Ensure journey reliability via promoting improvements in the punctuality and reliability of bus services on our key routes.	Ongoing	Bus Strategy
AS5 & AS6: Accessibility and Planning/Developme nt control	A25	Investigate the feasibility of utilising developer funding to carry out a programme of Smarter Choices measures e.g. personalised travel planning initiatives at new residential developments.	Medium/ Long	Changing Travel Behaviour Strategy
	A26	The County Council will encourage measures to enable good accessibility by bus services to and from new developments and, where appropriate & secure funding from developers towards the costs.	Medium	Land Use and Transportation Strategy
	A27	The County Council will consider the impact of major new development	Short	Land Use and Transportation Strategy

Policy			Action	Timescale	Links to
			proposals by requiring an accessibility assessment. Where improvements to transport infrastructure and services are required, funding will be sought from developers towards the costs.		
AS7: Provision and Delivery of Services	A28		Investigate whether the integration between the County Councils functions and forms of transport could lead to better use of resources, in particularly in relation to improving access to health.	Short	
	A29		Continue to work with our partners, including Job Centre Plus and Warwickshire PCT and to explore how services can be delivered locally where appropriate.	Ongoing	
	A30		The County Council will work closely with schools and colleges throughout the planning of collaborative programmes to ensure that accessibility planning is included.	Short/ Medium	Sustainable Modes of Travel Strategy
	A31		The County Council will investigate the implications and costs associated with implementation of innovative learning measures (e.g. e-learning, mobile teaching units & peripatetic tutors etc.)	Medium	Sustainable Modes of Travel Strategy

15. Congestion Strategy

Introduction and Overview

As individuals become more affluent and businesses grow, demand for travel increases. Increases in traffic, finite road space and factors such as temporary restrictions on the highway network during road works can all contribute to increased levels of congestion. Increased investment in infrastructure by utilities and the highway authority, and the consequent roadworks disruption, while affecting traffic flows adversely, are also a sign of strong economic performance.

Although congestion may be an indicator of a healthy level of economic activity, high levels of congestion may, conversely, have a detrimental effect on economic performance and adversely affect the quality of life of residents, pedestrians, cyclists and drivers.

In Warwickshire, congestion is limited to certain key routes in urban areas and to some key junctions on the strategic rural highway network. Relative to larger urban areas, the Warwickshire problem is limited in geographical and time terms – and is substantially absent during school holidays.

In spite of the relative significance of the phenomenon, there is a perceived congestion problem among Warwickshire residents, as evidenced by a 2004 survey for the first review of the LTP, in which 84% thought that congestion was a major or significant issue.

The Policy Context

Supporting economic competitiveness and growth by delivering reliable and efficient transport networks is one of the Government's five National Transport Goals and forms one of the objectives of this LTP.

The mode and delivery strategies contained in this plan detail the contributions to reducing congestion in Warwickshire.

Table CS1: The congestion strategy and links to the wider network

Public Transport:
- bus
- passenger rail
- public transport interchange
- community transport

Network Management:
- network management duty
- bridge maintenance
- highway maintenance
- ITS

Parking

Cycling

Safer Routes to School/School travel plans

Powered two wheeler

Sustainable Freight distribution

Walking

Changing Travel Behaviour

Congestion Strategy
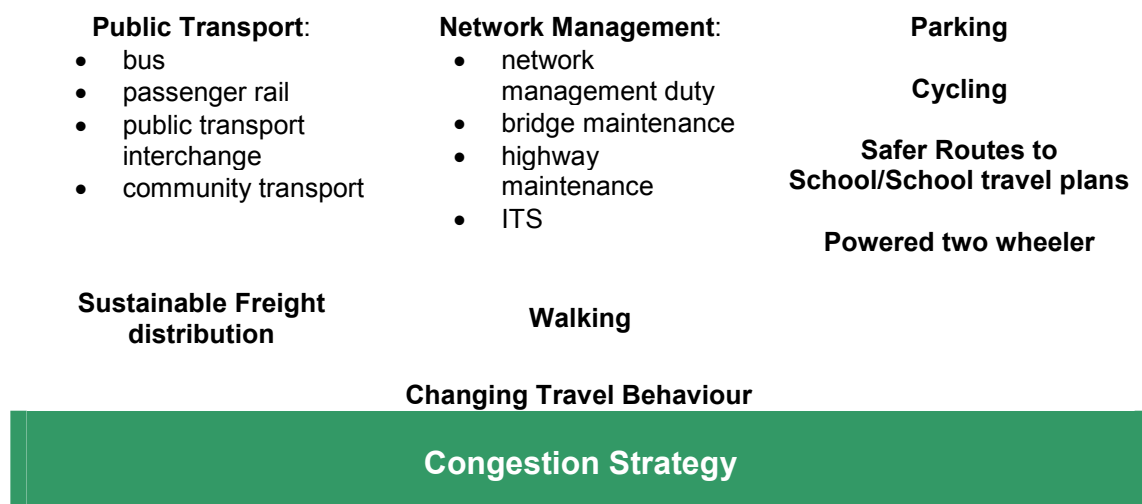
Left unchecked, congestion may compromise the achievement of overall LTP objectives.

Overview of the Current Situation

During the LTP2 period traffic flows in each of the major urban areas in Warwickshire were monitored every year to establish traffic growth (or reduction). The table below demonstrates a mixed picture in terms of traffic growth across the County.

Table CS2: Traffic Growth 2000-2009 based on 24 hour flows recorded at cordon sites around Warwickshire's main towns

Town	% change
Bedworth	2.7%
Kenilworth	-0.7%
Leamington Spa	-3.3%
Nuneaton	9.0%
Rugby	3.3%
Stratford-upon-Avon	4.6%
Warwick	-1.9%

Figure CS3: Traffic Growth 2000-2010 based on 24 hour flows recorded at cordon sites around Warwickshire's main towns.
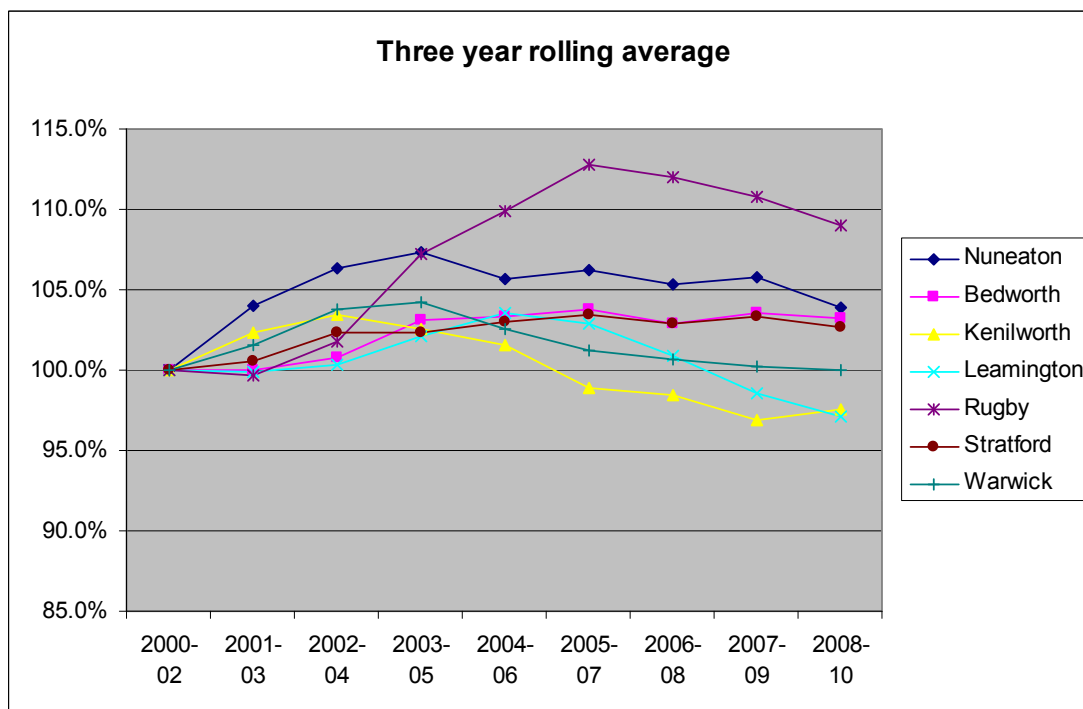
Average morning peak hour traffic growth on the local urban highway network in Warwickshire was -3.7% between 1999 and 2008.

Negative growth rates may seem to go against the conventional belief that traffic always grows. However, growth is clearly closely related to economic activity and some parts of the county have been adversely affected by recent developments. There is also some evidence of "peak spreading", where people travel to or from work outside the peak periods.

Table CS4: Average journey speeds (mph) on key routes 8.00-9.00am

Town	1999	2002	2008	Change 1999-2008 (negative figure indicates faster average journey time)
Kenilworth	18.75	16.86	19.16	-2.2%
Warwick	10.94*	11.49	9.32	14.8%*
Leamington	16.3*	13.7	14.7	9.8%
Nuneaton	16.7	14.79	15.92	4.7%
Bedworth	19.15	18.89	17.93	6.4%
Rugby	18.35	18.23**	16.61	9.5%**
Stratford	16.34	15.16	14.84	9.2%
Note: due to the snapshot nature of the data, the speeds for 1999 and 2002 are derived as the middle of three years averaged data for the periods 1998-2000 and 2001-2003 respectively. For 2008, where 2009 data is available, the average is calculated over the three years 2007-09, otherwise the period 2007-08 is used.				

*There has been long-term construction work at Junction 15 of the M40, involving the closure of the B4463 north of the A46, which may affect average vehicle speeds in Warwick. Likewise, the closure of the Peugeot factory at Ryton will affect flows as far away as Leamington Spa (from where much of the labour force was drawn) particularly on the A445.
**Rugby journey times will have been affected by the recent construction work associated with Rugby Western Relief Road, in particular the northern area will have been affected by the closure of Parkfield Road.

The Department for Transport has made data available which allows journey reliability to be calculated for congested routes within Warwickshire. The data uses Satellite Navigation data to measure journey times and vehicle speeds. This data has been used to calculate average journey times along congested routes in the morning peak (from 0800 to 0900). Having established baseline data, ongoing monitoring will be used to monitor relative levels of improvement or deterioration in average journey times over the plan period.

This comprehensive dataset will enable a more evidence-led approach to be adopted when identifying appropriate interventions for addressing congestion and journey reliability issues.

The Warwickshire economy is closely tied to economic activity in Coventry, whose economic pull attracts some 30,000 commuters from Warwickshire each working day (Source: Warwickshire Observatory).

As the world economy has slipped into recession, this has been reflected in traffic growth. The DfT records these national figures between the first quarters of 2008 and 2009:

- Car traffic decreased by 3 per cent.
- Light van traffic decreased by 2 per cent.
- Heavy goods vehicle traffic decreased by 12 per cent.
- Traffic on motorways decreased by 5 per cent.
- Traffic on rural 'A' roads decreased by 4 per cent.
- Traffic on urban 'A' roads decreased by 2 per cent.
- Traffic on minor rural roads decreased by 3 per cent.
- Traffic on minor urban roads decreased by 3 per cent.

Source: Road Traffic and Congestion in Great Britain: Quarter 1 2009

Warwickshire has a growing population, averaging 6.1% over the ten year period 1999-2008. However there are large variations across the county, with North Warwickshire growing by just 0.6% and Warwick District by 10.3% over that period (Source: Warwickshire Observatory).

The Warwickshire economy also indicates an general upward trend in growth. Between 1995 and 2005 the annual average growth rate (in terms of gross value added) was 5.1%, the second highest in the region.

Both of these factors are likely to lead to increasing levels of traffic and congestion, although it is unlikely to be uniform across the county.

The Strategy

Developing options to deal with the issues

The possible approaches identified for addressing congestion are:

1. do nothing – leaving drivers to find alternative times for travel (peak spreading) or different routes.

2. create major new road capacity.

3. make small scale improvements at congestion hotspots (e.g. junction improvements).

4. improve traffic management using Intelligent Transport Systems and CCTV to make more efficient use of existing road space.

5. improve management of roadworks, events and incidents on the highway network to minimise the extent or duration of congestion caused.

6. improve enforcement against certain traffic offences through decriminalisation and reduce delays caused by e.g. illegal movements such as banned turns.

7. reduce the demand for travel through planning policies and improvements in technology e.g. video conferencing, working from home using networked PCs.

8. encourage the use of more efficient means of transport than the private car e.g. through improved public transport, walking and cycling facilities, green travel plans, park and ride initiatives and parking policy. Initiatives aimed at encouraging multiple-occupancy of cars through dedicated vehicle lanes could also be examined.

9. fiscal measure (e.g. congestion charging) to discourage traffic from congested areas.

All of the above approaches may be appropriate in certain circumstances and none are ruled out completely in the long term. However, major new road construction is unlikely to feature as a policy option in the Plan period and a local road pricing scheme is unlikely to be considered.

The objective of this strategy is to promote measures aimed at limiting the effects of congestion and improving journey reliability. The strategy recognises that some limited increases in highway capacity will be necessary, but the primary aim of the strategy is to mitigate growth in congestion through measures aimed at discouraging the growth of peak period traffic in urban areas and encouraging the use of more sustainable modes of transport.

Policy objectives aimed at encouraging the use of public transport, walking and cycling may require reallocation of road space (e.g. cycle or bus lanes) or time (e.g. the introduction of a pelican crossing or a pedestrian phase at a traffic signal junction). This may improve safety for pedestrians and remove a potential impediment to walking, but it also may increase congestion

through a reduction in traffic capacity. This potential conflict between policies will need to be carefully managed.

Policies

Policy CS1: Congestion improvements and other highway users
Improvements to reduce congestion will not normally be implemented if they are detrimental to the safety and/or convenience of pedestrians, cyclists and public transport users.

There is always scope for removing congestion by better management of the road network. The county council has powers (under the New Roads and Street Works Act and the Traffic Management Act) to influence the working practices of utilities so their works are carried out with less disruption. Significant improvements have been made in co-ordinating and managing proposed roadworks over recent years. In particular there has been strict regulation of roadworks during the peak periods. The County Council will continue to aim to minimise the time that temporary works are present on the highway by such methods as increased working hours and weekend working.

The County Council will, where feasible, minimise the disruption and congestion caused by its own works on the highway.

Policy CS2: Use of the Traffic Management Act
The County Council will use its powers under the New Roads and Street Works Act (NRaSWA) and the Traffic Management Act to robustly but fairly achieve reduced congestion arising from temporary works, events and offences affecting the free movement of traffic on the Highway. The Council will also seek to minimise the disruption and impact on congestion caused by its own works on the highway.

Securing a reduction in traffic growth in urban areas would contribute to a number of policy objectives and targets, as well as limiting the growth of congestion. This is to be preferred to an increase in road capacity which, experience suggests, encourages traffic growth.

Policy CS3: Helping to reduce road traffic growth
The County Council will seek to implement measures to contain the growth in congestion where average journey speeds are reduced or at risk of decreasing by more than the threshold set in the congestion target. Where a choice of measures are available, those aimed at reducing traffic growth or encouraging travel by modes other than car will be prioritised over measures that increase the capacity of the highway network.

New development is a significant cause of traffic growth and increased congestion. It will be a requirement that new development will provide funding for improvements aimed at minimising the impact of new trips generated. Models have been produced and will be amended to include changes in travel patterns. Proposed developments will be assessed and, where necessary, modelled to establish the likely effect on the wider network.

Policy CS4: Impact on the wider highway network
Changes in traffic management will be modelled prior to implementation to assess the impact of any change on the wider network.

Action Plan

During this plan period it is anticipated that the measures listed below will contribute to reducing congestion in Warwickshire. Of these, only measures f, g, i and j are aimed specifically at congestion; the remainder are aimed primarily at achieving other objectives which are likely to have a secondary effect in reducing congestion. These measures will be prioritised for the Nuneaton, Bedworth, Warwick, Leamington Spa and Stratford-upon-Avon areas for the following reasons:

- existing slower vehicle speeds
- higher forecast traffic growth

Where funding allows the County Council will identify opportunities to reduce the numbers of school pupils transported to school by car due to the contribution of the school run on congestion.

Measures to reduce congestion during this LTP period include:

a. encourage modal shift from car to walking and cycling for short journeys in urban areas

b. promote changes in travel habits and modes of travel through workplace travel plans

c. provision of Park and Ride facilities (bus and rail) in Warwickshire towns where appropriate and feasible.

d. encourage greater public transport use, particularly in relation to the North/South corridor (Leamington Spa and Warwick to Nuneaton)

e. continue the programme of Safer Routes to School, where appropriate together with school travel plans to encourage modal shift from car to forms of more sustainable transport

f. continue the introduction of Intelligent Transport Systems and CCTV where appropriate to improve the efficient use of the existing highway network

g. investigate ways of increasing the capacity of the highway network through capacity improvements at local congestion hotspots, giving priority to junction improvements on important public transport routes

In addition:

h. the improvement by the Highways Agency at M40 Junction 15 (Longbridge) is contributing to reducing congestion at this key node on the strategic highway network in Warwickshire

i. the improvement at the A45/A46 interchange at Tollbar End is also expected to bring major benefits in terms of congestion reduction

j. construction of Stratford Western Relief Road in conjunction with new housing would reduce the volume of traffic in the town centre and forms a key element of the Stratford Transport Strategy.

Using the data provided by Department for Transport (DfT)

During 2009, the DfT provided a Congestion Guidance document on how to use the data to calculate an appropriate indicator to measure congestion. Warwickshire County Council have opted to measure congestion using variant 2. This calculates vehicle journey time per mile during the morning peak on major inbound routes in the larger urban centres.

The new method of measuring journey times and vehicle speeds uses Satellite Navigation data, which is provided by the DfT for analysis. Using the new data alongside the ITN road centreline data, routes for monitoring are selected by calculating average vehicle speeds in the morning peak (from 0800 – 0900) and these are used as a proxy for congestion, as prescribed in the procedures for calculating NI167.

Eighty four relatively congested routes in Warwickshire have been identified and selected for future monitoring. These are in Nuneaton, Rugby, Warwick and Leamington Spa and Stratford-upon-Avon. The routes selected for long term monitoring are shown in figures CS1-CS5 below.

Figure CS1: Congestion monitoring routes in Nuneaton
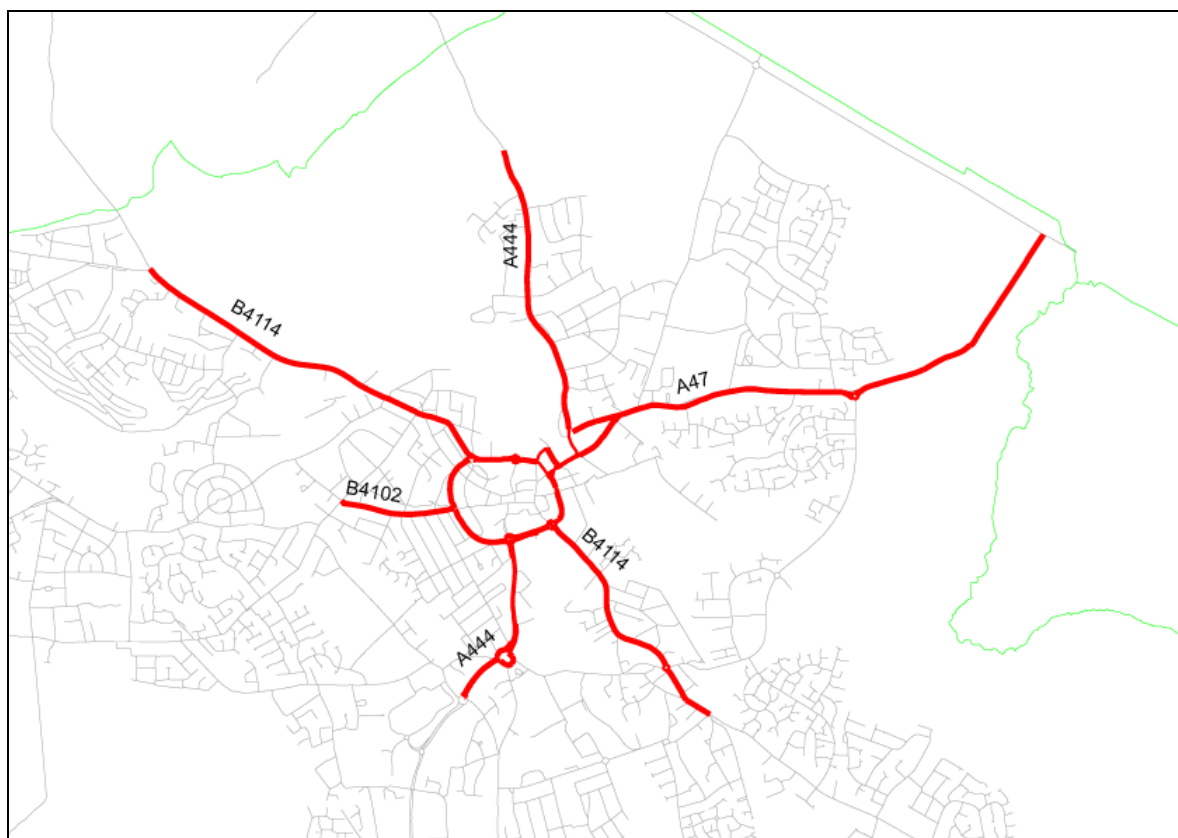
Figure CS2: Congestion monitoring routes in Rugby
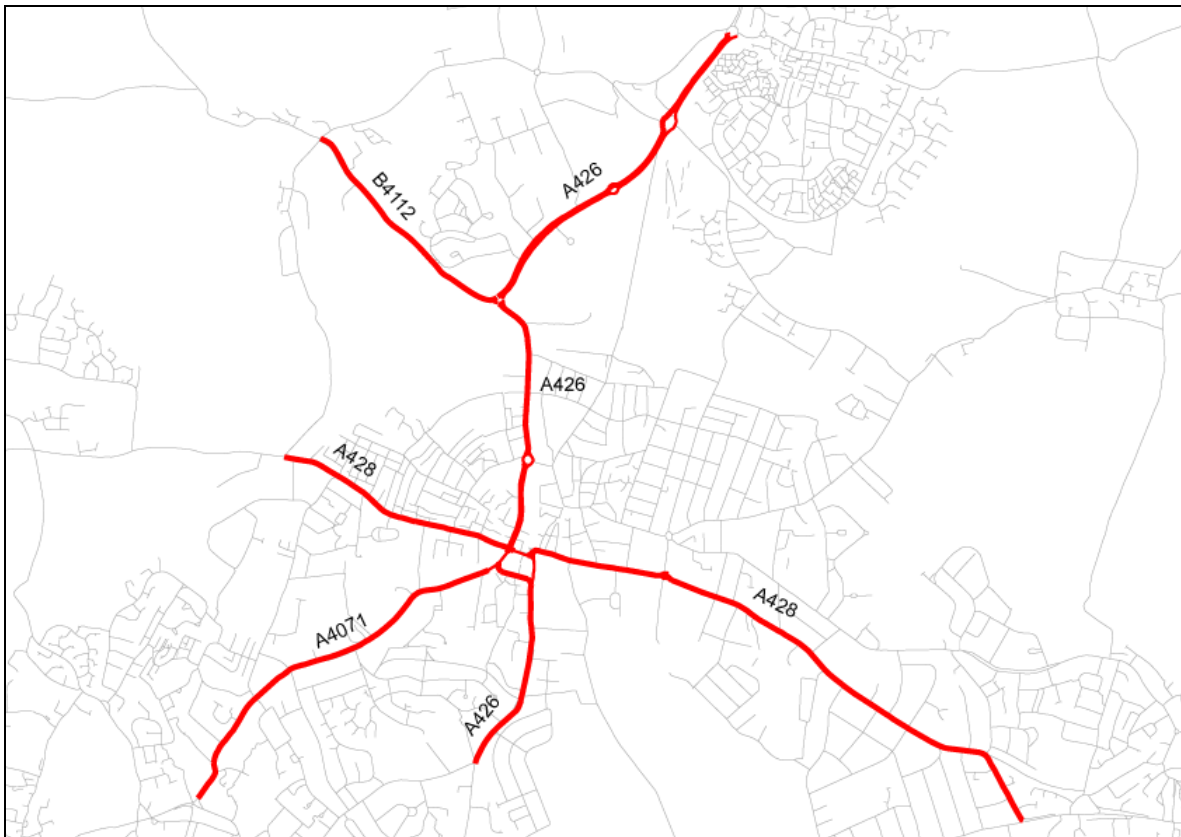
Figure CS3: Congestion monitoring routes in Warwick and Leamington Spa
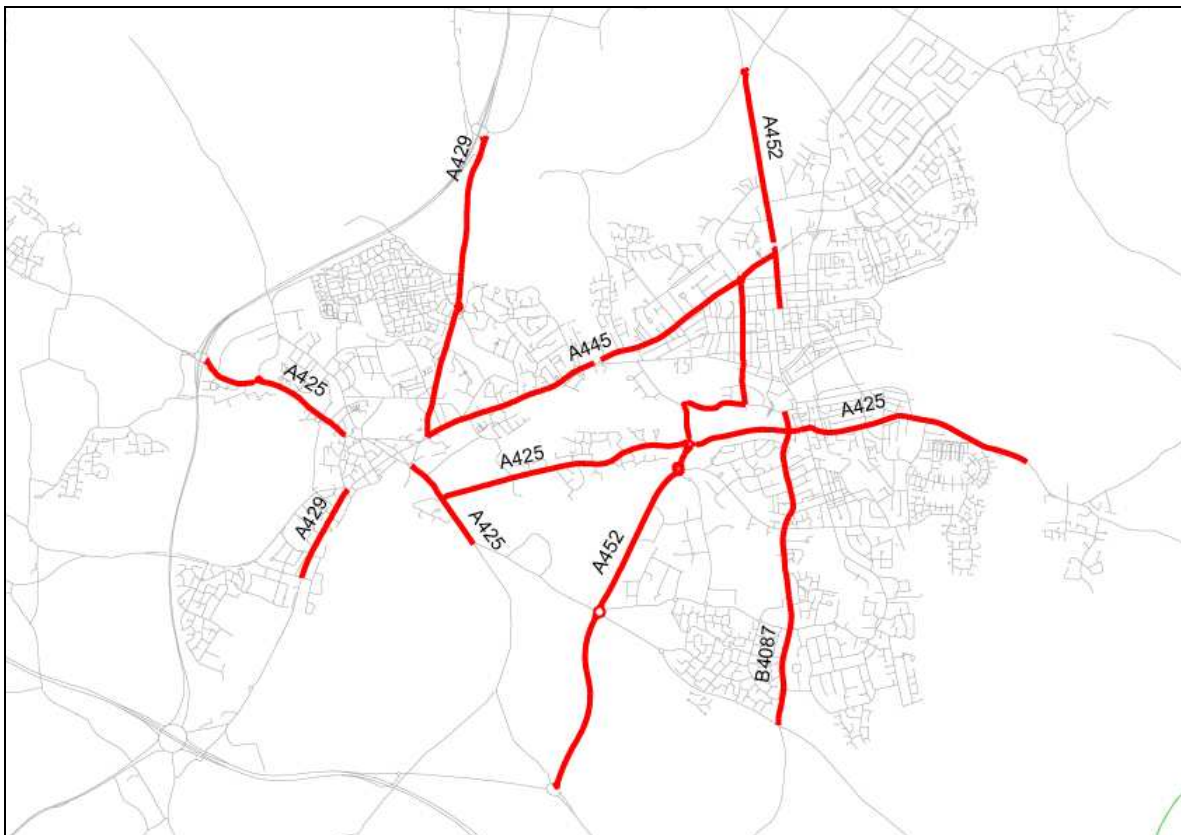
Figure CS4: Congestion monitoring routes in Stratford-upon-Avon
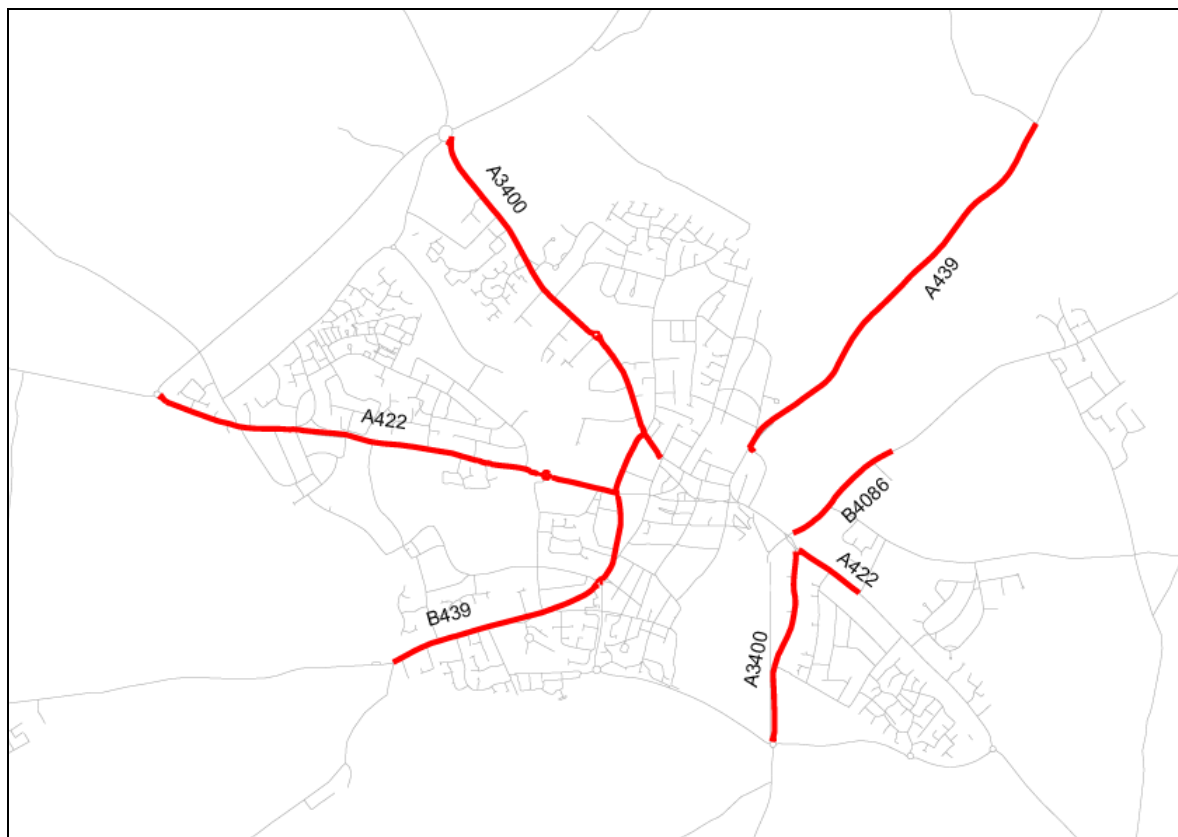
Journey times are calculated for each route and weighted by traffic flow. An average has been taken for the road network existing in the first quarter and the fourth quarter of 2007 and an average time per mile calculated. This data is now used as a baseline to calculate relative levels of improvement or deterioration in average journey times.

16. Air Quality Strategy

Introduction and Overview

Air quality is a key issue for society. It has the potential to impact on human health and the environment. Air quality is largely determined by the emissions from activities such as energy production, industrial processes and road transport. These activities contribute a variety of pollutants at differing concentrations into the air.

Poor air quality can be particularly harmful for the most vulnerable members of society such as young children, the elderly and those with pre-existing illnesses such as asthma, heart disease or other cardio-respiratory conditions. Exposure to poor air quality, particularly over a long period and at elevated concentrations, is believed to play a role in diseases such as asthma and cancer. Depending on the pollutant type, exposure to high levels over short time scales can lead to difficulties in breathing and acute symptoms such as wheezing, coughing, headache and nausea.

Poor air quality does not just impact upon human health. Air pollution can also have an adverse effect upon wildlife and vegetation, including crops. Some pollutants contribute to acid rain which can erode the facades of buildings and other structures. Certain pollutants (specifically carbon dioxide in relation to road transport) are now known to directly contribute to global climate change.

Activities such as those highlighted above can also affect the immediate environment and human health on a local scale. An Air Quality Strategy for Warwickshire will help to manage potentially polluting actions and activities, particularly the use of road transport and its impact on air quality. It is hoped that this will lead to a healthier environment, as well as encouraging more sustainable patterns of travel.

The Air Quality Strategy aims to focus on air quality issues within Warwickshire, drawing strong links with the five District/Borough Councils (in their role as the local Environmental Health Authorities), whilst also taking into account regional considerations and the UK National Air Quality Strategy objectives. The Government's targets on reducing greenhouse gas (carbon dioxide) emissions are also taken into consideration, as is the promotion of more sustainable lifestyles.

The Strategy focuses on road transport as this is the main contributor of polluting emissions in Warwickshire, and puts forward an Air Quality Action Plan for reducing these emissions. Many of the schemes and initiatives outlined in the Action Plan have common, interlinked approaches, answering directly to the most relevant air quality issues in the County, often seeking the same end result. Many of them also complement the wider objectives of the LTP.

Improving local air quality delivers a number of benefits, the most important of which is the improvement of health and quality of life. In addition to influencing air quality, transport policy can determine other benefits including the improvement of road safety, increased provision, security and comfort of public transport, public realm enhancements and the promotion of healthier lifestyles through the encouragement of walking and cycling. Addressing air quality issues can also help meet Government objectives on greenhouse gas emissions.

The Government has set out standards in legislation for seven key pollutants in its National Air Quality Strategy. The standards are in place to protect human health and are based on European legislation and guidance from organisations such as the World Health Organisation. In the UK each local authority is obliged to meet these standards within their respective areas.

The remainder of this Strategy sets out:

- The local, regional and national policy framework related to air quality;
- An overview of the current situation in terms of key pollutants and the geographical variances which exist across the County;

- The Air Quality Strategy developed in response to these issues;
- An Action Plan for delivering the Strategy; and
- Targets and Monitoring of the Action Plan.

The Policy Context

National policy

The provisions of Part IV of the Environment Act 1995 establish a national framework for air quality management, which requires all local authorities in England, Scotland and Wales to conduct local air quality reviews. Section 82(1) of the Act requires these reviews to include an assessment of the current air quality in the area and the predicted air quality in future years. Should the reviews indicate that the standards prescribed in the UK Air Quality Strategy[1] and the Air Quality Standards Regulations 2007[2] will not be met, the local authority is required to designate an Air Quality Management Area (AQMA). Action must then be taken at a local level to ensure that air quality in the area improves. This process is known as 'local air quality management'.

National air quality policy comes in the form of the Local Air Quality Management Policy Guidance Note LAQM. PG(09), which provides guidance and assists local authorities in working towards meeting the UK air quality standards and objectives. LAQM. PG(09) also provides guidance on the development of local and regional air quality strategies. Chapter 5 of the document includes particular points of guidance such as:

- Co-operation between local authorities, neighbouring authorities and local authority departments in the devising of air quality strategies to ensure a fully-integrated, "corporate" approach;

- Linking strategies to other local initiatives and strategies;

- Linking the strategy to plans such as the Local Transport Plan;

- Setting out measures to maintain or further improve areas with existing air quality as well as seeking to improve areas with poor air quality; and

- Following the same principles in developing an air quality strategy as one would in developing an Air Quality Action Plan for an Air Quality Management Area.

Advice is also given in documents such as the National Society for Clean Air (NSCA) 'Planning for Air Quality, 2006 Update', which suggests that objectives and targets within schemes and initiatives are:

- Practicable, to ensure that they can actually be carried out as desired;

- Measurable, in order to determine their success;

- Set to be carried out within a reasonable timescale; and

- Have the involvement and support of key stakeholders as well as ensuring that the wider benefits of a Strategy are given greater emphasis to the public.

It is also recommended that longer-term objectives and targets be considered as well as the more medium and short-term ones.

UK national policy also exists in terms of climate change and the emission of greenhouse gases. Following the Kyoto Protocol, the UK Government committed itself to reducing carbon dioxide emissions by 20% below 1990 levels by 2010, and to cut overall greenhouse gas emissions by 12.5% below 1990 levels by 2008 – 2012. The Government has now set a long term aim of

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[1] DEFRA, The Air Quality Strategy for England, Scotland, Wales and Northern Ireland, 2007.
[2] DEFRA, The Air Quality Standards Regulations 2007.

reducing CO_2 levels by 80% by the year 2050. This Strategy and the wider proposals in the LTP have a key role to play in meeting these targets.

In terms of the national transport goals and challenges, the Air Quality Strategy is directly relevant in the following areas:

- Tackling Climate Change: Deliver quantified reductions in greenhouse gas emissions within cities and regional networks, taking account of cross-network policy measures;
- Contributing to better safety, security and health: Reduce the social and economic costs of transport to public health, including air quality impacts; and
- Improving Quality of Life: Minimise the impacts of transport on the natural environment, heritage and landscape and seek solutions that deliver long-term environmental benefits.

Overview of the Current Situation

Key pollutants

There are seven key pollutants considered in the UK Air Quality Strategy, each of which has a specific threshold of concentrations in the air to protect human health. All of these substances are present in the atmosphere at background levels. It is human activities that contribute to an excess or elevated concentrations of these substances in quantities enough for them to become polluting. These seven pollutants, including their primary sources and effects are briefly described below.

Nitrogen dioxide

The main source of nitrogen dioxide (NO_2) in the UK is road transport (around 43% of total emissions). It is the primary pollutant of concern in Warwickshire and gives rise most frequently to the declaration of Air Quality Management Areas.

The health effects of exposure to nitrogen dioxide at levels above normal ambient concentrations include irritation of the lungs and an increase in the symptoms felt by those with existing lung conditions such as asthma and also those with heart conditions. Exposure of young children to high levels of nitrogen dioxide can increase the risk of respiratory conditions and can even limit lung growth, leading to poor lung function in the long-term.

Particulate Matter (PM_{10})

Particles less than 10 μm (0.01 mm) are considered a pollutant because they are easily inhaled into the human lungs and airways, potentially causing damage. In Warwickshire there are currently no exceedances of the PM_{10} objective, although it is still a pollutant of some concern in parts of the County.

Carbon Monoxide

Carbon monoxide levels have dropped considerably in the UK in the last 35 years and it is not a significant pollutant for Warwickshire.

Benzene

Benzene levels in Warwickshire are appreciably below the UK objective and this is not considered to be a pollutant of concern in the County.

1,3-Butadiene

1,3-butadiene levels in Warwickshire are not significant.

Lead

As a result of the introduction of unleaded fuels and the catalytic converter the emissions of lead from road transport have significantly reduced in the last 35 years. As such lead is not an air pollutant of significant concern in Warwickshire.

Sulphur Dioxide

The principal sources of sulphur dioxide in the UK are energy production and industrial combustion, and road transport is a comparatively insignificant source.

Air quality in Warwickshire

Air quality across Warwickshire is generally good. There are a number of areas however where the air quality objective for nitrogen dioxide is not being met. In these locations Air Quality Management Areas (AQMA) have been declared by the relevant District/Borough Council. In each of these AQMAs, road transport has been identified as the most significant contributor to elevated air pollution levels. The County Council, as Highway Authority, has assisted in the preparation of Air Quality Action Plans (AQAPs) to address these AQMAs during LTP2. These draw extensively upon the existing strategies and proposals contained within the Local Transport Plan. In line with Government guidance we have fully integrated the existing AQAPs into this LTP. The general policies and action plan which can be found towards the end of this strategy will be used to form the basis of subsequent AQAPs as they come forward within the County.

North Warwickshire Borough

A declared AQMA for NO_2 at Coleshill in North Warwickshire has been in place since March 2001, and relates to one residential property adjacent to Junction 4 of the M6 where it intersects with the A446 and the M42. The AQMA is bounded by Stonebridge Road, Coleshill Heath Road, the M42, the M6 and M6 Toll, and relates directly to traffic on these motorways. The AQMA was originally declared for a marginal exceedance of the NO_2 objective.

The A446 has recently been detrunked, with responsibility passing to the County Council from the Highways Agency. However, given the predominant cause of the NO_2 exceedance being traffic levels on the M6 and M42, the Highways Agency has a key role to play in addressing the AQMA in partnership with the County Council and North Warwickshire Borough Council.

Following the declaration of the AQMA near Coleshill, an AQAP was prepared by North Warwickshire Borough Council in conjunction with the Highways Agency. This was finalised in March 2003, and is reproduced in full in Appendix C. Given that the AQMA is principally related to the volume of traffic on the surrounding motorway network, any measures to have a positive impact on air quality are largely outside the influence of either the Borough or County Council. The focus has therefore been on establishing a monitoring regime to accurately measure air quality, in order to ascertain a timescale for the possible revocation of the AQMA. It is hoped that the transfer of traffic to the M6 Toll, along with the recent introduction of Active Traffic Management on the M42 will have a positive impact on traffic levels in the vicinity of the AQMA. Over the last few years the levels of NO_2 monitored have decreased at the site. If this trend continues it is possible that levels could fall below the annual mean objective level for NO_2. If this occurs, the AQMA could potentially be revoked.

It is also worth noting that the affected farmhouse within the AQMA is currently unoccupied and has been so for the past year. Attempts have been made to contact the estate manager responsible for the property to establish its intended future use, but this has been to no avail. If the property remains unoccupied it could potentially fall into a state of disrepair and this could also possibly result in the AQMA being revoked.

Nuneaton and Bedworth Borough

Since the submission of LTP2, Nuneaton and Bedworth Borough Council has declared two AQMAs within the urban area of Nuneaton. The first is located on the A47 Old Hinckley Road/Leicester Road gyratory, immediately east of the railway station, and was declared in December 2006 for a marginal exceedance of NO_2. The AQMA includes a number of residential properties along with the Etone Comprehensive School. An Air Quality Action Plan was subsequently prepared by the Borough Council and the County Council, and is reproduced in full in Appendix C.

A second AQMA has recently been declared around the junction of Corporation Street/Central Avenue/Midland Road/Abbey Street close to the Nuneaton Ring Road. A revised AQAP covering both AQMAs is currently being jointly prepared by the Borough and County Council. This is due to be published in Spring 2011.

Rugby Borough

An AQMA was declared for the whole of the urban area of Rugby in December 2004. The AQMA is bounded by the M6 to the north, the M1 to the east, and the A45 to the south. The actual exceedances of NO_2 recorded since 2004 generally occur within the urban area and are focused around the Warwick Street gyratory, Oliver Street, Corporation Street and Newbold Road. Recent monitoring undertaken by the Borough Council has highlighted that these exceedances have increased slightly due to the road closures for the construction of the Rugby Western Relief Road, other road works in and around the town centre, and the recent opening of the Swan Centre (Asda) off Corporation Street.

In September 2006, a working group was established to develop an AQAP for the AQMA, including representatives from both the Borough and County Council, and the local bus operator Stagecoach. The AQAP was adopted by the Borough Council in March 2008 following a period of consultation. A full copy of the AQAP is reproduced in Appendix C of the LTP.

Warwick District

There are currently four declared AQMAs within Warwick District. Three were declared in December 2004 in Warwick, Leamington Spa and Barford, the last of which has subsequently been revoked. Two further AQMAs were declared in Kenilworth in 2008.

The AQMA in Warwick has been extended from the original declaration, and now includes High Street up to the junction with Bowling Green Street, Theatre Street/Saltisford up to the junction with Vittle Drive, Northgate/The Butts, Smith Street and St Nicholas Church Street. This effectively means that the majority of the town centre core is covered by the AQMA. Warwick District Council has recently consulted on the proposed declaration of a further extension to the Warwick AQMA in the Coventry Road/St Johns area of the town. Subject to this being formally declared, it is proposed to consider how to address this issue through the preparation of a revised Air Quality Action Plan for the District (see below).

The AQMA in Leamington Spa is located at the junction of High Street/Bath Street/Old Warwick Road/Clemens Street, and like Warwick it contains a substantial number of receptors including both residential and business properties.

On-going monitoring of the Barford AQMA following its declaration showed a substantial reduction in NO_2 levels following the opening of the A429 Barford Bypass in 2007. The AQMA was formally revoked in 2009.

The two AQMAs in Kenilworth are located on the Warwick Road between Waverley Road and Station Road in the town centre, and on New Street immediately east of the junction of Bridge Street, High Street, New Street and Fieldgate Lane.

An AQAP to cover the AQMAs in Warwick, Leamington Spa and Barford was prepared by the District Council and the County Council in 2008, a full copy of which is reproduced in Appendix C of the LTP. A revised AQAP for the District covering the two AQMAs that have recently been declared in Kenilworth will be prepared in Spring 2011. This may also cover the Coventry Road/St Johns area of Warwick, subject to it being formally declared as an AQMA.

Stratford-on-Avon District

The A435 was until recently part of the trunk road network, and carries a high level of HGV movements between the M42 (Junction 3), the A46 at Alcester and the M5 at Ashchurch. An AQMA was declared in Studley in 2006 for exceedances of the NO_2 annual mean objective. Following declaration of the AQMA, the County Council assisted the District Council in preparing a draft Air Quality Action Plan. An S-Paramics traffic model is currently being prepared by the County Council to test the impact of the measures identified in the draft AQAP. It is envisaged that this work will be completed in Spring 2011.

As part of the ongoing Review and Assessment process, the District Council has continued to monitor air quality at 30 locations throughout its area. In 2008, monitoring confirmed that a number of locations in Henley-in-Arden, in Wood Street, Greenhill Street and Grove Road, Stratford-upon-Avon, and in Tiddington Road, Stratford-upon-Avon were unlikely to meet the annual mean air quality objective for Nitrogen Dioxide.

The geographical extent of the AQMAs for Stratford-upon-Avon and Henley was the subject of detailed public consultations in 2009, following which it was decided to declare the whole of Stratford town and just the affected junction and surrounding area of Henley-in-Arden.

The Stratford AQMA came into effect in January 2010, whilst the one for Henley is expected shortly. Air Quality Action Plans will be prepared for both AQMAs in due course.

Key Challenges

The current position regarding air quality within the County indicates that there are a number of areas with existing and/or emerging air quality issues which will need to be monitored closely. The primary purpose of this Strategy is to assist these areas and ensure that air quality does not deteriorate further. The Strategy also aims to assist areas that have declared AQMAs to help regain the UK standards for air quality.

If policies and action plans to improve and maintain air quality in Warwickshire are not put in place then certain areas may degrade further. Other areas that are seen as potential future problems may also become real and significant problems. All the potentially emerging air quality issues in Warwickshire are related to road traffic in and around the county's town centres and along major commuter arterial routes and junctions.

There are a number of challenges related to air quality in Warwickshire that need to be addressed by this Strategy. These include:

- Discerning whether the dispersal of congested traffic to other areas merely moves air quality problems to adjacent areas;
- Continuing monitoring in areas that may emerge as significant air quality problem areas in the future;
- Solving existing or potential air quality problems related to key arterial routes in the County;
- Assessing whether traffic problems are a result of localised traffic or through traffic in order to allow the best approaches to traffic and air quality management;
- Dealing with town centre traffic, (in terms of both commuter and visitor/ tourist traffic in towns such as Warwick, Leamington Spa, Rugby, Nuneaton and Stratford-upon-Avon) where the majority of air quality problems within the County occur, including the presence of HGVs in town centres; and

- School related traffic.

The Strategy

The objectives of the Air Quality Strategy (which reflect the wider objectives of the LTP), have been prepared to support local, regional and national policy on air quality and transport. The objectives of the Strategy are:

- To address air quality issues that have, or will arise, due to transport-related issues;
- To inform and complement the County Council's wider policies on transport contained in the LTP;
- To take a proactive, rather than a reactive approach, to dealing with future air quality issues and taking measures to minimise them before they occur;
- To create a realistic, deliverable Action Plan with schemes and initiatives for improving air quality related to transport issues within the County; and
- To integrate the Strategy fully within the Local Transport Plan, complementing the schemes and objectives contained in other parts of the document.

The vision of the County Council's Air Quality Strategy is:

'To take a proactive approach to maintaining and improving air quality within the County where transport is causing unacceptable levels of air pollution, in order to improve health and quality of life for all'.

The aim of the Air Quality Strategy is therefore to work in partnership to improve areas of existing air quality problems, maintain areas with good air quality and to promote and support practices, activities and lifestyle choices that can achieve this. The Air Quality Strategy also aims to support and promote all transport policies that contribute to improving air quality within Warwickshire.

The Air Quality Strategy seeks to present a number of broad ranging policies, highlighting the air quality problems specific to Warwickshire. These inform the specific schemes and initiatives in the Action Plan.

Policies

Policy AQA1: The contribution of air quality improvements to the national targets on greenhouse gases

The County Council will contribute to the national targets on greenhouse gases, which includes an overall reduction of 20% in CO_2 emissions by 2010 and a 80% reduction by 2050.

Policy AQA2: Improving poor air quality through partnership working

Within 18 months of the declaration of an Air Quality Management Area, the County Council will assist the relevant District/Borough Council in drawing up an Air Quality Action Plan, and provide support in its implementation. Where air quality issues relate primarily to transport, the Action Plan will comprise existing schemes drawn from the LTP, plus other complementary measures as appropriate. Progress on addressing air quality issues within Warwickshire will be reported to DfT and DEFRA as required.

The County Council will liaise with the five Warwickshire District/Borough Councils, neighbouring authorities and other organisations such as the Highways Agency, in order to maximise the awareness of air quality issues within the County.

The five Warwickshire District/Borough Councils will carry out regular monitoring of air quality, in order to identify any potential problems, improve the local and regional air quality data set, and enhance the knowledge and understanding of air quality within the County.

The County Council will aim to operate a "cleaner" vehicle fleet by introducing alternative-fuel vehicles as they become more widely available, and where it is economically viable to do so.

Policy AQA3: Maintaining areas of good air quality

The County Council will seek to maintain good air quality in areas without existing air quality problems. A proactive approach will be undertaken with the five District/Borough Councils in Warwickshire to monitor and address emerging air quality problems in the County, in order to ensure that potential AQMAs are tackled prior to any formal declaration. The County Council will use its own traffic data to verify existing and emerging trends in air quality highlighted by the information collected by the five District/Borough Councils.

Policy AQA4: Education and information

The County Council will promote the use of public transport, walking and cycling as alternative methods of transport to the private car, in parallel with changing travel behaviour initiatives such as travel plans for schools and workplaces. The County Council will keep the dedicated air quality page on the Warwickshire County Council website up to date.

The County Council will actively encourage its own staff to travel to work and undertake work related activities through the use of public transport, cycling or walking.

Policy AQA5: Integration of air quality and transport planning

Through the planning process, the County Council and the five Warwickshire District/Borough Councils will take into account known and emerging air quality issues to ensure that new development:

(i)   Does not exacerbate an existing air quality problem, or trigger the declaration of a new Air Quality Management Area;

(ii)   Is well served by public transport, walking and cycling facilities; and

(iii)   Is supported by measures such as Travel Plans to ensure that sustainable travel patterns are maintained.

Policy AQA6: Strategy review

The Air Quality Strategy will be reviewed on a regular basis, keeping it up to date with the latest air quality information in the County, advances in air quality knowledge and best practice techniques, regional and national policy and legislative developments. The schemes and initiatives in the Action Plan will also be revised as necessary to reflect any changes to the Strategy.

Action Plan

Actions for delivering the Air Quality Strategy are set out in the table below. Individual geographical proposals for each Air Quality Management Area can be found in the relevant Air Quality Action Plan.

Policy	Action	Timescale
Policy AQA1: The contribution of air quality improvements to the national targets on greenhouse gases	Implementation of the wider LTP policies contained in the Public Transport, Cycling, Walking and Changing Travel Behaviour Strategies.	Ongoing
Policy AQA2: Improving poor air quality through partnership working	Preparation of Air Quality Action Plans to address Air Quality Management Areas (in conjunction with the relevant District/Borough Council and/or the Highways Agency).	As appropriate
	Implementation of measures within Air Quality Action Plans, such as traffic management improvements (e.g. Urban Traffic Management Control, Variable Message Signing, reviews of fixed highway signage), improvements to public transport, walking and cycling facilities, and initiatives to change travel behaviour.	As appropriate
	Monitoring of Air Quality Action Plans and reporting to DfT/DEFRA.	Ongoing
	Regular liaison with District/Borough Councils, adjoining Authorities and other organisations (e.g. Highways Agency).	Ongoing
	Regular monitoring of air quality (by the five Warwickshire District/Borough Councils).	Ongoing
	Regular review of the Lorry Route Map for Warwickshire.	Every 2-3 years
	Introduction of cleaner vehicle fleets.	Ongoing
Policy AQA3: Maintaining areas of good air quality	Regular liaison with District/Borough Councils and interrogation of WCC traffic data.	Ongoing
	Implementation of the wider LTP policies contained in the Public Transport, Cycling, Walking and Changing Travel Behaviour Strategies.	Ongoing
	Regular review of the Lorry Route Map for Warwickshire.	Every 2-3 years
Policy AQA4: Education and Information	Implementation of the wider LTP policies contained in the Public Transport, Cycling, Walking and Changing Travel Behaviour Strategies.	Ongoing
	Regular review and update of the Air Quality web page.	Annual
	Implementation of the County Council's Green Travel Plan.	Ongoing
Policy AQA5: Integration of air quality and transport planning	Provide input to the preparation of District/Borough Council Local Development Frameworks, both within Warwickshire and in adjoining areas.	Ongoing
	Provide input to individual planning applications, and negotiate appropriate improvements (e.g. traffic management measures, walking and cycling improvements and Travel Plans).	Ongoing
Policy AQA6: Strategy Review	The County Council will keep the Air Quality Strategy under regular review. This will be informed by the local reviews of air quality undertaken by the five Warwickshire District/Borough Councils.	Every 2-3 years

17. Land Use and Transportation Strategy

Introduction and Overview

The principal aim of the County Council's Land Use and Transportation Strategy is to encourage new development in Warwickshire to come forward in an appropriate and sustainable way. New development will therefore be considered within a framework that promotes patterns of development that make better use of land, particularly in the main settlements of the County, and reduces the need to travel through the better integration of land use and transport.

The integration of land use and transport can be achieved through the promotion of sustainable patterns of development which:

- Reduces the need to travel (and thereby helps to improve accessibility levels to key services and employment opportunities);
- Reduces reliance on the car by promoting improvements to public transport, walking and cycling;
- Directs new development into existing settlements and/or transport corridors; and
- Maintains, improves and utilises existing transport links and infrastructure.

The pressures that come with development will need to be carefully managed to ensure that it does not adversely affect the transport network of the County. This Strategy will contribute to addressing those issues.

The remainder of the Strategy sets out:

- The National and Local Policy context;
- Problems and Opportunities;
- The Land Use and Transportation Strategy;
- Delivery of the Strategy; and
- The role of partnership working.

The Land Use and Transportation Strategy will contribute to achieving the key objectives in the Local Transport Plan by promoting sustainable development which:

- Offers accessibility, both in terms of physical access to transport and its availability, to the widest cross section of the population; and

- Gives people (including those who do not have access to cars) more travel choices to access work, services and leisure activities.

Policy Context

National policy

Sustainable development is the core principle underpinning the planning system, and is embodied within Planning Policy Statement 1 'Delivering Sustainable Development' (PPS1). At the heart of sustainable development is the idea of ensuring a better quality of life for everyone both now and for future generations. PPS1 states that planning should promote sustainable and inclusive patterns of urban and rural development by:

a. Making suitable land available for development in line with economic social and environmental objectives to improve people's quality of life;

b. Contributing to sustainable economic development;

c. Protecting and enhancing the natural and historic environment and the quality and character of the countryside;

d. Ensuring high quality development through good and inclusive design and the efficient use of resources; and

e. Ensuring that development supports existing communities and contributes to the creation of safe, sustainable liveable and mixed communities with good access to jobs and services for all members of the community.

The planning system should promote development that is accessible in terms of its location. It should reduce the need to travel and encourage accessible public transport provision, to secure more sustainable patterns of transport development.

Planning Policy Statement 6 'Planning for Town Centres' (PPS6) includes city centres, town centres, local centres and district centres. These areas make an important contribution to the quality of life in our urban communities and play a vital role in delivering sustainable development. The Government's key objective for town centres is to promote their vitality and viability by planning for the growth and development of existing centres, whilst at the same time promoting and enhancing existing centres by focusing development in such centres, and encouraging a wide range of services and uses in a good environment which is accessible to all.

Planning Policy Statement 12 (PPS12) explains what spatial planning is, and how it benefits communities. It also sets out what the key ingredients of local spatial plans are and the government policies regarding how they should be prepared. These set criteria for Local Planning Authorities on how to produce a Core Strategy, with sustainable development being at the heart of the document.

The aim of Planning Policy Guidance Note 13 'Transport' (PPG13) is to integrate planning and transport to promote more sustainable travel choices, deliver accessibility to jobs and services by public transport, cycling and walking, and reduce the need to travel.

The Department for Transport's Good Practice Guidelines on 'Delivering Travel Plans through the Planning Process' (2009), sets out how local authority planners, transport and travel plan officers, developers and consultants can achieve successful and sustainable travel plans. A travel plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.

Local policy

The main policies of relevance at a local level are contained within the five Warwickshire District/Borough Local Development Framework Core Strategies. These are all at varying stages of production and are thus subject to change. It is expected that all five plans will have been subjected to an Independent Examination at some point in the next 2-3 years.

Problems and Opportunities

There are problems and challenges in integrating land use and transport to promote sustainability, accessibility and a strong economy. The lack of employment opportunities in the rural areas of the County combined with limited public transport services leads to reliance on car use and disadvantages those without access to a car. In addition, the growth of employment, housing, retail and leisure development on the edges of the towns has led to increased car use and the exclusion of those without access to a car.

It is likely that the main towns of Nuneaton/Bedworth, Rugby, Warwick/Leamington Spa and Stratford-upon-Avon will provide the focus for most new development in Warwickshire over the

next 10-15 years. These towns offer the best opportunity to maximise the re-use of previously developed land or buildings, promote alternative modes of transport to the car and reduce the need to travel. This will bring opportunities for mixed use development, raise the profile of these areas, and increase economic activity.

These opportunities will also bring their own challenges, including increased demand for travel in what are already congested networks. The Land Use and Transportation Strategy recognises these issues and seeks to address them by providing a choice of transport including public transport, cycling and walking facilities.

Focusing development in these towns within the County offers the opportunity to use and improve the existing transport networks whilst at the same time expanding the use of public transport and encouraging walking and cycling facilities. The aim of this approach is to optimise the existing concentrations of population, employment and services and thus achieve shorter journey distances. It is hoped that this will reverse the trend towards out of centre developments that are often difficult to reach without a car.

The Strategy

The vision of Warwickshire County Council's Land Use and Transportation Strategy is:

'To encourage new development, which is accessible, safe, sustainable and integrated with the transport network, including modes other than the car.'

The aim of the Land Use and Transportation Strategy is to make new development (especially those with significant predicted traffic movements) as sustainable as possible through the integration of land use and transportation planning. This can be achieved by:

- Actively promoting accessibility for all sections of the community, based on the most sustainable modes of transport;
- Seeking to optimise the location of land uses/developments with the transport networks, including locating major trip attractors and generators in close proximity to suitable public transport services; and
- Promoting sustainable travel through securing Travel Plans with large employment sites within the County.

The four key themes of the Strategy are:

- To encourage patterns of sustainable development;
- To promote a choice of transport by public transport cycling and walking;
- To promote accessibility to education, training, jobs, shopping and leisure facilities; and
- To reduce the need to travel by car.

Policies

Policy LUT1: Partnership
The County Council will work with the five Warwickshire District/Borough Councils and adjoining local authorities, developers, and other stakeholders to implement the policies set out in the Land Use and Transportation Strategy.

Policy LUT2: Travel plans
The County Council will require Travel Plans or Travel Plan Statements to support planning applications in accordance with Table 1 of the '*Practice Note for Developers'*.

Travel Plans can assist with reductions in travel claim and facility costs for businesses and can help employees enjoy better health from building more physical activity into their lives. Policy LUT2 will help promote sustainable development, reduce single occupancy travel throughout Warwickshire and contribute to the reduction of congestion.

Policy LUT3: Sustainable developments
The County Council will promote sustainable development and seek developer contributions, where appropriate, to provide for public transport, community transport, pedestrian and cycling facilities, traffic management measures and travel packs to serve new developments.

Policy LUT3 will serve to promote sustainable development, promote modal shift and help reduce single occupancy travel throughout Warwickshire.

Policy LUT4: Accessibility planning
Working with our partners, including the five District/Borough Councils, the County Council will seek to ensure that accessibility considerations are integrated into planning policy and seek to influence the choice of site taken. Where appropriate and the County Council deems it necessary an accessibility assessment will be required for major new development proposals.

Policy LUT4 will help to ensure that development proposals fully consider and provide mitigation towards accessibility issues.

Policy LUT5: Transport assessments
The County Council will require Transport Assessments/Statements to be submitted to support planning applications where it is deemed appropriate. The information should follow the general guidance on Transport Assessments as published by the Department for Transport. Where significant development is proposed, the County Council will require the use of Micro-Simulation modelling techniques to support the Transport Assessment process. The County Council will also work with applicants to scope the individual requirements for the sites/areas under assessment.

Policy LUT5 will help to ensure future development helps improve the local and wider area, instead of introducing increased congestion and bringing about a detriment to the local transport network.

Warwickshire County Council Modelling Protocol for Development Assessment

S-Paramics (or other micro-simulation) traffic modelling is required to understand the wider implications of a development over a certain size in terms of increased flows and capacity issues within the area. It is considered that traditional isolated junction modelling methodologies do not fully reflect the impact, detailed interaction of junctions, queuing and blocking back, vehicle release profiles, road user behaviour and wider area effects of such developments. We therefore request that developers adhere to the WCC Modelling Protocol for Development Assessment, by

following this process WCC hope to reduce potential disagreements on assessment approaches in the future. WCC Modelling Protocol for Development Assessment has been produced to provide developers with guidance on WCC requirements for the modelling of development sites, in terms of:

(a)   Why WCC require micro-simulation modelling and thresholds for different types of modelling   requirements;
(b)   Current WCC model coverage;
(c)   Guidance on the minimum data requirements that must be submitted to WCC prior to undertaking development assessment in WCC's S-Paramics models;
(d)   Information on how WCC model deal with background, committed and LDF development related traffic growth in Future Year S-Paramics models; and
(e)   The minimum requirement for undertaking an assessment of the impact of the developments on the highway network.

Policy LUT6: Highway works agreements
The County Council will require all applicants/developers to enter into an appropriate highway works agreement where any alterations, connections and/or improvements to the highway are proposed. This will be either through a Section 184 or 278 agreement under the Highways Act 1980.

Policy LUT6 ensures all works within the highway are carried out to an acceptable standard, will endeavour to provide for pedestrians and cyclists and will not be at the detriment to highway safety and future maintenance.

Policy LUT7: New road adoptions
The County Council will encourage all highway provision in relation to new development to be constructed to an adoptable standard, and then offered to the County Council for adoption through a Section 38 agreement under the Highways Act 1980.

Policy LUT7 will ensure that all developments are constructed for longevity and will not require improvement in the short term.

Policy LUT8: Road safety audits
The County Council will require an appropriately staged Safety Audit to accompany any planning application that requires certain works within the highway to be carried out, for example new junctions, ghost island junctions and significant alterations to existing junctions. It is recommended that the applicant should contact the County Council for advice and guidance on these issues at the earliest opportunity.

Policy LUT8 will ensure that all works within the highway are carried out to an acceptable standard and will not be to the detriment of highway safety.

> **Policy LUT9: Obligations**
> The County Council will seek developer contributions where appropriate for improving the local and surrounding highway and transport network, as well as ensuring new development is not accessed to the detriment of the existing highway. Developers will be required to enter into suitably worded agreements through Section 106 of the Town and Country Planning Act 1990.

Policy LUT9 will help to ensure that implementation of development is not to the detriment of the local and wider transport network.

> **Policy LUT10: Appropriate development**
> The County Council, in its role as Highway Authority, will aim to ensure that all development is appropriate in terms of accessibility, design and layout, and that it can contribute to the local area and improve connectivity with new footways, cycleways and public transport where required.

Policy LUT10 will ensure that all development is carried out in accordance with the requirements of the Highway Authority.

Delivering the Strategy

The delivery of this Strategy will involve a wide range of public and private stakeholders and partners. In some instances, delivery will be dependent on strategic decisions that are taken at a national and regional level.

The main elements of the delivery of the Land Use and Transportation Strategy will generally be undertaken:

1. Through the ongoing transport advice which the County is currently providing each of the five Warwickshire District/Borough Councils in relation to the preparation of their Local Development Framework Core Strategies;

2. Through discussions which take place between the County Council and applicants before or at the planning application stage, where new developments will be assessed in terms of their accessibility to determine the degree of sustainability; and

3. Through the formal highway and transport advice which the County Council provide to the five Warwickshire District/Borough Councils when consulted on individual planning applications.

Partnership

Partnership will play a key part in promoting new developments that are sustainable and which deliver the aims of the Land Use and Transportation Strategy. The County Council recognises there are a range of partners and stakeholders in both the public and private sectors which it will engage with in this process. These include:

- National level: Department for Communities and Local Government (DCLG); Department for Transport (DfT); Department for Environment Food Rural Affairs (DEFRA); Network Rail and the Highways Agency;

- Regional Level: Government Office of West Midlands (GOWM); Advantage West Midlands (AWM) and West Midlands Leaders Board and Centro/Integrated Transport Authority (ITA);

- Local level: North Warwickshire Borough Council; Nuneaton and Bedworth Borough Council; Rugby Borough Council; Stratford-on-Avon District Council and Warwick District Council; and

- Neighbouring Authorities: Coventry City Council; Solihull Metropolitan Borough Council; Staffordshire County Council; Leicestershire County Council; Northamptonshire County Council; Oxfordshire County Council; Gloucestershire County Council and Worcestershire County Council

Land Use and Transportation Strategy Appendix A: Sustainable Development

SDA1. Principles of sustainable development

New development should be encouraged to be sustainable by seeking to integrate development with its need for transport and movement. This should make sufficient provision for the users of the development including potential residents, employees and visitors. The development also needs to use a toolkit of measures which offer the most effective and efficient use of resources to reduce reliance on the car and reduce congestion, by ensuring there is a satisfactory provision of public transport services and infrastructure and safe/convenient cycling and walking facilities.

All new developments will be assessed in order to identify whether they encourage sustainability. As such, they will be assessed against the following key criteria:

- The location of the development in respect of a town centre, consideration of local characteristics i.e. topography, physical barriers existing and proposed layout;

- The distance of the development from a town centre and how it encourages all transport movements to the centre and other main nodes in a town to minimise detrimental impacts on the local and surrounding highway network;

- The location of the development in respect to public transport services, facilities for cycling and walking to serve the development effectively and efficiently;

- The development to offer the potential residents and employees a choice of efficient and effective sustainable modes of transport; and

- The provision of public transport serving the development should be assessed against the access and distance it is from the nearest bus stops, railway stations, provision of attractive services, bus priority measures, park and ride services and associated traffic management measures serving destinations in congested areas.

SDA2. Applying the criteria for assessing sustainable development

The criteria set out in Table SD1 below represents the initial starting point for negotiations with developers and landowners about the levels of sustainable transport contribution and/or measures required towards making a development more sustainable. It is envisaged that these negotiations will take place during the various stages of the planning process as either informal or formal advice.

The criteria will be used to judge whether a new development meets the appropriate levels of sustainability. The main types of development that the criteria would apply to are those developments for example that would have a material increase in traffic on the highway network and/or inadequate access by public transport, cycling and walking.

The measures are not intended to be exhaustive and will need to take into account the individual merits and circumstances of each development. They should also be considered in an integrated way to ensure the most effective, efficient and suitable ways of providing sustainable transport for

a development. One of the measures includes the production of travel plans for new developments with significant traffic generation. The document, 'A Strategy for Changing Travel Behaviour' produced by the County Council, outlines the aims and objectives to promote more sustainable travel.

In order to ensure that the measures are appropriate, a planning obligation for a developer contribution towards sustainable transport will take the form of revenue and/or capital, and include costs for consultation. In addition, any studies required to justify a new development or to evaluate a particular transport solution will normally be funded by the developer.

Table SD1:   Applying the Criteria for Assessing Sustainable Development

Sustainable Transport Measure	Test	Sustainable Transport Contribution / Measures
Walking	Does the development site have local services, schools, public transport, leisure and job/training opportunities within walking distance? Is the necessary infrastructure in place to deliver high quality, safe, direct and attractive routes that will encourage walking? What improvements are needed to satisfy the above?	Safer Routes to School Pedestrian safety measures New footways Provision of signage Improved lighting/security Gates and railings Landscaping
Cycling	Does the development site have dedicated cycle links to the local services, schools, public transport, recreational and job/training opportunities? Is the necessary infrastructure in place to deliver high quality, safe, direct, and attractive cycle routes that will encourage use?	Providing new or improved dedicated cycle facilities Provision of on and off-carriageway cycle lanes Combined pedestrian and cycle crossings (TOUCAN) Improved signage including warnings to drivers Cycle parking at work places, service centres, railway stations and other public transport interchanges Improved lighting/security Associated environmental improvements such as landscaping and surfacing
Public Transport (Bus)	Is the site served by reliable, fast, frequent and accessible services which accord with the appropriate specifications set out in the LTP Bus Strategy? What improvements are needed to satisfy the above requirements?	Provision of the required level of public transport by provision of a free-standing service, diversion of an existing service, reinforcement of service frequency or an appropriate combination Provision of bus lanes, suitable site layouts to allow bus penetration, lay bys, bus stops/shelters and information displays Provision of bus priority measures to

		ensure a reliable and efficient service
Public Transport (Rail)	Is there a genuine rail option to meet the transport needs of the site? What facilities or improvements are required to offer an option of rail travel?	Provision or improvement of rail stations and infrastructure, including procurement of land Provision of bus/rail interchange, park and ride or associated facilities at rail stations
Other Measures	Are there any other measures that are required to overcome the transport issues related to the site? What specific measures are required to mitigate the effects of substantial development traffic?	Travel Plans Traffic calming Junction improvements Urban Traffic Management Control (UTMC) Speed limit reviews Weight restrictions Provision of new accesses or roads justified as part of a multi-modal approach and/or to provide environmental benefits

18. Road Safety Strategy

Introduction and Overview

Improving road safety, which we define as reducing the number of people killed and injured on Warwickshire's roads, is a key element in meeting corporate and local objectives to protect the community and make Warwickshire a safer place to live.

In 2000, the Government published *Tomorrow's roads – Safer for everyone* which set out its road safety strategy and casualty reduction targets for 2010. These targets seemed ambitious at the time but in fact they have been more than achieved both in Warwickshire and nationally.

The Government is now considering the way forward. On 22nd June 2010, it wrote to local authorities 'Road Casualties have huge economic and human costs. The Government is fully committed to working with local authorities to deliver further improvements in road safety'.

In November 2010, the Department for Transport published its Business Plan 2011 – 2015. This made continuing to improve road safety a priority.

The County Council supports the Government's policy to continue to improve road safety. We will ensure Warwickshire contributes at least its fair share towards achieving this. This strategy explains how we will achieve this.

The Policy Context

National policy

A Safer Way: Consultation on Making Britain's Roads the Safest in the World (April 2009) set out the previous Government's proposals for improving road safety in Great Britain beyond 2010 and sought feedback on them.

The consultation draft of this strategy was prepared before the 2010 general election and was based on the research in 'A Safer Way'.

The Government's DfT Business Plan 2011 – 2015 committed to develop a new strategic framework for road safety by April 2011. The Business Plan emphasised that the Government believes local authorities should decide their own local transport priorities and solutions.

Local policy

Protecting the community and making Warwickshire a safer place to live is one of the four priority areas in Warwickshire County Council's Corporate Business Plan 2009-12. Improving road safety (which we define as reducing the number of people killed or injured on Warwickshire's roads) is one of the key outcomes it seeks

Overview of the Current Situation

Road casualties in Warwickshire

The NHS health profile for Warwickshire explains that road casualties are worse than average for its population. Yet *A safer way* shows that it is in the best quartile for its traffic volume and compared to the 1994-98 baseline. How is this contradiction explained?

Traffic volume (the sum total of all distances travelled by vehicular traffic) is probably the greatest single influence on the level of road casualties. Warwickshire's position at the centre of England and the motorway network means it has a high traffic volume, and consequently a

higher than average number of casualties, for its population. So Warwickshire faces a huge challenge.

However, Warwickshire has a lower than average number of casualties for its traffic volume.

Figure 2.8 of *A Safer Way* compares casualty rates in terms of ksi per 100 million vehicle kilometres and shows Warwickshire's casualty rate in the lowest (that is safest) quartile.

Figure 2.9 of *A Safer Way* shows Warwickshire as in the group of most improved authorities over the last decade with a reduction of over 40% ksi casualties in 2005-07 compared to 1994-98. The improving trend has continued in 2008 and 2009.

Figure RS1: Number of people killed or seriously injured on Warwickshire's roads.
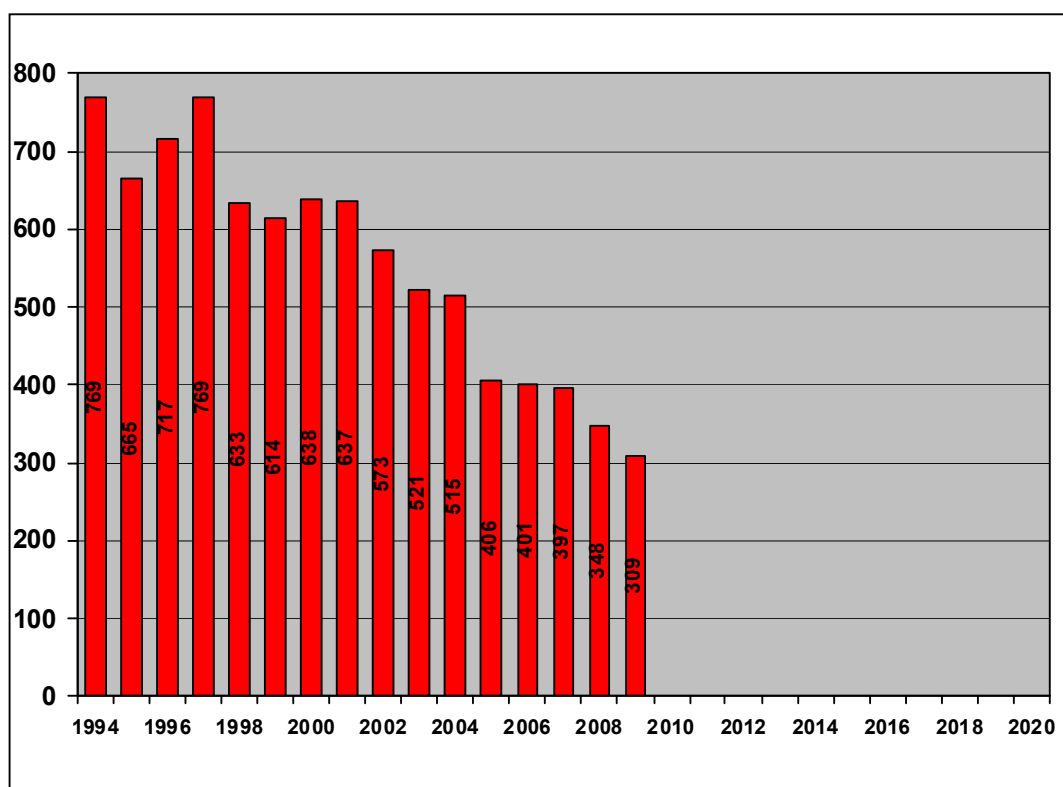
Distribution of casualties

Figure RS 2 shows the distribution of Warwickshire's casualties by age and road user type. This closely reflects the distribution in England as a whole shown in figure 2.6 of *A safer way*. The risk of becoming a casualty in Warwickshire varies widely with age and type of road user. Motorcyclists are at exceptionally high risk; they constitute about 1% of traffic but more than 20% of casualties. Young drivers and passengers (age 17-24 and especially 17-20) are also at high risk. Pedestrian casualties peak at age 11-13 years and cycle casualties at 11-16 years.

Pedestrians are at higher risk in urban areas and drivers in rural areas, a trend reflected in the differences between the casualty profiles of Warwickshire's five districts and boroughs. Figures are also affected by motorway collisions which are not usually related to the communities nearby.

Figure RS2: Casualties by age and road user type

No of people killed or seriously injured each year per 100,000 population in the age group (average for Warwickshire 2004-08)
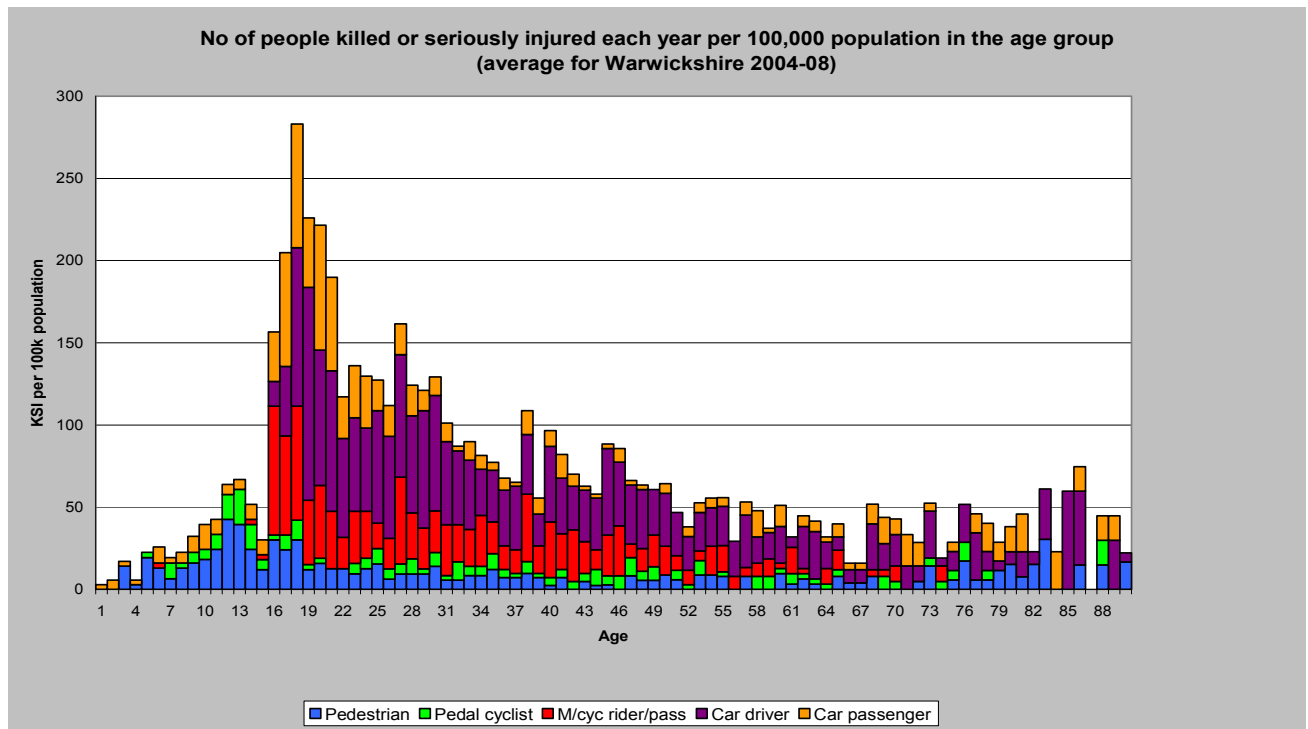
The Challenges

A Safer Way proposes the following national key thematic challenges:-

- Pedestrian and cyclist casualties in towns and cities – particularly in deprived communities
- Protecting children and young people
- Protecting motorcyclists
- Rural roads
- Poor road user behaviour amongst a few
- Illegal and inappropriate speed.

Table RS1 sets out the number of people killed and seriously injured in each of these categories in the 1994-98 baseline and again in the 2004-08 baseline in Warwickshire.

Table RS1: Reduction in casualties 2004-08 compared to 1994-98

Annual average ksi casualties	1994-98	2004-08	Reduction
All	711	411	42%
Urban pedestrians and cyclists	109	58	47%
Children and young people (0 -17)	109	54	50%
Motorcyclists	108	84	22%
Rural roads	403	233	42%
Poor road user behaviour amongst a few	*	*	*
Illegal and inappropriate speed	*	*	*

* Casualty data is not available in a form suitable for comparison.

Within the single figure for children and young people the reduction for children age 0-15 has been much greater than for young people age 16-17. This is shown in Table RS2.

Table RS2: Comparison of 0-15 and 16-17 casualties

Annual average ksi casualties	1994-98	2004-08	Reduction
Children (0-15)	69	30	57%
Young people (16-17)	40	24	40%
Children and young people (0 -17)	109	54	50%

DfT's *Advice about Local Road Safety Strategies* identifies three key groups

- Young (17 to 24) car drivers and passengers
- Motorcyclists; and
- Pedestrians in urban areas

These groups together constituted more than half of the deaths in Great Britain in 2007. For comparison purposes Table RS3 shows that these groups also made up half of Warwickshire's deaths though the small numbers make the data less statistically reliable.

Table RS3: Road deaths in Warwickshire 2007

Road Deaths in Warwickshire 2007	No.
Young (17 to 24) car drivers and passengers	13
Motorcyclists	6
Pedestrians in urban areas	2
Total	21
All deaths	42

It follows that Warwickshire's key challenges are very close to those listed in *A Safer Way*. We have therefore decided to adopt each of the six themes in *A Safer Way* as key challenges for Warwickshire. Within those themes our highest priorities are young drivers, motorcyclists, rural roads and illegal and inappropriate speed.

The County Council will adopt the key thematic challenges in *A Safer Way* as key thematic challenges for Warwickshire, namely:-

A   Pedestrian and cycle casualties in our towns – particularly in deprived communities

B   Protecting children and young people

C   Protecting motorcyclists

D   Rural roads

E   Poor road user behaviour amongst a few

F   Illegal and inappropriate speed

Within those themes we attach the very highest priorities to young drivers, motorcyclists, rural roads and illegal and inappropriate speed. Table RS4 sets out how our specific policies address the key themes.

Table RS4: Policies and key themes

Policies	Key themes					
	A	B	C	D	E	F
General policies RS 1 – RS 10	*	*	*	*	*	*
RS 11	*	*	*			
RS 12	*	*				
RS 13	*	*				
RS 14	*	*			*	*
RS 15			*			
RS 16					*	*
RS 17					*	
RS 18						*
RS 19						*
RS 20					*	*
RS 21	*	*	*	*	*	*
RS 22				*		
RS 23				*		
RS 24				*		
RS 25				*		
RS 26				*		

The Strategy

Our approach to reducing casualties

Policy RS1: Supporting the Government's Commitment to Road Safety
The County Council supports the Government's commitment to work with local authorities to deliver further improvements in road safety and will ensure Warwickshire contributes at least its fair share towards achieving this vision.

Policy RS2: A Data Led Approach
The County Council will collect and analyse the available data; in particular data about every recorded road casualty in Warwickshire. We will use this intelligence to help decide how to prevent casualties in the future.

The first step towards preventing road casualties is to analyse the circumstances in which they occur. It is necessary to understand the behaviour, attitudes and motivations of our road users to help us devise effective interventions to combat casualties.

Warwickshire Police use the Police's National Intelligence Model. Although this is not the Council's model, we have confidence in it and are happy to base decisions on it in joint working when appropriate.

Policy RS3: An Integrated Approach
The County Council will combat casualties by every available means including education and training, publicity, engineering measures and enforcement. We believe the most effective approach is an integrated and holistic one using the different methods together.

Policy RS4: Safer Together – Working in Partnership
The County Council believes partnership working is crucial to prevent casualties and will work in partnership with anyone who will help combat casualties.

Policy RS5: Working through Warwickshire Road Safety Partnership
The County Council will work particularly through the Warwickshire Road Safety Partnership and its members - Police, Fire and Rescue, Highways Agency and Health - for whom preventing road casualties is core business.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire December 2009.

The Road Safety Partnership is very clear which roads cause most of the deaths and injuries and are the ones that are targeted with police officer time, fixed and mobile cameras and road improvements. This has been done while also reducing costs by over £250,000.

Warwickshire Road Safety Partnership (WRSP) defines its aim as:-

To support the delivery of the Warwickshire Local Area Agreement and in particular the Warwickshire Safer Communities Partnership in the creation of safer communities by preventing road casualties. WRSP's approach to working together is set out in 'Safer Together' which is reproduced below.

Warwickshire Road Safety Partnership - Safer Together

We are committed to work in partnership to reduce road casualties.
We have agreed this Memorandum on how we can make Warwickshire's roads safer together.
In line with existing protocols, we believe sharing information and opinions will help us work together. We will meet regularly at Chief Officer and operational level to discuss matters of mutual interest. We will give each other as much information as we can.
We will avoid duplication of effort and resources. When planning road safety work we will have regard to each other's activities and try to complement rather than compete with them.
We believe our road safety work will be enhanced by actively involving each other. We will offer each other the opportunity to take part in our activities wherever we can.
We will allow each other the use of resources for road safety work free or on reimbursement of costs rather than on a commercial basis.
In promoting our activities we will give public credit for any help we receive from each other.

WRSP has identified key issues where partnership working can help prevent casualties and has set up inter agency working groups to address them. The working groups are charged with producing action plans for approval by WRSP and implementation by the partners. Working groups have so far been established for:

- Young drivers (17-24 inclusive)

- Motorcyclists

- Speed

- Education of young road users (0-16 inclusive)

- Driving for work

- Media

- Data and Intelligence

In many areas road safety partnerships manage safety camera work. Warwickshire has deliberately avoided this approach. Safety cameras are managed directly by the relevant partners through service level agreements between them as described in the section on speed management. This frees WRSP to concentrate on casualty reduction as a whole as well as saving administrative costs.

> **Policy RS6: Working with Warwickshire Police**
> Partnership with Warwickshire Police is fundamental to our road safety strategy and crucial to preventing casualties. The County Council will work together to protect Warwickshire's road users from harm.

Warwickshire Police have adopted a vision *Protecting our communities together* as follows:

We protect communities in Warwickshire by managing the risk from harm. Harms are defined as death, injury, loss and distress. We focus on those harms which are most serious and most likely to occur. We will deliver more protection and further increase trust and confidence.

This vision ties in the County Council's own objectives and its clarity is very helpful in determining priorities.

Warwickshire Police are now looking to revise how they deal with road traffic offenders. The key elements are:

- an engagement and educative approach to those whose driving falls short of the required standards but poses a less serious danger

- a punitive approach to those who pose a high risk to themselves and others.

The intention is to provide the best possible public protection whilst building public confidence in the police and its partners. The Council supports this approach.

The County Council is an integral partner in delivering road safety aspects of Police Community Support Officer (PCSO) induction and refresher training. This ensures that PCSOs are aware of road safety issues and are signposted to resources and help in their daily duties.

The County Council worked with the Police, the Council's Children, Young People and Families Directorate, Fire & Rescue and the Highways Agency to set up the Safer Schools Partnership. This ensures that dedicated PCSO's in 12 senior schools deliver an informed service to these schools and forge good community links with young people thereby contributing to the citizenship curriculum.

The County Council has agreed a protocol with the Police which sets out how we will work together to address speeding issues raised by local communities.

> **Policy RS7: Working with the Highways Agency**
> The County Council will work with the Highways Agency and its agents to tackle casualties that occur where our responsibilities meet, in particular for educational interventions and where trunk roads impinge on local communities.

The County Council shares responsibility for reducing Warwickshire's road casualties with the Highways Agency (HA) and its agents who manage motorways and trunk roads. In 2004-08 about 22% of road casualties in Warwickshire occurred on motorways and trunk roads. HA have produced their own strategic plan for safety. We acknowledge their help in producing this

strategy. The County Council welcomes the HA and its agent's increased involvement in road safety education in Area 9 and believes this offers more opportunities for partnership working. The County Council's educational interventions will help improve road user behaviour on HA roads and vice versa and this is seen as a key way to strengthen our partnership.

The County Council monitors progress towards the targets for HA roads and for county roads as well as those for Warwickshire as a whole. We will continue to meet regularly with the HA to implement this strategy and will cooperate to achieve our respective delivery plans, ensuring that our actions complement each other. The County Council and the HA will exchange data to ensure that there is a synergy when it comes to data analysis and will ensure that a coordinated approach is used.

Working with the Warwickshire Fire and Rescue Service

The Fire and Rescue Services Act 2004 provided the opportunity to work more effectively with the Warwickshire Fire and Rescue Service. In 2005, a protocol was agreed on the best way to do this. The Fire and Rescue Service is currently consulting on an Improvement Plan which we believe will offer greater protection to our road users. We have agreed a revised protocol to take account of changes since 2005.

> **Policy RS8: Working with the community**
> The County Council will improve communications with road user groups and local communities, particularly via parish councils.

The County Council believes that it will have greater success in reducing casualties if it can persuade the community to share ownership of the problem. There is a need to increase the community's understanding of the challenge.

In addition to the core partners covered above the County Council works with a wide range of other organisations, some on a continuing basis and others ad hoc.

> **Policy RS9: Working in areas of disadvantage**
> The County Council will 'narrow the gaps' and address road safety issues in disadvantaged areas.

The County Council aims to 'narrow the gaps' – that is to achieve improvement for all but with the fastest improvement for the most disadvantaged. It is considered that in general there are more casualties, and hence more potential for reducing casualties, in disadvantaged areas. Our data led approach has the advantage that it tends to encourage work in areas with the greatest casualty problems and hence to narrow the gaps.

Research shows that children in disadvantaged areas are more likely to be road casualties.

The County Council will utilise the Marketing Analysis and Segmentation Tools (MAST) project to identify communities at greatest risk of becoming casualties and target our interventions at these locations.

> **Policy RS10: Prioritisation**
> Wherever possible, the County Council will prioritise casualty prevention work by cost effectiveness – that is by evaluating casualties prevented per pound invested.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire 9 December 2009.

It is estimated that in reducing the number of deaths and injuries Warwickshire's economy has been saved over £37 million pounds in the last year.

The future level of funding for casualty prevention work is unpredictable. It depends on many different factors, some of which are outside the Council's control. There will never be enough funding to carry out all the casualty prevention work needed. To meet this challenge, the County Council will prioritise by cost effectiveness, aiming to achieve the greatest reduction in casualties with the funding available. It is considered helpful to compare interventions on the basis of casualties saved per pound invested.

There are constraints on this approach. Some of the funding is restricted to particular types of work. Funding cannot for example be transferred from capital to revenue. And evaluating the success of some types of work in reducing casualties is not always easy. But the County Council believes this overall philosophy is helpful to ensure it prevents as many casualties as possible whatever funding is made available.

Key themes

> **Policy RS11: Children**
> The County Council will have a special focus on the safety of children in line with the government target for reducing casualties among children and young people.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire December 2009.

Far fewer children are killed or seriously injured – down by two thirds – since 1994.

Preventing child casualties has been a key plank of Warwickshire's road safety policy for many years. The average of 69 children killed or seriously injured in 1994-98 fell to 30 in 2004-08. To sustain this reduction we will need to continue our interventions with each cohort of children.

Table RS5 breaks child ksi casualties down into pedestrians, cyclists and car users. If we are to reach our target we will need to achieve reductions in all three categories.

Table RS5: Breakdown of child ksi casualties

Annual average child (0-15) ksi casualties		
Years	1994-98 average	2004-08 average
All	69	30
Pedestrians	33	16
Cyclists	13	6
Car users	18	7

The County Council will reduce child casualties:

- By measures specifically aimed at children, in particular by education and training and by giving them a safer route to school; and
- By measures which will reduce casualties generally.

Education and training aimed at children will mainly affect pedestrians and cyclists. However educating children about the importance of in car safety in particular seat belt wearing will reduce the number and severity of injuries to casualties in vehicles.

> **Policy RS12: Working with schools and others**
>
> In addition to working to reduce casualties generally, the County Council will work in partnership with schools and others to:
>
> - Deliver road safety education directly and through others;
> - Provide practical pedestrian kerbside training for infant school children;
> - Train cyclists;
> - Organise educational campaigns and events;
> - Make the journey to school safer.

The County Council believes that the most cost effective approach is to develop road safety educational initiatives and where possible use others to promote and deliver schemes on our behalf. The County Council will:

- Encourage parents and carers to consider road safety issues from birth to 3 years.

- Encourage parents and carers to talk to their pre-school children about road safety and begin teaching basic road safety skills

- Develop a progressive educational programme;

- Provide support training, resources and materials to parents, teachers and trainers

- Encourage teachers and trainers to give road safety training high priority

- Provide teachers and trainers with resources to enable them to undertake follow up work subsequent to interventions by road safety officers, thereby maximising the value of our intervention with pupils.

The County Council participates in Coventry and Warwickshire Child Safeguarding Board's child safety partnership which considers interventions to address child injuries.

Pedestrian training

The County Council will provide pedestrian training and promote the 'Kerbsafe' and 'Kerbsafe Plus' pedestrian training programmes (including practical training at the kerbside) for primary schools.

Extract from Ofsted: Joint Area Review (JAR) of Warwickshire Children's Services 2008 (para 18).

Programmes to promote road safety have been particularly effective, for example KerbSafe, which involves professionals as well as parents in delivering consistent road safety messages to children.

Cycle training

The data shows that a child cycling is far more likely to be injured than a child travelling in a car. Cycle training will help prevent casualties.

The County Council has obtained 'Bikeability' accreditation and will train to that standard, aiming to equip all cyclists to deal with traffic conditions and become safer all round road users. The County Council will:

- Offer Level 1 to 3 training to all within the community according to 'Bikeability' scheme. (Over 3,500 children accessed training in 2008)
- Offer bike safety checks to secondary schools;
- Train professional and volunteer trainers up to 'Bikeability' standards;
- Promote and encourage the wearing of cycle helmets; and
- Encourage schools to include a policy on wearing cycle helmets in their prospectuses and to insist that children wear helmets when cycling to school.

Training will contribute towards the County Council's policies aimed at increasing levels of cycling, particularly for short journeys to work, school and other everyday destinations.

Educational campaigns and events

The County Council will work towards a holistic and integrated approach to all road safety campaigns and events. We will use publicity campaigns to reinforce educational initiatives and to influence road user behaviour. Our strategy aims to support any educational or training initiatives undertaken and will be researched and targeted at specific road user groups. The County Council will:

- Support national and regional publicity campaigns and give them a local dimension;
- Use casualty data to develop specific local campaigns;
- Promote the School Safety Merit Award.
- Specifically organise and be involved in targeted events organised by WRSP
- Take an active part in Warwickshire's corporate Healthy Schools scheme
- Contribute to the training of PCSOs and have an input into any educational/promotional initiatives
- Work with our partners in delivering the 'Safer Schools' project in senior schools

Making the journey to school safer

The County Council wishes to increase the number of children walking or cycling to school. It is important that parents do not limit the development of children by unduly restricting their independence because they are concerned about their safety on the roads. The County Council will:

- Work with head teachers, governors, parents and pupils to identify safety issues for pupils walking or cycling to school
- Implement schemes which address these issues and encourage pupils to walk or cycle to school and
- Work to improve the conditions of non-roadside paths used by children to get to and from school.

The County Council will give pupils the information to enable them to walk or cycle with confidence on the most appropriate and safest routes and encourage walking, prioritising schools in urban areas but including rural schools in the Safer Routes to School initiative as appropriate.

Improvements to the infrastructure and implementing and enforcing speed limits can be particularly effective in areas used by children for their journey to school or for play. The wider community will also benefit, particularly from any physical safety measures implemented.

> **Policy RS13: School Crossing Patrols**
> The County Council will provide school crossing patrols for children age 5 to 11 at sites that meet the national guidelines published by Road Safety GB and RoSPA.

School crossing patrols play a key part in safety for children. The County Council provides over 100 school crossing patrols for children in Warwickshire.

The County Council will:

- Provide regular training for new and existing patrols;
- Provide patrols with a uniform that can be easily identified by drivers and children;
- Check regularly that patrols are operating safely; and
- Evaluate sites that have a high incidence of conflict situations and establish the need for the use of cameras
- Carry out CRB/ISA checks on all applicants
- Train suitable patrols to deliver educational sessions in schools ,and be part of our 'People Who Help Us' scheme
- Evaluate and risk assess all our sites on a rolling 3 year programme.

> **Policy RS14: Young drivers and their passengers**
> The County Council will work with our partners, particularly the Police and Fire and Rescue, to change young people's attitudes to driving. It is considered that children start to form attitudes to driving from a very early age and we will therefore seek to foster correct attitudes to driving as part of our integrated approach in primary schools and start a dedicated programme from the first year of secondary school.

Young drivers and passengers have a disproportionately high risk of becoming casualties. About 10% of Warwickshire's population are in the 17-24 age group but in 2004-08 they represented 25% of the county's vehicle users killed or seriously injured.

Warwickshire Road Safety Partnership has a working group dedicated to reducing collisions involving young drivers, aiming to ensure that young people are fully equipped and prepared for a life of safe and enjoyable driving. Research suggests that youngsters who receive road safety education from an early age make safer drivers in the future. Initiatives will seek to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel.

'Driving Ambitions'

The County Council's primary intervention, Driving Ambitions, is described by the House of Commons Transport Committee below.

Extract from the House of Commons Transport Committee Seventh Report of Session 2006-07 (para 129) on Novice Drivers.

Since 2004, secondary school pupils in Warwickshire have received a programme of road safety education each school year. The programme consists of a series of short, hard hitting modules of approximately one hour each, delivered by a team of specialist trainers. The modules were developed with the support of Warwickshire Casualty Reduction Partnership*, the police, approved driving instructors, the Fire and Rescue Service, Warwickshire Road Safety Unit, education departments and schools. The scheme aims to influence pupils' future attitudes towards driving, and to encourage a consideration of the impact of driving inappropriately on both themselves and others. The modules for year groups 11 and 12 include pre-driver education, as well as four practical driving sessions.

now Warwickshire Road Safety Partnership

The programme has been commended by the Prince Michael of Kent International Award Scheme for its contribution towards educating young people on Road Safety. About 19,000 students in Warwickshire participate in the programme each year.

Monitoring, evaluation and review of 'Driving Ambitions'

Extract from the House of Commons Transport Committee Seventh Report of Session 2006-07 (para 130) on Novice Drivers.

The Warwickshire scheme is being evaluated in terms of participants' views of the programme, and in terms of its actual effect on young driver casualties. Results from market research undertaken to date show positive results, however the impact on casualty rates is not yet available. Young driver casualty statistics from 2003-04 are being used as a baseline, and evaluation will be ongoing for 6-10 years, to cover the first full cycle of pupils passing through the programme. Warwickshire County Council advised that the participation rate by schools for 2006-07 is 69% which is predicted to rise to 85% by the end of the academic year.

An ongoing evaluation of the programme is being undertaken by 'Brainbox Research' (an independent company specialising in educational psychology) to establish the overall effectiveness of the Driving Ambitions programme.

The County Council will support Driving Ambitions with a range of other interventions aimed at young drivers and pre-drivers.

> **Policy RS15: Safer motorcycling**
> The County Council will work with partners in planning interventions to reduce motorcycle casualties, which will be based on intelligence. Through the Warwickshire Road Safety Partnership, an action plan will be produced and reviewed regularly. Interventions will be monitored to assess their success.

In this strategy, 'motorcycle' means any powered two-wheel (P2W) vehicle.

P2W ownership has risen significantly nationally over the last decade with the number of registered P2Ws is growing at a rate approximately double that of registered cars. We think the number of P2W riders will continue to rise as more people turn to P2Ws as a cost effective and efficient mode of transport.

Although the number of P2W users killed or seriously injured on Warwickshire's roads is below the 1994/98 baseline, the rate of decline is significantly lower than for other road users. Motorcyclists represent around one to two per cent of all vehicle mileage travelled nationally. But in Warwickshire P2W users represented more than 20% of road users killed or seriously injured in 2004-08.

Casualty data highlights two groups of P2W users as being at high risk of collision involvement:-

- 16-21 year old riders of mopeds and motorcycles who are most likely to have their collisions on urban roads at relatively low speed and sustain slight injuries.

- 21-50 year old riders of more powerful machines who sustain their injuries on inter-urban routes at high speeds with a greater risk of riders being killed or sustaining serious injuries as a result of their collisions.

In 2006, Warwickshire conducted a research project into the behaviours, attitudes and motivations of motorcyclists using Warwickshire's roads. This helped us to develop a strategy and interventions designed to reduce motorcycle casualties. In particular the research highlighted the potential for training to reduce casualty numbers by improving rider skill levels.

Motorcycle training

In April 2008, Warwickshire launched 'Take Control', a subsidised training programme for all P2W users. The course responded to research that showed a demand for accessible and affordable training. The programme has received excellent feedback from clients and trained approximately 130 riders during the first 12 months. A successful bid to the DfT Road Safety Partnership Grant scheme enabled the programme to be expanded to cover West Mercia and increase capacity to 650 courses per annum.

The County Council works closely with Warwickshire Police in the delivery of Bikesafe rider assessments and actively encourage participation in post test training opportunities.

Motorcycle events

In 2009, the Warwickshire Road Safety Partnership organized the first Heart of England Bike Show, a free road safety event for motorcyclists that was attended by 4,000 riders. The event was supported by the motorcycle industry and provided a platform to promote training opportunities and other safety messages to a large audience. Building on the success of this first event, a bigger and better show was delivered in 2010, with even more advice and support to help P2W users stay safe. A road show has been put together to deliver safety messages at high profile local biker meets and dealer open days.

The County Council has supported a regional road safety stand at the prestigious annual International Motorcycle Cycle and Scooter Show every year since 2004. Attracting approximately 150,000 visitors the show provides an excellent opportunity to engage with P2W users.

The extent to which we will be able to continue this activity will depend on the funding available.

Engineering the road network for safer motorcycling

When analysis of routes or cluster sites, identifies a pattern of P2W casualties, we aim to install the most suitable type of street furniture to reduce the potential for injury to P2W users if involved in collisions. Those locations where there have been P2W injury collisions are prioritised for treatment whenever possible.

Warwickshire works with regional partners including the Highways Agency to display consistent temporary roadside posters during the summer on high risk motorcycle casualty routes. The posters aim to encourage riders to take extra care and encourage other road users to be extra vigilant for motorcycles.

Motorcycling enforcement

The County Council will work in partnership with the Police to conduct high profile enforcement on popular motorcycle routes and routes with high level of motorcycle casualties.

> **Policy RS16: Road user behaviour**
> The County Council will combat the 'fatal four' and other poor road user behaviour in partnership with the police, integrating education and enforcement.

The 2008 Association of Chief Police Officers (ACPO) National Strategic Assessment (Roads Policing) highlighted the 'Fatal Four' - the relatively static trend in fatal crashes and the high number of such incidents attributed to:

- Excessive speed for the conditions
- Failure to wear a seat belt

- Driving under the influence of drink or drugs

- Distraction, primarily through using mobile phones.

This concept forms an important part of Warwickshire Police's casualty reduction strategy. The fatal four can be best tackled by an integrated approach using education with enforcement. The County Council will support and work with the police to this end. A typical campaign will have several dimensions:

- The County Council will campaign to educate road users about the dangers of a particular poor behaviour

- Wherever possible, the campaign will be co-ordinated with a national THINK! Campaign;

- The police will publicise their intention to enforce

- The police will carry out enforcement

- The County Council and the Police will both publicise the results of enforcement.

Publicising enforcement before and after it takes place greatly amplifies the influence gained from it.

> **Policy RS 17: Drink and drugs**
> The County Council will continue to reinforce the drink and drug drive message regularly with its partners, in particular the police.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire 9 December 2009.

Drink driving campaigns are effective and fewer people have been found to be over the limit.

The County Council will continue to promote the drink drive message to foster correct attitudes to becoming a driver and the responsibilities of drivers and other road users.

The intelligence about casualties caused by legal and illegal drugs is limited. DfT research published in 2001 found that 18% of people killed in road accidents in Great Britain had traces of illegal drugs in their bodies. The Police Research Group estimate a 400% increase in drug driving over the last 15 years. Recent research by the magazine 'Autotrader' showed that one in five 17-24 year olds admit to regularly smoking cannabis and driving, while 12% drive after taking cocaine. More local evidence is required to help decide the best way to reduce road casualties caused by drugs and the Government is currently carrying out research in this area.

The County Council will promote awareness of the effect of drink and drugs on driving by:

- Educating present and future drivers through our mainstream educational programmes, pre-driver education, the driver improvement scheme, speed awareness workshops and professional driver development;

- Continuing to develop partnerships with the police and health professionals to promote suitable messages;

- Continuing to carry out drink drug driving campaigns in partnership with the Police and the Council's Drug and Alcohol Advisory Team. We will campaign through the press, though advertising and through our own distribution networks to colleges, hospitals, police

stations, clinics etc. We will utilise both DfT and our own specially produced publicity material.

It is believed that there are opportunities for greater engagement with the NHS to combat drink and drug driving.

Driver education

To be effective in contributing to reducing road deaths and serious injuries we have adopted a coordinated approach with our partners to take advantage of best practice, avoid duplication and provide value for money interventions. The County Council prioritises activities based on the statistical analysis of casualty risk data. The wide ranging schemes offered may be categorized into three main groups; diversionary training, pre driver and young driver training (see RS14) and driver related training for the public, industry and County Council.

Driver Improvement Schemes

The County Council operates a Driver Improvement Scheme in partnership with Warwickshire Police which conforms to national guidelines. Drivers who contravene Section 2 or 3 of the Road Traffic Act and meet defined criteria will be offered training by the police as an alternative to prosecution and points on their licence.

> **Policy RS18: Speed management**
> The County Council will combat excessive and inappropriate speed with an integrated programme of engineering, education and enforcement to achieve safer roads for all and meet the needs of local communities.

In 2005-08, illegal and inappropriate speed was recorded as a factor in an average of 76 fatal and serious collisions a year (31 exceeding the speed limit and 45 travelling too fast for the conditions). Comparisons with the years before 2005 are difficult to make because of changes to the national data reporting rules that year.

Following the Government's publication of Circular 01/2006 Setting Local Speed Limits Warwickshire adopted a new Speed Management Strategy in 2007 and this document is appended to the Road Safety Strategy. The strategy aims to combat excessive and inappropriate speed with an integrated programme of engineering, education and enforcement to achieve safer roads for all and to meet the needs of local communities.

Safe and appropriate speed limits

Extract from Department of Transport: *A safer way*: Consultation on making Britain's roads the safest in the world (para 5.29)

Our current approach is to ask highway authorities to review their speed limits, giving priority to their A and B roads. We still think this is the right mechanism for ensuring the right roads have the right speeds. Some authorities such as Buckinghamshire and **Warwickshire** County Councils, have been making good progress with their reviews resulting in reduced speeds and fewer casualties.

Appropriate and consistent speed limits play a fundamental role in encouraging safe speeds. We have reviewed the speed limits on all A and B roads and implemented 120 changes. We were the first authority in England to complete and implement a review. The review was based on the technical advice in Circular 01/2006 combined with extensive consultation with local communities.

The County Council is currently monitoring the effects that the new speed limits implemented as a result of the review of A and B roads have had on recorded collisions and vehicle speeds. Early indications are of significant improvements.

Achieving habitual voluntary compliance

Establishing appropriate and consistent speed limits is an important milestone but it is only the first stage. The second and far more difficult challenge is to change the culture of drivers. The aim of both the Council and Warwickshire Police is to achieve habitual voluntary compliance.

Research at Manchester University categorised the drivers most likely to be involved in speed related crashes into three groups:-

- Error makers – those who do not look
- Lapsers – those who do not think
- Violators – those who do not care.

Working with our Police partners, the County Council has developed a variety of interventions to deal with these groups. We have agreed a protocol with the Police which sets out how we will work together to address speeding issues. Our medium term aim is to achieve habitual voluntary compliance. A key principle is that enforcement is only used as a last resort when other interventions are not feasible or have been tried and failed. Problem sites and routes are identified from casualty data and from community concerns.

Interventions to sites and routes with a poor casualty record are covered later in this strategy under 'A safer road network'. Where speed is identified as a factor we prefer engineering measures rather than enforcement wherever possible. Vehicle actuated signs have been found effective in many cases though we want to avoid reducing their effectiveness through over use.

For sites where communities have registered concerns about speeding we have established a series of measures using the generic title 'SpeedAware'. This uses a progressive range of interventions to educate drivers through the deployment of speed indicator devices with Community SpeedAware Officer visits and short and medium term fixed sign deployments.

A further initiative - 'Community Speed Watch' - gives local community forums the chance to monitor vehicle speeds in their locality. Equipment and training are provided by Warwickshire Police. Drivers who are found to be exceeding the limit are reported to Warwickshire Police who can then send them a warning letter.

> **Policy RS19: Safety cameras**
> The County Council will continue to use safety cameras as part of our integrated strategy to combat excessive speed and prevent casualties. They will be used as a last resort where the evidence shows they are most effective way of preventing casualties at a particular site or route.

Extensive national and local evidence shows that safety cameras are an effective method of reducing casualties. Since 2002 when safety cameras were introduced on Warwickshire roads, there has been a significant fall in the number of casualties where excessive speed was identified as a factor.

Our use of safety cameras at particular times and places will be proportionate to their effectiveness in combating speed and preventing casualties; not to generate income.

Warwickshire has pioneered a new approach to managing safety cameras. It does not operate through a separate 'quango type' partnership such as exists in most areas. The partners manage safety camera work directly. The arrangements are set out in service level agreements. These require partners to carry out their responsibilities in the most cost effective way - that is the way

which achieves the greatest reduction in casualties for each pound invested. The costs of administering the separate partnership which existed before the Government's 2007 changes have been reallocated to individual partners to use directly to reduce casualties.

(Warwickshire Road Safety Partnership's work is described earlier in this strategy. Its brief is to prevent casualties overall, not to manage safety cameras).

The County Council aims to use safety cameras to deter excessive speed rather than to penalise offenders as such. We will also deploy mobile cameras in situations where we are unable to actually enforce, but they provide a significant deterrent effect. This is particularly useful in the early evening around twilight. We also move our vehicles along casualty routes to make our deployments less predictable in order to have greater influence over driver behaviour. Deployments are discussed regularly at Operational Meetings between the Police and the County Council.

The average number of people killed or seriously injured at camera sites each year in 2004/08 was 29 compared to 86 in 1994/98.

Policy RS20: Speed Awareness workshops
The County Council will work with the police to ensure policies are enforced and the community is aware of the possible consequences of dangerous and illegal behaviour on the road.

The County Council prefers to re-educate rather than penalise those detected speeding, operating Speed Awareness Workshops in partnership with Warwickshire Police. Drivers who commit a speeding offence are offered training as an alternative to prosecution and points on their licence. The object is to give these drivers an opportunity to explore and challenge the reasons why they drive inappropriately or exceeded the speed limit.

The County Council strongly supports Warwickshire Police policy which offers this option (subject to ACPO guidelines) to a greater proportion of speeders than in most authorities. The Council has set the fee for attending a workshop at the bottom of the range recommended by ACPO to encourage maximum participation. More than 50,000 speeding offenders have attended a workshop since their introduction in 2003.

The scheme has been independently evaluated. Warwickshire was one of the first authorities to sign up to the National Speed Awareness Workshop Scheme and participated in the creation and implementation of the new national standard.

Policy RS21: Promoting safer road use
The County Council will:
- Use publicity as part of an integrated road safety strategy.
- Actively support the 'THINK!' brand and national campaigns and give them a local dimension;
- Work with regional partners through Road Safety GB Mercia Region to develop shared publicity and educational campaigns;
- Promote local campaigns to address issues particular to Warwickshire.

The County Council will support government campaigns and apply and adapt them to local circumstances. Local data will be analysed to establish whether there are any specific local casualty problems that need to be addressed and with our partners initiate local campaigns. Warwickshire works actively with our regional partners to develop publicity and educational campaigns. This approach offers significant benefits in terms of reducing costs, avoiding

duplication of effort and increased campaign cut through as consistent messages are repeated across the region.

The County Council will establish a local publicity campaign network for the distribution of promotional and information leaflets, ensuring that with any campaign interested partners are consulted and involved.

General driving schemes

Working in partnership with local companies, we have devised a "Driver Training Workshop", which may be tailor made to meet the needs of each individual company, to give employees the time, opportunity and space to consider their attitude and behaviour towards driving and the consequences to themselves, the community and the environment of driving inappropriately. The workshop combines Theory & Practical.

Research published by the government, 'The ageing driver, identified that driving performance reduced with increasing age. Driving is more complex and demanding than it used to be. There's considerably more traffic on the road and motorists have to process more and more information. This workshop is aimed at the older (mature) driver and is designed to update them on the latest legislation, driving techniques, changing environment, mobility and health issues and possible impact on them as drivers and their overall responsibilities to themselves and others.

> **Policy RS22: A safer road network**
> The County Council will manage safety across the whole road network. Casualty studies will be carried out to identify patterns or trends.

Most collisions result from a combination of contributory factors with driver error being the most important. But a safer road network will also help reduce casualties.

The County Council will:

- Manage safety and monitor the effects of our strategy;

- Monitor the impact of work across the whole network, not just at individual sites or areas treated; and

- Give particular emphasis to child casualties and the problems of other vulnerable road users, especially motorcyclists.

The County Council will take the opportunity to incorporate casualty reduction features into other work where possible.

> **Policy RS23: Engineering initiatives**
> The County Council will work with our partners to:
> - Implement casualty reduction (local safety engineering) schemes
> - Ensure that development does not adversely affect road safety
> - Maintain roads in a safe condition for all users

> **Policy RS24: Casualty Reduction (Local Safety Engineering) Schemes**
> The County Council will prioritise casualty reduction (local safety engineering) schemes by their cost effectiveness in terms of casualties prevented per pound invested.

Casualty reduction schemes will be designed to combat evidenced (as opposed to perceived) casualty problems. These schemes may be at a specific site or over a length of road or an area.

There will never be enough money to carry out all the casualty reduction schemes we would wish to. So we prioritise schemes by their cost effectiveness; that is on the basis of the casualties we expect them to prevent per pound invested. This will achieve the greatest overall reduction in casualties for the total funds available. When we prioritise schemes, we will attach the greatest weight to saving fatal and serious casualties.

Value for money

Casualty reduction cannot be considered in isolation from other priorities. We aim to make the best use of our resources to achieve the shared priorities. Whilst larger schemes cannot always be justified solely in terms of casualties saved per pound invested they often also help improve accessibility and tackle congestion.

When we prioritise schemes in terms of the benefits they bring against the shared priorities, we will give particular weight to their potential to reduce casualties.

Scheme prioritisation and monitoring

Cluster sites are prioritised for investigation by the number of personal injury collisions (pics) and routes are prioritised by the number of pics per km. Sites are investigated using the last 5 years of pic data to see if they can be engineered to achieve a first year rate of return of at least 150% using the DfT's Transport Analysis Guidance.

 A cost benefit analysis is used to calculate the costs of pics over the previous 3 years and compared with the costs if a casualty reduction scheme is implemented. The average first year rate of return for the most recent two financial years exceeded 800%.

The Department for Transport has recently produced an Appraisal of Small Schemes Database. The County Council supports this initiative in principle and will evaluate its suitability for use in casualty reduction schemes.

Engineering measures

The County Council uses a wide variety of engineering measures in casualty reduction schemes including:

- Signing and lining and coloured road surfaces;

- Altering speed limits and making traffic orders

- Alterations to the road layout;

- Traffic calming (road humps,' village gateways,' road narrowing etc);

- Improved facilities for pedestrians and other vulnerable road users;

- Vehicle Actuated Variable Message Signs.

The County Council will:

- Integrate safety and maintenance, including road skid resistance surface treatments at sites which involve a high number of injury related collisions in wet weather conditions and provide safety enhancements as an integral part of maintenance schemes where these will reduce casualty rates;

- Improve facilities for vulnerable road users wherever possible as part of any casualty reduction (local safety engineering) scheme measures; and

- Monitor the effectiveness of casualty reduction (local safety engineering) schemes.

RouteAware

RouteAware is a hybrid education/engineering scheme which provides key information about a particular route in order to alter driver behaviour. The scheme consists of a combination of three different road sign designs to alert drivers that they are on a high risk crash route. The signs also provide pertinent crash statistics and are backed up with a range of publicity materials.

New roads constructed by developers

Developments should not adversely affect road safety. We work with the local planning authority and developers to achieve this. We expect developers to:

- Ensure the access to their development is safe;

- Include a safe network of roads, pedestrian and cycle routes within the development;

- Construct new roads, pedestrian and cycle routes within the development to specified safety standards;

- Contribute to off site improvements to the existing local highway network through planning agreements where the development will generate significant traffic.

> **Policy RS25: Building safety into new schemes**
> The County Council will carry out road safety audits on all new schemes and alterations to the existing road network proposed by ourselves or others.

The aim of an audit will be to recommend improvements to the overall safety of the scheme to the designer. We will base our audit procedures on the Department for Transport's recommendations.

> **Policy RS26: Maintenance**
> The County Council will:
> - Maintain roads in a safe condition for all road users;
> - Ensure our detailed maintenance policies are written with casualty prevention in mind;
> - Pro-actively look for ways in which maintenance can help prevent casualties;
> - Assess the data to see how, why and where casualties occur and use it to initiate or prioritise maintenance work to help prevent them;
> - As part of our inspection regime, ensure any potential cause of casualties is identified and dealt with as prescribed by the Highway Maintenance Strategy or (if it is the responsibility of others) is reported to them for action; and
> - Ensure maintenance work does not increase the apparent safe speed above the real safe speed.

The County Council believes there is an important link between casualty reduction and maintenance. The way that roads are maintained can help prevent casualties.

Police reports show that slippery road surfaces contribute to about 20% of casualties. A key aim of our surfacing policy will be to reduce this figure.

The maintenance standards, which particularly influence casualties include:

- Winter maintenance;

- Maintaining road surface skid resistance;

- Filling potholes;

- Improving visibility by cutting grass and maintaining hedges and trees;

- Draining water from the carriageway whilst ensuring that drainage infrastructure itself is not a safety hazard;

- Renewing road markings and signs; and

- In rural areas where paved footways are not justified, maintain verges, which are key corridors for non-motorised users.

Action Plan

Actions for delivering the Road safety Strategy are set out in the table below. We have used the same delivery timescale categories as in the rest of the LTP – that is short (0-5 years), medium (5-10 years) and long (10-15 years) – though the nature of casualty reduction work is such that it can generally be implemented within 5 years.

Policy	Action	Timescale
RS1	Support the Government's commitment to road safety	Ongoing
RS2	Collect and analyse data and use this to prevent future casualties	Ongoing
RS3	Combat casualties using an integrated and holistic '3 E's' approach	Ongoing
RS4- RS7, RS20	Work in partnership with anyone who will help combat casualties	Ongoing
RS8	Improve communications with road user groups and local communities	Short/Medium
RS9	'Narrow the gaps' and address issues in disadvantaged areas	Short/Medium
RS10	Prioritise work by cost effectiveness	Ongoing
RS11, RS12	Focus especially on child safety	Short/Medium
RS13	Provide school crossing patrols to national guidelines	Short
RS14	Change young people's attitude to driving	Short/Medium
RS15	Produce a motorcycle action plan	Short
RS16	Combat the ACPO 'fatal four'	Short/Medium
RS17	Reinforce the drink, drug, drive message	Short
RS18, RS19	Combat excessive and inappropriate speed	Short

Policy	Action	Timescale
RS21	Actively use publicity	Ongoing
RS22-RS25	Make the road network itself safer	Ongoing
RS26	Give high priority to those elements of maintenance that help prevent casualties	Short/Medium

Indicators and Monitoring

Target

The Council's target is to achieve a reduction in the number of people killed or seriously injured to 277 by 2015.

Reducing death and injury on our roads directly prevents real tangible harm. It is a primary object for the Council. For this reason the Council has set a local target to reduce road casualties.

The Council and its partners believe that a common casualty reduction target will help us drive down road casualties. The Council has set a target based on the following principles and advocates it to our partners:

- A single target for road casualty reduction in Warwickshire.
- Using the number of people killed or seriously injured on the roads in Warwickshire as the measure. (In the DfT Business Plan 2011-2015 the Government proposes road deaths as the national measure. We support this for national use but the number of road deaths in Warwickshire is happily too low to be sufficiency statistically significant to use as a local measure).
- The target is to reduce the number of people killed or seriously injured to 277 or less by 2015. The figure of 277 comes from the proposal in *A safer way* for 2020. Our target is to achieve the *A safer way* proposal five years early.
- We aim to reduce the number of casualties steadily in roughly equal increments each year from the actual 2009 figure to the 2015 target.

We commit ourselves to reduce the number of people killed or seriously injured to 277 or less (the *A safer way* proposal for 2020) five years early - that is by 2015.

Achieving this target will not be easy, especially in the current economic climate. We will need all the help we can get. We ask the Government, our partners and the people of Warwickshire to work with us to achieve it.

Monitoring and Evaluation

The County Council will regularly monitor and evaluate the success of this strategy and the interventions we use regularly. We will obtain the best possible assessment by using a variety of evaluation methods. We will review and update this strategy and interventions used as necessary to ensure we use our resources in the most effective way to prevent casualties.

To prioritise by cost effectiveness we need to monitor and evaluate everything we do. There is no one single way to evaluate every intervention. We use a variety of complementary methods. Table RS6 shows the various ways we evaluate interventions and the strengths and limitations of each one.

Table RS6: Evaluation methods used.

Evaluation Method	Where used	Strengths	Limitations
Monitor progress in reducing casualties.	Overall strategy	Ultimate test of overall effectiveness.	Does not distinguish between the success of different interventions or between the effects of interventions and other unrelated factors
Invite the community's views on our performance overall.	Overall strategy	The community is generally a good judge (and in a democracy the ultimate judge) of the overall quality of our service.	Does not quantitively evaluate casualties saved.
Monitor the number of casualties at a location before and after the intervention.	Engineering interventions at particular sites or routes	Gives a good idea of the success of a particular intervention.	Does not entirely eliminate the effects of unrelated factors Does not allow for casualty migration.
Monitor the number of people who have taken up a service.	Educational interventions	Other things being equal the more people who receive education and training the greater the reduction in casualties likely.	Does not evaluate the saving in casualties achieved. Does not evaluate quality.
External evaluation	Use external bodies to evaluate interventions	Provides independent expert assessment	Cost
Ask clients (including children) for their opinions of training we have given them.	Wherever possible	Clients generally have a good idea as to the quality of the training they have received.	Does not evaluate the number of casualties saved
Use educational psychologists to measure the impact of work	Young people's attitudes to driving.	Evaluates the impact of interventions on the attitudes and reported behaviour of our service users.	Cost
Market research	Publicity campaigns	Identifies level of cut through, quality of the campaign, and reported behavioural changes.	Cost

Road Safety Strategy Appendix A:
A Speed Management Strategy for Warwickshire

1.   Introduction

This strategy is a coordinated approach to the issue of speed which states objectives and develops proposals to address the management of speed in ways that result in roads that are safer for all, and takes into account the needs of local communities.

2.   Speed Management

2.1   Successful management of speed will be achieved only by the County Council, Warwickshire Police, Borough and District Councils, Parish Councils and other community organisations working together.

     The benefits of managing speed to better suit the local environment are:-

- A reduction in the number of casualties on the road.

- A reduction in demands on the emergency services.

- Improvements to the quality of life in local communities.

- Encouragement of more environmentally friendly methods of travel.

- Improvements in the environment for walking, cycling and horse riding.

     To do this, we need to utilise a combination of the three 'E' s.

- Education – to influence for the better the ways in which people drive, walk and cycle

- Engineering – to design and improve roads in a way that encourages safer and more responsible driving.

- Enforcement – to work with the Police to carry out targeted enforcement where there are significant road casualties or where unacceptable speeding is a problem

2.2   The overall objective is to attempt to alter the culture of the many drivers who consider that they alone can judge what speed is appropriate, into one in which a more responsible attitude prevails.

3.   Why is Speed a Problem?

3.1   Speeding and accidents are closely related. When a hazardous situation arises the greater the speed, the greater the risk that an accident will occur. And the greater the speed of those involved in an accident the more serious the consequences will be.

3.2   Research shows that speed was a major contributory factor in around one third of all traffic accidents.

3.3   Drivers travelling too fast do not just put themselves at greater risk. They also endanger more vulnerable road users and adversely affect the environment of the communities though which they pass.

3.4   The great challenge is to change the culture of drivers. Many drivers view their speed as a matter for their personal decision based on their own values. We need to change this so that they give due consideration to the impact it has on the communities through which they pass.

4.   The Role of the Driver

4.1   Influencing the attitude of drivers is therefore a key element of any strategy. Research at the University of Manchester categorised those drivers who are most likely to be involved in speed related accidents into three groups:-

*   Error makers: those who do not look.

*   Lapsers: those who do not think.

*   Violators: those who do not care.

4.2   It is these three groups of drivers who most need to alter their approaches to driving by taking a more responsible attitude to other road users. This requires a culture change, so that the community finds driving too fast as socially unacceptable as drink driving.

4.3   However, it is not just these drivers who are the problem. We all drive too fast at times. There is a collective feeling that it is acceptable because everyone else does it and the chances of being detected and prosecuted, except at camera sites, is very small. Once again, it is necessary to change the culture, as this attitude can be passed on to our children when they start driving.

4.4   The majority of drivers do not speed significantly through their own communities, since they have an affinity with the people who live and work there. Many however, do so through other communities.

5.   The Strategy Objectives and Their Implementation

5.1   The Strategy is formed of a set of objectives, each aimed at a particular problem associated with speed that is encountered in Warwickshire. This is followed with a statement setting down the Council's policy with respect to the objective.

5.2   The Strategy acknowledges and builds on many of the existing initiatives with regard to vehicle speeds and safety in the county. It then aims to add to and improve on these existing initiatives.

5.3   The Strategy is set out in a way that new developments, guidance and technologies can be accommodated and taken account of in the future.

5.4   In order that each policy can be followed, the Strategy identifies a number of actions that would need to be approved and funded for implementation in future years.

5.5   The timescale for delivering the strategy will depend on the funding available.

6.   The Objectives and Policies

Objective SMS 1 - Education

To increase the awareness of drivers to the problems caused by inappropriate speed, and foster a more responsible attitude to driving at an appropriate speed for the road conditions.

Policy SMS 1

The County Council, with the support of Warwickshire Police, will continue to support national speed campaigns by local initiatives, with local campaigns and events aimed at raising the profile of the use of appropriate speed.

Objective SMS 2 - Education

To work with young drivers to improve their understanding of speed issues.

Policy SMS 2

The County Council will continue work with its partners to promote programmes to make young drivers, and those approaching driving age, more aware of the problems caused by inappropriate speed, and to foster a more responsible driving attitude.

Objective SMS 3 - Education

To assist communities with perceived speeding problems to take ownership of local issues.

Policy SMS 3

The County Council will work with Warwickshire Police, other local councils, and other bodies to give support to local communities that wish to promote safer driving and reduced speeds in their areas.

Objective SMS 4 - Education

To encourage drivers detected speeding to undergo training as an alternative to prosecution.

Policy SMS 4

The County Council will continue to work with the police to provide Speed Awareness workshops for drivers detected speeding as an alternative to prosecution.

Objective SMS 5 - Education

To encourage local businesses and employers to implement an Occupational Road Risk Policy, which will include speed issues.

Policy SMS 5

The County Council will offer training:-

- To help local employers to fulfil their health and safety obligations by managing occupational road risk.

- To help occupational drivers to adopt safer driving practices.

Objective SMS 6 Engineering

To ensure that new and improved roads within the County are constructed so that their layout encourages responsible driving and more appropriate speeds.

Policy SMS 6

The County Council will continue to require that new and improved roads are designed and built to appropriate standards. In addition, they will require that the layout of these roads will encourage safer driving generally, and will generally discourage inappropriate speeds in environmentally sensitive areas.

Objective SMS 7 - Engineering

To gather data on road accidents to assist in the reduction in the number of speed related road casualties.

Policy SMS 7

The County Council will continue to work with Warwickshire Police to provide and analyse all available road accident data for those working towards reducing road casualties within the county, and where appropriate, to identify problems associated with inappropriate speed.

Objective SMS 8 - Engineering

To reduce casualties at those sites where significant numbers of accidents have occurred where speed was a factor.

Policy SMS 8

The County Council will work to reduce casualties at those sites with the worst records. At the sites where significant numbers of the accidents were speed related, particular attention will be paid to using methods to reduce speeds to more appropriate levels.

Objective SMS 9 – Engineering

To have in place a policy for the setting of local speed limits

Policy SMS 9

The County Council will use the guidance in DfT Circular 01/2006 to assess and set local speed limits.

Objective SMS 10 - Engineering

To have in place appropriate speed limits on all county roads.

Policy SMS 10

The County Council will follow the recommendation of DfT Circular 01/2006 that 'Consistent with their duty in respect of road safety, traffic authorities will wish to focus on the use of speed management measures, including more appropriate speed limits, or a combination of these

measures, on those roads (not just on A and B roads) with the most pressing problems of collisions and injuries, or where there is a widespread disregard for current speed limits'.

Objective SMS 11 - Engineering

To reduce the environmental impact of speeding traffic in villages.

Policy SMS 11

The County Council aims to ensure all villages in the County have a 30 mph speed limit where this can be achieved in accordance with its speed limit policy. Engineering measures will be employed where necessary to help reduce speeds to levels appropriate for a lower speed limit.

Objective SMS 12 – Engineering

To reduce the environmental impact of traffic in towns through an Urban Speed Limit Review.

Policy SMS 12

The County Council will develop an initiative for reviewing speed limits on the main road network of urban areas not covered by the A and B roads review. This will have a particular emphasis on achieving workable 30 mph limits on roads that currently have 40 mph limits. It is intended, however, that this should commence after the Village Speed Limit Review is substantially complete.

Objective SMS 13 - Engineering

To take advantage of opportunities which arise to further reduce speeds in certain environmentally sensitive areas by considering the introduction of 20mph speed limits or 20 mph zones where appropriate.

Policy SMS 13

The County Council will consider the use of 20 mph speed limits or 20 mph zones where appropriate in accordance with the speed limit policy. Engineering measures will be employed where necessary to help reduce speeds to levels appropriate for a lower speed limit.

Objective SMS 14 – Engineering

To ensure that drivers are at all times aware of the speed limit of the road on which they are travelling

Policy SMS 14

The County Council will regularly review and, where necessary update, the type, number and locations of all speed limit signs.

Objective SMS 15 - Enforcement

To provide improved levels of speed enforcement.

Policy SMS 15

The County Council will continue to press Warwickshire Police to carry out an increased level of speed enforcement, particularly where there are justifiable community concerns over speeding.

Objective SMS 16 – Enforcement
To reduce speeds where high levels of casualties have occurred, but where the installation of more conventional methods of casualty reduction treatment are not possible, or have been tried and significant levels of casualties continue to occur.

Policy SMS 16

The County Council will use safety cameras as part of its integrated strategy to reduce casualties. We will use them as a last resort where the evidence shows they are the most cost effective way of reducing casualties at a particular site or route.

We will adopt the recommendations of DfT Circular 1/2007 subject to the following amendments and additions:-

- Sites and routes will be prioritised on the basis of their casualty history and safety cameras will be considered as part of any engineering treatment or measure where it is the most effective method of reducing road casualties.

- Safety camera enforcement will be carried out in an entirely open and conspicuous way, but advance signing will only be used where it is likely to help reduce casualties.

19. Airport Accessibility Strategy

Introduction and Overview

The purpose of Warwickshire's Airport Accessibility Strategy is to set out our approach to the issue of improving access to the two airports that lie within or close to the County boundary. Birmingham Airport (BIA) is the principal aviation facility for the West Midlands, and serves a wide catchment area. Coventry Airport has principally been used in the past for cargo flights to and from Europe, although passenger services operated by Thompson used the facility during part of the last decade. The main airport operator went into receivership at the end of 2009, but in 2010 a new owner was granted a licence to operate leisure, business and freight flights from the airport.

While many people travelling to and from Warwickshire make use of a variety of UK airports, issues concerning longer distance travel are more appropriately addressed within other Warwickshire LTP Strategies, such as Passenger Rail, Bus and Network Management. The Airport Accessibility Strategy, therefore, is concerned primarily with passenger access to Birmingham International Airport.

An effective transport network is essential in order to give people, in all parts of Warwickshire, access to the opportunities and benefits that contribute to the enjoyment of a better quality of life. Surface access to aviation facilities will continue to be met by car, bus/coach, rail, community transport services, taxis/private hire vehicles, cycling and walking, or any appropriate combination of these modes. This Strategy deals with the contribution that these modes can make in providing access to aviation facilities, with the emphasis on encouraging more trips to be made by public transport. The effectiveness of transport links extends, not only to its provision, but also to difficulties in physically accessing what is provided, and other equally important issues such as the level of fares, journey time, personal security and comfort.

The overall aim of Warwickshire County Council's Airport Accessibility Strategy is to provide:

'Affordable, accessible, safe, convenient and sustainable surface access provision to airport facilities in or near the County, capable of meeting local and longer distance demand, improving accessibility and reducing social exclusion, thereby contributing to the achievement of the objectives of Warwickshire's Local Transport Plan 2011'.

This strategy will assist in the delivery of the transport objectives of both Central and Regional Government and the County Council. The timeframe of the Strategy will extend to 2026 to ensure that the needs of both passengers and freight / cargo operators, are addressed in a planned, integrated and sustainable manner.

The Action Plan is a realistic implementation mechanism in the light of the constraints, with a monitoring and review process against set targets.

Policy Context

The Strategy has been developed within the context of National policy on aviation issues. The Government's White Paper on 'The Future of Air Transport', published in 2003, endorsed a balanced approach to air transport, recognising the importance of aviation to the national and regional economy and the need to reduce or minimise the impacts of airports on those who live nearby and on the natural environment. The Air Transport White Paper Progress Report states that surface access to airports should be designed to mitigate local impacts.

The White Paper supports further expansion of Birmingham International Airport to provide the new runway capacity that is predicted to be required by 2016.

Birmingham International Airport

Birmingham International Airport, which is located just outside the County boundary in Solihull Metropolitan Borough, is the fifth largest passenger airport in the UK, carrying over 9.1 million passengers in 2009.   It provides passenger and cargo flights, principally to British and European destinations, although the number of long-haul routes is steadily increasing. The airport also has some facilities for recreational flying and training. The airport has undergone an expansion of both runway capacity and passenger facilities in recent years, including the opening of a new 'International Pier' terminal building in 2009 which will allow the airport to handle up to 20 million passengers a year.

These enhancements have been accompanied by a number of transport and accessibility improvements, including:

- The provision of a new multi-modal interchange at Birmingham International rail station, integrating bus, rail and taxi services in a single facility; and,

- The provision of Air-Rail Link, a fixed-link public transport system between the railway station, the multi-modal interchange and the main passenger terminal.

- The Airport has provided support to selected bus services including an express bus to Birmingham prior to the opening of the Air-Rail Link, the 966 route between north and south Solihull and the demand responsive 24/7 "Buster Werkenbak" service for staff.

- Provision of a safer and more attractive route for cyclists out of the Airport to the south.

- Provision of a range of Airport Access, Bus, Cycle and Rail Guides.

In 2007, BIA launched its new Airport Master Plan "Towards 2030: Planning a Sustainable Future for Air Transport in the Midlands", setting out a strategy for accommodating the expansion outlined in the White Paper. The new Master Plan sets out a framework for the sustainable development of Birmingham International Airport and illustrates how the Airport intends to meet the regional demand for air travel up to 2030.

This document confirmed BIA's desire to extend the existing runway and approval was granted for this extension in 2009. It is anticipated that construction should be completed later this decade. Plans for a second runway were not included in the final strategy as a detailed review of traffic forecasts and runway capacity indicated that it would not be needed until at least 2030.

Sitting beside the new Master Plan is an Airport Surface Access Strategy entitled "Moving Together, which identifies a range of potential surface access improvements to support the proposed expansion, and the need for the Airport Company to operate in partnership with other transport agencies to deliver them. The County Council is an important stakeholder in the work to improve surface access to BIA, and continues to input to the process accordingly. The County Council's development of a new multi-modal interchange at Coleshill Parkway on the Birmingham to Nuneaton railway line was closely linked to further development at BIA and the NEC, particularly in terms of the enhanced network of bus links.

It is estimated that, by 2030, over 30 million passengers will use the airport every year. This has very significant implications for surface access from and through Warwickshire and the surrounding area. As such, the County Council will work with BIA in the development of the next Surface Access Strategy for the Airport beyond 2012.

Coventry Airport

Coventry Airport is located at Baginton in Warwickshire, close to the County boundary with Coventry. The facility is considerably smaller than BIA and was used primarily for domestic and European freight traffic, along with some recreational flying and training. In 2003/4 new owners of the airport began to operate and expand scheduled passenger services to a number of European

destinations. These terminated in 2008 after planning permission for a new permanent passenger terminal was refused. However, in 2010 new owners were found for the airport and a licence was subsequently granted for the operation of leisure, business and freight flights. At the time of writing, no further details have been confirmed regarding the recommencement of flights from this airport.

Overview of the Current Situation

Surface access to BIA and Coventry Airport has a number of associated problems and opportunities. These are summarised below.

Problems

- The predominant mode of access to BIA by passengers is by car. However, the public transport mode share has risen from 11.5% in 2004 to 20.4% in 2007. Amongst employees, public transport mode share was 21.2% in 2007.

- Highway access to BIA can often be limited by congestion on the Motorway and Trunk road network, including the M42, M6 and A45, and through the proximity of the airport to the National Exhibition Centre;

- Highway access to Coventry Airport is constrained by its proximity to the congested A45/A46 roundabout at Toll Bar End, and a generally inappropriate local road network of 'B' and 'C' classified roads through nearby villages;

- The use of public transport is constrained by shift working patterns because public transport in the early morning and late at night is not commercially viable;

- Access by walking and cycling for employees is difficult, due partly to the airports location and lack of suitable infrastructure;

- Taxi and private hire vehicle fares from parts of Warwickshire to BIA are generally expensive, but form the only viable alternative to the car in the absence of public transport (particularly during the night); and

- Air cargo generally arrives at these facilities by road (HGV), albeit predominantly at night.

Opportunities

- Highway access to BIA has been improved following implementation of an Active Traffic Management (ATM) scheme for the M42. The impact of the opening of the M6 Toll on traffic levels on the M6 is being monitored;

- Highway access to Coventry Airport will be partially improved by the proposed major works at the A45/A46 Toll Bar End roundabout;

- Public transport access to BIA has been further improved through the implementation of the existing BIA Surface Access Strategy, the completion of the West Coast Route Rail Modernisation programme and the opening of Coleshill Parkway in 2006 including the provision of associated bus/coach links to BIA;

- A number of improvements to local bus services, walking and cycling have been implemented by BIA and its partners as part of the BIA Surface Access Strategy;

- A range of Airport Access, Bus, Cycle and Rail Guides have been developed for BIA to promote use of sustainable modes.

The Strategy

> ## Policy ASA1: Partnership
> The County Council will work with airport owners, air operators (passenger and freight), adjoining Transport Authorities, the five District/Borough Councils in Warwickshire, the Highways Agency and other stakeholders to improve sustainable surface access provision to Birmingham International Airport and Coventry Airport (if appropriate).

The role of the County Council, working in partnership with the airport owners, operators, adjoining Transport Authorities, local planning authorities, the Highways Agency and other stakeholders, is to help develop and deliver sustainable improvements to airport surface access where it is feasible and desirable to do so.

> ## Policy ASA2: Quality of Surface Access
> To meet the overall vision of the Airport Accessibility Strategy, the County Council will work with the bodies and organisations set out in Policy ASA 1 to encourage the provision of improvements to surface access that are Accessible, Available, Acceptable and Simple to use.

a. Accessible

The design of multi-modal interchange and remote check-in facilities at airports must enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance. Interchange infrastructure should provide for 'seamless' changes between transport modes.

Public transport services to aviation facilities should be co-ordinated to encourage interchange consistent with the aims of the County Council's Public Transport Interchange Strategy, Bus Strategy, Passenger Rail Strategy and Community Transport Strategy, with the object of increasing the range of travel opportunities and options for travellers.

Pedestrian and cycling routes to aviation facilities shall accord with the standards set out in the Walking Strategy and the Cycling Strategy.

b. Available

Public transport services to aviation facilities should provide a coverage and level of service that reflects the access needs of airport passengers and employees, both during the day, and at night.

c. Acceptable

Interchanges facilities at airports and remote check-in facilities should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year, and facilities to address personal safety and security issues.

Staff at these interchange facilities should be helpful and courteous and preferably have received customer service training.

Where possible, the journey time by public transport to aviation facilities should be similar to the equivalent journey by car.

d. Simple to use

Public transport timetables, routes and fares should be readily available, easy to understand and be simple to use.

Integrated ticketing between modes including rail, bus and community transport services should be available where it is necessary to use a combination of different modes to complete a journey.

> **Policy ASA3: Implementation of Surface Access Strategies**
> The County Council will continue to work in partnership with Birmingham International Airport and Solihull Metropolitan Borough Council to implement the current BIA Surface Access Strategy and develop a new strategy beyond 2012. The County Council will seek provision of a Surface Access Strategy for Coventry Airport should passenger numbers reach 1000 or more per annum in the future.

Action Plan

The Airport Accessibility Action Plan is geared towards addressing the key issues within the context of the known constraints and opportunities.

The delivery of surface access initiatives to aviation facilities involves a wide range of stakeholders. For each specific initiative set out in the Action Plan below, the likely timescale for delivery is identified as short, medium or long term. By their very nature, most of the actions below are ongoing.

Policy	Action	Partners involved	Time-scale
ASA1: Partnership	Work with partners to secure funding through the Local Transport Plan and other appropriate sources of funding (including contributions from airport owners and operators) towards improvements to surface access services and facilities at BIA and Coventry Airport (if appropriate).	Local authorities, airport owners, bus operators, train operators, community transport providers.	Ongoing
ASA2: Quality of surface access	Work with partners to improve the co-ordination of public transport services to aviation facilities to improve multi-modal integration, consistent with the aims of the Public Transport Interchange, Bus, Rail and Community Transport Strategies.	Local authorities, airport owners, bus operators, train operators, community transport providers.	Ongoing
	Work with partners to improve pedestrian and cycling routes to aviation facilities consistent with the standards set out in the Walking and Cycling Strategies.	BIA, local authorities.	Ongoing
	Work with partners to improve the coverage of public transport services to aviation facilities to better reflect the access needs of airport passengers and employees, both during the day, and at night.	Local authorities, airport owners, bus operators, train operators, community transport providers	Ongoing
	Work with partners to improve the reliability and punctuality of public transport services to aviation so as to improve passenger confidence.	BIA, bus operators, train operators and community	Ongoing

Policy	Action	Partners involved	Time-scale
		transport providers	
	Provide enhanced facilities for airport passengers at public transport interchanges consistent with the aims of the Public Transport Interchange Strategy, in terms of reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year.		Ongoing
	Continue to maintain the public transport information pages on the County Council's website to provide readily available, easy to understand, and simple to use information regarding public transport access to BIA.		Ongoing
	Work with partners to develop proposals for integrated ticketing between modes including rail, bus and community transport services, where it is necessary for airport passengers and employees to use different modes to complete a journey.	Local authorities, airport owners, bus operators, train operators & community transport providers	Ongoing
ASA3: Surface Access Strategies	Work with partners to develop and implement a new BIA Surface Access Strategy to support the proposed expansion of the airport.	BIA, local authorities and other stakeholders	Ongoing
	Work with partners to develop a Surface Access Strategy for Coventry Airport, should passenger flights recommence from this airport in the future.	Local authorities, airport owners and other stakeholders.	Ongoing as required

20. Bridge Maintenance Strategy

Introduction and Overview

The majority of highway maintenance, including structure maintenance, is based on statutory duties and powers contained in national legislation. The Highways Act 1980 sets out the main duties of Highway Authorities in England and Wales. These include a duty to maintain highways and associated structures, such as bridges, which are maintainable at public expense.

Authorities have a general duty of care to users and the community to maintain the highway and associated structures in a state that is safe for use and fit for purpose.

Warwickshire has a total of over 1400 bridges and other structures, of which the County Council owns over 1000. The key objective of the Bridge Maintenance Strategy is to avoid any deterioration in the bridge stock.

The Bridge Maintenance strategy supports the broader objectives for a transport system which promotes a more inclusive society and a sustainable economy with minimum environmental impact.

This strategy (and the phrase "highway network" when used within this strategy) specifically excludes bridges on the public rights of way network, which are managed separately.

Policy Context

The County Council's policies and methods of working are in accordance with national, regional and local policies. The County Council has adopted the final version of the National Bridge Maintenance Code of Practice document

Challenges and Opportunities

The main challenges in relation to the bridge stock are:

- Gradual deterioration of ageing structures exacerbated by increased traffic, particularly heavy goods vehicles;

- Increases in permitted vehicle weights since design and construction, which means that certain bridges are weak in relation to current traffic loading;

- Penetration of water into and around structures particularly with the presence of road de-icing salts, leading to accelerated deterioration;

- Impact damage by vehicles;

- Vandalism and graffiti;

- Undercutting of foundations or flood damage;

- Overgrowing vegetation; and

- Severely reduced funding

There are opportunities to repair more than one defect during the same works and to improve safety on and around structures. If roads, railways or watercourses are closed for works, there are opportunities for close inspection or testing.

The Strategy

> **Policy BM1: Overall approach to Bridge Maintenance**
> The County Council will maintain all structures in accordance with the Bridge Maintenance Code of Practice "Management of Highway Structures". This Code of Practice includes specific environmental, sustainability and conservation requirements.

The County Council will prioritise maintenance and strengthening-work on bridges and other structures based on:

- County Council and wider national transport objectives;

- Engineering assessment;

- Bridge Condition Indicators;

- Specific inspections of reported problems;

- Consultation; and

- Available funding.

Procurement

At the time of writing, Minor Works are carried out by a term contractor appointed on the basis of competitive tender of rates. Larger schemes are procured by competitive tender using a select list of contractors and the select list is regularly reviewed. From May 2011, Bridge Maintenance work will be included in the Highway Maintenance contract.

Appropriate versions of the NEC (New Engineering Contract) with the emphasis on partnership and co-operation are the norm.

Database

The County Council holds summary information including photographs of all structures on a dedicated computer database. This database can automatically sort and analyse bridge-related information including repair history, assessments and condition indicators. All bridge record drawings are retained and all historic drawings have been converted to electronic format.

Quality Assurance

All bridge maintenance activities are covered by a BSI registered QA scheme and are regularly audited both internally and externally.

Environmental considerations

Bridge maintenance and construction works will be carried out in a way which minimises any negative impact on the environment and bio-diversity.

> **Policy BM2: Inspections and assessments**
> The County Council will inspect all structures in the County on a two year cycle, regardless of ownership, to detect any abnormal deterioration.

There is an annual programme of underwater and confined space inspections. Further and more detailed inspections are carried out as required.

Assessments

The majority of structures have now been formally assessed for their suitability to carry current highway loading and the outstanding assessments will be completed. The County Council review the assessments for those structures found to be weak in some respect and take the appropriate action, which may include strengthening, closure, re-building, further testing or monitoring.

Policy BM3: Strengthening
The County Council will seek to strengthen weak bridges where appropriate and possible, and will avoid the imposition of weight limits unless unavoidable.

In determining priorities for strengthening, the County Council takes account of:

- The degree of structural inadequacy and the level of risk presented to highway users;

- The importance of the route and the availability of suitable alternatives;

- The views of the local community and users;

- The consequences of permanent or temporary weight restrictions; and

- The need for co-ordination with other highway or related works.

Weight restrictions

The County Council's aim is to ensure that all bridges on the road network are capable of carrying 40 tonne vehicles and the imposition of weight limits is avoided wherever possible. A weight limit is generally only considered appropriate if a bridge is located:

- On a minor road where a suitable alternative route is reasonably convenient (5km or less); or

- On a minor road where a suitable alternative route is longer than 5km but the numbers of HGV's affected are less than 10 in a 12-hour day.

The County Council will ensure that signing regarding weight limits and height restrictions will be implemented in accordance with the County Council's policy entitled 'Signing for Bridges of Sub-Standard Headroom'. This policy is appended to the Bridge Maintenance Strategy.

Policy BM4: Conservation
The County Council will seek to conserve those bridges which form a vital part of our cultural heritage unless such works would be prohibitively expensive or impractical.

Scheduled Monuments and Listed Structures

Works are undertaken to conserve those bridges which form a vital part of our cultural heritage, unless such works would be prohibitively expensive or impractical.

Policy BM5: Sustainable development
Where significant bridge works take place, the County Council will actively encourage the recycling of materials on site to minimise the amount of virgin stone and other materials needed from local quarries.

> **Policy BM6: Consultation and partnership working**
> The County Council will undertake consultation on individual schemes with elected Members, District Councils, English Heritage, Environment Agency, Statutory Undertakers, neighboring authorities, other bridge owners and local residents where relevant and appropriate. The County Council will continue to be represented on national and regional groups relevant to bridge maintenance. In addition, post completion surveys will be carried out on an individual scheme basis.

Other ownership

The County Council maintains a dialogue with owners of other structures and seeks the most favourable terms for agreements to carry out bridgeworks, subject to:

- The achievement of national and corporate aims; and

- Existing national agreements.

Vehicle Incursion: roads over rail and adjacent to rail

The County Council has completed a risk -ranking of all relevant structures and will continue to work with Network Rail to promote and implement safety schemes on a cost-sharing basis.

Constraints to delivering the Strategy

It is considered that the main constraints to delivering the Bridge Maintenance strategy are:

- Funding

- Delays in reaching agreement with other bridge owners and bodies such as English Heritage, Environment Agency, Service Authorities etc;

- Balancing the differing priorities of bridge owners and users; and

- Unpredictability of damage being caused to structures.

Monitoring

Bridge Condition Indicators

The County Council monitor the condition of all structures for which it is responsible. All bridge inspections are carried out to a nationally agreed format which allows the automatic calculation of Bridge Condition Indicators. (BCI's). By April 2005 all structures in the County had been inspected in accordance with the new system so that a full set of base data is now available. The current average BCI is 89.22 out of a maximum 100 which is in the range "good". Future changes in the bridge stock condition will be monitored against this baseline.

Key Performance Indicators

These will be calculated for bridges and have been developed on behalf of ADEPT. There are specific indicators for Condition, Availability, Reliability, and Workbank. At the time of writing these indicators are being developed prior to adoption.

Strategy based performance indicators will continue to be monitored and include:

- Percentage of substandard bridges;

- Percentage of recycled materials used;

- Satisfaction rates of customers;

- Individual scheme completion related to estimated time and cost; and

- Reportable accidents on schemes.

Asset Management

A Bridge Asset Management Plan will form part of the overall Transport Asset Management Plan for Warwickshire.

The assets for which the County Council is responsible include bridges, retaining walls and other highway structures. Details are held within a dedicated database. All inspection details are entered into the database that automatically calculates the Bridge Condition Indicators. The database software is being developed so as to enable calculation of asset values. The system enables maintenance work required to be prioritised according to Bridge Condition Indicators and will, in future, be linked to asset value. It will be possible to assess the effects of works on an individual structure and on the total bridge stock.

Bridge Maintenance Strategy Appendix A:
Signing for Bridges of Sub-Standard Headroom

1.   Purpose

1.1   Incidents in which high road vehicles strike and damage bridges continue to present a serious hazard to both rail and road users. The main risk of a serious accident arises where a girder bridge carrying a busy railway line is struck by a vehicle such as a skip carrier or low loader carrying a busy railway line is struck by a vehicle such as a skip carrier or low loader carrying engineering plant. It takes only relatively small amount of force to displace the bridge girders sufficiently to distort the railway track to such an extent that an approaching train could be de-railed. If the train were to lunge into the gap or down the embankment, a major disaster could easily result. Damage to arch bridges, while usually having less immediate effect, can nevertheless cause a partial collapse of the arch resulting in a similar risk to trains. There is also a risk to trains from vehicles striking parapets on road bridges over railway lines; the masonry dislodged from the parapet could easily derail a train if it falls on the track.

1.2   The risk to road users should not be overlooked either. There have been several accidents where double decked buses have had the top deck sliced off by being driven under a
bridge – one such accident in August 1982 killed six passengers on the bus. There have also been accidents where motorists have been killed or injured by loads from passing lorries being displaced by the impact with a bridge.

1.3   There continues to be several hundred accidents notified each year involving vehicles striking bridges. In addition many other accidents go unreported. The Department of Transport has carried out and is continuing to carry out research and experiments into more effective ways of protecting bridges, particularly those most at risk.

1.4 In order to deal consistently with these types of problems it is considered that clear policy guidelines are required.

2. Policy

A. General

2.1 Bridges should be dealt with in priority order based on frequency of damage, if known (Bridges Group may assist) and location/road classification.

2.2 Unless recent information is available, have headroom checked and signed height corrected, if necessary. Headroom should be rechecked wherever the road under the bridge is resurfaced etc.

2.3 Attempt to obtain a contribution towards the cost of re-signing from the bridge owner.

2.4 Use imperial height limit signs only, except on main traffic routes known to be used by significant numbers of foreign drivers when dual imperial/metric signs should be used, including advance signing.

2.5 Adequate advance warning signs must be provided of a size and at a distance to suit local conditions so that drivers of high vehicles may divert onto the most suitable alternative route.

2.6 All bridges, whether arch or beam. girder, shall have a sign of the appropriate type fixed to both faces. It will be necessary to obtain the agreement of the owner of the bridge before carrying out this requirement.

2.7 All beam/girder bridges, whether provided with warning or mandatory signs, shall have a horizontal black/yellow chevron marking painted on the bottom 300mm of each face shown on fig 1, Appendix 4 of circular roads 5/87.

2.8 Trim foliage back adjacent to all signs and keep trimmed throughout each growing period.

2.9 No advertisements are to be permitted on or adjacent to any bridge or sign.

B Types of Sign [(i) Mandatory, (ii) Warning]

(i) Mandatory Sign

2.10 Mandatory signs, to diag 629.2/629.2A, shall only be used at Girder/Beam bridges on A class roads unless frequency of damage at such bridges on B and C class roads suggest treating those bridges likewise. If dual metric/imperial signs to diag 629.2A are used it will be necessary to obtain DOT authorisation until the new Traffic Sign Regulations are issued.

2.11 The requirement in 2.10 above will mean:-

(a) Changing sign plates on all advance direction signs from diag. 530 type to diag 629.2/629A type;

(b) Changing all advance warning signs from diag. 530/plate type to diag. P669. 1 type. These signs should be located close as possible to the bridge at a point where high vehicles may turn to follow a suitable alternative route. Until the new Traffic Sign Regulations have been issued it will be necessary to obtain DOT authorisation.

(c)   Signing a suitable alternative route (using signs to diag. 712.1, 719.3A 727 728) starting form the point at which diag 669.1 signs have been provided.

(ii)   Warning Signs

2.12   Warning signs to diag 530/532,1 shall be used at all arch bridges and beam/girder bridges on road classes B and below (subject to para 2.10 above).

2.13   The minimum treatment to arch bridges shall be a warning sign and chord marking to diag 532.1.

2.14   Arch bridges on A and B class roads and below shall be treated in accordance with the sign/line package described in paras 24-28 of circular roads 5/87 using signs to diag WBM 378. Until the new Traffic Sign Regulations have been issued it will be necessary to obtain DOT authorisation.

2.15   Arch Bridges on class C roads shall and below shall be treated in accordance with the minimum requirements described in para 2.13.

3.   References

1.   Circular Roads 5/87: Damage to bridges by Road Vehicles – Traffic Signs at Bridges.

2.   Circular Roads 2/89: Damage to bridges by Road Vehicles – Traffic Signs at Bridges.

2.   Traffic Signs Manual Chapter 4: Warning Signs

4.   Traffic Signs Regulations and General Directions 1981.

5.   Traffic Signs (Amendment) Regulation 1989 and the Traffic Signs (Amendment) General Directions 1989.

6.   DOT Advice Note 19/81 – Reflectorisation of Traffic Signs.

7.   DOT Network Management Advisory Leaflet Jan 1993 – Damage to Bridges by Road Vehicles : Traffic Signs at Bridges.

21. Highway Maintenance Strategy

Introduction and Overview

The highway network is maintained to ensure that it is kept in a safe condition for all types of road user and that the asset value is maintained.

The Highway Maintenance strategy considers the needs of all types of road users and transport modes, including pedestrians (including those with impaired mobility or sight), cyclists, horses, public transport, motorcyclists, cars, vans and heavy goods vehicles. Road users can also be categorised by their reason for travelling, including travel to work, school, shops, for leisure, socialising, playing, tourism, business and transporting goods.

In addition to being used for the movement of people and vehicles, the road network particularly in urban areas is used extensively for parking.

Highway maintenance activities need to take account of all types of road users and policies have been developed to ensure that, as far as is possible, the needs of all users are met. The main requirements of all highway users are networks which:

- Are free from dangerous surface defects such as potholes or uneven surfaces;
- Are free from ponding water;
- Are free from branches and vegetation which reduce visibility or which overhang and cause an obstruction;
- Have non skidding surfaces;
- Are free of ice and snow; and
- Can be used without fear of crime.

Highway users are also helped by signs, lines, studs and lighting, which improve safety, or by signs that provide directions.

Other requirements of highway users and residents include:

- Roads and pavements free from obstructions which prevent reasonable use of the highway;
- Minimal delays from roadworks;
- Road surfaces which are quiet;
- A highway environment which is attractive; and
- Verges free from injurious weeds, particularly ragwort which can harm horses.

Also, during maintenance operations, it is sometimes appropriate to upgrade the network particularly when this improves safety or, in the case of streetlights, when this is likely to reduce crime or fear of crime.

This strategy (and the phrase "highway network" when used within this strategy) specifically excludes non-tarmac routes on the public rights of way network, which are managed separately. In addition the County Council's approach and policies associated with Street Lighting are included in the strategy.

The Current Situation

Principal roads

At the time of writing, monitoring of the condition of Warwickshire's principal roads indicates that they are in a better than average condition. The reasons for this are that the Council endeavors to target limited resources to the most appropriate length of roads each year and also ensure that the most appropriate treatment is carried out in order to achieve the best possible use of the treatment.

Despite this relatively good performance, the County Council still believes it is necessary to maintain a good level of investment in the network. The Indicator shows that some 5% of the principal road network is in need of structural treatment. As roads deteriorate, this proportion of network will increase, therefore regular investment in maintenance treatments is required.

Non-principal road carriageways

Monitoring of the non-principal indicates that they are in a similar condition as the principal roads network. This is likely to be as a result of the Council's strategy of prioritising maintenance treatments across the network rather than ring-fencing allocations to particular areas or road categories. As with principal roads, the County Council believe it is necessary to maintain a good level of investment across the whole network.

Unclassified carriageways

The indicator for the unclassified road network is measured from visual inspections rather than the machine based surveys used for the principal and non-principal network. Consequently, headline results are not comparable. Consistent inspections over a number of years has shown that the network has remained at a consistent level of measured defect but is starting to show an increase in the amount of those defects. As with the remainder of the network, adequate investment will be required over a number of years in order to firstly arrest the worsening of the network condition and to provide adequate investment that shows a general improvement.

Street lighting

Street Lighting columns have a design life of 25 years and therefore this means that nationally around 280,000 street lights every year should be replaced at a cost of approximately £490m.

The Warwickshire situation

The overall condition of the lighting stock in Warwickshire is fair, however there is a slow but steady increase in its average age. There is also a very evident backlog of painting which makes the lighting columns appear to be in a visually poor condition.

In Warwickshire there are over 50,000 lights, illuminated signs and bollards maintained by the County. As in other authorities, there are additional lights which are maintained by District, Town, and Parish Councils. The purpose of lighting is to ensure the safety of the travelling public and to reduce crime and fear of crime.

Lighting upgrades involve increasing the numbers of light columns and/or improving the lighting source. The upgrading of Mercury lighting can have energy and carbon savings but the upgrading of the more common low-pressure sodium lights involves an increase in energy use (although there can be some savings in maintenance costs as new lights may be more reliable). Warwickshire County Council is starting to use a new light source called Cosmopolis in new developments and energy efficient lighting improvements as part of a lighting design scheme generally improves the lighting in an area. The Council are also looking at the feasibility of using LED's for street lighting. It is anticipated that this technology will be deployed in the near future.

The majority of the Street Lighting maintenance budget is spent on routine maintenance of the existing lighting stock and associated electricity costs. At the time of writing Warwickshire's street lighting budget allows the County Council to replace approximately 500 lighting columns each year which means that on average the County's lighting stock is expected to last for 100 years when it only has a 25 year design life. This budget shortfall is managed by the County Council by having all steel street lighting columns put onto a structural testing cycle once they have been installed for 25 years. Any lighting columns that fail the structural test are removed and replaced, those that pass the structural test are retested between two and six years later. This process helps to ensure that the County's steel lighting columns are safe. However, as time passes the number of columns requiring testing will increase each year and as the stock ages further it is anticipated more columns to fail the structural testing over time and will therefore require replacing.

When it is financially viable, concrete columns are replaced as they are generally between 40 and 50 years old with some having known manufacturing problems and a satisfactory method for structurally testing concrete columns is not known. When all the concrete columns have been replaced the Council plan to concentrate on replacing the cast iron lighting columns that are approximately 80 years old and deteriorating around the neck. There is low level of concern for the County's "old" aluminum lighting columns as these do not tend to fail catastrophically but tend to slowly fall apart which can be picked up on a visual inspection when routine maintenance is carried out.

In order to mitigate future problems, all lighting columns on new developments are required to be aluminum columns where appropriate. It is anticipated that these columns will have a safe structural life of at least 70 years. Where lighting columns have to be replaced on existing roads and an aluminum column is deemed unsuitable for aesthetic reasons, galvanised steel lighting columns are specified that have a plastic coating. It is indicated that these columns have a safe structural life of 50 years and beyond.

The Strategy

> ### Policy HM1: General maintenance
> The County Council will continue to use a variety of methods to ensure that the highway network is maintained in the most appropriate and economic way.

Warwickshire was one of the first authorities to introduce condition assessments for all of its carriageways. The assessment systems have changed over the years but the results have helped to ensure that structural maintenance money has been targeted at the most appropriate roads. The assessments have also enabled us to monitor the success of different maintenance regimes.

Warwickshire County Council has also enabled a high degree of flexibility in the maintenance budget. This has allowed new maintenance approaches to be pursued and, more recently, has allowed money to be spent on the roads most in need of treatment even if these are predominantly in one area of the County.

> ### Policy HM2: Use of materials
> The County Council will work with local quarries and the construction industry to identify the most appropriate highway construction materials, reduce the amount of construction waste, and to recycle materials on site where possible.

The County Council produced its Surfacing and Structural Maintenance Strategy in 2009. This strategy addresses the construction, structural maintenance and resurfacing of the highway network together with footways, cycleways and cycle paths and other associated surfaced areas.

The guiding principles of this Strategy are:

- To have minimum environmental impact

- To have appropriate and balanced levels of safety to minimise casualties

- The minimisation of hazards during installation and maintenance

- To maximise the durability of the pavement structure

In following these principles we aim to:

- Reduce new material usage

- Provide good ride quality

- Reuse road structure

- Recycle road materials

Where significant highway reconstruction works take place, the County Council actively encourage the recycling of materials on and off site to minimise the amount of virgin stone and other materials needed from local quarries.

> **Policy HM3: Maintenance and asset management**
> As part of the development of the Warwickshire Transport Asset Management Plan (TAMP), the County Council will continue to review its maintenance policy in order to identify where further improvements can be made, especially in achieving value for money.

Maintenance activities in Warwickshire are carried out in accordance with the published 2009 Guide to Highway Policy Details & Service Levels and the Annual Maintenance Plan. These set out the way in which the network is being maintained, list the planned maintenance work in the County for the year ahead and list the roads where maintenance work will be required in future years.

Warwickshire's Transport Asset Management Plan (TAMP) was first published in April 2008. A review of the Warwickshire TAMP has been undertaken in 2010 and is annexed to the LTP.

> **Policy HM4: Customer satisfaction and continuous improvement**
> The County Council will undertake regular customer satisfaction surveys to help understand the needs of residents and other road users. Satisfaction surveys will be carried out after maintenance work has been undertaken to identify any unresolved problems.

Warwickshire County Council is keen to ensure continuous improvement in highway maintenance activities. This will be achieved by regularly reviewing the service levels and by working with our contractor to identify the most efficient and effective ways to deliver the service. Performance indicators, which will be used to monitor success will be developed further and utilised when appropriate.

Public satisfaction surveys

Customer satisfaction surveys are undertaken to enable the Council to understand the needs of residents and other road users. General satisfaction surveys are carried out every two years. Where it has been possible to compare our results with other authorities, satisfaction with highway maintenance services in Warwickshire appears to be higher than the average results from similar authorities.

Satisfaction surveys are carried out after maintenance work has been completed to help identify any unresolved problems. Customer feedback from these surveys is analysed to identify improvements that can be made in the service delivery processes. Public satisfaction levels are analysed to help us prioritise target areas of work which cause the public most concern.

Targets for improving levels of public satisfaction have been set, particularly where satisfaction levels have been lower, e.g. rural carriageways and drainage. The original targets set in 2002 where due to be achieved by 2010. However these are unlikely to be achieved without spending considerably more money than is likely to be available during the LTP3 period.

> **Policy HM5: Streetscape index**
> Through improvements to the quality and condition of pavements, carriageways and street furniture, the County Council will aim to meet the targets which it has set for improving the Streetscape Index for all town centres in Warwickshire.

An innovative approach to assessing town centre environments has been adopted in Warwickshire. It has been recognised that town centre shopping areas need to be attractive places to encourage people to visit them. To help ensure the economic vitality of Warwickshire's town centres and to help reduce the need to travel, residents are encouraged to use their local centres rather than travelling to other towns or cities outside the county.

To help encourage people to use their local centres the Streetscape Index has been developed to measure the attractiveness of town centres based on a range of factors including the condition of pavements, carriageways, street furniture etc.

> **Policy HM6: Sustainable development**
> The County Council will aim to undertake all of its highway maintenance, improvement and new construction work within the context of the principles of sustainability and environmental protection.

Sustainability and safety issues have an influence on maintenance policies and activities. The maintenance policies set out in this Strategy take account of the need to help reduce casualties, promote more sustainable forms of transport such as cycling and walking, reduce crime and the fear of crime and use limited resources in the most effective way.

Where maintenance needs to be carried out, it is aimed to ensure:

- A reduction in the volume of waste material produced from roadworks particularly by reducing the amount of reconstruction and patching;

- Working towards a target of zero waste to landfill; and

- Reducing energy used by the maintenance operations.

There are also environmental considerations that are becoming increasingly important to the public which need to be taken into account in maintenance policies. These include:

- Improving the environment, particularly in town centres, as measured by the streetscape index;

- Where traffic volumes are high, providing road surfaces which reduce noise; and

- Where properties are close to the road, providing surfaces that reduce vibrations.

Policy HM7: Highway Maintenance Contract
The County Council will use benchmarking with other local authorities and the Highways Agency to identify best practice in utilising highway maintenance resources.

A new highway maintenance contract has recently been let with Balfour Beatty, and will run for a period of five years with the opportunity to extend it for a further four years.

To help ensure that highway maintenance funding is spent in the best possible way, the County Council undertakes benchmarking with other authorities through the Midlands Service Improvement Group (MSIG). The activities being benchmarked through MSIG include Structural Maintenance, Street Lighting, Winter Maintenance, Insurance Claims and New Roads and Streetworks Act activity. By identifying best practice, the benchmarking activity helps with the development and revision of policy and the identification of better management practices.

Structural Maintenance includes planned surfacing, reconstruction, surface dressing and slurry sealing activities.

Policy HM8: Adapting to climate change
The County Council will seek to adapt to the effects of climate change within its Highway Maintenance work. The County Council will, where appropriate, vary the materials used in maintenance works and the frequency and type of works in order to maintain the highway network in a safe condition for all types of road user.

The effects of climate change will have a significant impact on the management of the highway network in future years. Scientific research from the UK Climate Impacts Programme (UKCIP) projects hotter, drier summers, warmer wetter winters, an increase in the number of extreme weather events. All of these changes could have positive and negative implications for Warwickshire's roads, such as:

- Increased rainfall flooding and damaging infrastructure

- Warmer winters reducing disruption due to ice, snow and fog

- Higher temperatures damaging roads

- Higher temperatures increasing tourism and demand for transport

- Increase in storms, rainfall and temperatures causing risks to passenger and transport workers' comfort, health and safety

- Increased rainfall and milder weather may increase the growth of vegetation

The County Council recognises that changes to maintenance regimes will be necessary to address and adapt to these effects from climate change on the county's transport network.

Policy HM9: Footway maintenance activities
The County Council will continue to regularly review the condition of all footways (particularly those with a significant daily or weekly footfall) and undertake maintenance work on those whose condition is likely to cause safety or usage problems.

It is estimated that there are 4000km of footways in Warwickshire. Most new footways, provided they are slurry sealed after about 20 years, should last for at least 40 years before requiring overlaying or reconstructing. In town centres, footways tend to be upgraded about every 15 years

to improve the environment for pedestrians. The life of block paved or slab footways in town centres is reduced by constant utility works.

Warwickshire County Council regularly reviews the condition of all footways and undertakes maintenance work on those whose condition is likely to cause problems for regular users. There has been a recent increase in the amount of footway network subjected to a formal prioritised condition inspection which will contribute to a more informed decision making process in prioritising necessary maintenance treatments.

Work programmes take account of the numbers of people using footways and the fact that old people are less able to cope with uneven surfaces than young people. Although there are no known adverse trends in the numbers of trips on footways there are several reasons to believe that there will be a need in the future to improve the overall condition of the footway network. These are:

- Levels of satisfaction with footway condition are lower than for the condition of urban carriageways;

- With the population aging there will be more people in the future who are less able to cope with any uneven paths; and

- Warwickshire County Council is keen to improve conditions for pedestrians to encourage walking rather than using the car (to help achieve wider objectives).

To help the Council identify how improved footway maintenance can be most effective it is important to identify the key issues that residents are most concerned about. We undertake Customer Satisfaction surveys to provide information in this respect (Policy HM 4).

Key Pedestrian Routes

In the same way that carriageways are classified, the footway network is categorised into four distinct groups, the definitions being based upon the guidance in the Code of Practice.

The category 1 footway network was originally based upon very highly used footways in major town centres. It has been reviewed and expanded to incorporate those footways that more reflect the Code of Practice definition. Similarly, the Category 2 footway network has been developed using the same definitions. The remainder of the footway network will be categorised as resources permit.

Although there is no longer to formal requirement report the condition of footways, the County Council continue to monitor footway condition. Therefore, footway inspections will continue to be undertaken to the same criteria as the former best Value Performance Indicator. These inspections will also be carried out on the expanded Category 1 and 2 footway network.

> **Policy HM10: Cycleway maintenance activities**
> The County Council will continue to consider the needs of cyclists when planning and carrying out maintenance procedures.

Maintenance considerations are also of high importance for cycle routes, as poorly maintained routes are unlikely to encourage more people to cycle. The County Council will ensure that appropriate maintenance regimes are established at the development stage of new off-carriageway cycle routes.

Routine maintenance

The following policies relate to some of the important routine maintenance activities:

Policy HM11: Routine maintenance - winter maintenance activities
During the winter months, the County Council will treat selected parts of the highway network to prevent the formation of ice, and hence reduce the likelihood and/or severity of casualties resulting from adverse weather conditions.

Further information on winter maintenance activities are available in the Network Management Duty.

Policy HM12: Routine maintenance - patching
The County Council will repair all potholes in carriageways, carriageway edges, footways and cycleways that are felt to be a danger to the travelling public.

Warwickshire County Council has adopted national guidelines to identify dangerous potholes.

Patching is also used to:

- Restore carriageway profile where settlement has occurred; and

- Repairing or reconstructing areas of carriageway prior to surface dressing or slurry sealing operations.

- We have a number of maintenance policies that are designed to reduce the future need for patching. These include

- Improving the structural condition of roads (particularly rural roads);

- Surface dressing roads which have become porous but which are still in a good structural condition to prevent them deteriorating into potholes; and

- Widening selected rural roads that have substantial edge defects due to their inadequate width.

Policy HM13: Routine maintenance - drainage
The County Council will empty most drainage gullies at least once a year. Drainage improvements and/or repairs will be treated on a priority basis within the context of potential danger arising from possible flooding.

At present the majority of gullies are emptied at least once a year. A GPS system on the contractor's gully emptier is enabling the Council to gather information that will allow a review of the frequency of gully emptying to be carried out.

Action is taken to ensure blocked drainage systems are cleared. Drainage improvements or major drainage repairs are undertaken on a priority basis, depending on the danger arising from flooding incidents.

Policy HM14: Routine maintenance - grass cutting
The County Council will undertake grass cutting to maintain visibility and to help provide a useable verge for all non-motorised users.

Warwickshire County Council undertakes grass cutting to maintain visibility and to help provide a useable verge for pedestrians. At the time of writing grass is cut up to three times a year. Injurious weeds (particularly Ragwort) are removed during an annual coordinated programme.

Policy HM15: Routine maintenance - signs and lines
The County Council will keep all signs and lines maintained in a safe condition, visible during the day and at night, and free from graffiti. Periodic reviews of all signage will be undertaken to identify where it is no longer serving a useful purpose and where it should be renewed. Damaged or stolen signs will be replaced where they are still required

Policy HM16: Safety inspections
The County Council will carry out safety inspections of the highway at regular intervals in accordance with the County Highways – Highway Maintenance Safety Inspections Manual.

The County Council's contractor carries out Safety Inspections to a regular programme, covering the whole network at specific frequencies according to the road classification. Undertaking these inspections allow us make a quick and appropriate response to any defects that are found, rather than just relying upon information from the public. One result of this is that it enables more efficient use of remedial resources to be deployed rather than having to respond individually to every single contact or defect that is found.

Policy HM17: Public contacts
The County Council will continue to develop the use of the call centre to ensure that all contact from the general public is dealt with efficiently and effectively.

The County Council encourages public contact to ensure that we are given early warning of any problems on the highway network. The County Council call centre is utilised to ensure that we deal with the initial contacts efficiently and effectively. We have developed performance indicators to monitor the success of our contact procedures.

Policy HM18: Street lighting
The County Council will work with the Police, District/Borough Councils and Parish Councils to maintain the network of street lighting across Warwickshire, in order to ensure the safety of the travelling public and to reduce crime and the fear of crime.

The County Council will continue to work in partnership with the Police and other partners to help identify where lighting improvements can be made. The County Council will also work with District and Borough Councils when they are able to make a financial contribution to help make improvements.

Policy HM19: Electricity cable renewal
The County Council will renew electricity cables (owned by the County Council) that provide electricity to lights and signs when the deteriorate and become unreliable.

The local electricity company owns most of the cables, which provide electricity to lights and signs. There are, however, some lengths of cables, particularly on rural roundabouts, which are owned by the County Council. County Council policy is to renew cables when they deteriorate and become unreliable. A number of rural roundabouts have had their cabling replaced in the last 7 – 8 years.

Policy HM20: Casualty reduction

The County Council will maintain the highway network in a safe condition for all types of road user. In line with the Road Safety Strategy for Warwickshire, the County Council will, where appropriate, use maintenance works and improvements to help achieve casualty reduction targets on specific parts of the highway network in Warwickshire.

An important highway maintenance activity is to maintain the roads in a safe condition for all types of road user. Wider highway maintenance policies take this issue into account. Maintenance activities designed to ensure safety include:

- Keeping carriageways and footways free from potholes and other defects;

- Maintaining drainage systems to eliminate standing water on carriageways;

- Gritting and snow clearance;

- Street lighting;

- Grass cutting to maintain visibility;

- Tree maintenance;

- Maintaining signs, lines and road studs; and

- Treating roads to ensure adequate skid resistance.

Maintenance policies are regularly reviewed to ensure that the maintenance activities play a full part in helping to achieve casualty reduction where possible. Changes identified which help to reduce casualties are implemented where possible.

How the condition of the highway is measured

The following indicators are used to measure the County Council's progress in carrying out highway maintenance functions:

Principal road condition – the percentage of local authority road network where structural maintenance should be considered.

Classified non-principal road condition– the percentage of the local authority Classified Non-Principal road network where structural maintenance should be considered.

Unclassified road condition – percentage of the local authority unclassified road network where structural maintenance should be considered.

Footway condition – percentage of footway network where structural maintenance should be considered. The footway network inspected to gather data for this indicator has been reviewed to coincide with the newly determined Category 1 footway network and new targets will be set. Where possible, for historic purposes, current indicators will continue to be calculated as a comparator.

In recent years the footway condition has improved reflecting the increased level of investment in footway maintenance. We are committed to further improve the condition of footways to improve conditions for pedestrians by targeted maintenance to minimise and reduce insurance claims.

22. Network Management Duty Strategy

Introduction and Overview

Making the best use of our current road network is important for both economic vitality and society in general. Roads facilitate the movement of goods and services and provide access to homes and businesses and also provide routes for supplying an increasing number of services that modern society demands.

Warwickshire County Council is part of the West Midlands, Shires and Unitaries Traffic Management forum. The vision that this group has for the delivery of the Network Management duty is to:

'Continue to improve delivery of the Network Management Duty through cross-boundary working and using best practice principals, thereby enabling consistency, efficiency and effectiveness'.

The vision that Warwickshire has for its road network is:

'One on which people travel safely, with reliable journey times and that they have the best available information to ensure that they can make informed choices as to how they will travel in and through Warwickshire'.

Reducing the reliance on car travel by promoting more sustainable means of transport will contribute helping to reduce congestion. Managing the highway network to get the best out of the available road space is a key component in managing congestion. Roadworks and works by utility companies must also be effectively managed so that delays and disruption are minimised.

Policy Context

The Government, set out its vision for better management of the network in its White Paper 'The Future for Transport: A Network for 2030'.

"We need a transport network that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve our environmental objectives."

A better managed transport network will help achieve:

- A more reliable and freer-flowing service on the road network for both personal travel and freight, with people able to make informed choices about how and when they travel;

- Bus services that are reliable, flexible, convenient and tailored to local needs; and

- Walking and cycling as a real alternative for local trips.

The Traffic Management Act was given Royal Assent on 22 July, 2004. It is intended to provide the basis for better conditions for all road users through proactive management of road networks. It can be seen as a response to two issues:

- Growing concern about the impact of road congestion and disruption on the economy,

- A desire to release Police resources from road policing to focus on criminality.

The Act places additional duties and powers on local traffic authorities, building upon their existing range of powers and duties with which they maintain, improve and manage the use of the network.

Section 16 of the Act introduces a major new duty, the Network Management Duty (NMD). The scope of the duty is wide and includes the following requirements:

- To consider the needs of all road users, including utilities;

- To manage the road space for everyone;

- To identify current and future causes of congestion and disruption, and to plan and take action accordingly;

- To put arrangements in place to gather accurate information about planned works or events, consider how to organise them to minimise their impact, and agree (or stipulate) their timing to best effect;

- To include establishing contingency plans for dealing with unforeseen incidents outside the authorities' control e.g. adverse weather, security alerts, and major emergency incidents,

- To identify trends in traffic growth on specific routes and put in place policies for managing incremental change;

- To recognise that the implications of the actions of a local traffic authority do not stop at its borders.

The Highways Agency

The NMD is not directly applicable to the Highways Agency. However, in meeting the duty, all local traffic authorities need to specifically consider the effects of their actions on the motorway and trunk road network and the measures that could be taken to mitigate any adverse effects.

Objectives

The core objective of the Network Management Duty Strategy is to focus on the challenge of economic growth whilst at the same time reducing greenhouse gas emissions. Therefore, key objectives of the Network Management Strategy are to:

- Reduce the environmental impact of traffic (in terms of its speed, volume and emissions) on environmentally sensitive areas;

- Protect the public from harm caused by transport and promote modes that are beneficial to health;

- Deliver reliable and efficient transport that supports economic growth;

- Design transport infrastructure to be sensitive to its surroundings;

- Ensure that decisions taken regarding transport do not compromise the needs of future generations.

In order to achieve these objectives we need to:

- Consider the needs of all road users, including utilities;

- Manage the road space for everyone;

- Identify current and future causes of congestion and disruption, and plan and take action accordingly;

- Put arrangements in place to gather accurate information about planned works or events, consider how to organise them to minimise their impact, and agree (or stipulate) their timing to best effect;

- Include establishing contingency plans for dealing with unforeseen incidents outside the authorities' control e.g. adverse weather, security alerts, and major emergency incidents;

- Identify trends in traffic growth on specific routes and put in place policies for managing incremental change;

- Recognise that the implications of the actions of a local traffic authority do not stop at its borders.

The Strategy

> **Policy NMD1: Considering the needs of all road users**
> We will develop a clear understanding of the problems facing different parts of the network and a structured approach to the allocation of road space.

The County Council aims to:

- Cater for all forms of user, e.g. pedestrians/cyclists on a level footing with vehicular traffic;

- Group roads in a new hierarchical system according to location, use and activities occurring on them to provide consistency for stakeholders;

- Work together with stakeholders through local partnerships and consultation;

- Take account of other policies and plans such as Asset Management Plans, etc;

- Facilitate the economic vitality of the community and support regeneration.

> **Policy NMD2: Route management**
> The County Council will develop a road hierarchy by level of use and by function, and keep it under regular review. The Council will publish a level 3 Street gazetteer in accordance with relevant British Standards and update monthly.

> **Policy NMD3: Route management of roadworks**
> The County Council will put in place a continual review of street designations in accordance with the criteria set out in the Code of Practice for the Coordination of Streetworks and Works for Road Purposes. Cross boundary arrangements are also in place to share these revised designations with all adjoining authorities.

> **Policy NMD4: Contingency planning**
> The Council will, in consultation with the emergency services, HA and neighbouring highway authorities, investigate and put in place a series of contingency options and diversion routes. The Council will ensure that, wherever possible, these plans do not exacerbate any congestion issues in urban areas for an unduly long period of time.

> ### Policy NMD5: Cross-boundary working
> The County Council will promote and improve cross boundary linkages with neighbouring authorities and share information.

In order to help deliver policy NMD5, the County Council will continue to be an active partner in the West Midlands (Shires and Unitaries) Traffic Managers Forum. The forum was formed during 2005 to "improve the West Midlands regional approach to implementing the Network Management Duty".

> ### Policy NMD6: Warwickshire Freight Quality Partnership
> The County Council will develop its work with the freight industry through the Warwickshire Freight Quality Partnership (FQP) to ensure that the needs of goods vehicles are considered in the management of the highway (including traffic management, highway improvements, highway maintenance and bridge maintenance and strengthening) and to manage the potential environmental and social impacts of freight movements.

Further details of the aims of the FQP are contained within the Sustainable Freight Strategy.

> ### Policy NMD7: Managing and co-ordinating activities and events on the network
> The County Council will develop methods to effectively manage and proactively coordinate all activities on the network. A planned and evidence-based approach will be taken to managing significant events affecting the network, including the production of contingency plans.

To help deliver policy NMD7 the County Council will where appropriate:

- Check on all incoming street works notifications for possible co-ordination issues or potential changes to construction methods;

- Hold quarterly co-ordination meetings with all works promoters in Warwickshire and publish all works programmes and potential conflicts on a public website at www.Elgin.gov.uk.

- Challenge incoming street works notifications where it is considered that the duration of the works is not appropriate;

- Issue directions, where appropriate, for carrying out work at less disruptive times;

- Challenge revised duration estimates on-street works notifications, if appropriate;

- Check that Completion of Works on Site data is as notified;

- Require that all temporary traffic control, especially temporary traffic signals, are only used where and when necessary;

- Require information signing at work sites to advise the public in advance of the commencement of work.

The County Council has the ability to receive notices from all works promoters (both internal and external). The County Council provides information on all roadworks on a public website, Elgin, in partnership with 50 other Local Highway Authorities.

All major events held within the county have a Safety Advisory committee meeting at which Traffic Management is a standing item. These events are included in the conflict schedule of the coordination meeting. The impacts of these events are input to central register to enable coordination of works and events to take place.

The Council will use its statutory powers to manage all works that take place on the highway network. Contingency plans are in place for major emergencies within the County and regular table top exercises are held to test the robustness of these plans. More specific Control of Major Accident Hazard (COMAH) plans are in place for various sites around Warwickshire e.g. Kingsbury Oil Terminal.

> **Policy NMD8: Developing a Permit scheme**
> We will develop, in accordance with national guidance, a permit scheme for Warwickshire or in partnership with other regional members.

The West Midlands Traffic Managers Forum has agreed in principle to undertake the operation of a joint Highway Network Permit Scheme (HNPS) by all Shire Authorities. Under secondary legislation to the Traffic Management Act 2004, it is our intention to make an application to the Secretary of State, to operate a permit scheme to cover all work activities on the highway. This will allow authorities to exercise greater control over undertakers of works and provides additional income streams to authorities through charges for administering permits and through resultant permit enforcement. The operation of a permit scheme demonstrates compliance with the new Network Management Duty.

The new legislation allows authorities to operate individually or as a group, and therefore the West Midlands Shire Authorities have committed to a joint application for a permit scheme to maximise the benefits of joint working. The authorities will share the cost of setting up the scheme and look for opportunities to build economies of scale into joint working practices where possible.

> **Policy NMD9: Gathering information**
> The County Council will develop effective arrangements to gather accurate information about planned works and manage and organise information on planned activities to ensure that their impact on the network is minimised. Appropriate information will be made available about the authority's network to stakeholders.

> **Policy NMD10: Information provision - event co-ordination**
> The County Council will develop reliable and accurate information to stakeholders and the public to enable improved planning and travel options and encourage sharing and dissemination of information through a wide range of channels.

The County Council will continue to improve the dissemination of information on planned activities to the public. We will ensure that the diary of events that has been published is regularly updated to ensure that affected parts of the highway network are protected to avoid conflicts of interest between the event and other activity on the highway. Event organisers will be encouraged to notify us of proposed events and the diary will be added to the County Council's website to make the public aware of forthcoming events.

> **Policy NMD11: Information provision - incidents and roadworks**
> The County Council will provide information regarding incidents and roadworks to other street authorities in line with statutory obligations. The Council will also provide information on all road works on a public website where relevant and appropriate.

The delivery of policy NMD11 will be supported by the online facility that allows users to set up an area of interest and to receive email alerts of works happening in a defined area. This facility is available to all users and is especially useful for cross boundary coordination. In addition the Council will display all forward planning information on a map background to ensure all works promoters can identify all possible conflicts.

The County Council maintains a register of all works (utility and Highway) on a GIS based system. This register can be accessed by visiting the Councils offices or via the Warwickshire County Council website.

Policies NMD10 and NMD11 will be supported by NMD12 and the wider ITS strategy to meet the council's Network Management Duty requirements. In addition the County Council will ensure the development of strategic diversion routes and the provision of adequate signs and usage information. This will be facilitated by closer links to the Highways Agency and the Police.

> **Policy NMD12: Improving the efficiency of the highway network**
> The County Council will increase the efficiency of the existing highway network through the introduction of Intelligent Transport Systems (ITS) and CCTV.

Through the implementation of the ITS strategy, the County Council will improve the efficiency of the highway network by:

- Improving data gathering from the deployment of UTMC compliant devices across strategic routes and transport interchange points;

- Sharing operational information across strategic partners and stakeholders via internet client and UTMC common database facility;

- Delivering public traffic and travel information via web based services across multiple platforms and devices targeted to meet all user need requirements.

- Carrying out VMS deployment to improve information services to drivers;

- Utilising ANPR cameras to provide accurate and reliable travel information;

- Develop an inclusive demand responsive traffic signal strategy that meets the requirements of all road users including freight, public transport, cyclists and pedestrians.

This will enable the Council to:

- Measure and manage the network with a greater degree of accuracy than present;

- Forecast traffic growth with greater accuracy and;

- React to traffic growth provided by a dynamic UTMC compliant network management system.

> ## Policy NMD13: Incident management and contingency planning
> The County Council will develop contingency plans for our network and the interaction with other networks, working with and consulting all stakeholders to achieve continuity of contingency planning across boundaries for unforeseen events.

Policy NMD13 will help ensure that all stakeholders have the required information to react quickly and deal with incidents on the network. Details regarding specific incident management policies are set out below.

Winter Service Policy

The County Council will carry out precautionary gritting when the formation of ice is predicted. It is County Council policy to pre-grit:

- All A roads, most B roads and some strategic routes;

- Roads in urban areas that afford access to hospitals and main industrial estates;

- Roads that provide a single route into villages.

The gritting routes are available on the County Council's website and is updated on an annual basis.

In addition, the County Council will:

- Ensure gritting/salting of footways and cycleways, when there are periods of prolonged persistent widespread frosts or ice (and with a forecast for temperatures not to rise above zero for a further 24 hrs). Footways and cycleways subject to the highest usage will be gritted during daylight hours, subject to the availability of resources.

- In the event of snow fall, roads which are gritted will be cleared as soon as resources allow. When snow falls are heavy, strategic link routes will be made accessible across the network as a priority. This will be followed by roads receiving precautionary gritting and at least one route into villages will be cleared. Footways will also be cleared where there is a considerable pedestrian usage. Resources will be targeted where snowfall is heaviest.

- Replenish salt bins in rural areas which are provided by Parish Councils with salt. (Salt heaps are no longer provided for environmental reasons).

Emergency Contacts

The County Council will continue to regularly exchange updated emergency contact details with the police and National Traffic control centre. In conjunction with the Highways Agency we undertake an annual review of the contents of the Detailed Local Operating Agreement which contains this information. The County Council also publishes a booklet of Emergency contact numbers which is distributed to a variety of stakeholders.

Helping to manage traffic growth

> ## Policy NMD14: Walking and cycling
> The County Council will ensure that the safety and protection of works is carried out to the required standard and that full courtesy and consideration is given to all road user particularly pedestrian and cyclists. First-time permanent, quality reinstatements are required in order to maintain the condition of the highway and minimise disruption and inconvenience to all road users.

A high quality cycling and walking environment is essential in order to encourage more people to travel on foot or by bicycle. A key objective for the Network Management Strategy is to improve the cycling and walking environment thereby encouraging greater levels of walking and cycling for short journeys, particularly to town centres, workplaces, schools and public transport interchanges.

Policy NMD15: Managing congestion
The County Council will continue to identify locations or trends of traffic growth and implement policies and actions to effectively manage and monitor incremental changes in traffic growth.

The County Council will continue to monitor traffic growth and key congestion points as set out in the LTP3 Congestion strategy.

Policy NMD16: Bus Quality Partnerships
The County Council will continue to use Bus Quality Partnerships to identify methods of improving the delivery of bus services. Key to this will be the predictability and reliability of journey times.

Policy NMD17: Management of parking
The County Council will seek to reduce congestion through the appropriate use of public parking, including the location, period of stay and the cost of parking facilities and through the provision of real-time information.

Enforcing Road Traffic Regulations

Policy NMD18: Enforcing moving traffic regulations
Where there is evidence that moving traffic offences are causing congestion, environmental intrusion or are detrimental to road safety, the County Council will use powers in the Traffic Management Act to achieve better enforcement of such offences through decriminalisation where appropriate.

Policy NMD19: Enforcing road traffic regulations
The County Council will undertake a study into the operational and financial implications of the County and District Councils jointly carrying out the Civil Enforcement of moving traffic offences.

Policy NMD20: Integration of the network management duty
The County Council will ensure that a "whole-authority" approach is implemented and that all internal officers exercising duties that impact upon the network are aware of and take account of the NMD. We will ensure that our partners at the District and Borough Councils and other bodies have an awareness of the NMD in the exercising of their powers.

Policy NMD21: Working with partners

The County Council will continue to be part of the Midlands Service Improvement Group and work with the Highways Agency to share best practice and develop strategies and schemes to improve the management of the network.

The County Council will continue to be an active member of the Midland Service Improvement Group for Street Activities, which covers the East and West Midlands and some North western Authorities. There are specific terms of reference for the group to help establish and improve best practice.

The County Council liaises with the Highways Agency on a formal basis and senior representatives from the County Council meet with their counterparts from the Highways Agency twice a year to discuss schemes and initiatives of mutual interest.

The County Council also attends the West Midlands HAUC meetings and is active in a number of the initiatives that they are working on at present.

Policy NMD22: Ensuring parity with others

The County Council will ensure that the same standards, approaches and priorities are applied to all activities on the network. We will also develop appropriate indicators to evidence parity between all undertakers of works.

Policy NMD23: Ensuring parity with others - joint occupation of road space

The County Council will continue to work with all undertakers of works and encourage joint occupation of road space to improve forward planning and minimise highway network disruption.

Policy NMD24: Fixed Penalty Notices

The County Council will operate the Fixed Penalty Notices scheme in accordance with current regulations and national guidance.

Warwickshire County Council already operates a section 74 scheme and sees the current benefits of shorter works durations on the highway network.

23. Sustainable Freight Distribution Strategy

Introduction and Overview

Efficient and sustainable freight distribution is important for the economy and for supporting quality of life.

Warwickshire's central location within the country makes the area an attractive place for businesses to locate, particularly given the excellent road and rail links that exist towards the East Midlands, the South East and London.

Despite a number of recent high profile closures, the West Midlands still has a significant element of manufacturing (particularly in terms of exports) which generates large numbers of freight movements. There is also a strong service and knowledge base to the local economy, along with logistics and distribution. There are substantial facilities for this sector based at Hams Hall and Birch Coppice in North Warwickshire, Bermuda Park between Nuneaton and Bedworth, Cross Point in north east Coventry and Keresley in north west Coventry. Further facilities can be found just beyond the County boundary at Magna Park in Leicestershire, and Daventry International Railfreight Terminal (DIRFT) in Northamptonshire.

The majority of road-based freight movements within Warwickshire are on the motorway and trunk road network with the M6, M40 and M42 being most heavily used. Routes such as the A46/M69 also provide a key link for HGV movements.

The West Coast Main Line forms the principal north-south route for long distance freight movements by rail, particularly in terms of long distance container (intermodal) traffic to/from the ports at Felixstowe and Harwich. The Birmingham – Solihull – Leamington Spa – Oxford line also carries a significant volume of traffic to/from the deep sea port at Southampton. Apart from the intermodal terminals at Hams Hall and Birch Coppice, other railfreight facilities can be found at Bedworth (oil), Kingsbury (oil), Daw Mill (coal), Rugby (virtual quarry) and Keresley (distribution).

The objectives of the Sustainable Freight Strategy are:

- To achieve an appropriate balance between the need to sustain and support the Sub-Regional and local economy whilst protecting and improving the environment;

- To encourage operating efficiency and the dissemination of best practice in freight transport; and

- To encourage integration within and between all freight transport modes.

Policy Context

Much of the implementation of freight policy within the Region is undertaken through the West Midlands Regional Transport Strategy, Local Transport Plans and Freight Quality Partnerships. These have been established in a number of areas to bring forward improvements as a result of partnership working between local authorities, the freight industry, business and commerce representatives, environmental groups and local residents.

The control of heavy goods vehicle movements through or near environmentally sensitive areas in Warwickshire is currently achieved by systematic intelligence gathering through Parish Councils and contact with operators. It is intended that this approach, together with the following policy on Amenity Weight Limits, be reviewed to determine if there is a more effective way of achieving compliance.

The introduction of Amenity Weight Limits are currently considered as a last resort, subject to the following criteria:

- A significant problem caused by HGVs unnecessarily travelling through an area can be demonstrated;

- An appreciable reduction in the number of HGVs is attainable;

- An alternative route is available which is suitable for HGV traffic as regards its alignment and strength;

- There is an overall environmental benefit in redirecting the HGVs, not simply a transfer of the problem from one area to another;

- A scheme can be designed which gives a clearly signed route which can be easily understood by drivers and is likely to be largely self enforcing; and,

- The area is compact enough to allow enforcement by the Police.

Freight Movement in Warwickshire

Road

Most freight is moved by road at present and this will continue to be the case for the foreseeable future. Due to its location in the national Motorway and Trunk road network, Warwickshire experiences a large amount of through movement of short and long distance road based freight haulage. Vehicle movements are also prominent in the vicinity of Hams Hall, Birch Coppice and Daventry International Rail Freight Terminals, and around the industrial estates in the main towns of the County. The town centres also experience lorry movements in relation to shop deliveries. There are several quarries and landfill sites in the County that generate large numbers of lorry movements, often impacting on some of the more rural areas.

Through its work with the Warwickshire Freight Quality Partnership and local Parish and Town Councils the County Council has defined and agreed the best available routes for heavy goods vehicles traveling within and through Warwickshire. A map showing these routes has been produced and distributed within the road haulage industry. A review of the map has been undertaken with a second edition being published in 2009.

A study of lorry parking facilities and driver amenities within the West Midlands region has identified a need for additional overnight rest and driving break parking facilities on or near to the M40 from Junction 16 (A3400 south of Hockley Heath) to Junction 12 (B4451 Gaydon); and the M42 from the junction with the M6 northwards to the regional boundary with the East Midlands. The study also identified a potential need for additional parking facilities for use by goods vehicles waiting to make deliveries within or close to a number of industrial areas in and around Warwickshire.

The County Council receive regular complaints about drivers of heavy goods vehicles using inappropriate or weight restricted routes. This is often as a result of dependence on inadequate GPS technology (sat nav).

Rail

The location of Warwickshire in the national rail network results in a large amount of through rail based freight movements. Key corridors for rail freight movement in Warwickshire are the West Coast Main Line (for Birmingham, the North, Scotland, London and the Channel Tunnel), Birmingham-Nuneaton-Leicester (for the East Midlands and Felixstowe), Birmingham-Solihull-Leamington Spa-Banbury (for Southampton and the South East), Birmingham-Tamworth (for Teeside and the North East) and Nuneaton-Water Orton (for Bescot Yard).

Key generators of rail freight in Warwickshire are Hams Hall and Birch Coppice inter-modal terminals, Murco LPG (Bedworth), Daw Mill Colliery (near Over Whitacre), Warwickshire Oil

Storage (Kingsbury) and Kineton MOD. In addition, Daventry International Railfreight Terminal (DIRFT) is located just outside the County boundary near Crick in Northamptonshire. Train services to and from these facilities are principally provided by DB Schenker (formerly EWS), Freightliner and Direct Rail Services.

It is broadly accepted that freight movements of between 100 and 250 miles or more provide the best opportunity for carriage by rail. This, coupled with heavy loads such as coal, stone and oil, offer the greatest potential for maximising economies of scale. The majority of firms that deal with this type of freight movement, and who are located near or adjacent to an operational railway line in Warwickshire, currently use rail for all or part of their journey.

The greatest potential for new rail freight haulage, however, lies with new freight generators such as Prologis Park at Keresley, and the development of further rail connected sites at Hams Hall, Birch Coppice and DIRFT. The proposed Regional Investment Site (RIS) in the Coventry – Nuneaton Regeneration Zone is also likely to be rail connected.

It should be acknowledged however that, given its proximity to the West Midlands conurbation and its location on the rail network, the majority of freight movements in Warwickshire are essentially through the County, and are therefore unlikely to be particularly susceptible to any new rail freight initiatives. The diverse trip length, nature and pattern of local road freight movements generated in the County are also unlikely to be suitable for transfer to rail.

In terms of encouraging road to rail switch for the movement of freight, a number of measures could be pursued by the County Council, particularly in relation to the inter-modal terminals at Hams Hall, Birch Coppice and DIRFT. These could include working with the Highways Agency to promote the provision of signing information from the Motorway and Trunk Road Network and the introduction of priority measures on roads leading to and from freight terminals and hubs.

In these circumstances, the County Council sees its main role in promoting the transfer of freight from road to rail as being through the land use planning process, through partnership working with Local Planning Authorities to ensure that appropriate sites are available for development with rail access.

Aviation

There are currently two operational airfields within Warwickshire, at Wellesbourne and Long Marston, neither of which experience any movement of freight. Until recently Coventry Airport (located near Baginton in Warwick District) handled substantial domestic and international cargo traffic movements, which predominantly arrived and departed at night. However, the main airport operator went into receivership at the end of 2009 and a new operator is currently being sought.

Other transport modes

There is currently no known movement of freight on the canal system serving Warwickshire. The canals are primarily used for leisure and recreational purposes.

There are a number of long distance/strategic pipelines in Warwickshire and local pipelines running from supply points to the nearest urban areas.

Key Challenges

The main difficulties associated with freight distribution in Warwickshire are:

- Warwickshire generates relatively little freight compared to that which passes through the County;

- Traffic congestion, particularly during peak hours, can have adverse implications for the movement of goods and freight by road;

- There is a potential conflict between meeting the needs of industry and commerce to transport freight and the resulting environmental and social effects;

- Reliance on road based freight movements has implications for inappropriate route choice. This results in adverse impacts on rural roads and within residential areas. There are also problems related to lorry parking and theft from high-sided vehicles;

- There is a need to try and encourage the switch of freight from road to rail. However, nearly all rail freight movements will need a road based movement at either end of the journey and will impact on the highway network to varying degrees;

- There is potential conflict between the use of water for the transportation of freight and the recreational and amenity enjoyment of inland waterways and canals;

- There are significant practical limitations on the use of the canals within the County for the movement of freight; and

- Opportunities for the widespread use of pipelines for the transportation of freight in the County are limited to certain products and materials.

The Strategy

Policy SF1: General movement of freight
The County Council will work with other local authorities in the Region and Sub-Region, the freight industry and organisations such as the Highways Agency and Network Rail to improve the efficiency of freight movements and to encourage the switch of freight from road to rail.

Policy SF1 will be achieved via the following:

- Making targeted improvements to the motorway/trunk road network and key rail corridors;

- Encouraging the establishment and continued development of local and Regional Freight Quality Partnerships;

- Exploring the possibility of developing urban area 'consolidation centres' in environmentally suitable locations for the transfer of goods from HGVs to smaller vehicles for final distribution; and

- Seeking the inclusion of sustainable freight distribution in the development of Green Transport Plans for new industrial and commercial development.

Policy SF2: Road freight strategy
The County Council will develop its work with the freight industry through the Warwickshire Freight Quality Partnership (FQP) to recognise the needs of goods vehicles in the management of the highway network (including traffic management, highway improvements, highway maintenance and bridge maintenance and strengthening) and to manage the potential environmental and social impacts of freight transport.

Through the FQP the County Council aims to:

- Continue to promote the use of the agreed 24 hour lorry route network and, wherever possible to discourage the use of less suitable routes;

- Seek to mitigate any adverse impacts by heavy goods vehicles on those communities located on the lorry route network

- Ensure that signage directs heavy goods vehicles to industrial estates and town centres via the best routes;

- Seek to define and enforce delivery times in town centres;

- Review parking and loading restrictions to identify opportunities to address problems for delivery vehicles, particularly where front-only access exists;

- Ensure that reasonable access for heavy goods vehicles is maintained in connection with measures for their control and restriction;

- Seek to identify overnight parking facilities for HGVs where a known demand exists;

- Seek to control heavy goods vehicle movements through or near environmentally sensitive areas (for example, Conservation Areas and residential neighbourhoods); and

- Seek to introduce more effective enforcement of structural and amenity weight limits.

> ### Policy SF3: Rail freight strategy
> The County Council will work in partnership with a number of key partners to help promote, improve access to and expand rail freight facilities where appropriate.

Policy SF3 will be delivered via the following:

- Work in partnership with the freight industry, DfT, Highways Agency, Network Rail and other stakeholders to promote the transfer of freight from road to rail;

- Work in partnership with the Local Planning Authorities to identify and protect selected sites for future rail freight connection;

- Support access to existing rail freight facilities, and, subject to planning and environmental constraints, their expansion; and

- Encourage new development that is likely to generate significant freight movements to be located in areas that have good access to the rail network.

> ### Policy SF4: Other modes
> The County Council will work in partnership with British Waterways, the Environment Agency and the freight industry to explore the potential to transfer freight from road to water.

The following actions will be undertaken in support of Policy SF4.

- The potential for the transfer of freight from road to water, particularly in the context of the impact this may have on their current environmental and leisure usage will be investigated; and

- The potential to develop inter-modal terminals that include a waterway connection will be investigated.

> **Policy SF5: Freight handling at Coventry airport**
> The County Council will continue to support the use and development of freight handling facilities at Coventry Airport (Baginton), subject to appropriate mitigation and environmental protection measures.

> **Policy SF6: Use of pipelines**
> The use of pipelines will be encouraged while ensuring that negative environmental impact is avoided where possible, both during and after installation of the necessary infrastructure.

Action Plan

Policy	Action	Timescale	Links to
SF1 General	Making improvements to the motorway/trunk road network and key rail corridors.	Ongoing	
	Establishment/development of the Warwickshire Freight Quality Partnership and Regional Freight Quality Partnerships.	Ongoing	
	Explore the possibility of developing urban area 'consolidation centres'.	Long	
	Inclusion of sustainable freight distribution in the development of Green Transport Plans for new industrial and commercial development.	Ongoing	Changing Travel Behaviour strategy
SF2 Road Freight Strategy	Promotion of the agreed 24 hour lorry route network and, wherever possible to discourage the use of less suitable routes.	Ongoing	
	Implementation of appropriate measures to reduce adverse impacts on communities on the lorry route network.	Ongoing	
	Ensure that signage directs heavy goods vehicles to industrial estates and town centres via the best routes.	Short	
	Define and enforce delivery times in town centres.	Short	
	Review parking and loading restrictions to identify opportunities to address problems for delivery vehicles, particularly where front-only access exists.	Short	
	Ensure reasonable access for heavy goods vehicles is maintained in connection with measures for their control and restriction.	Ongoing	
	Identify overnight parking facilities for HGVs where a known demand exists.	Medium	Parking Strategy
	The control of heavy goods vehicle movements through or near environmentally sensitive areas.	Ongoing	
	The introduction of more effective enforcement of structural and amenity weight limits.	Short	
SF3 Rail Freight Strategy	The promotion of the transfer of freight from road to rail	Ongoing	
	Identify and protect selected sites for future rail freight connection	Ongoing	

Policy	Action	Timescale	Links to
	Support access to existing rail freight facilities, and, subject to planning and environmental constraints, their expansion;	Ongoing	
	Encouraging new development that is likely to generate significant freight movements to be located in areas that have good access to the rail network.	Ongoing	Land Use and Transportation Strategy
SF4 Water	Transfer of freight from road to water, particularly in the context of the impact this may have on their current environmental and leisure usage.	Ongoing	
	Development of inter-modal terminals that include a waterway connection.	Ongoing	
SF5 Air	Support the continued use and development of freight handling facilities at Coventry Airport (Baginton).	Ongoing	
SF6 Pipelines	Encouraging the use of pipelines	Ongoing	

24. Intelligent Transport Systems Strategy

Introduction and Overview

Intelligent Transport Systems (ITS) is increasingly playing a major role in supporting the delivery of national and regional goals related to enhanced mobility of people and goods, safer travel, better social inclusion and improvement in air quality. ITS is now widely adopted in some form by authorities to deliver specific objectives linked to these goals in a cost-effective manner. It has also become vital for local authorities to adopt ITS to support the delivery of network management duties placed on them by the Traffic Management Act (2004).

ITS offers a range of services and tools to the Network Manager, operators and the public to make suitable decisions for managing traffic on the network and making travel plans. These services are based on leading technology systems that enable the collection of data from roadside sources and then the timely dissemination to users. Therefore, ITS has the effect of increasing capacity on the road network and facilitating the usage of alternative modes of transport such as public transport. The indirect effect of managing traffic on the roads appropriately and helping to increase use of other modes of transport is improved air quality through a reduction in emission levels.

ITS to can contribute to the delivery of wider transport objectives, including:

- Significantly enhance the quality of public transport services in the area and increase bus patronage. Achieving this goal will support the objectives of keeping congestion to a manageable level and improving accessibility to the transport system for the public. Therefore, a strong focus is planned on developing ITS to support these areas over the LTP period.

- Improve the systems and processes in place to adequately manage congestion, incidents and overall traffic flow on the network which also leads to more safer roads for the public.

- Managing emissions levels at key points on the urban and inter-urban network and suitably handle demand management – especially in tourist areas such as Stratford-Upon-Avon and Warwick.

ITS continually gains prominence in delivering the overall transport and wider objectives and Warwickshire has proactively taken steps to consider and deploy ITS in the county, which has meant that a strong foundation is already in place. This work has been further supported by the development of a formal ITS Strategy that covers the period of 2007-2012. This strategy will underpin the specific ITS roll-out programme that is proposed as part of this LTP. The underlying theme of the ITS strategy is very much based on modular growth in the county which ensures that the authority maintains the use of innovative technology as and when required.

The strategy is intended to be a 'living document'. This will enable regular review in conjunction with other relevant policies and ensure that the views of stakeholders are assessed to meet the needs of those organisations and individuals on whom the ITS service delivery has an impact.

The Policy Context

The role that ITS can play in supporting both national and local delivery of transport objectives and policies has been specifically recognised in the publication of an ITS policy framework for the roads sector by the DfT in 2005 - "ITS - The Policy Framework for the Roads Sector". The framework identifies a step change in the way the DfT seeks to bring ITS development and deployment together in a transparent and integrated way for road users and travellers.

In establishing the role that ITS can have in delivering the transport objectives at the local level, the longer term strategy being developed for ITS in Warwickshire takes account of the Government's ITS policy framework for the roads sector. Also ITS provides development and implementation across all of the transport sectors in Warwickshire in an integrated and holistic approach.

Delivering a Sustainable Transport System (DaSTS), issued by the Government in November 2008, is a key reference document for developing the ITS strategy to be contained within LTP3.

It is against this policy background that an agenda and strategy for ITS within Warwickshire has been developed and is refreshed on a ongoing basis. To date the County Council has developed the following to enable it to meet the overall national and regional transport objectives set by the Government.

Overview of the Current Situation

Warwickshire has a long and successful association with ITS demonstrated by participating in the UTMC 29 demonstrator programme in Stratford-Upon-Avon as well having a range of ITS services related to traffic control and management and travel information provision to the public.

Warwickshire has adopted the Monitor, Control and Inform approach when considering and deploying ITS services and tools to deliver the above objectives.

Monitor

This category of ITS relate to systems that are in place that allow the control centre to obtain real-time network data from various roadside sources on traffic flow, congestion, incidents, air quality on the road network and also car park occupancy levels. This data is collected for both urban and inter-urban roads. Systems include CCTV cameras, sensors/detectors and journey time measurement engines.

Control

ITS applications within this category are concerned with the implementation of operational decisions to manage and control the traffic on the network. This includes Urban Traffic management Control (UTMC) for overall management of ITS systems, common database (CDB) for data management, signalised junctions, priority to public transport at junctions, demand management, diversions and alternative routes advice via Vehicle Management Systems (VMS) systems and operations decision making support tools for implementing traffic plans for specific scenarios.

Warwickshire have implemented a second Common Database (CDB) system to enable remote document management (for example, access to engineering drawings) and also a web based mapping fault reporting system called Voyager.

Inform

A core part of the county's ITS strategy is to provide reliable and timely traffic and travel information that enables users to make informed decisions before and during their journeys. Services in this category are usually referred to as Traffic and Travel Information (TTI) services and include dedicated websites that provide specific information, RTPI for public transport users, air quality levels, car park information for visitors, VMS signs at strategic points on the network and information to mobile devices via SMS or mobile web alerts.

By adopting the Monitor, Control and Inform approach the tools and applications implemented has enabled:

- Better congestion management;

- Improved accessibility:

  o To the road network and public transport via real-time information;

  o Pedestrian mobility in key areas by providing signals and crossing facilities;

- Improved road safety due to enhanced incident management and congestion control at key points;

- Control of emissions by monitoring air quality and setting traffic plans accordingly to manage emissions levels

Table ITS1 below outlines the county's ITS systems that fall into each category and an asset list for systems currently deployed in the county. The roll-out of these systems has been in part been supported during the LTP2 programme.

Table ITS1: Current ITS Equipment

Monitor	Qty	Control	Qty	Inform	Qty
RMS	156	UTMC + CDB	1 + 2	Car Park Management Systems	33
ANPR	7	Signals (UTC) (MOVA)	93 (48) (14)	VMS	3
		Pedestrian Crossings (UTC – inclusive of types below) (Puffin) (Toucan) (Pelican) (Pegasus)	199 (37) (94) (35) (69) (1)		
CCTV	3	Bus Priority	4	RTPI	13
AQM	4	Car Park Management Systems	33	Web/Mobile TTI	Car Park Management data to public Roadworks Information (ELGIN)
		Speed enforcement cameras	37		
		Red light enforcement cameras	9		
		Access Control – Rising Bollards	9		

Table ITS2 shows the ITS roll-out plan as defined under LTP2 and the level of achievement of the aspirations that were set. There are some factors to consider when assessing progress made to date against the LTP2 programme - at the time of development and inception of LTP2, the County Council did not have a formal ITS Strategy in place as this was undertaken in late 2007. Since the development of a strategy, a sharper focus has been achieved by the ITS group in terms of ITS deployments. Therefore, a certain degree of lag in implementation may have occurred when compared against the original programme.

Additionally, evaluation of priorities has taken place in light of the funds and resources currently available which have influenced certain implementations. Another important consideration is the dependency on local Borough and District council organisations to roll-out ITS to a wider spatial area and share assets. Due to a lack of an ITS Strategy at the outset, this task proved to be

difficult in the early stages of the LTP2 programme. However, this was recognised and priority was given to developing a strategy that is refreshed at set intervals. As a result of this there is wide coordination between individual authorities which has begun to aid in more productive ITS deployments and shared procurement which leads to efficiencies.

Table ITS2: LTP2 ITS Roll-out programme and achievements

Activity	Spatial Area	2005/6	2006/7	2007/8	2008/9	2009/10	LTP3	Achieved
Validate UTC sites	County	X	X		X	X		Yes
Appropriate sites to be on the fault monitoring system	County	X	X	X				Yes
Review condition and performance of signals	County	X	X		X	X		Yes
Automatically monitoring journey times on specific routes	County		X	X	X	X		No
Development of automatic traffic management strategies	Stratford	X						Partial
	Leamington / Warwick		X	X				Partial
	Nuneaton			X	X			No
	Rugby				X	X		Partial
Car park information	Stratford	X						Yes
	Leamington / Warwick			X				Yes
	Rugby				X			Yes
Variable message signs	Stratford	X						Yes
	Rest of County			X	X	X		No
Real time passenger information	Bedworth					X		Yes - ongoing
	Leamington / Warwick			X				Yes - ongoing
	Rest of County						X	Proposed
Bus priority at signals	Nuneaton	X	X					Yes
	Leamington / Warwick			X				Yes
	Stratford	X						Yes
CCTV	County	X	X	X				No
Website	Location of all traffic signals	X						Yes
	Car park information	X						Yes
	Congestion		X					No
	Incidents and roadworks		X					Yes
	Bus information		X					Partial
	Air quality		X					Yes
	CCTV		X	X	X	X		No

Partnership working

To ensure that the goals and objectives of the Network Management Duty are effectively achieved, there is a requirement to interface with other stakeholders. This includes the Highways Agency, neighbouring LAs and the Police. Warwickshire has an established partnership with these bodies, however, it is recognised that further work can be done in this area in particularly in sharing ITS services and data to ensure holistic management of traffic on the network. It is proposed, via the ITS Strategy, to strengthen these partnerships via the creation of systems interfaces and data sharing as well as operational processes.

Challenges and Opportunities

Warwickshire is a major attractor of traffic as well as having strategic routes to other areas. The traffic problems are therefore created by a variety of factors including:

- Movement of traffic around centres;

- Movement of traffic between centres;

- Movement of traffic into the area on motorways and trunk roads or non-trunk roads;

- The two road networks are managed by different authorities: the Highways Agency is responsible for all motorways and trunk roads and the Local Authority responsible for the non-trunk road network. The management of the traffic needs to be seamless and better information dissemination is required to marry the systems together;

- Traffic problems and congestion on the Highways Agency network have an impact on the Local Authority network and vice versa.

Despite a reasonable level of ITS deployment across the county, there remain a number of challenges to adequately meet mandatory requirements placed on it by the TMA 2004. The main challenges presented are:

- High revenue costs - includes maintenance, communications and power;

- Fault and performance monitoring / reporting is limited and not sophisticated enough;

- Access to live information from disparate and third party systems requires further development – ANPR, CCTV, incident detection and roadworks;

- The various District/Borough Councils have ownership of their individual car parks and CCTV system – better collaboration for sharing systems and data required to improve network management;

- Lack of holistic data available – interface to HA and neighbouring other authorities is limited;

- Resources – sufficient number of Officers to focus on ITS roll-out as per the strategy defined is a continual problem.

The Strategy

> **Policy ITS1: Optimising existing assets**
> The County Council will seek to increase the benefits from existing ITS systems.

The ITS strategy outlines the key priorities that it wishes to deliver during the lifetime of LTP3. Due to a steady deployment of ITS services over the preceding five years, it is necessary to

evaluate and rationalise ITS assets and ensure that they are utilised fully so as to get maximum return on investment. Therefore, a significant amount of the initial intended work is centred around optimising the current assets and developing an ITS architecture. Using this work as a base it will be feasible to seamlessly introduce further ITS services concentrating on integration with other stakeholders and sharing network data, supporting public transport services and undertaking adequate demand management.

A large part of current ITS deployment in Warwickshire is as a result of a number of years of investment via LTP funding amongst other sources and participation in the UTMC programme. However, it must be acknowledged that whilst this deployment has met the county's requirements to date, the overall ITS system constitutes a number of separate components that now requires a greater level of integration and development to fully realise the benefits of the **Monitor, Control** and **Inform** approach.

To maximise the benefits from the current systems and future Warwickshire County Council will

- Refresh the existing ITS Strategy and cover the period of LTP3 as a minimum and;

- Developing a robust ITS Architecture that will deliver the 'living' strategy.

An example of how this may be approached is illustrated in Fig ITS1:

Fig. ITS1: ITS Strategy: Technical and Operational Components
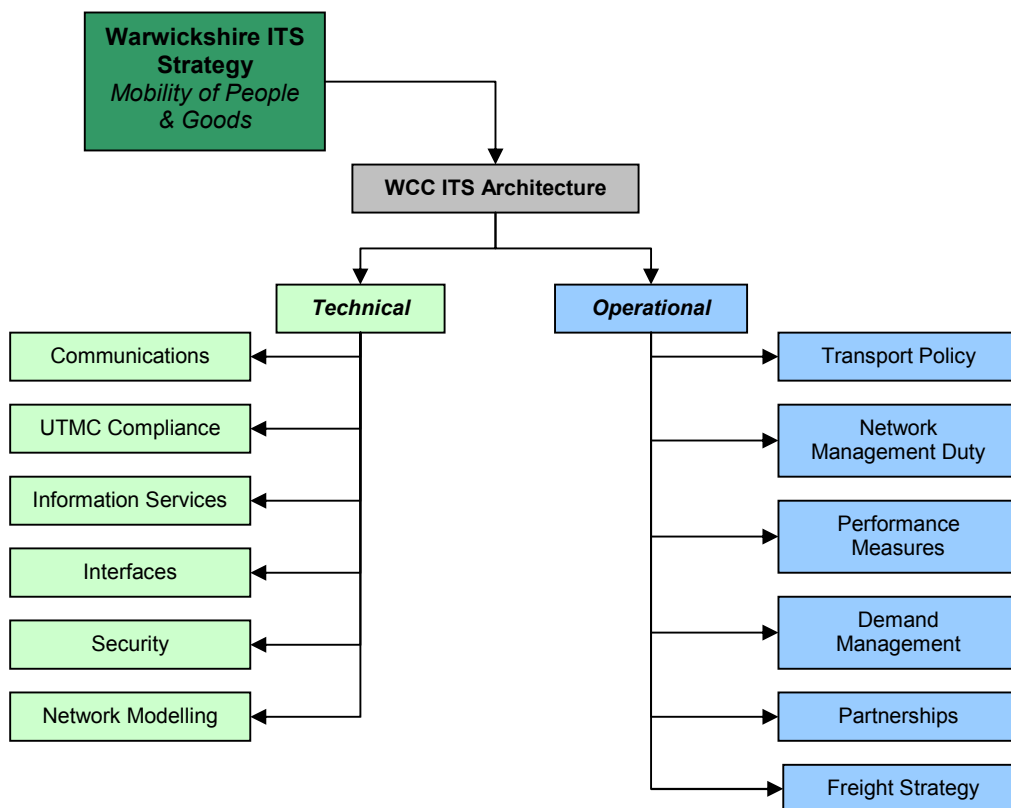
The resulting ITS Architecture will encompass the technical and operational requirements and ensure that the subsequent ITS systems are:

- Planned logically;

- Meets the required performance levels;

- Can be economically managed and maintained;

- Can be easily expanded when required;

- Is open standards for easy integration of new systems;

Finance is a key element to successful ITS deployment and the successful use of an ITS Architecture will enable the Council to:

- Procure from an open market;

- Benefit from economies of scale;

- Plan investment more effectively;

- Avoid unforeseen additional costs.

Policy ITS2: Development of future ITS systems
The County Council will seek to deploy appropriate new systems made possible through further development in technology.

The Traffic Management Act emphasises the need to monitor and control the network and to provide comprehensive travel information. To meet these requirements a number of different elements are required to provide a system that will enable better management of traffic thereby reducing delays and congestion as illustrated in Fig ITS2.

Fig. ITS2: Monitor, Control and Inform Related ITS Systems
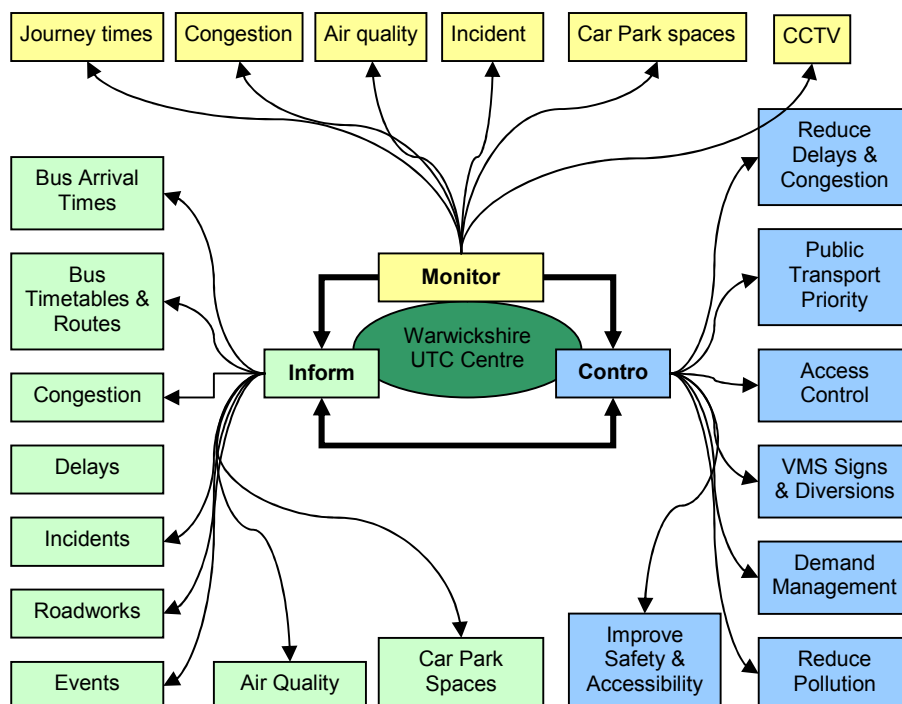
It is anticipated that ITS systems will be deployed over the lifetime of LTP3 and will be incorporated by the ITS architecture that will be developed. Some of these systems already exist and will be developed further, or completely new deployments will be undertaken.

Policy ITS3: Consideration of the needs of all road users
The County Council will plan the use of the road network to balance the competing needs of all road users and will seek to achieve safety and environmental polices.

Policy ITS3 will be delivered via:

- VMS deployment to improve information services to drivers;

- Journey time ANPR cameras to provide accurate and reliable travel information; and

- An inclusive demand responsive traffic signal strategy that meets the requirements of all road users including freight, public transport, cyclists and pedestrians.

Policy ITS4: Gathering information and meeting information needs
The County Council will give priority to developing systems that involves people making informed choices and understanding why they must comply with control measures and restrictions.

Policy ITS4 will be delivered via:

- Improved data gathering from the deployment of UTMC compliant devices across strategic routes and transport interchange points;

- Operational information shared across strategic partners and stakeholders via internet client and UTMC common database facility;

- Public traffic and travel information delivered via web based services across multiple platforms and devices targeted to meet all user need requirements.

Policy ITS5: Incident management and contingency planning
The County Council will seek to implement systems that automatically select the appropriate strategies to be deployed to manage the road network when necessary.

Policy ITS5 will be delivered via:

- Development of strategic diversion routes and the ability to provide adequate signs and usage information. This will be facilitated by closer links to the Highways Agency and the Police;

- Development of automatic and manually invoked systems that are available at all times to manage planned and unplanned incidents and events on the highway network.

Policy ITS6: Dealing with traffic growth
The County Council will seek to ensure that the systems that are deployed benefit all road users in a resilient and cost effective manner.

Policy ITS6 will help enable the County Council to have:

- The ability to measure and manage the network with a greater degree of accuracy than present;

- The ability to forecast traffic growth with greater accuracy and the ability to react to traffic growth provided by a dynamic UTMC compliant network management system.

> **Policy ITS7: Supporting public transport services**
> The County Council will seek to work in partnership with the bus operators to provider effective and efficient services through ITS.

There is an overall desire within the authority and amongst bus operators in the area to enhance the quality of bus services , improvements to journey time reliability and punctuality.

The ITS Strategy will Real Time Passenger Information (RTPI) and Bus Priority measures. These two ITS systems already exist in certain areas of Warwickshire and it is proposed to expand the services to cover a much wider area in the County. Improvements in public transport will require commitment from fleet operators to provide real time bus location data from a vehicle location system. Provision of this data will allow accurate real time information and bus priority whilst maintaining network stability.

> **Policy ITS8: Traffic signal junctions and pedestrian crossings**
> The County Council will investigate the need for traffic signal junctions and controlled pedestrian crossing facilities based on the County Council's policy (see policy appended to this strategy).

The traditional traffic signal controlled junction was originally largely limited to junctions in urban areas, has extended to rural roundabouts that were previously thought to provide greater capacity, but which have subsequently suffered from congestion and deteriorating road safety. Priority junctions in more rural locations, where higher approach speeds exist, have also benefited from a system that allows conflicting traffic to be segregated more effectively. As the volume of traffic increases it has become increasingly important to provide a safe environment for pedestrians and cyclists resulting in a potential need for new pedestrian and cycle crossing facilities that were not considered necessary at the time a junction was first constructed.

Warwickshire County Council guidance on providing controlled crossings, (as opposed to other non-controlled facilities such as pedestrian refuges), uses the adjustable PV^2 assessment criterion, which takes into account the age and ability of pedestrians crossing the road, the types of vehicles using the road, the length of time pedestrians have to wait to cross the road, the width of the road and the pedestrian injury accident record at the site.

In addition to the above procedure crossings can be provided as part of the following:

- Safer Routes to School – where the aim is to encourage more children to walk and/or cycle to school and reduce car use.

- Casualty Reduction schemes – where the rate of return from likely casualty savings is sufficient to justify the expenditure on a crossing.

- Developer funded schemes – where crossing facilities are required to mitigate anticipated traffic impact of developments and/or anticipated increases in pedestrian flows.

- Facilities installed as part of pedestrian or cycle improvements – where crossing facilities may be considered as part of a package of measures on a strategic walking and/or cycling corridor.

- Facilities funded by Area Committee Delegated Budget – this is to address local priorities as opposed to strategic ones i.e. where a scheme does not satisfy the criteria for funding from the Integrated Transport capital programme, but there are very special local circumstances where it would be appropriate to provide a crossing. In this case the decision to fund a crossing must be informed by a consideration of the whole-life costs of the crossing including the likely annual revenue costs of maintenance and energy.

The following priorities have been set for the management of traffic signals and pedestrian crossings:

- Review and develop the operation and maintenance regime seeking to reduce or keep costs at a cost effective level.

- Develop strategies for the improved monitoring and operation of traffic signal junctions and traffic control techniques.

Capital expenditure will be directed at improving the performance of systems, replacing older less efficient equipment with more modern alternatives. Examples could include improving vehicle detection, replacing Pelican crossings with Puffin crossings, introducing MOVA or SCOOT to optimise the operation of traffic signals or altering the phase timings to reduce delay on the main road.

Opportunities will be sought to recover, repair and reuse equipment, and to recycle equipment that is beyond economic repair. The current procurement strategy will be reviewed in the light of this work, with opportunities sought to utilise equipment with longer life expectancy and reduced energy consumption.

The majority of traffic signal equipment is continuously monitored by electronic systems like RMS and UTC, and a programme of routine inspections by County Council's maintenance contractor ensures sites are regularly checked to verify their safe and efficient operation. RMS and UTC can also be used by operators to confirm the accuracy of faults reported from members of the public before passing the fault to the maintenance contractor. In addition, operators are able to adjust the signal timings remotely, saving unnecessary journeys to site.

The requirement of the Traffic Management Act in respect of the expeditious movement of traffic is a priority for both traffic control and information systems. The effective management of these systems requires accurate information, and it is the ITS tools available for monitoring that make this information available. Developing these monitoring systems will therefore be a priority.

Developing ITS by means of UTMC compatibility will enable the County Council to reduce costs by procuring equipment more competitively. UTMC equipment, which is interchangeable and available from multiple suppliers, will ensure that the County Council is not locked into proprietary solutions. In addition, the interoperability of UTMC systems will enable the County Council to make the most effective use of modern telecommunications by connecting multiple systems together.

Action Plan

Policies	Action	Timescale
Policy ITS1	Refresh ITS Strategy as required	Ongoing
	Network equipment and asset audit	Ongoing
	Full validation and system maintenance of traffic signals and pedestrian crossings systems	Short/ Medium
	Rationalise communications systems to ensure sharing of assets within local networks and introduce cost efficiencies	Ongoing
Policy ITS7	Introduce bus priority at key bus	Medium/Long
	Introduce RTI for bus routes on key services	Medium
Policy ITS4	Further develop robust interfaces with other road related authorities to	Ongoing

Policies	Action	Timescale
	share network data, i.e. HA, Police and neighboring authorities	
Policy ITS3	Wider deployment of ANPR systems for journey time management, enforcement of speeding or bus line violations	Medium
Policy ITS3	Moving vehicle enforcement (bus lanes, yellow box junctions, one-way street) as required	Medium
Policy ITS4	Develop CCTV and ANPR links with Warwickshire Police and District/Borough Councils	Short
	Relocate to more suitable traffic control centre that enables integrated working of staff and systems	Medium
Policy ITS3	Implement demand responsive traffic signal strategy for Stratford-Upon-Avon, Leamington, Warwick, Nuneaton and Rugby	Short
	Develop and implement car park strategy to improve the efficient use of major car parks in Nuneaton	Short
Policy ITS5	Implement demand responsive traffic strategy for M6 Junction 3	Short
Policy ITS3	Implement VMS on A444 corridor from Ricoh Arena to Nuneaton	Short
	Integrate RTI and floating vehicle data for journey time and route management system	Medium
Policy ITS4	Expand rationalised communications infrastructure and incorporate onto corporate WAN	Medium
Policy ITS5	Integrate road works system to UTMC CDB for Traffic and Travel Information services and VMS displays	Medium
Policy ITS5	Integrate weather detection and monitoring system to UTMC CDB for Traffic and Travel Information services and VMS displays	Medium
	Introduce emergency planning systems remote access for staff to undertake network management	Medium
	Introduce real-time information services delivery to mobile devices relating to planned journeys	Medium/ Long
	Implement TTI services at key locations, rail and bus stations, shopping centres by provision of display boards and kiosks	Short/ Medium
	Introduce smartcard and e-ticketing service	Long

ITS Strategy: Appendix A

Policy for the Provision of Pedestrian Crossings and Pedestrian/Cycle Facilities at Traffic Signal Junctions

1.   Introduction

This policy explains how requests for new pedestrian crossings will be considered. This document must be read in conjunction with the Technical Procedure.

The demand for new crossings far exceeds the County Council's ability to provide funding. For this reason we will compare the need at requested sites, so that decisions can be made in a consistent way and best value obtained from the available resources

2.   Safety

We will consider safety first, so we will only assess the need for crossings at locations where the appropriate design standards for safety can be met. In exceptional cases where these cannot be met, the Head of Transport for Warwickshire may agree to a departure from standard if a case can be made to demonstrate that safety would not be compromised.

3.   How we will assess the need for a pedestrian crossing

We will assess the level of need for a crossing by:-

3.1   Measuring the degree of conflict between pedestrians crossing the road and the two-way traffic flow and

3.2   We will also take into account the following factors

- the age and ability of pedestrians;

- the suppressed demand;

- the different types of vehicles in the flow of traffic;

- the length of time pedestrians have to wait to cross;

- the width of the road;

- the speed of traffic;

- the pedestrian injury accident record at the site.

However, all this depends upon having the necessary resources initially to implement the scheme and then to maintain the installation.

4.   The survey

If the safety requirements for a crossing can be satisfied then we will measure the degree of conflict between the traffic and pedestrians by carrying out a 12-hour survey which will count:-

- the number of pedestrians crossing in an hour (P)

- the flow of vehicles in both directions in an hour (V)

Our assessment will be based on the average of the four busiest hours in the day (between 7am and 7pm). When the survey is carried out, the pedestrians will be classified by their age and ability. Vehicles will be classified by vehicle type so that we can take into account the differences between cars, heavy goods vehicles, buses, motorcycles and pedal cycles.

Where it is evident that a significant increase in pedestrian access to services will result from the provision of a crossing, we will seek to establish suppressed pedestrian demand at the location and add these estimated figures to the actual measured pedestrian figures obtained by the survey.

We define "suppressed pedestrian demand" as the estimated additional number of pedestrian journeys likely to be generated as a consequence of a crossing being provided. We will estimate this through an appraisal of local circumstances and the potential increased access to services.

5.   The appropriate type of crossing

We will use the information gathered in the survey and the various factors listed in 3.2 to determine whether a crossing should be provided and which type of crossing (if any) is appropriate at the site.

There are three main types of crossing - refuges, Zebra crossings and signal-controlled crossings (Puffin, Toucan and Pegasus). The type of crossing to be provided will also be subject to engineering considerations (e.g. there must be sufficient road width to install a refuge).

To justify a signal-controlled crossing it will be necessary to demonstrate a much higher level of need than a refuge. We will consider a Zebra crossing at the intermediate level of need.

6.   Upgrading a zebra crossing to a signal-controlled crossing

Generally the pedestrian accident rates at Zebra and signal-controlled crossings are low. However, a Zebra crossing may be considered for conversion to a signal-controlled crossing at certain locations where it can be justified that a poor pedestrian injury record is likely to be improved.

We may also consider upgrading a Zebra crossing to a signal-controlled crossing as part of a wider traffic management scheme linked to the County Council's Urban Traffic Control System in appropriate circumstances.

7.   Provision of pedestrian/cycle facilities at traffic signal junction

We will investigate the need for pedestrian/cycle facilities at an existing traffic signal junction in a similar way to a stand-alone pedestrian crossing. However, providing a pedestrian/cycle facility will have the effect of reducing the capacity of the traffic signal junction and at busy junction this can result in long queues of vehicles. For this reason each junction will be considered individually.

8.   The priority list

We will include any justified crossings on a list, ranked by the level of need for future funding. The list will be used annually to inform the selection of schemes to be included in the County Council's Integrated Transport capital programme.

9.   Other circumstances where crossings will be provided or upgraded

This policy describes the way in which we will consider requests for new crossings based on surveys of existing pedestrian and vehicle flows. The following approaches to the provision of crossings in the County Council's Local Transport Plan will coexist with the method of justifying schemes in this policy.

- Safer Routes to School – where the aim is to encourage more children to walk and/or cycle to school with less dependence on the use of the car.

- Casualty Reduction schemes – where the rate of return from likely casualty savings is sufficient to justify the expenditure on a crossing.

- Developer funded schemes – where crossing facilities are required to mitigate anticipated traffic impact of developments and/or anticipated increases in pedestrian flows.

- Facilities installed on key pedestrian or cycle corridors – where crossing facilities may be considered as part of a package of measures on a strategic walking and/or cycling corridor.

- Facilities funded by Area Committee delegated budget or other budget intended to address local priorities – this is to address local priorities as opposed to strategic ones i.e. where a scheme does not satisfy the criteria for funding from the Integrated Transport capital programme, but notwithstanding this, there are very special local circumstances where it would be appropriate to provide a crossing. In this case the decision to fund a crossing must be informed by a consideration of the whole-life costs of the crossing including the likely annual revenue costs of maintenance and energy.

10.   Removal of pedestrian crossings

It is possible that in the future traffic volumes and/or pedestrian flows may reduce or other factors may change which may require the removal of a crossing. In this case, a risk assessment and public consultation will be carried out to inform the action to be taken. However, when the crossing is due for an upgrade the evaluation for its need will always be carried out.

The technical procedure

A procedure covering the technical details of the operation of this policy is maintained by the County Council's Head of Transport for Warwickshire.

The content of this procedure may be reviewed and updated by the Head of Transport for Warwickshire, but it is to be expected that the same technical process will be used to assess all schemes during an annual funding cycle.

This procedure covers the technical details of operation of the County Council's Policy for the Provision of Pedestrian Crossings and Pedestrian Facility at Traffic Signal Junctions.

Survey

The survey for obtaining values of P and V as described in the Policy shall take place along the stretch of road approximately 50 metres either side of the requested location. Should the weather deteriorate during the survey period, than arrangements will be made to repeat the survey on another day.

When pedestrian surveys are carried out, the pedestrians will be classified by their age and an indication of their ability.

Determining the level of need for a pedestrian crossing

The level of need will be determined by calculating the degree of conflict between pedestrians crossing the road and the two-way traffic flow as described in the paragraphs below.

The degree of conflict used will be **the adjusted PV^2 value** calculated as follows.

P_{mod} = the number of pedestrians crossing in an hour (P) weighted by age and ability in accordance with the table below

type of pedestrian	multiplying factor
Child <16	1.25
Adult	1
Elderly	2
Disabled	3

The multiplying factor for cyclist is 1 and for equestrian is 3.

V_{mod} = the flow of traffic in passenger car units (PCUs) in an hour calculated from the survey data using the weightings in the table below

type of vehicle	multiplying factor
Cars	1
Light goods vehicles	2
Bus	2
Heavy goods vehicles	2.5
Motorcycles	1*
Pedal cycles	1*

* Since this impacts on pedestrians in the same way as cars, the PCUs are up-rated to reflect this.

For each hour between 7am and 7pm the weighted $P_{mod} V_{mod}^2$ value is calculated by multiplying the weighted number of pedestrians by the weighted number of vehicles squared, i.e. P_{mod} x V_{mod} x V_{mod}.

The $P_{mod} V_{mod}^2$ figures are ranked in order and the top four figures are divided by four to obtain the **average $P_{mod} V_{mod}^2$** value (representing the four busiest hours of the day).

The **adjusted PV^2** value is obtained by multiplying the **average $P_{mod} V_{mod}^2$** value by the pedestrian waiting time factor (T), width of road factor (W), speed limit factor (S) and accident record factor (A). Hence the **adjusted PV^2 value** is calculated as follows:

adjusted PV^2 = average $P_{mod} V_{mod}^2$ value x T x W x S x A using the factors T, W, S & A from the paragraphs below.

Waiting Time Factor (T)

The average waiting time will be derived by the engineer attempting to cross the road at five random times during the known peak traffic period.

The waiting time factor (T) will then be taken from the table below.

Average Waiting Time	Waiting Time Factor (W)
Less than or equal to 20 seconds	1
21 seconds to 30 seconds	1.2
31 seconds to 40 seconds	1.25
More than 40 seconds	1.3

Width of Road Factor (W)

This factor considers the standard road width to be 7.3 metres. The Road Width Factor is obtained by dividing the road width by 7.3m i.e. ($\frac{\text{road width}}{7.3}$).

Speed Limit Factor (S)

The Speed Limit Factor (S) is based on the speed limit and will be taken from the table below.

Speed limit of the road	Speed Limit Factor (S)
20 mph speed limit	0.8
30 mph speed limit	1
40 mph speed limit	1.2
50 mph speed limit	1.3

Accident Record Factor (A)

The pedestrian injury accident record at a site is taken into account in the following formula:

A = $1 + \frac{N}{10}$

where N is the number of pedestrian injury accidents in the previous three years.

Estimating suppressed pedestrian demand

Suppressed pedestrian demand will be estimated taking into account the potential for generating new pedestrian journeys of 20 minutes or less.

Criteria for justifying pedestrian crossings

To justify a **refuge**, the adjusted PV^2 value should be greater than 0.4×10^8, but the width of road needs to be at least 7.8m.

To justify a **zebra crossing**, the adjusted PV^2 value should be greater than 0.6×10^8, but a zebra crossing should not be installed on roads with an 85 percentile speed of 35 mph or above and the two-way traffic flow should be less than 500 vehicles/hour.

To justify a **signalled-controlled** crossing (Puffin, Toucan or Pegasus), the adjusted PV^2 value should be greater than 0.9×10^8. Current national guidelines indicate that it is not advisable to install a signalled controlled crossing where the 85th percentile speed is greater than 50 mph. At such locations serious consideration should be given to speed reduction measures before installing a signalled-controlled crossing.

ITS Strategy: Appendix B

Policy for the provision of a traffic signal junction

1. Introduction

This policy explains how proposals for new traffic signal junctions will be considered.

The demand for new traffic signal junctions far exceeds the County Council's ability to provide funding. For this reason we will compare the need for traffic signal control at requested sites so that decisions can be made in a consistent way and best value can be obtained from the available resources.

2. Safety

We will consider safety first, so we will only assess the need for traffic signal junctions at locations where the appropriate design standards for safety can be met.

3.   Objective of traffic signal control

The primary objective in providing traffic signal control at a junction is to reduce the conflict between opposing traffic streams, as these conflicts can result in traffic delay and accidents. Traffic signal installations are designed to minimise the occurrence of both of these.

4.   Design standards and capacity

Any traffic signals scheme which is to be installed on the highway needs to meet all of the current relevant design standards. In exceptional cases where these cannot be met, the Head of Transport for Warwickshire may agree to a departure from standard if a case can be made to demonstrate that safety would not be compromised.

In order for traffic signals to operate safely and efficiently, it is essential that they can cope with the demands presented to them such as the volume of traffic, the requirements of pedestrians and the physical constraints of the junction layout.

It is therefore necessary to carry out a technical assessment of the proposed layout and to take into account any changes in demand that may occur as a result of installing the traffic signals junction. The proposed scheme will also need to ensure that the installation can operate with a practical reserve capacity to allow for a reasonable degree of future traffic growth.

5.   Criteria and strategies for the justification of traffic signals

There are four main factors to take into account when assessing the need for the justification of traffic signal control :- traffic delays, accident record, traffic management and the provision of a pedestrian/cycling crossing facility.

However, all these depend upon having the necessary resources initially to implement the scheme and then to maintain the installation.

5.1   Traffic delays

It is inevitable that, on arterial roads, delays will occur on the side roads at priority junctions during peak hours. However at the majority of these locations, queues will quickly disperse after the peak period.

The assessment will consider the traffic conditions over the four busiest hours of the day. If the delay experienced by drivers is more than eight minutes at the junction during each of the four busiest hours, then consideration will be given to installing traffic signal control at the junction.

5.2   Accident record

The average accident rate at existing traffic signal junctions in Warwickshire is 0.56 injury accidents per year. This implies that at any set of traffic signals installed this level of accidents could be expected.

As a responsible authority, WCC would not want to introduce any facility onto the highway that would increase the risk of accidents at a particular location. Therefore if the existing accident record at a location being considered for traffic signal control is less than 0.59 injury accidents per year, there is a potential risk of making the accident record worse.

The provision of traffic signals mainly for casualty reduction purposes will only be considered if the accident rate at a particular junction is six or more injury accidents (average) per year for three years, to ensure a reduction in accidents to the average rate of 0.59 per year or less.

It must also be realised that the provision of traffic signals at a junction which has an established accident record may not be the most appropriate remedial measure and other measures may be required.

5.3 Traffic management

A junction may be signalised to provide better traffic management control within a certain region of the road network. This may allow the junction to be linked and co-ordinated with other adjacent traffic signalled junctions to influence the pattern and speed of traffic progression.

5.4 Pedestrian and/or cycling facility

If a controlled pedestrian crossing is justified within close proximity to a junction, it may not be feasible to implement due to relevant design standards. In this case, consideration should be given to signalising the junction to provide the pedestrian and/or cycling facility.

5.5 Developer funded schemes

A junction may be signalised to mitigate anticipated traffic impact of a development and/or anticipated increases in pedestrian flows.

5.6 Safer Routes to School

A junction may be signalised where the aim is to encourage more children to walk and/or cycle to school with less dependence on the use of the car.

6. Advantages and disadvantages of traffic signals

The following will be taken into account when appraising the proposal for new traffic signal junction.

6.1 Advantages

(a) Pedestrians can cross at traffic signal junctions by taking advantage of breaks in traffic caused by the intergreen periods (one approach losing right of way and the other approach gaining right of way). Where pedestrian movements are high or there are few gaps within the traffic flow, a separate full or partial pedestrian facility could be incorporated into the installation.

(b) They are usually more economical in their use of road space, particularly at constrained sites where physical restrictions could make other types of control more costly and difficult to provide.

(c) Their flexibility to assist specifically one particular approach (e.g. signalling right-turners separately) or category of road user, and their ability to respond to different traffic conditions.

(d) Their ability to link and co-ordinate with other adjacent signalled junctions to influence the pattern and speed of traffic progression.

6.2 Disadvantages

(a) They can produce increased delay during off peak times.

(b) They may increase the risk of certain types of traffic accident.

(c) They incur regular maintenance costs which are essential to the safe and efficient control of the junction together with the additional requirement to regularly monitor their operation.

(d) They do not cater for "U"-turning movements.

(e) To ensure the safe and efficient operation of the junction, no waiting "at any time" restrictions may have to be introduced. This may lead to loss of on street parking for residents and/or traders.

(f)   They are not recommended on high speed roads (where the 85th percentile approach speed exceeds 65 mph).

6.3   Capital and revenue expenditure

The typical installation cost to provide traffic signal control at a simple T Junction is approximately £90,000 (2010 prices). In addition, the annual cost associated with their operation and maintenance requirements is approximately £2,850. Also, traffic signal equipment has a limited life cycle, ranging between approximately 6 to 15 years, therefore additional funds are required to upgrade this equipment after this period.

7.   Removal of traffic signal junctions

It is possible that in the future traffic volumes may reduce or other factors may change which may require a junction not to be signalised. In this case, a risk assessment and public consultation will be carried out to inform the action to be taken. However, when the junction is due for an upgrade the evaluation for its need will always be carried out.

25. Parking Strategy

Introduction and Overview

Car parking plays a key role in influencing travel decisions, in terms of route, mode and destination. Often the cost and availability of parking are factors when making decisions about whether or not to drive to a particular location. This strategy concerns the management of car parking in Warwickshire and its role in managing congestion and the effects of congestion. Related parking issues for cycles, motorcycles and Heavy Goods Vehicles are dealt with in more detail in respective separate Local Transport Plan strategies. It affords WCC the opportunity to consider how the management of parking should be taken forward in a coherent and cost effective way.

During the last Local Transport Plan period, Decriminalised Parking Enforcement (DPE) was successfully implemented in Warwick and Rugby Districts, and the operation of DPE in Stratford-upon-Avon continued to be successful. The introduction of DPE in Nuneaton and Bedworth and in North Warwickshire is expected to take place not long after this Plan is adopted.

Recently, the language of parking enforcement has changed and it is now known as "Civil Parking Enforcement (CPE)", and parking attendants are now known as "Civil Enforcement Officers".

In Stratford-upon-Avon, the parking strategy has the added dimension of the availability of Park and Ride. Here, the County and District Councils are working together to promote the use of Park and Ride for long stay and commuter parking, with off-street town centre car parks being promoted more for use by visitors and shoppers, and on-street parking providing a facility for short stay. Following on from the increasing success of the Stratford-upon-Avon Park and Ride, the County Council will continue to promote local bus and rail based Park and Ride as a means of managing congestion and the impact of traffic in Warwickshire's towns.

The aim of the Parking Strategy is to effectively manage the supply and enforcement of parking to complement the County Council's overall transport strategy.

The objectives of the Parking Strategy are to:

- Complement and support the County Council's overall transport strategy

- Complement and support strategic demand management policies

- Be consistent with the policies, objectives and targets contained in the Local Development Frameworks of the District and Borough Councils

- Support the achievement of Travel Plan, Sustainable Development and Mode Share objectives

- Ensure town centres are accessible and to support regeneration without undermining demand management objectives

- Make sure that developments are sustainable and make best use of the land available

- Ensure that additional car trips are not encouraged which could cause congestion

- Contribute to the efforts to increase the number of trips by non-car based modes.

The Policy Context

National policy

The Road Traffic Act 1991 provided for the decriminalisation of most non-endorsable on-street parking offences within a defined geographical area, subject to successful application to the Secretary of State by the relevant traffic authority. Under this Act, the enforcement process gave local authorities powers to adopt Permitted Parking Areas/Special Parking Areas (PPA/SPA) within which they can enforce most stationary parking restrictions, leaving the Police service to deal only with endorsable offences such as parking on a pedestrian crossing or causing obstruction. The endorsable offences remained criminal, whereas non-endorsable offences become a civil debt, and the responsibility of the local authority.

Under CPE the Penalty Charge Notice (PCN) replaced excess charge notices (off-street), and a Police issued fixed penalty notice (on-street), both of which had been used to notify drivers that they had committed an offence and were required to pay a charge. A PCN has the status of an unpaid bill and, unless the driver takes action to challenge it, payment remains due as a civil debt. If payment is not made, the Council's recourse to County Court is to collect the debt, not to prove the offence.

By law, all London Boroughs were required to take on the new powers by 1 July 1994. Outside London local authorities had the choice whether or not to adopt the powers. As of December 2007, Warwickshire County Council is the Highway Authority for Warwickshire and is committed to adoption of the powers in partnership with the District and Borough Councils within the County.

Part II of the Road Traffic Act 1991 enabled local authorities to take over from the Police service the enforcement of parking regulations and from 31 March 2008 these regulations were replaced by the parking provisions in Part 6 of the Traffic Management Act 2004 (TMA), to provide a single framework in England for the civil enforcement of parking (including on pedestrian crossings), bus lanes, some moving traffic offences and the London lorry ban.

All Local Authorities with DPE powers were required by law to adopt the provisions of the TMA from 31 March 2008. Local Authorities who wish to take over enforcement of parking regulations from the police after 31 March 2008 will do so under the provisions of the TMA (this will apply in the case of Nuneaton and Bedworth Borough and North Warwickshire Borough).

Under the TMA, Decriminalised Parking Enforcement became known as Civil Parking Enforcement (CPE), and an existing Permitted Parking Area/Special Parking Area as a Civil Enforcement Area (CEA) with the addition of Special Enforcement Area (SEA) for some contraventions. Parking Attendants have a wider remit and become known as Civil Enforcement Officers (CEOs) (Parking).

The main changes introduced under the TMA are as follows:

- To increase public confidence in parking by providing a system which can be seen to be balanced and fair to the motorist by publication of the Local Authorities' policies on enforcement.

- To improve public understanding of the way in which parking enforcement contributes to a better environment through reduction in congestion and improvements in road safety.

- To introduce differential penalty charge levels based on the Secretary of State's directive on the seriousness of the contravention.

- To allow the serving of a penalty charge by post, in situations where the CEO is prevented from serving the notice by affixing it to the vehicle or handing it to the driver.

- To increase compliance with parking restrictions through clear, well designed, legal and enforceable traffic orders, signs and road markings; and the full use of the media to inform the public of changes in parking controls.

- To ensure that staff employed to carry out the enforcement processes are fully trained to a recognized standard.

- To regularly appraise the effectiveness of the scheme in consultation with stakeholders, and take account of views expressed to ensure that parking policies still apply at the right place and time.

- To publish annual reports on the performance of the scheme including financial returns.

In addition, the TMA created two new contraventions relating to parking more than 50cm from the edge of the carriageway (double parking) and parking across dropped footways. The police still have the power to take enforcement action against vehicles causing obstruction by parking at dropped footways or more than 50cm from the edge of carriageway. However, with regard to enforcement of these contraventions by CEO's in Warwickshire, it is intended to follow guidance from the Department for Transport which is that this may be more appropriate in tackling persistent problems rather than occasional ones. In addition the advice is that where a vehicle is parked on a dropped kerb outside residential premises no action should be taken unless it is a shared driveway or the occupier has asked the enforcement authority to do so. It is not anticipated that immediate enforcement attention will always be possible

Local policy

At its meeting on 19 July 2007, Warwickshire County Council's Cabinet confirmed or adopted policies for:

- Waiting restrictions (Traffic Regulation Orders, TROs);

- Disabled persons parking places;

- Residents parking schemes; and

- Footway parking.

Furthermore, at Cabinet's meeting on 7 June 2007, it was confirmed that Local Transport Plan funds would not be used for works to facilitate parking on verges.

These policies, or as varied by the County Council, will apply throughout the lifetime of this LTP.

Parking standards for residential and non-residential off-street parking are contained in the Supplementary Planning Documents of the individual District and Borough Councils. These standards are used to assess proposals from third party developers. Importantly, these documents also give standards for the provision of disabled parking, and parking for cycles (in the case of non-residential parking).

In the case of Stratford-upon-Avon, the County Council fully supports the District Council's vision for a World Class Stratford. This vision is encapsulated in the Urban Design Framework which was adopted as Supplementary Planning Guidance in July 2007. The UDF contains details of existing parking provision in Stratford-upon-Avon and of the aspiration that the balance of short and long stay car parking should be changed to promote the use of Park and Ride and to improve the public realm.

Overview of the Current Situation

Background

There are three broad categories of car parking in Warwickshire. These are:

- *On-street* :Parking within the adopted highway boundary that is regulated by the Highway Authority which may be subject to a charge or limit to the length of stay. Enforcement of parking regulations has historically been carried out the Police but following the process of Decriminalised Parking Enforcement can be carried out directly by the highway authority or its agents;

- *Public off-street*: Parking areas, normally provided by District or Borough Councils, which are open to public. Typically users are charged according to length of stay; and

- *Private off-street* :Parking that is privately owned for use by the owners, typically residents, employers, retailers and leisure facilities. This category includes commercial parking operations.

On-street parking is the only type over which the County Council has direct control and can directly change the level, type of provision and if applicable, level of charges made.

The majority of parking within the County's town centres is provided by off-street, publicly operated, car parks and on-street parking. Typically parking stock is added to by large car parks operated by supermarkets and smaller privately operated car parks. In general, in order to support town centre economies short-stay parking tends to be located closer to the town centres and long-stay towards the outside.

Most of the town centres have market days, which naturally increase parking demand and can lead to some displacement of parking out of central parking facilities to nearby areas.

Illegal and inconsiderate parking affects everyone who uses the roads within Warwickshire. Enforcement is necessary to persuade motorists to comply with the regulations in force and achieve the benefits detailed below:

- Better turnover of on-street spaces arises from better enforcement. Drivers are less willing to overstay as the risk of getting a PCN increases. The increase in availability of parking spaces will benefit residents, local businesses, shoppers and visitors.

- Improved traffic flow. The increased availability of on-street parking spaces reduces congestion caused by drivers searching for on-street spaces. This in turn will lead to an improving the local environment.

- Improved road safety through better enforcement of illegal parking on yellow lines, at road junctions, on narrow streets, and in designated loading bays.

- Improved accessibility for emergency services, public transport and utilities vehicles.

- Improved accessibility for people with disabilities who rely on the use of the car, through better enforcement of disabled parking spaces.

- Less parking on footways, making life easier for pedestrians and wheelchair users.

A good enforcement regime is one that uses quality based standards that the public understands, and which are enforced fairly, accurately and expeditiously. This is consistent with current national best practice and the policies described aim to provide clarity, consistency and transparency within the enforcement process, and compliance with the objectives of the Traffic Parking Tribunal and the Local Government Ombudsman. The Warwickshire Authorities fully

support the underlying principles contained within TMA, and are working toward a common approach towards civil parking enforcement across the County.

 It is a common misconception that schemes such as civil parking enforcement are a means of making money for the local authority, and that civil enforcement officers work to targets. This is not true. The scheme is self financing. Civil enforcement officers do not work to targets and any surplus revenue has to be used for transport and environmental improvement purposes.

In summary, WCC is responsible for:

- Making the Traffic Regulation Orders (TRO's) which are the legal basis for the parking restrictions in force throughout the County.

- The level and times of operation of on-street parking charges.

- The rules for on-street parking permits allocation.

- Maintenance of signs and road markings relating to on-street parking restrictions.

The District and Borough Councils are responsible for:

- The levels and times of operation of charges within those off-street car parks managed by the District/Borough.

- The rules for off-street season ticket allocation.

- The signage and surface markings relating to off-street car parks.

- Enforcing the parking regulations on- and off street (where CPE applies).

- Dealing with disputes to the issue of a PCN for both on and off-street parking.

- Managing the resident parking schemes on behalf of WCC

- Employing the staff required to carry out the enforcement processes for off-street parking and on-street parking where CPE applies.

Parking in Stratford-on-Avon District

Parking in Stratford-on-Avon District was the first to be decriminalised in October 2004. The District Council have responsibility for enforcing the on- and off-street restrictions. There is on-street pay and display in the centre of Stratford-upon-Avon, with maximum stay restrictions of 30 minutes, one hour or two hours depending on the proximity to the main shopping area of the town. There is also an extensive area covered by Residents Parking Schemes. This has, however, led to issues of displaced parking further out of town in residential areas.

It is noticeable that the town centre spaces are generally occupied throughout the day, but, due to turnover, it is usually possible to find on-street parking if required. For longer stay parking, WCC and SDC have been working together to produce a charging strategy which promotes the use of Park and Ride or off-street car parking for longer stay visits. There is a large amount of off-street parking available (approximately 6500 spaces, of which 2800 are managed by SDC) within walking distance of the town centre. A car park variable message system indicates the number of available spaces in various town centre car parks. The privately operated and free-of-charge spaces in retail parks are highly utilised, especially at weekend. The popularity of the retail areas along the Birmingham Road in particular is leading to some congestion issues.

A Park and Ride facility was opened in 2007 at Bishopton, to the north-west of the Town Centre. At the time of writing, it opens daily Monday to Saturday from 07:30 to 19:30, and on Sundays and Bank Holidays during the summer. Patronage levels are slowly increasing. The County

Council does not currently plan to open a second Park and Ride, although a third party is interested in operating a service from a site to the south-east of the town centre.

There are two designated coach parks in Stratford-upon-Avon – at Windsor Street and behind the Leisure Centre. There are limited facilities for coach drivers at both of these and the Leisure Centre car park feels remote from the town centre, making both reasonably unattractive. The District Council are currently considering options for the future of the Leisure Centre and the Bridgeway area which would improve the facilities and the connection to the town.

Cycle parking facilities have been improved in the town centre with the provision of dedicated stands in prominent locations. Parking for powered two-wheelers is accommodated in a special facility adjacent to the Bridgefoot multi-storey car park. The availability of car parking at Stratford rail station is restricted with 320 spaces. There are plans to introduce a bus-rail interchange as part of the redevelopment of the former Cattle Market site which will improve its accessibility and reduce the demand for car parking at the station itself. The proposed Stratford Parkway Station will have the benefit of being located adjacent to the Bishopton Park and Ride site and will absorb the car parking demand displaced from the existing station car park due to the Cattle Market development. Its location close to the A46, A3400 and M40 strategic road network makes the Parkway station very accessible by car and by Park and Ride bus from the town centre.

A Shopmobility service is operated in Stratford-upon-Avon town centre from a centre in the Bridgefoot car park.

There are enforceable on-street parking restrictions in other market towns in the District. There are no plans to introduce on-street pay and display outside of Stratford town centre at the current time. This situation will be reviewed if Stratford-on-Avon District Council decide to introduce off-street parking charges.

Parking in Warwick District

Parking enforcement was decriminalised in Warwick District in August 2007. It was decided to recognise the different parking characteristics in the three principal towns of Warwick, Leamington Spa and Kenilworth by implementing different restriction and charging regimes in each.

Leamington Spa

Leamington Spa is the principal retail and commercial area and benefits from a considerable amount of on- and off-street car parking. The on-street parking spaces are very well used and turn over regularly. Pay and display has been introduced on 24 streets in the town centre permitting maximum stays of up to 2 hours. A number of Residents Parking Zones were introduced at the same time as DPE, primarily due to the close proximity of residential areas to the Town Centre. There has been some displaced parking into residential areas further away from the town centre.

In 2008 a car park management system was installed which indicates the number of car parking spaces available in off-street car parks.

There is a limited amount of parking at Leamington Spa Station which is at full capacity. The County Council are working with Chiltern Railways to increase provision, and to improve the non-car accessibility of the station. .

There is a coach drop-off and collection point in the town centre in Newbold Terrace, with layover facilities provided at the Leisure Centre. The Spa Centre, Pump Rooms and the town centre itself are attractors of coach-borne visitors.

Cycle stands are provided at various locations along the Parade and side streets. The amount of cycle parking at Leamington station was doubled during LTP2 to meet increased demand.

Shopmobility is available in the Royal Priors car park and is open six days a week. A number of on-street disabled parking spaces were introduced when improvements were made to the Parade in 2006.

Warwick

Parking restrictions in the town centre include areas of pay and display and of limited or prohibited waiting. The on-street parking restrictions in the town centre mean that spaces turn over frequently. There is also short and long stay off-street parking available around the town. In 2007 Warwick District Council established additional parking in areas known as St Mary's Lands around Warwick Racecourse.

In 2008 an innovative car park variable message system was installed which replicates brown tourist destination-type signs. Rather than giving numbers of spaces, the signs actually display the name of the most convenient and available car park for destinations such as Warwick Castle, the Racecourse and the town centre.

During the week considerable pressure is placed on on-street parking spaces in residential areas by County Council staff unable to park in designated car parks and employees of other businesses. These areas are protected by Residents Parking Zones and are well enforced. The County Council has introduced measures to try and reduce the demand for parking with incentives for car sharing, flexible working policies and promoting non-car based travel options. Residential areas around Warwick Hospital also experience problems with overspill parking.

The Warwick Bus Station was opened in 2008. It occupies land formerly available as car parking, and has provided an attractive alternative to car based journeys and patronage is increasing. It also provides a facility for private coaches to drop-off/collect passengers visiting the town as well as the Castle. Layover facilities are provided at Myton Road and St Marys Land.

There is limited parking available at Warwick Station and there are no plans to change this. Warwick Parkway Station has considerably more parking available and there are plans to further increase the capacity of the car park in recognition of the increasing demand for travel from the Station.

Work is currently underway to identify additional locations for cycle parking in Warwick and to decide on the form of the stands. There is no specific provision for powered two-wheeler parking.

Warwickshire's second Local Transport Plan included an aspiration to introduce Park and Ride to serve both Warwick and Leamington Spa, given an available site and funding. However, it has not been possible to make any progress and the proposal has now been modified to an aspiration for a 'Virtual Park and Ride' which could come forward with third party funding.

Kenilworth

Kenilworth has an ample supply of both on and off street car parking. The recent developments at Talisman Square, including the opening of a new foodstore, has improved the attractiveness of the town centre and the regime of restrictions and charges is designed to promote shopping in this local centre. There are five Residents Parking Zones which are located around the Castle, the older part of town and near the town centre.

The proposed Kenilworth Rail Station will have approximately 90 car parking spaces which is expected to be sufficient for the predicted demand. The central location of the station within the town is likely to result in a high number of rail users walking to the station. There is currently limited provision for cycle parking in the town centre. Coach parking requirements tend to be associated with the Castle, which provides six spaces.

Parking in Rugby Borough

Parking was decriminalised in Rugby Borough in October 2007. In Rugby town centre, pay and display parking restrictions have been introduced, as well as Residents Parking Zones. There is a good supply of off-street car parking, although some may be lost due to proposed developments. Some town centre on-street parking may also be lost when the Rugby Town Centre Pedestrianisation Scheme is implemented in the near future.

The main issue for parking within Rugby relates to the differential use of certain car parks over others within the town centre. This is primarily linked to the spatial position of the key car parks in relation to the highway network, but is also affected by the nature of the facilities themselves. This results in certain car parks being over-utilised, and others having spare capacity. To illustrate this, at times of peak occupancy demand for parking currently accounts for some 70% of available spaces within the town centre. The newly opened Swan Centre adds to the privately operated off-street car parking which was already available at the Clock Towers. Disabled parking places are allocated in the Borough Council's car parks.

In response to this, the County Council (in conjunction with Rugby Borough Council) introduced a Variable Message Signing scheme to the key car parks within the town centre, the aim of which was to provide better information to drivers on the availability of car parking spaces. In parallel with this, the Borough Council implemented a full review of car parking charges in early 2009 which introduced a maximum stay provision of three hours in the four main town centre car parks. This appears to have been a successful policy change which has generated an increased turnover of spaces in these car parks.

The Park Mark scheme has recently been revised by the Government. As such, the Borough Council is considering whether to seek recognition for its car parks under this new criteria.

As part of the Rugby Transport Study, an assessment was carried out to identify the parking needs of the town up to the year 2026. This considered all known changes to the quantum and type of parking within the town (on- and off-street), including the implications of new development within the town centre.

Work undertaken to investigate existing and future parking supply within the town as part of the study has indicated that supply of on-street parking across the town centre as a whole is likely to remain comfortably in excess of predicted demand in the planning timeframe to 2026, with peak occupancy estimated to be at 84% of total capacity. However, it should be noted that demand for on-street parking along streets within the very central area of the town is likely to approach the level of supply within the same timescale. This position will be kept under review by the two Authorities.

The new rail station multi-storey car park off Mill Road opened in 2009. It has spaces for 496 cars. The rail station now has a total of 739 car parking spaces. Although there are no current plans to further increase car parking here the County Council will continue to work with Network Rail and Train Operating Companies to monitor this, and to improve the non-car accessibility of the station.

Cycle parking stands are provided throughout the town centre at public buildings and at the rail station.

Coach parking is only permitted at the Westway car park.

Parking in Nuneaton and Bedworth Borough

At the time of writing, CPE had not been introduced in Nuneaton and Bedworth Borough although progress is being made towards its introduction. A previous proposal to introduce CPE in 2006 had been abandoned due to concerns about the operation of the Residents Parking Scheme and the appropriateness of some existing restrictions.

Nuneaton

Nuneaton has some dense residential areas with terraced housing with no off-street parking and a shortage of on-street parking. Access to the town centre is restricted during the day by automatic rising bollards, but there is usually sufficient off-street parking available in multi-storey and surface level car parks, although some parking is taking place in residential areas to avoid charges. The new Ropewalk multi-storey car park is well used. There are 2176 off-street spaces available in Nuneaton. The Park mark scheme has been in operation in a number of car parks in Nuneaton since 2006 and covers 88% of the total off street parking capacity.

New disabled parking spaces were introduced at the same time as the automatic rising bollards and there is a Shopmobility service operating at the Ropewalk car park.

Cycle parking stands are available throughout the town centre, at public buildings and the rail station.

The existing parking provision at Nuneaton rail station is very limited with only 151 spaces. The car park is regularly at capacity. The County Council will continue to work with Network Rail and Train Operating Companies to seek to increase car parking provision to improve the non-car accessibility of the station.

Bedworth

Bedworth Town Centre also has a restricted area protected by automatic rising bollards. Off-street parking is available around the town centre in multi-storey and surface level car parks, and there are 624 spaces available. An additional 100 spaces are provided for customers of Aldi for a maximum stay of 2 hours at no cost. Future plans to develop the Tesco foodstore site may see the introduction of a new large surface car park of a similar nature to the one provided by Aldi. This would result in the demolition of the George Street Multi Storey car park which is in need of major refurbishment. The Park Mark award has been achieved in both of the Spitalfields car parks

Cycle parking stands are provided in the town centre, including behind the library.

There is no charge for parking at Bedworth Rail Station.

A Shopmobility scheme operates in Bedworth on two days per week.

Parking in North Warwickshire Borough

At the time of writing, CPE had not been introduced in North Warwickshire although progress was being made towards its introduction. Currently there are no off-street parking charges levied in the 15 off-street car parks operated by the Borough Council. Disabled parking spaces are available in most of these.

Coleshill Parkway Station has a 200 space car park and spaces are usually available. Cycle parking has also been provided. The Station is well served by public transport. The Station also acts as a "Gateway" to Birmingham International Airport.

A regular rail service was restored to Atherstone rail station in December 2009 following completion of the West Coast Main Line upgrade. The station had been without a regular rail service for some years. The station is now served by a broadly hourly service between Crewe and London Euston. Since introduction of the new service in December 2009 the station has experienced strong passenger growth and it is anticipated that demand will continue to grow in the future. The station currently has less than 10 car parking spaces and as passenger demand grows it is likely that this will reach capacity. The County Council will continue to work with Network Rail and Train Operating Companies to seek to increase car parking provision, and to improve the non-car accessibility of the station.

Lorry parking

The issue of lorry parking, and particularly overnight parking, is addressed in the Freight Strategy. It is acknowledged that there is a requirement for additional overnight parking facilities in Warwickshire.

Powered Two Wheeler parking

Stratford-upon-Avon has a dedicated Motorcycle Parking facility adjacent to Bridgefoot car park, and dedicated spaces in the off-street car parks managed by SDC. There are also dedicated parking spaces in the off-street car parks in Nuneaton. There is currently no specific provision for powered two wheeler parking elsewhere in Warwickshire.

The Strategy

Policy P1: Partnership working

The County Council will continue to work with the five Warwickshire District/Borough Councils and adjoining Authorities to deliver a co-ordinated approach to the supply, pricing and enforcement of on and off-street parking provision in a way that supports the objectives of the Local Transport Plan, the Local Development Frameworks and other Supplementary Planning Documents.

In order to support policy P1 we will investigate ways of achieving best value for the Councils in the delivery of Civil Parking Enforcement, for example through the use of shared systems or operations.

Policy P2: Environment

The County Council will seek to reduce the environmental impact of traffic congestion through the appropriate use of public parking, including:

a. The location and period of stay;
b. The cost;
c. The provision of real-time information.

a. Location and Period of Stay – This will be managed so as to encourage long stay commuter parking to use Park and Ride facilities (where available) or out of town or peripheral parking sites in order to release parking capacity in town centres for short stay shopping and service related parking. The County Council's Parking Policy, adopted in July 2007 (or as subsequently amended) sets out how requests for waiting restrictions, residents parking schemes, disabled parking and footway parking will be dealt with.

b. Cost – We will work with the District and Borough Councils to manage the cost of on-and off-street parking in way that will re-enforce local strategies designed to achieve Policy P2a, including consideration of the use of concessions, differentiated charging linked to the time of day, differential charging linked to the carbon dioxide emissions of the vehicle, and of alternative payment methods. The use of on-street parking charges will be considered where appropriate in order to encourage the use of other sustainable modes of transport, Park and Ride or off-street car parks in preference to on-street parking.

c. Information – We will continue to provide real-time car park availability information in Stratford-upon-Avon, Leamington Spa, Warwick and Rugby and will seek to implement a system in Nuneaton (see ITS Strategy).

Furthermore, the Council will seek to ensure that it fulfills its obligations under the Network Management Duty as set out in the Traffic Management Act 2004 insofar as it relates to parking management and enforcement.

> **Policy P3a: Enforcement in CPE areas**
> The County Council will pursue full and effective enforcement of parking in partnership with those District and Borough Authorities where CPE is in operation.

In undertaking our Civil Parking Enforcement responsibilities we will:

- Work with District and Borough Councils as set out in Policy P1;

- Ensure compliance with Policy P2 by seeking to promote the use of long stay parking for commuters and short stay parking for shopping;

- Review the extent to which on-street parking charges may be required;

- Review the need for, and introduce if appropriate, traffic regulation orders in consultation with all statutory and non-statutory stakeholders;

- Review the need for, and introduce if appropriate, residents parking schemes in order to control displacement of parking to residential areas;

- Review the effectiveness and appropriateness of parking restrictions periodically; and

- Maintain the traffic signs and road markings associated with parking restrictions.

> **Policy P3b: Enforcement in non-CPE areas**
> Where the enforcement of on-street parking restrictions remains the responsibility of the Police (currently in Nuneaton and Bedworth Borough and North Warwickshire Borough), WCC will seek to introduce Civil Parking Enforcement early in the lifetime of this LTP.

In undertaking our responsibilities as Highway Authority, we will:

- Work with District and Borough Councils as set out in Policy P1;

- Ensure compliance with Policy P2 by seeking to promote the use of long stay parking for commuters and short stay parking for shopping;

- Review the need for, and introduce if appropriate, traffic regulation orders in consultation with all statutory and non-statutory stakeholders;

- Review the need for, and introduce if appropriate, residents parking schemes in order to control displacement of parking to residential areas;

- Review the effectiveness and appropriateness of parking restrictions periodically; and

- Maintain the traffic signs and road markings associated with parking restrictions.

> **Policy P4: Park and Ride**
> Park and Ride proposals will be supported where appropriate in order to promote sustainable and convenient access to local employment, schools, services and shopping.

Park and Ride will be considered particularly advantageous where:

- Its implementation would help manage congestion or help limit the environmental impact of traffic;

- The provision of Park and Ride or related Park and Walk/Cycle facilities supports local traffic management needs; and

- It can also support 'Drop and Ride' facilities to serve school travel demand and minimise the impact of school traffic.

> **Policy P5: Ease of use**
> The County Council will work to ensure that parking facilities are easily accessible.

The County Council will ensure parking is accessible by:

- Increasing disabled parking in line with guidance, giving particular attention to central areas and including supporting the introduction or expansion of Shopmobility schemes where appropriate;

- Ensuring that parking is clearly signed and good levels of information on the location and availability of parking is provided; and

- Ensuring that parking facilities, and access and egress from them, are safe and secure.

> **Policy P6: Land use**
> The County Council will work to ensure that the provision of public parking across the County is integrated with other policies and provision.

The County Council will work to deliver policy P6 by;

- Encourage the reduction of the amount of Private Non-Residential parking and the greater efficiency of its use;

- Ensure that relevant parking standards in regional and local planning policies and guidance are adhered to; and

- Ensure that land use policy is integrated with and supports parking policies.

The County Council will also ensure that parking provision is taken into account in the development of town centre traffic management schemes and is sympathetic to the urban environment.

> **Policy P7: Coach parking**
> The County Council will support the provision of coach services as part of an integrated public transport system, support Warwickshire's tourist industry and manage the impact of coach parking on the highway network.

The County Council will work to deliver policy P7 by;

- Providing safe and convenient access to coach services in a way which also minimises adverse impacts on traffic operation; and

- Working with District and Borough Councils to identify and provide suitable off-street lay-over facilities for coaches.

Policy P8: Cycle parking
The County Council will continue to provide dedicated secure cycle parking facilities in town centres, public transport interchanges and other key service destinations.

The County Council will continue to work with local Cycle Forum groups where appropriate to identify locations for additional stands particularly in the key urban areas. Innovative solutions such as the provision of on-carriageway cycle parking in the 'dead – spaces' adjacent to car parking bays or the provision of covered cycle parking 'hubs' will be explored and implemented wherever feasible.

Policy P9: Powered Two Wheeler parking
The County Council will continue to work with local Powered Two Wheeler users and its internal Motorcycle User Group to identify issues relating to their safe and secure parking. The County Council will continue to provide dedicated secure parking facilities in areas where there is demonstrated demand.

Policy P10: Rail station parking
The County Council will continue to work with Network Rail and Train Operating Companies across the County to ensure that parking is safe, accessible and sufficient to meet the demands of those travellers who are unable to access the station by other sustainable modes The County Council will continue to promote more sustainable car based station access, and will encourage the station operators to provided dedicate parking spaces for those who car-share or kiss 'n' ride.

Policy P11: Lorry parking
The County Council will continue to work with representatives of the haulage industry through the Freight Quality Partnership on identifying suitable locations for layover and overnight parking of heavy goods vehicles.

Action Plan

Policy	Action	Timescale	Links to
P1 Partnership working	Introduction of a Joint Parking Board	Medium	
	Improve co-ordination of on- and off-street parking policies, including charging	Short	
	Ensure parking is not used as a competitive tool between different towns in Warwickshire	Ongoing	
	Investigate ways of achieving best value in the delivery of CPE	Ongoing	
P2 Environment	Use of the County Council's published parking policies to manage the supply and pricing of on-street parking	Ongoing	
	Car park management systems	Short	ITS Strategy
	Ensure compliance with Network Management Duty	Ongoing	Network Management Duty
P3 Enforcement	Implement CPE in Nuneaton and Bedworth and in North Warwickshire	Short	
	Review of operations – times and restrictions, signing	Ongoing as required	
P4 Park and Ride	Investigate opportunities for introducing additional Park and Ride, Park and Walk/Cycle or Drop and Ride services	Ongoing	Bus Strategy
P5 Ease of Use	Maintain an appropriate proportion of short stay spaces in economic centres	Ongoing	
	Increase amount of disabled parking available	Ongoing	Accessibility Strategy
P6 Land use	Actively engage in Development Control activities to influence the supply of new residential and non-residential parking	Ongoing	Land use and Transportation Strategy
	Ensure that town centre traffic management schemes provide appropriate levels of parking	Ongoing	
P7 Coach parking	Work with District and Borough Councils on the provision of facilities	Ongoing	
P8 Cycle parking	Work with Cycle Forums, Train Operating Companies and local concerns to increase the availability of dedicated secure cycle parking facilities.	Ongoing	Cycling Strategy
P9 Powered two wheeler parking	Work with PTW users and Motorcycle User Group to identify and address parking issues	Ongoing	PTW Strategy
P10 Station parking	Work with Network Rail and Train Operating Companies to ensure station parking is safe, accessible and sufficient	Ongoing	Passenger Rail Strategy
P11 Lorry parking	Continue to identify and promote suitable parking locations via the Freight Quality Partnership	Ongoing	Sustainable Freight Distribution Strategy

26. Powered Two Wheeler Strategy

Introduction and Overview

This strategy concerns the use and promotion of Powered Two Wheelers (PTWs) in Warwickshire. The term 'PTW' is a nationally recognised phrase referring to motorcycles, scooters and mopeds. It should be noted that PTW does not refer to cyclemotors and that means of transport is not covered by this strategy. For ease of reference where the term motorcycle or motorcyclist has been used in this document it can be taken to include all forms of PTW or user.

The purpose of this strategy is to set out the vision, objectives and approach to:

- Encouraging new and existing PTW use;

- Meeting the needs of new and existing motorcyclists;

- Reducing the number of PTW casualties (KSIs) in Warwickshire

- Meeting the objectives of the Warwickshire Local Transport Plan 2011.

There are particular safety issues concerning motorcycle use, both nationally and within Warwickshire. Whilst a basic overview is provided in this chapter, motorcycle safety as an issue will be tackled more specifically through Warwickshire's Road Safety Strategy.

The Policy Context

The Strategy has been developed in line with the National, Regional and Local policy environment and aims to be consistent with the wider framework.

The 1998 White Paper *'A New Deal for Transport: Better for Everyone'* outlined the potential benefits from increased motorcycle use on the environment and for reducing congestion, as well as recognising that motorcycles are an affordable alternative to cars. However, the paper also recognised that the use of PTWs raised some important and complex issues. Consequently an advisory group was set up to investigate how relevant policy could be developed, with particular focus on encouraging further improvements in road safety and minimising the impacts of transport on the environment. The advisory group submitted its final report in August 2004, which made a full analysis of progress since the White Paper and was accompanied by some key recommendations. Many of these recommendations relate to issues that can only be progressed at a national level, however, wherever appropriate they have been incorporated into this strategy.

Following said report, the Government's published its *National Motorcycling Strategy* in 2005, with one of the key themes being:

'To facilitate motorcycling as a choice of travel within a safe and sustainable transport framework.'

The Strategy set out a comprehensive overview of national motorcycle issues and this was accompanied by a detailed action plan designed to address the issues over a 5-year period. In July 2008 a revised Strategy was published, based on a review of progress to date and containing within which an amended action plan.

In the same year the Institute of Highway Incorporated Engineers published their *Guidelines for Motorcycles*. This was intended to accompany the National Motorcycle Strategy and gave practical advice on how the different characteristics of motorcycles can be recognised and addressed in highway and traffic design and management. Wherever practicable these recommendations and guidelines have been incorporated into Warwickshire's Highway Design Standards and within this Strategy.

One of the biggest issues concerning PTWs and their use is the exceptionally high risk of being involved in a road traffic accident. Motorcycle use in Warwickshire constitutes 1% of all traffic but more than 20% of casualties. A number of policies and interventions aimed at addressing this issue have been developed for the third Local Transport Plan period; details of which can be found within the Road Safety Strategy.

The policies and interventions contained within this Strategy have therefore been developed to directly contribute towards and strengthen the links between Powered Two Wheeler use in Warwickshire and the National Transport Goals & Strategies.

Overview of the Current Situation

National overview

To understand motorcycle use in Warwickshire it is helpful to appreciate some national trends, as highlighted below:

- Motorcyclists represent only 1% of the traffic population but account for 18% of the fatalities on the national road network.

- The distance driven by motorcycles in 2008 was 5.1 billion vehicle kilometers. This was a drop of 8 per cent from 2007.

- The majority of motorcycle trips appear to be between 2 and 25 miles long.

- In 2007 there were 588 motorcyclist fatalities on national roads, of which:

- Roughly 40% involved a collision with one or more cars (60% of which were considered to be principally the responsibility of the motorcyclist)

- Roughly 30% only involved the motorcyclist (one third of which were associated with excessive speed)

- The main issue with car driver error was found to be carelessness & thoughtlessness, or failure to judge the actions of the motorcyclist.

- Accident liability appears to rise less than proportionately with mileage and falls rapidly with increasing age, but to a lesser extent with experience

- The overall casualty rate for motorcycles has improved since 1998. In 2008 the number of deaths or serious injuries was 1,131 per billion kilometers driven. A decade earlier it was 23 per cent higher.

- In 2008, just under 3 per cent of households had at least one motorcycle. The National Travel Survey and Family Expenditure Survey indicate that ownership of one motorcycle peaks at individuals aged 35-39 and that people more likely to own a motorcycle are:

  o Those living alone;

  o Those without children;

  o Males; and

  o Households with one car.

Nationally, nearly two thirds of motorcycle trips are for work, business or education purposes, compared with just 30 per cent of car trips (however for all other purposes more trips are made per week by car than motorcycle). Motorcycle trips for work, business or education purposes tend to be shorter than car trips but account for over half of all motorcycling mileage. Encouraging PTW use in this capacity therefore directly contributes to National Transport Challenges 2 & 3 as

detailed in Table 1. For most other purposes, average motorcycle trip lengths are slightly longer than car trip lengths. The exceptions are visits to friends (where car trips are slightly longer) and other leisure, where the average motorcycle trip is twice as long as the average car trip. (Source: National Travel Survey, DfT*)*

Regional overview

A Department for Transport study; 'Road Safety Research Report No. 54 - In-depth Study of Motorcycle Accidents' looked at over 1700 motorcycle accident details, including over 1000 from the Midlands. The main findings were as follows:

- There seems to be a particular problem surrounding other road users' perception of motorcycles, particularly at junctions. Such accidents often seem to involve older drivers with relatively high levels of driving experience who nonetheless seem to have problems detecting approaching motorcycles;

- Motorcyclists themselves seem to have far more problems with other types of accident, such as those on bends, and overtaking or 'filtering' accidents; and

- There are two main groups of riders that interventions should be focused on. The first is young and inexperienced riders of smaller capacity machines such as scooters, and the second is older, more experienced riders of higher capacity machines. Both the skills and attitudes of these riders need to be addressed.

Warwickshire overview

There are a diversity of positive and negative issues concerning motorcycle use, which vary considerably across the country. In this section only the issues facing motorcycle use in Warwickshire are dealt with and these are broken down into perceived opportunities and observed problems.

Modal share

In Warwickshire the mode share of motorcycle traffic entering the town centres during a 12-hour daytime period remained relatively constant between 2000 and 2004, with an average mode share of just under 1% of all traffic. By 2009 this figure had risen slightly to 1% of all traffic (but this could be explained by statistical variation).   Motorcycle use also tends to be seasonal, with higher levels of use from March to October. In 2009, the overall number of motorcycle casualties on Warwickshire Roads had fallen by 32%, compared with 2000 levels. Of all motorcycle casualties:

- 44% resulted from crashes on rural roads; 66% from crashes on urban roads.

- 80% resulted from crashes which occurred on single carriageway 2 lane roads, 10% at roundabouts and 10% on 2 lane dual carriageways;

- 61% occurred in 60mph limits, 18% in 30mph limits and 8% in 70mph limits;

- 91% of riders were male;

- 42% of riders were non-Warwickshire residents;

- The peak age for motorcycle riders was spread from 16 to 39yrs (71%);

- 62% of machines involved were over 125cc (a drop of 11% since 2004);

- In 46% of incidents the motorcycle rider was attributed as being at fault in the initial report from Police Officers attending the incident (a significant decrease from 2004 levels where 65% of motorcycle riders were attributed as being at fault);

- 23% of crashes involved no other vehicle; and

- Common factors included; loss of control on bends (15%); rider inexperience (10%); failure to look properly (9.8%) and poor manoeuvering (7.5%).

Challenges

PTW image

Motorcycling can have a poor public image and motorcyclists can be subject to negative attitudes from other road users. This has adversely affected the willingness of some people to consider using a motorcycle or moped when it could provide a sustainable and viable alternative means of travel (particularly for short urban or inter-urban journeys). Reasons include:

- The effects of poor weather, including the incorrect perception that this can lead to the rider becoming wet or cold (good quality appropriate safety equipment can be warm, easily worn over normal clothing and completely weather proof);

- The limited ability to carry large loads;

- Occasional aggressive road behaviour from some riders, which can heighten the perception of user risk to observers.

Public perception of PTW safety

Motorcycle use is of higher risk in terms of user safety than other modes of transport. This affects their attractiveness as an alternative mode and adversely contributes to Warwickshire's road casualty incidents. However, contributory factors appear to be:

- Inappropriate speed and rider behaviour leading to a loss of rider control;

- Hazards created by the physical layout or infrastructure of the highway network; and

- A lack of awareness and understanding of motorcyclists' needs by other road users, particularly by car drivers. This, combined with poor observation skills, appears to cause disproportionally high levels of right of way incidents, notably at 'T' and 'staggered' junctions.

- Inappropriate choice of rider clothing potentially leading to worse injuries in the event of an incident than may otherwise have occurred;

- Poor vehicle maintenance and use of illegal tyres.

If road safety for motorcyclists in Warwickshire is going to continue to improve then continued application of measures to mitigate against PTW accidents is required. Details of specific interventions and policies can be found in the Warwickshire Road Safety Strategy.

PTW security

- Motorcycles are particularly susceptible to theft, being high in value and easy to manhandle and transport. Indeed, motorcycle theft is prevalent across Warwickshire with the highest proportion of thefts taking place in urban areas to the north of the County. During 2009, most crimes of this type took place in the towns of Nuneaton (133), Rugby (88) and Bedworth (70). Conversely, there were just 8 motorcycle thefts in Kenilworth, 23 in Warwick and 9 in Stratford.

- The risk of theft, combined with accident risks, can make insurance costs on larger machines prohibitively expensive;

- Many of the initiatives available to the County Council and its statutory partners to tackle safety and theft issues have financial implications. These are generally revenue based and as such face fierce competition for the limited available funding; and

- Many of the issues faced by motorcyclists (e.g. licensing) are related to matters that require national or higher level intervention and Warwickshire's direct influence is therefore limited.

PTW use in rural areas

The rural areas of Warwickshire experience a range of accessibility issues where limited access to cars and public transport can restrict employment, education and social opportunities, particularly for the young and those on lower incomes. Consequently motorcycle use in the less economically buoyant and more rural north of the county tends to be marginally higher than in other areas. It has been suggested that this may be because motorcycles are often cheaper to buy and run than other types of private motor vehicle. Accordingly, motorcycles can improve accessibility in Warwickshire by:

- Providing high levels of flexibility as typified by private modes of travel, particularly at night and in rural areas where public transport is not always economically viable; and

- Providing a relatively economical form of travel – initial purchase costs and subsequent running costs can be significantly less than car ownership and travel.

Of particular importance in rural areas is the promotion of responsible riding practices and the reduction in the number of those Killed or Seriously Injured (KSI's) on Warwickshire roads. This key challenge will be addressed through targeted Safety Engineering measures, education and training initiatives (such as the 'Take Control' rider training programme) and a close working relationship with the motorcycle industry. It should be noted that there is a growing awareness and willingness to tackle issues of concern and promote the positive aspects of motorcycle use amongst users, the motorcycle industry and statutory authorities (such as the Police and local authorities) throughout the region.

Opportunities

Reducing congestion

The urban areas in Warwickshire are comparatively small, but can be subject to peak hour congestion. Whilst there are currently no lengths of bus lane in Warwickshire open for use by motorcycles there are significant advantages in using a motorcycle for the urban commute, particularly from the rural to urban or inter-urban journeys. There is potential for a sustainable mode shift from private car use to motorcycles, so helping reduce congestion.

The smaller physical space required by motorcycles can often help riders 'beat the queues' and thus decrease urban journey times. In addition, on-street parking demands are reduced as PTWs occupy far less space than the average sized car; helping reduce street clutter and enabling reallocation of road space to other uses.

Environmental benefits

There can be environmental benefits from increased motorcycle use compared to car use, including:

- Lower emissions – Overall compared to cars, motorcycles produce fewer emissions. Generally they perform better for carbon dioxide and oxides of nitrogen, but are worse in respect of hydrocarbons. The technological stage of motorcycle development, in terms of emissions standards, is currently behind cars but caught up considerably during the life of the previous Local Transport Plan;

- Fuel consumption - when considered in terms of average occupancy, fuel consumption is far lower for motorcycles than cars. It should be noted that for high capacity machines fuel consumption can be equivalent to or worse than that for the average cars;

- Natural resources - vehicle life tends to be longer for motorcycles and recycling levels are higher. This minimises the primary demand on natural resources and energy requirements for the manufacturing process; and

- Integration with other modes and policies can be relatively easily and cheaply delivered with often only limited requirements for specific dedicated infrastructure.

The Strategy

The vision of Warwickshire County Council's Powered Two Wheeler Strategy is to provide:

'A motorcycle friendly highway network with good access to secure on and off-road parking and interchange with other modes, which is used by informed and safety conscious road users who are aware of other's needs'.

The strategy will contribute towards meeting both Local Transport Plan objectives and wider National Transport challenges by promoting a Powered Two Wheeler friendly highway network with initiatives that:

- Tackle rural accessibility issues, particularly where public transport is not financially or commercially viable;

- Maximise access to affordable means of travel for employment, services and leisure activities, including integration with other modes of travel;

- Highlight the potential environmental benefits of Powered Two Wheeler use compared to private car use, particularly where walking, cycling or public transport is not a viable alternative;

- Encourage the safe and responsible behaviour of all road users, including tackling the vulnerability of Powered Two Wheelers to actions of other road users; and

- Consider the needs of Powered Two Wheeler users in the design and maintenance of highway infrastructure.

Policies

Policy PTW1: Consultation and partnership working
The County Council will consult with users, the motorcycle industry and other interested groups to deliver the objectives of the Local Transport Plan and related Powered Two Wheeler policies. We will particularly focus on the delivery of these through partnership working with other statutory bodies, neighbouring authorities and others in order maximise the effectiveness of its actions

.

Policy PTW2: Improved facilities
The County Council will, in consultation with users and other interest groups, develop proposals and deliver improvements to address Powered Two Wheeler concerns and issues relating to safety, parking, theft and highway infrastructure.

Safety: Issues relating to Powered Two Wheeler safety will primarily be pursued through the development and implementation of a Motorcycle Casualty Reduction Plan as part of Warwickshire's Road Safety Strategy. This will tackle education and promotion of safe riding and driving practices for Powered Two Wheeler users and other road users, as well as safety issues relating to highway infrastructure.

Parking: Parking provision for Powered Two Wheelers should, as far as is reasonably possible, meet the standards set out in Traffic Advisory Leaflet 2/02, being centrally located near the journey destination and being well signed for ease of access. Consideration should also be given to the provision of convenient changing and storage facilities for equipment.

Theft: Best practice and information on minimising the risk of theft will be promoted. The provision of parking facilities within the highway should be secure, having locking points and CCTV wherever feasible. Other measures and initiatives to reduce Powered Two Wheeler theft will be investigated in liaison with the Police as well as other local authorities with responsibility for off-street parking provision.

Highway infrastructure: Consideration of the needs of Powered Two Wheelers will be incorporated in normal highway maintenance and design practices; this will particularly focus on dealing with spillages, the location of street furniture and equipment and assessing maintenance practices in relation PTW accident risk.

> **Policy PTW3: Integration**
> The County Council will encourage the sustainable use of Powered Two Wheelers and improve access to interchange with other modes. We will also, where appropriate, investigate the feasibility of allowing access to areas of the highway normally restricted to Powered Two Wheelers.

Sustainable motorcycle use can normally be considered where a motorcycle is used safely and responsibly for a journey when travel by foot, cycle or public transport is not viable.

> **Policy PTW4: Promotion**
> The County Council will promote improvements to facilities (Policy PTW 2) and integration (Policy PTW 3) of Powered Two Wheelers through a range of initiatives.

In support of Policy PTW4, the County Council will, where feasible:

- Develop promotional campaigns to raise awareness and educate all road users;

- Provide advice on the development of Travel Plans for existing developments and when negotiating Travel Plans for new developments; and

- Continue to incorporate safe and sustainable Powered Two Wheeler use within the County Council.

Action Plan

The table below sets out the County Council's actions in delivering the policies of the Powered Two Wheeler Strategy in a way that recognises the existing problems and opportunities outlined earlier in this document.

The delivery of some measures, particularly those related to safety and enforcement, involves a wide range of stakeholders and can often depend on strategic and policy decisions or actions

taken at a national level. In these circumstances the nature and timescale of the actions set out below may need to vary.

Policy Link	Action	Schemes and Measures	Timescale
PTW1	Improve parking facilities & seek to reduce PTW theft	Continue to provide free secure facilities within the highway where a need is identified	Ongoing
		Review the signing and information provision for on and off-road PTW parking	Ongoing
		Seek opportunities to link PTW parking provision with CCTV coverage	Ongoing
		Promote good practice using principles set out in www.secureyourmotor.gov.uk	Ongoing
PTW2 & PTW3	Improve PTW user safety	Support the actions of the Road Safety Strategy including: • Action on key accident routes • Safety education of PTW users • Raise awareness of PTW needs for all road users • Promotion of training and provision of information for training providers.	
PTW2 & PTW3	Continued integration of PTWs into Warwickshire's transport system	Provision of secure parking and at lockers at public transport interchanges and where appropriate within the highway.	Medium
		Ensure that the needs of PTWs are considered in new developments and highway alterations.	Ongoing
PTW1, PTW3 & PTW4	Promote PTW use to reduce the impact of transport on the environment, minimise congestion and improve safety.	When negotiating or advising on the development of Travel Plans ensure the potential and benefits PTWs are highlighted particularly for urban and inter-urban journeys.	Ongoing
		Continue to support the Warwickshire Motorcycle User Group (with a view to widening the membership) and through the Group promote the sustainable use of PTWs	Ongoing
		Continue to support the PTW education and awareness promotion programmes	Ongoing
		Continue to work with other authorities, cross-boundary action groups, Warwickshire Casualty Reduction Partnership, training and assessment	Ongoing

Policy Link	Action	Schemes and Measures	Timescale
		bodies to promote PTW policy	
PTW2	Consider the needs of PTWs in the maintenance of existing and construction of new highway infrastructure	Ensure that the Institute of Highway Incorporated Engineers (IHIE) guidelines are always considered in the design of new highway infrastructure, with a particular focus on the consideration of PTW needs.	Ongoing
		Investigate the nature of sustainable motorcycle use with a view to promoting sustainable travel behaviour.	Medium
		Promote targeted information to PTW users on reporting procedures for highway maintenance issues	Ongoing

Policy Link	Action	Schemes and Measures	Timescale

27. Public Transport Strategy

Introduction and Overview

Warwickshire's Public Transport Strategy provides the strategic framework for the public transport mode specific strategies covering Buses, Passenger Rail, Community Transport, Taxis and Private Hire Vehicles. The Public Transport Interchange Strategy and the Bus Information Strategy are also crucial to delivering better public transport.

The purpose of this strategy is to set out what is needed in Warwickshire to ensure excellent public transport services and facilities which will address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The target audience for this strategy and the subsidiary public transport strategies includes a wide range of stakeholders comprising the residents of Warwickshire, public transport passengers and representative organisations, voluntary groups, the Department for Transport, the Council's local authority and regional partners, bus operators, Network Rail, train operators, the Highways Agency and regulatory bodies.

Ongoing consultation, market research, data collection and monitoring of public transport services is conducted in order to gain a better understanding of people's needs and expectations.

The strategies have been prepared in consultation with stakeholders and have incorporated and addressed the views received and this has helped to produce strategies for public transport which address the needs of current and potential users and which will deliver the desired outcomes.

The County Council is convinced that the underlying principle of the strategies for public transport must be to provide for the travel needs of passengers. Customers' needs should come before the operational and commercial requirements of the public transport providers.

An effective transport network is essential in order to give people, in both the urban and rural areas of Warwickshire, access to the opportunities and benefits that contribute to the enjoyment of a better quality of life. Public transport needs will continue to be met by bus, passenger rail, community transport services or taxis and private hire vehicles or any appropriate combination of these modes. Each of these activities and modes have interlinked strategies and common aims and their provision will be integrated to provide the most effective transport service.

The effectiveness of transport links extends, not only to its provision, but also to difficulties in physically accessing what is provided, and other equally important issues such as the level of fares, journey time, personal security and comfort.

A further aspect, which needs to be taken into account, is that peoples' travel needs are not constrained by administrative boundaries. The strategies for public transport therefore consider cross-boundary services and services operating wholly within Warwickshire on an equal basis. This approach, in terms of delivery, makes effective partnership working with adjoining local authorities, regional and other stakeholders, users and transport providers absolutely essential. The County Council is committed to this way of working and partnership is a recurrent theme through the strategies for public transport.

The delivery of public transport initiatives involves a wide range of stakeholders and can often depend on strategic decisions which are taken in a regional and national context. In these circumstances, the timescales for the schemes and measures set out in the public transport mode strategies will need to be flexible to take advantage of the implementation opportunities as they arise.

Some public transport-based schemes are commercially viable and the County Council would expect these to be funded within the public transport industry. However, some schemes are only viable if the wider transport, social and economic benefits are taken into account. As these benefits do not have a cash value for the public transport industry an element of public funding will be essential for these schemes to be delivered. The County Council will work with its partners to secure funding from the Local Transport Plan Settlement and from other appropriate sources of funding, including contributions from land developers.

The Policy Context

National and regional policies and priorities

The National & Regional Policies are set out in Chapter 2 of the Local Transport Plan.

There are also several regional policies and priorities which are specific to public transport provision, as follows:

A Draft West Midland Rail Development Plan has been published by the Regional Rail Forum which includes representatives from local authorities, Centro, Network Rail, train companies, central government, Advantage West Midlands and other stakeholder and business organisations from across the whole of the West Midlands Region.

Centro, the Integrated Transport Authority for the West Midlands conurbation has published an Integrated Public Transport Prospectus. This seeks to enhance cross-boundary public transport links to cater for movements in the regional journey-to-work area.

Local policies and priorities

The local policy framework and priorities are set out in full in the following principal strategies: Warwickshire Sustainable Community Strategy (SCS), Warwickshire County Council's Key Priorities, Local Economic Assessment and the emerging Local Development Frameworks (LDFs) for each of the five Boroughs/Districts within Warwickshire.

In this context, the starting point for this Public Transport Strategy and the subsidiary public transport strategies is the overall transport objectives of the Local Transport Plan 2011 (see LTP Part A, section 3) which have been developed to reflect national, regional and local policy.

Overview of the Current Situation

Passengers

The scale and distribution of the population in Warwickshire together with their social characteristics will have a major impact on travel patterns and mode of travel. This has been taken into account when developing the strategies for public transport.

Population

The population in Warwickshire has grown far more quickly than the general growth in population

Social issues

People on low incomes are more dependent upon public transport to access employment, health, education, shopping and leisure opportunities. The proportion of households on below average incomes varies between the districts in Warwickshire. Pockets of deprivation can be found within all districts. Some wards within the Warwickshire districts are amongst the 10% most deprived in the country. A number of other wards fall not too far outside this category.

Car ownership

The proportion of households without a car in Warwickshire is 19% which is below the national average of 27%. However, the proportion of households possessing two cars at 39% is greater than the average for England of 29%.   Research has shown that the second car has the greatest effect on public transport, as this car is used for non-peak trips, e.g. school runs, directly competing with public transport.

People without access to a car are four times more likely to use a public transport service (including taxis and private hire vehicles) than people with access to a car.

Source: Warwickshire Statistics in West Midlands Travel Survey 2001

For those without access to a car travel opportunities can be constrained by the limitations of the current public transport network. For example the geographic and time of day coverage of bus and rail services can limit the abilities of those without a car to access employment, health, education, shopping and leisure opportunities. Research suggests that the number of journeys per annum made by those without access to car is approximately 50% of those with a car.   Source – Warwickshire Household Survey

Existing travel patterns

Within Warwickshire, the main travel movements occur within and between the urban areas in the North/South corridor, i.e. Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick. There are also significant movements between Rugby and Coventry, and between Warwickshire and Birmingham and Solihull. Parts of Western Warwickshire also experience a strong demand for travel towards Redditch. Similarly, there are also significant travel demand from parts of North Warwickshire to Tamworth.

Traffic growth across the County has generally followed national growth trends over recent years. Traffic growth has tended to reflect areas where significant development has occurred.

Mode choice

The car is the dominant mode of travel in Warwickshire. The percentages of journeys to work in Warwickshire by mode show that in Warwickshire, approximately 70% of people travel to work by car which is a higher percentage than the average for England and Wales. The number of bus journeys has increased since 2006 by approximately 26% due in part to the introduction of free concessionary travel in Warwickshire in April 2006 for older and disabled passengers. In addition to this, the National Concessionary Fare Scheme was launched in April 2008. The proportion of people in Warwickshire travelling by train has increased significantly. These trends are also reflected at national and regional levels.

The Strategy

The vision of Warwickshire County Council's Public Transport Strategy is:

'An affordable, accessible, safe, convenient, environmentally sustainable and integrated public transport network, capable of attracting an increasing market share for public transport thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Public Transport Strategy and the subsidiary public transport strategies is to grow the market for public transport by making the product attractive both to existing and potential users alike. It will achieve significant improvement in the provision of public transport services and facilities to the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to the use of public transport.

Policies

Policy PT1: Partnership
The County Council will work with the Department for Transport, transport operators, regulatory bodies, Centro, local authorities, users and other stakeholders to progress the delivery of the policies set out in the Public Transport Strategy and the public transport subsidiary strategies.

Policy PT2: Public transport modes
The Public Transport Objectives will be delivered through the following strategies:

- The Bus Strategy;

- The Bus Information Strategy;

- The Passenger Rail Strategy;

- The Community Transport Strategy;

- The Taxis & Private Hire Vehicles Strategy; and

- The Public Transport Interchange Strategy.

Policy PT3: Integration
The operation of the strategies for public transport will be integrated with each other and with the other polices of the County Council to ensure the most effective public transport provision, both in terms of costs and transport benefits.

Policy PT4: Public transport service subsidies
The County Council's funds for the financial support of public transport services will be allocated in accordance with the 'Criteria for the Provision and Financial Support of Essential Transport Links', which is set out in Appendix 1.

Policy PT5: Value for money
The County Council will ensure value for money in the delivery of public transport schemes.

The County Council will ensure value for money in the delivery of public transport schemes and measures by:

- Promoting integrated solutions to transport problems which consider all public transport modes together with other transport modes and other wider national, regional and local policy imperatives;

- Maximising funding from third parties, including the private sector;

- Undertaking, whenever feasible and appropriate, bearing in mind the nature of the scheme or measure:

- An economic assessment to establish a cost: benefit ratio in respect of the scheme or measure and also taking into account the benefits which are not quantifiable in financial terms;

- A 'Business Case Audit', (i) to establish the incidence of costs in relation to financial and other benefits and to ensure that the beneficiaries' contributions are proportional to the benefits received and (ii) to aid consideration of potential 'profit-sharing' or 'claw-back' arrangements to secure the County Council's financial position.

- Adopting a 'Best Practice' approach in respect of other schemes and measures by comparison with the costs and benefits of similar schemes or measures introduced elsewhere.

Public Transport Strategy Annex 1

Criteria for the Provision and Financial Support of Essential Transport Links

Introduction

An effective transport network is essential in order to give people, in both urban and rural areas of Warwickshire, access to the opportunities and benefits that contribute to the enjoyment of a better quality of life.

To enjoy a balanced lifestyle and to take advantage of opportunities, which arise, people need to be able to access a wide range of facilities, including work, education, training, healthcare, shopping, social activities and leisure.

For people without access to a car, the lack of appropriate transport links restrict the possibilities of benefiting from these facilities and opportunities.

In this context, the 'appropriateness' of transport links extends, not only to its provision, but also to difficulties in physically accessing what is provided and other equally important issues such as the level of fares, journey time, personal security and comfort.

The County Council is committed to meeting its responsibility to improve accessibility in order to reduce both the perception and reality of this type of social exclusion in Warwickshire.

This criteria deals specifically with the contribution which conventional bus and rail services, voluntary and community transport schemes, flexible transport services, demand responsive systems and other innovative transport initiatives will make in promoting social inclusion and how the County Council will provide and financially support essential transport links.

In this criteria, the use of the term 'public transport' (as opposed to 'private transport') includes the range of transport services and initiatives, which are referred to in the preceding paragraph.

Policy background

The overall objectives of the Local Transport Plan 2011 have been developed to reflect national, regional and local policies and the Public Transport Strategy 2011 seeks to contribute to the achievement of those objectives through the individual public transport mode strategies.

This criteria sets out the County Council's priorities in providing financial support for public transport services. It is anticipated that this criteria will be refined to take account of transport needs identified through the strategic and local accessibility assessments as set out in The Accessibility Strategy.

The Criteria

The criteria reflect the focus of accessibility policy documents on access to destinations rather than access to transport.

The criteria are based on five principles:

- Social exclusion can occur in urban as well as rural areas;

- A minimum level of accessibility through the provision of essential transport links should be provided for all the residents of Warwickshire. The criteria do not seek to constrain higher service levels nor to reduce existing higher service levels to conform with this criteria, but establishes the provision of the minimum level of service for all as a first priority. Focused spending to achieve specific accessibility targets is essential in the context of constrained funding;

- The criteria are not designed to be prescriptive and are envisaged as a first step in developing them to be more finely attuned to peoples' needs for essential transport links. It is proposed to undertake reviews regularly to ensure they are not only delivering improvements in transport provision but are enabling greater levels of access for the residents of Warwickshire;

- Accessibility levels should reflect levels of transport need at a local level. There is a wide range of complicated factors which give rise to transport need including age, income and health. With the object of producing simple easily understood criteria, the level of car availability has been used as a proxy for the effect of these various factors. As a result, the transport links for settlements of roughly the same size will differ, depending on the level of car ownership; and

- The most effective option or a mix of options will be used to provide essential transport links, including conventional bus and rail services, voluntary and community transport schemes, flexible transport services, demand responsive systems, taxis, private hire vehicles and other innovative transport schemes, which may be developed in the future. This approach follows Government guidance that the potential for voluntary or community transport should be maximised as part of an integrated public transport network.

The new criteria will consider the need to provide additional transport links by assessing existing transport provision in terms of:

- Affordability;

- Accessibility;

- Availability;

- Acceptability; and

- Simplicity of Use.

How the Criteria operate

The criteria takes as its baseline the number of households in distinct settlements and communities, derived from the 2001 Census.

The appropriate level of accessibility for each settlement or community is based on a 'Weighted Household Index'. This takes into account the level of car ownership as well as size of population.

The weighting reflects the results of the West Midlands Travel Survey in respect of Warwickshire that households without a car are four times more likely to use a public transport service.

Destinations have been classified as 'Main Service Centres', which provide a range of employment, retail, health (including a general hospital) and leisure opportunities and 'Service Centres' which provide basic employment, retail and health (GP surgery and pharmacy) opportunities. The classifications are shown in Table 13.3.

Essential transport links for each settlement and community are defined on the basis of the 'Weighted Household Index'. In very broad terms, the categories of essential transport links coincide with small settlements, larger settlements, small villages, large villages and towns. However, there will be exceptions that will reflect the level of car ownership in those particular settlements and communities. The standards are shown in Table PT1.

Table PT1: Essential transport standards

Standards	
Level of accessibility	Essential Transport link
1	Daytime off-peak journey and return once a week to a Service Centre
2	Daytime off-peak journey and return on Mondays to Saturdays to a Service Centre.
3	Morning peak journey and evening peak return journey on Mondays to Saturdays to a Main Service Centre; A minimum of two daytime off-peak journeys to a Main Service Centre.
4	Morning peak journey and evening peak return journey on Mondays to Saturdays to a Main Service Centre; Daytime off-peak journeys every hour on Mondays to Saturdays to a Main Service Centre.
5	Morning peak journey and evening peak return journey on Mondays to Saturdays to a Main Service Centre; Daytime off-peak journeys every hour on Mondays to Saturdays to a Main Service Centre; Evening and Sunday journey and return to a Main Service Centre.

The accessibility standards that are defined as being appropriate for each community and settlement following the above process will be compared with the existing transport provision to establish any shortfall.

This comparison is based on whether the existing transport link is:

Affordable

- The adult single or return fare should not exceed the full cost of the equivalent journey by car unless this can be justified as a premium fare in respect of a significantly faster journey time. The cost of the journey by car will be calculated in accordance with the current AA Petrol Car Running Costs for a car costing £10,000 with an annual mileage of 15,000; and

- A concessionary fare scheme should exist which, for persons entitled, should reduce the 'affordable' fare for the journey by at least 50%.

Available

- The existing provision should comply with the essential transport link that is appropriate for the specific community or settlement; and

- The access time to the vehicle providing the transport link should not exceed thirteen minutes.

Accessible

- The vehicle providing the transport link and the point of boarding and alighting should enable the passenger to access the vehicle unaided or with assistance; and

- Pedestrian and other routes to the point of boarding should accord with the standards set out in the Local Transport Plan Walking Strategy and the Cycling Strategy. The access to the point of boarding by people who have difficulties because of health or mobility problems should be addressed.

Acceptable

- The transport link should be of sufficient quality, particularly in terms of reliability and punctuality, that a potential passenger should be confident in relying upon it;

- The vehicle providing the transport link should provide (i) an acceptable ride in reasonable comfort, (ii) appropriate heating and ventilation for the season of year, and (iii) both a reality and perception of personal security and safety;

- Staff operating the transport link should have received appropriate driver training, be helpful and courteous and have received customer service training;

- The length of the journey in time by the transport link should be similar to the equivalent journey by car using substantially the same route unless this can be justified by a significantly reduced fare. The length of the journey in time will exclude the access time to the vehicle providing the transport link; and

- The length of stay at the destination enabled by the transport link should, as a broad guide, be approximately two hours for a retail or health visit and approximately three and a half hours for an Evening or Sunday visit.

Simple to Use

- Timetables, routes and fares should be readily available, easy to understand and be simple to use.

- In cases where the minimum accessibility standard is not met the County Council will seek to secure an appropriate service.

Classification of destinations

Classification of Destinations	
Main Service Centres	**Service Centres**
Rugby	Bedworth
Leamington & Warwick	Kenilworth
Nuneaton	Atherstone
Stratford	Shipston
Banbury	Coleshill
Coventry	Southam
Hinckley	Moreton-in-Marsh

Tamworth	Lutterworth
Daventry	Chipping Norton
Redditch	Chipping Camden
Northampton	
Leicester	
Sutton Coldfield	
Birmingham	
Evesham	
Solihull	

28. Bus Strategy

Introduction and Overview

The purpose of this Strategy is to set out what is needed in Warwickshire to ensure excellent bus services that will address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The Bus Strategy has been prepared in consultation with a wide range of stakeholders including user groups, other local authorities, operators, other interest groups and potential partners.

This strategy deals specifically with the contribution bus services make in providing an effective transport network. However, the term 'bus' should be read to include scheduled coaches as these play an important role in providing a more direct, express-type, service which can be appropriate for some local travel demands.

The Policy Context

The overall national, regional and local policy context of public transport in Warwickshire are referred to in the Public Transport Strategy.

In addition, there are a number of specifically bus-related structural, statutory and policy contexts which are referred to below.

Statutory requirement

Warwickshire County Council is required under the 1985 Transport Act to *"…secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the county which would not in their view be met apart from any action taken by them for that purpose", and "…to formulate from time to time general policies as to the descriptions of services they propose to secure.." (Source: Transport Act 1985, Paragraph 63 (1) (a) and (b)).*

Overview of the Current Situation

The overall review of the current situation relating to the provision of public transport in Warwickshire is set out in the Public Transport Strategy.

In addition, there are a number of specifically bus-related characteristics which are referred to below.

The existing bus network

The bus network is focused on the major urban centres of Coventry, Leamington Spa, Warwick, Rugby, Nuneaton, Bedworth, Kenilworth and Stratford-upon-Avon. These centres have local bus networks.

Linking these urban centres is the inter-urban bus network. Less frequent bus services connect the main villages and smaller settlements with the urban and local centres.

In addition to the urban and local centres, there are a number of major attractors, both in and outside the county that are served by the bus network including University Hospital, Warwick Hospital, George Eliot Hospital, Queen Alexandra Hospital, Hams Hall, Birmingham International Airport, The National Exhibition Centre, Warwick University and Coventry University.

The urban centres and the inter-urban bus network are shown below:

Figure PTB1: The Existing Inter Urban Bus Network
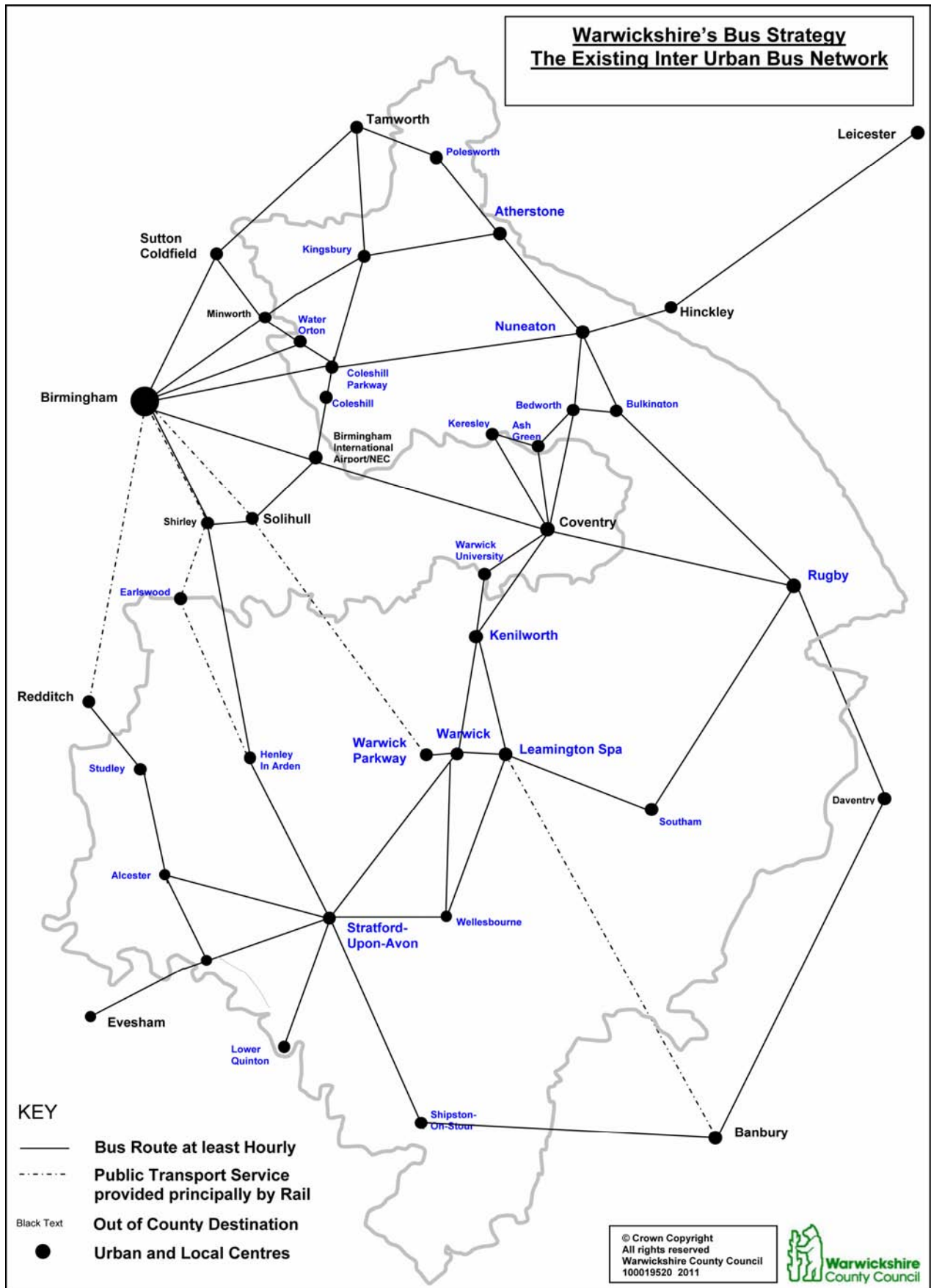
.Bus operators

The majority of the bus services in Warwickshire are operated on a 'for profit' (i.e. commercial, non-subsidised) basis by private companies. Commercial bus services form the core of the bus network. Approximately 89% of bus passenger journeys are made on these services.

To ensure that bus services are provided to other parts of Warwickshire, not served by the commercial bus network, Warwickshire County Council procures additional bus services through competitive tender. These additional, subsidised, bus services account for the remaining 11% of bus passenger journeys.

The council is also responsible for providing daily transport to and from schools and colleges for approximately 9,500 entitled scholars and students. All school transport services are reviewed at least once every four years.

Coaches

Specific stops for coaches operating express services exist in the main towns and villages.

Current demand for bus services

Parts of Warwickshire such as Nuneaton and Bedworth are characterised by being areas of relatively high bus use, whilst others, such as Stratford have lower levels of bus use. Bus services carry the majority of public transport users in Warwickshire, typically over a distance of two to three miles.

Bus patronage has risen in response to the development of Quality Bus Corridors in Warwickshire. Significant growth in patronage has been occurred on a number of Quality Bus Corridors and on routes where Quality Bus Initiatives have been introduced. The increases vary substantially between corridors, but overall an average increase of 30% in passenger numbers has been achieved.

The need for a better bus network

The current level of bus use is determined by the bus services on offer and the County Council is convinced that a greater need exists than is being provided for by the existing bus network.

An improved bus network will be essential if the objectives of the Bus Strategy to enable people without access to a car to easily reach a wide range of education, training, employment, shopping and leisure opportunities and to reduce congestion are to be achieved.

In considering the need for a better bus network, it is important to identify the potential problems that will need to be addressed and the opportunities that will create increased demand for bus travel.

Problems

- The adverse impact of road congestion on bus service reliability, on passengers views of bus travel and on operators' costs

- The bus network in the County, in terms of coverage, frequency, journey times and hours of operation, is not closely matched with existing and potential future demand for travel by bus;

- The bus network is not always effective in meeting the existing and future needs of dispersed and hard-to-reach communities;

- Whilst the need for small scale revisions to services to react to changes in demand is appreciated, at a strategic level the bus network is not sufficiently stable for people to make longer term 'life-style' decisions - such as where to live and where to work;

- The bus network does not respond to new sources of potential demand sufficiently early to influence travel patterns;

- Bus services are often expected to meet conflicting travel demands which can lead to a view that services are unsatisfactory;

- Lack of integration between bus and rail services;

- Lack of effective multi-mode through ticketing.

- Lack of awareness of benefits of using public transport or motivation to use bus services where they exist as a real alternative to car journeys amongst some members of the public;

- Lack of knowledge of local bus services amongst some members of the public.

Opportunities

- Congestion is projected to increase and this will encourage travellers currently using cars to investigate alternative transport modes if these meet their needs more effectively;

- The use of 'smartcards' and other modern technology can remove barriers to using public transport;

- New residential developments will generate increased for bus services, in particular the substantial housing allocations in Stratford, Warwick & Leamington, Coventry, Nuneaton & Bedworth and Rugby under the Regional Spatial Strategy;

- Employment initiatives, such as the Hams Hall Business Park, the Solihull-Warwick Technology Corridor and the Coventry – Nuneaton Regeneration Zone will generate additional demand and will need to be served effectively;

- The large number of tourists visiting destinations in the county e.g. Stratford on Avon and Warwick;

- Increasingly flexible working hours will help support improvements to the bus network in terms of coverage and hours of operation;

- Development of '24 Hour / 7 Day ' lifestyle will generate demand for earlier and later bus services – not only for people enjoying the extended facilities but also for those employed in providing them - serving cities such as Coventry and Birmingham and also larger towns such as Leamington Spa and Nuneaton; and,

- The very close proximity to Warwickshire of Birmingham International Airport, the National Exhibition Centre and several expanding universities will continue to drive the demand for bus travel both in terms of frequency, new routes and hours of operation.

The Strategy

The vision of Warwickshire County Council's Bus Strategy is:

'An affordable, accessible, safe, convenient, environmentally friendly and integrated network of bus services, capable of attracting an increasing market share for buses thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'

The aim of the Bus Strategy is to grow the market for public transport in general and bus services in particular by making the product attractive both to existing and potential users. It will achieve significant improvement in the provision of bus services and facilities to the people of

Warwickshire by following a customer focused approach designed to identify and overcome barriers to the use of public transport.

The Bus Strategy seeks to provide a range of measures and proposals, which will result in the growth of the market for bus services.

The Bus Strategy will contribute to achieving the objectives of the LTP by promoting a bus network which:

- Offers accessibility through the public transport system, both in terms of physical access to transport and its availability, to the widest cross section of the population;

- Gives people (including those who do not have access to cars) more travel choices to access work, services and leisure activities;

- Offers affordable fares to passengers;

- Provides an attractive and sustainable travel alternative to the car thereby helping to reduce traffic congestion and pollution levels and improving air quality and the environment; and,

- Encourages integration with other modes of transport.

Policies

Policy PTB1: Partnership

The County Council will work with the Department for Transport, Bus and Coach Operators, Train Operating Companies, Centro, local authorities, users and other stakeholders to progress the delivery the policies set out in the Public Transport Strategy, the Bus Strategy and the other subsidiary public transport strategies.

Policy PTB2: Quality of service

To meet the overall aim of the Bus Strategy, the County Council will encourage the provision of bus services, which are:

a. Affordable

b. Accessible

c. Available

d. Acceptable

e. Simple to use

a. Affordable

- The fare should be less than the full cost of the equivalent journey by car, as estimated by leading motoring organisations. The exception would be that the fare is justified as a premium fare due to providing a significantly faster journey time or enhanced facilities.

b. Accessible

- The design of bus stops, bus stations and vehicles must enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance;

- Interchange infrastructure should provide for 'seamless' changes between transport modes. This should be assisted by good signage, information and appropriately designed infrastructure;

- Public transport services should be coordinated to encourage interchange consistent with the aims of the Public Transport Interchange Strategy, the Passenger Rail Strategy and the Community Transport Strategy with the object of increasing the range of travel opportunities and options for travelers; and

- Pedestrian and cycling routes to bus stops and interchanges should accord with the standards set out in the Walking Strategy and the Cycling Strategy. The access to bus stops and interchanges, particularly by people who have difficulties because of health, physical or sensory difficulties should be addressed.

c. Available

- The bus network should provide a coverage and a level of service which meets the existing and potential passenger demand. The access time to this level of bus service from the users point of origin should not exceed seven minutes.

d. Acceptable

- Bus services should be of sufficient quality, particularly in terms of reliability and punctuality that a potential passenger would be confident in relying on them;

- Buses, bus stops, bus stations and interchanges should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year and both a perception and reality of personal safety and security;

- Staff should be helpful and courteous and have received both appropriate driver and customer service training; and

- The journey time by bus should be similar to the equivalent journey by car unless this can be justified by a significantly reduced fare.

e. Simple to use

- Timetables, routes and fares should be readily available, easy to understand and be simple to use;

- Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of bus services consistent with the Bus Information Strategy;

- Full and timely information should be provided or be easily available to customers in case of disruption to services;

- Integrated ticketing between modes including rail, bus and community transport services should be available, where it is necessary to use different modes to complete a journey.

> **Policy PTB3: Step-change initiatives**
> The County Council will develop proposals for a 'step change' in the quality of public transport on the key corridors. Buses and bus-based rapid transit will be considered together with other public transport options.

> **Policy PTB4: New developments**
> The County Council will encourage measures to enable good accessibility by bus services to and from new developments and, where appropriate, secure funding from developers towards the costs, consistent with the Land Use & Transportation Strategy.

Action Plan

Policy	Action	Schemes and Measures	Timescale
PTB1 Partnership	The County Council will work with the Department for Transport, Bus and Coach Operators, Train Operating Companies, Centro, local authorities, users and other stakeholders to progress the delivery the policies set out in the Public Transport Strategy, the Bus Strategy and the other subsidiary public transport strategies.	Progress the delivery the policies set out in the Public Transport Strategy, the Bus Strategy and the other subsidiary public transport strategies.	Ongoing
PTB2 Quality of Service: 'Affordable'	Examine opportunities for revisions to fare structures and levels	Work in partnership with bus operators	Short / Medium
	Develop an improved county-wide concessionary travel scheme, possibly through a free-issue county-wide pass for travel on bus and community transport services	Work in partnership with District/Borough Councils	Short / Medium
	Investigate opportunities to develop a concessionary travel scheme for cross-boundary bus, rail and community transport services	Work in partnership with bus operators, District/Borough Councils, Centro and other local authorities	Short / Medium
	Examine opportunities provided for within the relevant transport legislation to implement through ticketing availability between rail, bus and community transport services	Work in partnership with train and bus operators	Short / Medium

Policy	Action	Schemes and Measures	Timescale
	Promote awareness of the real cost of motoring in comparison to the cost of bus travel	Work in partnership with bus operators, District/Borough Councils, Centro and other local authorities to develop appropriate Green Travel and other marketing initiatives	Short / Medium
PTB2 Quality of Service: 'Accessible'	Encourage an increase in the provision of low-floor accessible buses on commercial bus services	Work in partnership with bus operators to improve the quality of the bus fleet	Ongoing
PTB2 Quality of Service: 'Accessible' (continued)	Develop further Urban Quality Bus Corridors (see Statement 1 below)	Warwick – Millers Road – Coten End - Leamington	Short / Medium
		Kenilworth – Abbey Hill - Coventry	Short / Medium
		Lillington - Leamington	Short / Medium
		Sydenham - Leamington	Short / Medium
	Develop further Inter-Urban Quality Bus Corridors (see Statement 1 below)	Nuneaton-Atherstone - Tamworth	Short / Medium
		Leamington – Kenilworth – Leyes Lane - Coventry	Short / Medium
		Stratford – Blackhill - Warwick	Short / Medium
		Stratford – Bidford - Evesham	Short / Medium
		Warwick – Kenilworth – Albion Street - Coventry	Short / Medium
		Leamington – Warwick – Barford – Wellesbourne – Stratford-upon-Avon	Short / Medium
	Enhance facilities at bus stops and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Stratford-upon-Avon Rail Station	Short / Medium
		Leamington Spa Rail Station	Short / Medium
		Rugby Station	Short / Medium
		Warwick Rail Station	Short / Medium
		Henley in Arden Station	Short / Medium
		Nuneaton Bus Station	Short / Medium
		Nuneaton Rail Station	Short /

Policy	Action	Schemes and Measures	Timescale
			Medium
		Atherstone Rail Station	Short / Medium
		Continue to integrate the Warwickshire County Council tendered bus services with rail services and community bus services	Short
PTB2 Quality of Service: 'Accessible' (continued)	Maintain maintenance arrangements for bus shelters funded through advertising revenue	Complete county-wide agreement with contractors	Short / Medium
	Seek to safeguard sites with the potential for improved public transport facilities	Work in partnership with Local Planning Authorities and developers	Ongoing
PTB2 Quality of Service: 'Available'	Undertake an assessment of locations where the current bus network fails to meet the level of service standards set out in the policy	Continue liaison arrangements with operators and to work in partnership with bus operators, District/Borough Councils, Centro and other local authorities to co-ordinate changes and development of the network (including cross-boundary services) in order to optimise passenger benefits	Ongoing
		Consider using 'Criteria for the Provision and Financial Support of Essential Transport Links' where the level of service standards are not provided by the current network	Ongoing
		Seek to optimise third party funding of bus network enhancements, but only if (i) these will contribute to the objectives of the Bus Strategy and (ii) arrangements are proposed which are satisfactory to the County Council providing for the long term financial subsidy and/or maintenance of the enhancement	Ongoing
PTB2 Quality of Service: 'Acceptable'	Seek to promote, and where feasible, to provide bus services which meet the needs of existing and potential bus passengers	Work with passenger groups and communities to identify passenger needs	Ongoing
	Promote improvements in the punctuality and reliability of bus services	Work with bus operators and key stakeholders to identify where bus services are subject to delay which leads to unreliability and low levels of punctuality	Ongoing
	Improve the image and attractiveness of bus travel in Warwickshire	Work in partnership with bus operators to develop a single high quality brand/identity for the Warwickshire bus network which is	Short

Policy	Action	Schemes and Measures	Timescale
		readily understood and promotes the network to a wider audience. Due consideration will need to be given to the relationship with network brands elsewhere in the region.	
		Promote bus travel through Smarter Choices initiatives.	Short
	Enhance the safety of bus travel both in reality and in the perceptions of customers	Encourage bus operators to specify on-vehicle CCTV or other appropriate safety measures on new orders of vehicles	Short
PTB2 Quality of Service: 'Acceptable' (continued)	Develop 'intelligent' traffic management systems and priority measures, traffic management and on-highway priority which increase bus service reliability and punctuality.	Implement a real-time passenger information system on selected urban and inter-urban routes.	Short/ Medium
		Implement bus priority at critical traffic signal junctions for suitably equipped buses.	Short/ Medium
		Investigate extension of Punctuality Improvement Partnerships to include additional routes	Short/ Medium
PTB2 Quality of Service: 'Simple to use'	Provide information which should be readily available, easy to understand and be simple to use.	Continue to support the production of accurate, comprehensive, impartial public transport timetable information	Ongoing
		Continue to maintain the public transport information pages on the County Council's website	Ongoing
		Continue to promote the national 'Traveline' telephone inquiry line service	Ongoing
		Identify opportunities to work with operators and other transport authorities to ensure the best use of publicity and marketing resources and to avoid duplication	Ongoing
	Work in partnership with bus operators, Centro, other local authorities and suppliers to deliver real time information accessible by mobile phones	Countywide Short Messaging System	Short/ Medium
	Investigate opportunities of real time information displays on Quality Bus Corridors and at key interchanges	Work in partnership with bus operators, train operators, Centro, other local authorities and suppliers	Short/ Medium
	Raise public awareness about the bus network and the travel choices	Carry out Travel Awareness campaigns and targeted promotional initiatives through the Smarter Choices strategy	Ongoing

Policy	Action	Schemes and Measures	Timescale
	that it provides	Increase route-specific promotion where infrastructure improvements have been made	Short
		Promote bus travel to employees through Workplace Travel Plans and other Smarter Choices initiatives	Ongoing
		Promote bus travel through Personalised Travel Planning at new residential developments as part of Smarter Choices strategy.	Medium
PTB2 Quality of Service: 'Simple to use' (continued)	Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Dunchurch	Short / Medium
		Attleborough	Short / Medium
		Henley-in-Arden	Short / Medium
		Bidford-on-Avon	Short / Medium
		Southam	Short / Medium
		Studley	Short / Medium
		Bulkington	Short / Medium
		Warwick Hospital	Short / Medium
		Rugby St. Cross Hospital	Short / Medium
		Nuneaton George Eliot Hospital	Short / Medium
		Chapel End	Short / Medium
		Shire's Retail Park Leamington	Short / Medium
		Bedworth Rail Station	Short / Medium
		Stratford-upon-Avon Rail Station	Short / Medium
		Water Orton Rail Station	Short / Medium
		Nuneaton Rail Station	Short / Medium
		Rugby Rail Station	Short / Medium
		Kenilworth Rail Station	Short/ Medium
		Stratford-upon-Avon Parkway Rail Station	Short/ Medium
	Encourage fare structures and levels which are easy to understand and simple to use	Work in partnership with bus operators	Short
	Examine opportunities to	Work in partnership with bus operators,	Short/

Policy	Action	Schemes and Measures	Timescale
	promote the use of 'smartcards' and other modern technology	train operators, Centro, other local authorities and suppliers	Medium
	Examine opportunities provided for within the relevant transport legislation to implement through ticketing opportunities between bus and services	Work in partnership with bus and train operators	Short / Medium
PTB3 Step-Change Initiatives	Develop proposals for a 'step-change' in public transport provision on key corridors based on integrated planning and co-ordination of all public transport modes. Where appropriate, a combination of public transport modes will be considered.	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Bus & Train Operators, Passengers, District Councils, Coventry City Council, Centro and other local authorities	Ongoing
		North-South Corridor Step-Change Initiative: Nuneaton - Bedworth - Coventry - Kenilworth – Warwick/Leamington Spa (see Statement 3 below)	Short/ Medium
PTB4 New Developments	Secure, where appropriate, funding from developers towards the costs of providing appropriate bus services to serve the development, consistent with the Land Use & Transportation Strategy.	Work in partnership with developers & Local Planning Authorities	Ongoing

URBAN QUALITY BUS CORRIDORS

 ….. are a partnership between the County Council and Bus Operators to deliver a total up-grade of bus travel on selected corridors.

The Bus Operators provide high quality low-floor accessible buses, more frequent services and drivers specially trained in customer care.

The County Council invests in roadside infrastructure at all bus stops - installing raised kerbs to make access to buses easier, improved waiting facilities including bus shelters where feasible and better passenger information.

INTER-URBAN QUALITY BUS CORRIDORS

 ….. are aimed at extending the 'Quality Bus Corridor' benefits to inter-urban services.

The Bus Operators provide improved vehicles and the County Council invests in improvements to bus stops and shelters at key locations.

CRITERIA FOR THE PROVISION AND FINANCIAL SUPPORT OF ESSENTIAL TRANSPORT LINKS…..

…….deals with the contribution which bus and rail services and community transport schemes will make to improving accessibility and how the County Council will provide and financially support essential transport links.

For people without access to a car, the lack of appropriate transport links restricts the possibilities of benefiting from a wide range of facilities, including work, education and training, healthcare, shopping, social activities and leisure.

The key principles behind the criteria are:-

- *A minimum level of accessibility should be provided for all the residents of Warwickshire. The criteria does not seek to constrain higher service levels, but establishes the provision of the minimum level of service for all as a first priority;*

- *The new criteria is not designed to be prescriptive and is envisaged as a first step in developing criteria which are more finely attuned to peoples' needs for essential transport links;*

- *Accessibility levels will consider levels of transport need at a local level. There is a wide range of complicated factors which give rise to transport need including age, income and health. With the object of producing a simple easily understood criteria, the level of car availability has been used to reflect these various factors.*

The most effective option or a mix of options will be used to provide essential transport links, including conventional bus and rail services, voluntary and community transport schemes, flexible transport services, demand responsive systems and other innovative transport schemes.

STEP-CHANGE IN THE NORTH-SOUTH CORRIDOR

The North-South Corridor from Nuneaton in the north through Bedworth, Coventry, Kenilworth and Leamington Spa in the south is a densely developed corridor. It contains principal travel destinations including the city of Coventry and a number of major town centres, Warwick University, Coventry University, the Coventry Arena and a number of key regeneration sites.

Future travel patterns on the corridor will respond to a number of factors, including:

- *New residential, employment, retail and leisure facilities in all the main centres in the corridor, including major regeneration initiatives in the Coventry-Nuneaton Regeneration Zone;*

- *Major redevelopments in the centres of Nuneaton and Bedworth*

- *Changes in work patterns; Changes in personal lifestyle choices with the development of a '24 Hour / 7 Day ' lifestyle not only for people enjoying the extended facilities but also for those employed in providing them.*

The corridor suffers from the most severe congestion because of large movements of people throughout the day and offers significant opportunities to improve accessibility, reduce congestion and aid economic regeneration.

The density of the population and the level of activity in the corridor are set to grow substantially and will create increasing demand for transport. These demands will increase car use and congestion unless a good quality public transport network is available.

The Centro Integrated Transport Prospectus is proposing a rapid transit network centred on Coventry linking key origins and destinations in the corridor with the aim of increasing public transport use and reducing congestion.

The County Council will continue to seek to secure a 'through' bus service between Nuneaton-Bedworth-Coventry-Kenilworth-Warwick/Leamington to address the lack of such a service between the north and south of the County without the current requirement to change within Coventry. A through service would enable a free-flow between where people live and the opportunities for work and leisure without increasing congestion.

29. Passenger Rail Strategy

Introduction and Overview

The purpose of this strategy is to set out what is needed in Warwickshire to ensure excellent passenger rail services which will address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The Passenger Rail Strategy has been prepared in consultation with a wide range of stakeholders including user groups, other local authorities, operators, other interest groups and potential partners.

The key role of the County Council, working in partnership with the rail industry and other stakeholders, is as initiator and promoter of local rail network improvements.

This Strategy deals specifically with the contribution passenger rail services make in providing an effective transport network. Rail based Light Rapid Transit is also considered within the Passenger Rail Strategy and although it may have a limited application within the county, it may be an appropriate transport solution on one, or perhaps two corridors.

The transport network also provides for the movement of goods, the availability of which contributes to a good quality of life for the people of Warwickshire and sustains an improving economy. This document provides a strategy basis for the improvement and development of passenger rail and the role of freight rail is set out in the Sustainable Freight Distribution Strategy. There are interactions between these demands as passenger rail services and freight rail services share the same railway infrastructure.

The Policy Context

The overall national, regional and local policy context of public transport in Warwickshire are referred to in the Public Transport Strategy.

In addition, there are a number of specifically rail-related structural, statutory and policy contexts which are referred to below.

Statutory requirement

Warwickshire County Council is required under the 1985 Transport Act to *"…secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the county which would not in their view be met apart from any action taken by them for that purpose", and "…to formulate from time to time general policies as to the descriptions of services they propose to secure.." (Source: Transport Act 1985, Paragraph 63 (1) (a) and (b)).*

The rail industry structure

The key features of the structure of the rail industry set out in the Railways Act are:

- The Government sets the strategy and the level of public expenditure for the railways. It specifies passenger rail franchises and produces Regional Planning Assessments;

- Network Rail leads industry planning, sets timetables and directs service recovery and has responsibility for operating the network and for its performance. Network Rail is responsible for producing Route Utilisation Strategies;

- Train Operating Companies provide passenger services under franchise agreements with the Department for Transport with the exception of some passenger services which are operated on a commercial basis;

- Freight Operating Companies operate rail freight services on a commercial basis;

- The Office of the Rail Regulator's role is to protect the rights of investors, customers and to ensure the Government receives value for money for its investment. It is responsible for ensuring safety, performance and cost;

- Community Rail Partnerships exist as a means of enabling more local decision making.

Route Utilisation Strategies (RUS)

Network Rail have completed the Network RUS and the Freight RUS.

A number of RUSs have been published or are in draft form:

- The West Midlands & Chilterns RUS sets out the strategies for the use of the current railway infrastructure and Network Rail's proposals for increasing capacity. This RUS covers most of the rail routes in Warwickshire and the West Midlands Region.

- The West Coast RUS covers several rail routes in the north and east of the county.

- The Great Western RUS includes the 'Cotswold Line' which, although not located within Warwickshire, provides rail travel opportunities for residents in the south and west of the county.

- The East Midlands RUS includes the route from Birmingham to Leicester via Nuneaton.

West Midland Region Rail Development Plan

A Draft Rail Development Plan has been published by the Regional Rail Forum which includes representatives from local authorities, Centro, Network Rail, train companies, central government, Advantage West Midlands and other stakeholder and business organisations from across the whole of the West Midlands Region.

The Rail Development Plan is designed to build on the Centro Rail Network Development Strategy for the West Midlands conurbation which was issued in 2007 and to support the region's Transport Priorities Action Plan, launched in 2008 which identified the importance of rail capacity increase to the region in achieving wider economic, environmental and social objectives.

The Plan has been prepared in parallel with the plans of Network Rail, train companies, Centro and Local Transportation Authorities in the West Midlands to achieve a coherent and consistent plan for rail development across the whole of the region. It will assist in justifying and securing central government and other funding for rail improvements in the Region both directly and indirectly through Regional Funding Allocations and the funding provided to Network Rail and train companies.

The Plan reflects the policies and proposals set out in the Warwickshire Passenger Rail Strategy and in the other strategies for public transport..

High Speed 2

The County Council is opposed to the proposed HS2 London to Birmingham high speed rail line as there are no clear environmental or economic benefits for Warwickshire.

Overview of the Current Situation

The overall review of the current situation relating to the provision of public transport in Warwickshire is set out in the Public Transport Strategy.

In addition, there are a number of specifically rail-related characteristics which are referred to below.

Existing passenger rail network

The passenger rail network in Warwickshire is focused on the London to Birmingham axis with both major routes between the two cities serving stations in the County. Further direct regular rail travel opportunities exist to the North West, the East Midlands, East Anglia, and on branch lines within the County. The rail routes serving the County are shown in Figure PTR1. There are twenty two railways stations in Warwickshire varying in size from those which are key hubs on the national network through to small stations meeting very local needs.

Passenger train operators

Six passenger rail franchises currently serve Warwickshire catering for a range of local, regional and national travel demands.

The London Midland Franchise includes many local services in Warwickshire, namely, Birmingham - Stratford-upon-Avon, Coventry – Nuneaton and peak services on the Birmingham – Leamington Spa route. This franchise includes responsibility for the majority of the stations in Warwickshire.

London Midland also operates inter-regional services between Birmingham - Coventry - Rugby - Northampton - Milton Keynes - Watford Junction - London Euston and between Crewe – Stoke-on-Trent - Stafford – Tamworth – Nuneaton - Rugby - Northampton - Milton Keynes - Watford Junction - London Euston.

The Chiltern Railways Franchise provides services from London Marylebone to Birmingham calling at Leamington Spa, Warwick, Warwick Parkway and Hatton and Lapworth. Responsibility for the management of these stations is included in the franchise. A London Marylebone to Stratford-upon-Avon service is also operated which calls additionally at Claverdon, Bearley and Wilmcote.

The CrossCountry Franchise provides a national network centred on Birmingham. Trains calling at Leamington Spa provide direct journeys to the South Coast, North-West England, North-East England and Scotland with connections at Birmingham to the South-West. These services also cater for important local movements between Oxford - Banbury - Leamington Spa - Coventry - Birmingham. This franchise also includes services between Birmingham – Coleshill Parkway – Nuneaton and Birmingham – Tamworth which continue to the East Midlands and/or Stansted Airport.

The Great Western Franchise provides services on the 'Cotswold Line' between Worcester and London Paddington. These are used by people in the far south of Warwickshire. Important stations on the line from Warwickshire's perspective are Evesham, Moreton-in-Marsh and, to a lesser extent, Honeybourne.

The West Coast Main Line Franchise passes through Rugby and Nuneaton, the only electrified line in Warwickshire, providing high speed services from London Euston to Birmingham, the North-West and Scotland. Responsibility for the management of Rugby and Coventry stations is included in the franchise. A major infrastructure enhancement of the West Coast Main Line has now been completed which has increased capacity and enabled maximum speeds to be raised to 125mph.

Figure PTR1: Warwickshire's Passenger Rail Strategy: The existing rail network
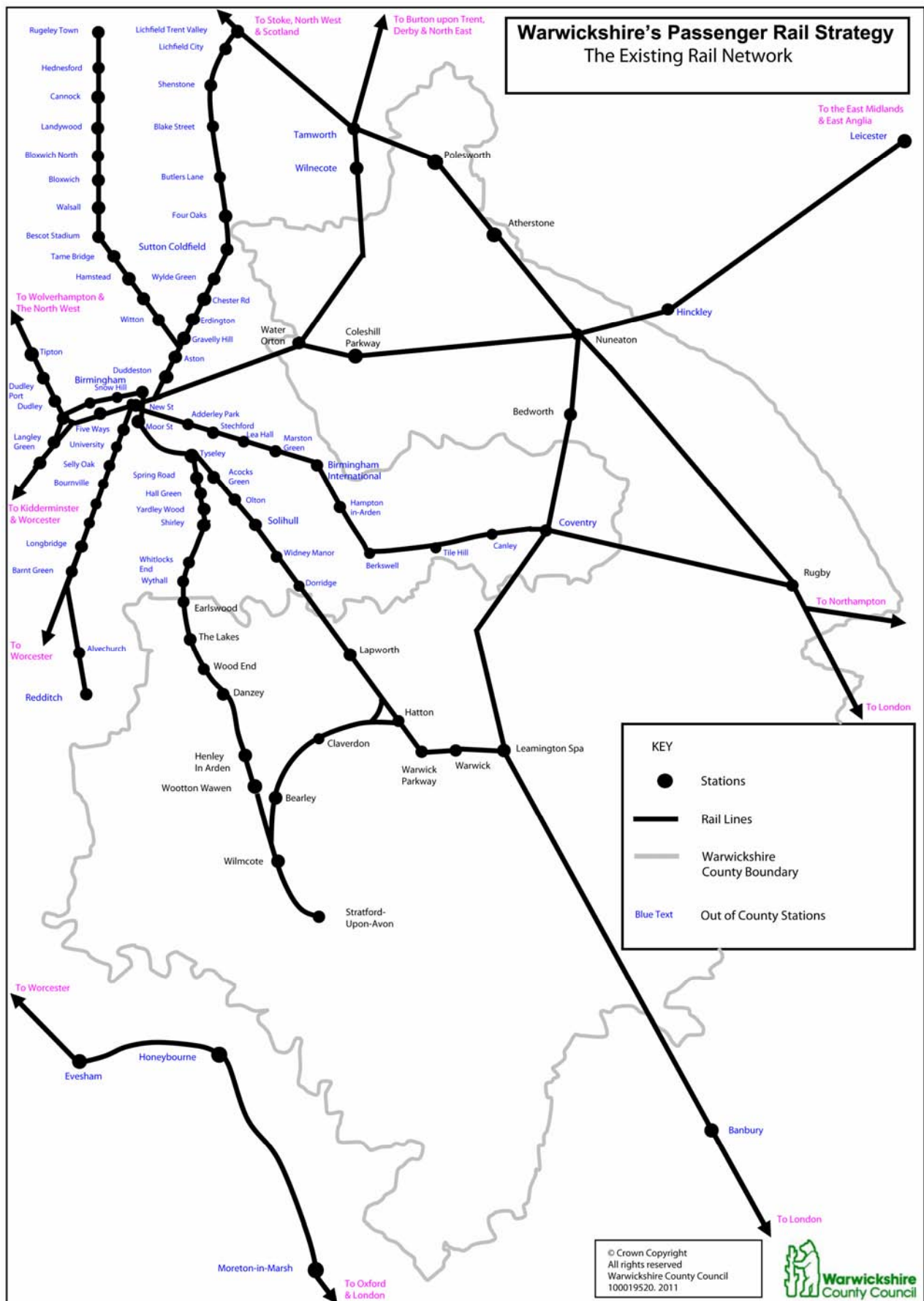
Current demand for passenger rail services

Commuting, business and leisure travel to the West Midlands Conurbation and Coventry form a substantial element of rail travel in the County. Peak trains into the West Midlands carry large numbers of passengers from a wide range of socio-economic groups.

There is also significant use of rail for commuting and business travel to London and the South East. Rail journeys for retail, leisure and social activities is also growing.

A number of 'out-of-county' rail stations are used by a significant number of Warwickshire residents to access the rail network including Tamworth, Sutton Coldfield, Birmingham International, Redditch, Evesham and Moreton-in-Marsh.

In some areas of Warwickshire, trains provide an essential socially necessary service as rail is the only form of regular public transport to some communities.

The overall trend in the numbers of rail passengers in Warwickshire is one of sustained growth with rail travel becoming increasingly important.

- 45% increase in rail journeys to, from or within Warwickshire between 2002 and 2009;

- 36% increase in rail journeys from Warwickshire to West Midlands between 2002 and 2009;

- 20% plus of peak journeys to Birmingham are by rail; and

- 30% further increase in journeys from stations across the West Midlands region projected from now to 2019.

The success of Warwick Parkway Station and Coleshill Parkway Station in attracting substantial numbers of passengers who are new to rail travel have shown the effectiveness of providing new stations which have been planned to take account of new and changing travel demands.

The need for improved passenger rail services

The current level of demand for rail travel is determined by the rail services on offer and the level of accessibility to those services. The County Council is convinced that the continuing growth in demand for rail services is evidence that a greater need exists than is being provided for by existing rail services.

Improved rail services will be essential if the objectives of the Passenger Rail Strategy are to be achieved.

In considering the need for a better passenger rail network, it is important to identify the potential problems which will need to be addressed and the opportunities which will create increased demand for rail travel:

Problems

- The level and pattern of rail services in the County is not closely matched with rising demand for travel by rail;

- Rail services are often expected to meet conflicting travel demands which can lead to attitudes that services are unsatisfactory by some passengers;

- The existence of known and long standing bottlenecks on the network and the constraints these create on improving performance and developing new rail services and facilities;

- The need to build sufficient recovery time into trains plans and timetables to enable improved punctuality and reliability;

- The regular instances of overcrowding on trains, which deters would-be passengers from using rail for their journeys;

- On heavily used lines there can be competition for infrastructure capacity between local services and longer distance services. However, it should be remembered that in many cases a local service provides the point of entry to the rail system for a longer distance journey;

- At many stations there is little integration with other modes of transport;

- Responsibilities for the provision of rail services and for the rail network are split between a large number of organisations making improvements difficult to achieve;

- The mis-alignment of incentives between the numerous stakeholders in the railway means that the rail travel product on offer to customers is not the best possible;

- Insufficient commercial incentives for bus operators to provide bus services to rail stations;

- Administrative/technical problems and insufficient commercial incentives for train and bus operators to provide effective multi-mode through ticketing;

- Different local authority concessionary fares arrangements curtail the opportunities to travel within and beyond the county; and

- The availability of financial resources to the County Council is limited. In particular there are limited resources available to provide revenue support for bus services to stations and to support concessionary rail fares.

- Lack of awareness of benefits of using public transport or motivation to use rail services where they exist as a real alternative to car journeys amongst some members of the public;

- Lack of knowledge of rail services amongst some members of the public.

Opportunities

- Congestion is projected to increase and this will encourage travellers currently using cars to investigate alternative transport modes if these meet their needs more effectively;

- The use of 'smartcards' and other modern technology can remove barriers to using public transport;

- The potential of rail and light rail to achieve modal shift and thereby reduce congestion, is widely appreciated;

- Due to social attitudes, rail and light rail are the only form of public transport acceptable to many car users;

- Rail patronage is growing and will justify increased investment in rail;

- Investment by the rail industry in rail infrastructure and services in the county and region;

- Third Parties have now established a funding and delivery track record in effective provision of improvements to rail services and stations;

- Franchise Replacement offers opportunities to promote improved services and increased investment;

- There is potential to introduce new and improved service and station facilities along key corridors and to provide facilities at stations to promote integration with other modes;

- New residential developments will generate increased demand for rail services, in particular the substantial housing allocations in Stratford, Warwick & Leamington, Coventry, Nuneaton & Bedworth and Rugby under the Regional Spatial Strategy;

- New employment initiatives, such as the Hams Hall Business Park, the Solihull-Warwick Technology Corridor and the Coventry – Nuneaton Regeneration Zone will generate additional demand and will need to be served effectively;

- The large number of tourists visiting destinations in the county e.g. Stratford on Avon and Warwick;

- Increasingly flexible working hours will necessitate improvements to the rail network in terms of coverage and hours of operation;

- Development of '24 Hour / 7 Day ' lifestyle will generate demand for earlier and later rail services – not only for people enjoying the extended facilities but also for those employed in providing them - serving cities such as Coventry and Birmingham and also larger towns such as Leamington Spa and Nuneaton; and

- The very close proximity of Warwickshire to Birmingham International Airport, the National Exhibition Centre and several expanding universities will continue to drive the demand for rail travel and the need to ensure easy access to these destinations;

The Strategy

The vision of Warwickshire County Council's Passenger Rail Strategy is:

'An affordable, accessible, safe, convenient, environmentally friendly and integrated network of rail services, capable of attracting an increasing market share for rail thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Passenger Rail Strategy is to grow the market for public transport in general and rail services in particular by making the product attractive both to existing and potential users. It will achieve significant improvement in the provision of rail services and facilities to the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to the use of public transport.

The Passenger Rail Strategy seeks to provide a range of measures and proposals, which will result in the growth of the market for rail services. The Passenger Rail Strategy will contribute to achieving the objectives in the LTP by promoting a passenger rail network, which:

- Offers accessibility through the public transport system, both in terms of physical access to transport and its availability, to the widest cross section of the population;

- Gives people (including those who do not have access to cars) more travel choices to access work, services and leisure activities;

- Offers affordable fares to passengers;

- Provides an attractive and sustainable travel alternative to the car thereby helping to reduce traffic congestion and pollution levels and improving air quality and the environment; and

- Encourages integration with other modes of transport.

Policies

> ### Policy PTPR1: Partnership
> The County Council will work with the Department for Transport, the Office of Rail Regulation, Network Rail, Train Operating Companies, Bus Operators, Centro, other local authorities, users and stakeholders.to progress the delivery the policies set out in the Public Transport Strategy, the Passenger Rail Strategy and the other subsidiary public transport strategies.

> ### Policy PTPR2: Quality of service
> To meet the overall aim of the Passenger Rail Strategy, the County Council will encourage the provision of rail services which are:
> a. Affordable
> b. Accessible
> c. Available
> d. Acceptable
> e. Simple to Use

a. Affordable

- The fare should be less than the full cost of the equivalent journey by car, as estimated by leading motor organisations. The exception would be that the fare is justified as a premium fare due to providing a significantly faster journey time or enhanced facilities.

b. Accessible

- The design of rail stations and trains must enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance;

- Interchange infrastructure should provide for 'seamless' changes between transport modes. This should be assisted by good signage, information and appropriately designed infrastructure;

- Public transport services should be co-ordinated to encourage interchange consistent with the aims of the Public Transport Interchange Strategy, the Bus Strategy and the Community Transport Strategy with the object of increasing the range of travel opportunities and options for travellers; and

- Pedestrian and cycling routes to rail stations should accord with the standards set out in the Walking Strategy and the Cycling Strategy.

- The access to rail stations and interchanges, particularly by people who have difficulties because of health, physical or sensory difficulties problems should be addressed.

c. Available

- The rail network should provide at least the minimum service patterns shown in Figure PTPR2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns and Table PTPR1 setting out Warwickshire's Rail Strategy: Minimum Service Levels (within the Action Plan).

Figure PTPR2: Minimum service patterns

Warwickshire's Passenger Rail Strategy
Minimum Service Patterns

KEY

- Bus/Rail Interchange
- Stations
- Proposed Stations
- County Boundary
- Long Distance Service
- Local Service
- Black Text: Warwickshire Stations
- Blue Text: Out of County Stations

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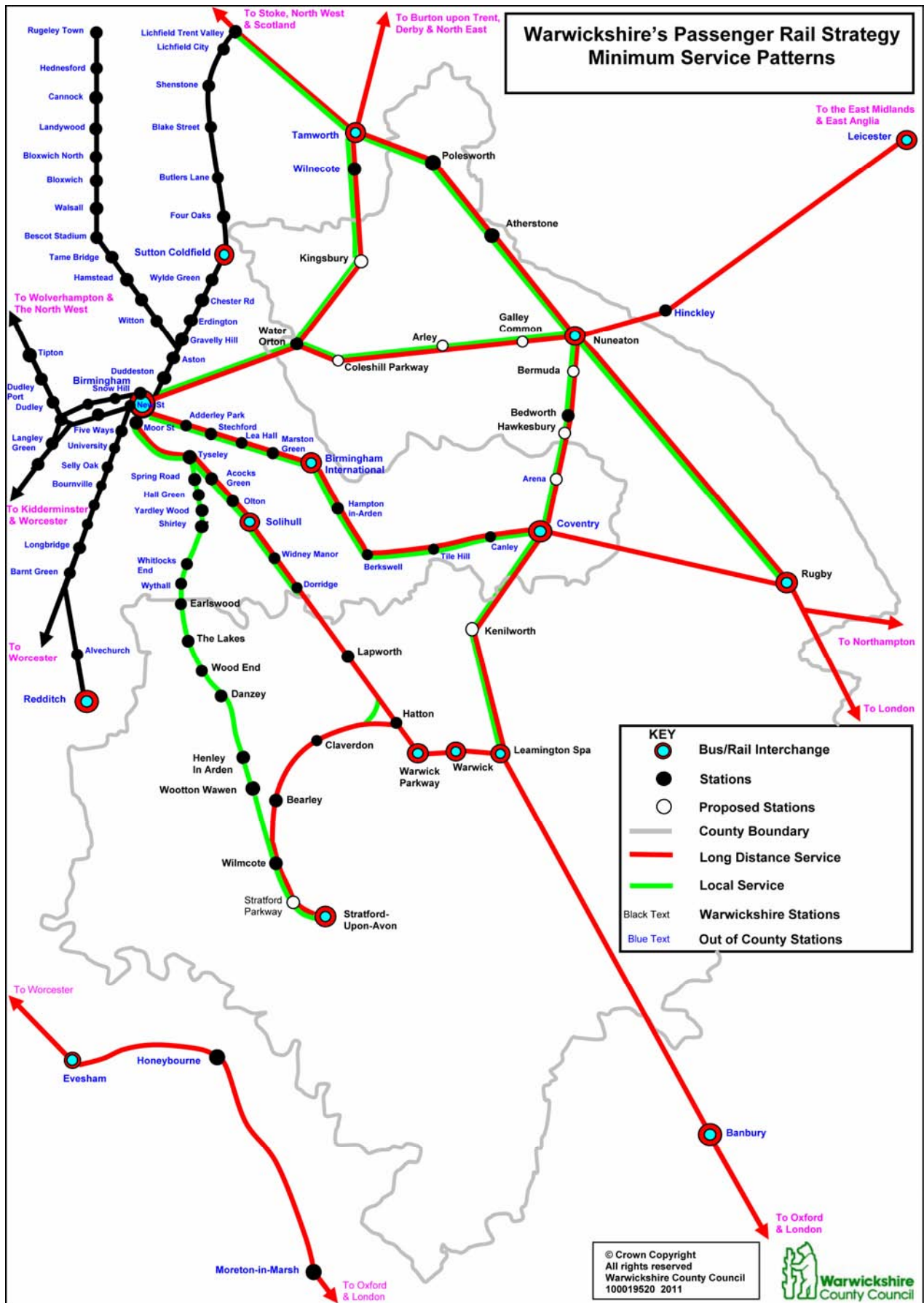
d. Acceptable

- Rail services should be of sufficient quality, particularly in terms of reliability and punctuality, that a potential passenger would be confident in relying on them;

- Trains and station facilities should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year and both a perception and reality of personal safety and security; and

- Rail staff should be helpful and courteous and have received customer service training.

e. Simple to Use

- Timetables, routes and fares should be readily available, easy to understand and be simple to use. Clockface/regular services and timetables should be provided whenever possible;

- Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of rail services;

- Full and timely information should be provided or be easily available to customers in case of disruption to services; and

- Integrated ticketing between modes including rail, bus and community transport services should be available, where it is necessary to use different modes to complete a journey.

Policy PTPR3: Existing levels of service and stations
The County Council will seek the retention of existing levels of service and of existing stations.

Policy PTPR4: Rail network capacity and infrastructure improvements
The County Council will encourage the provision of improvements to the capacity of the infrastructure of the rail network to increase capacity to enable improved performance and to provide additional services and stations.

Policy PTPR5: New rail services and stations
The County Council will develop proposals for new rail services and stations (including strategic park & ride / parkway stations) to increase the accessibility of the rail network to existing and potential passengers.

Policy PTPR6: Step-change initiatives
The County Council will develop proposals for a 'step change' in the quality of public transport on key corridors. Heavy Rail and Light Rail will be considered together with other public transport options.

> **Policy PTPR7: New developments**
> The County Council will encourage measures to enable good accessibility to rail services to and from new developments and, where appropriate, secure funding from developers towards the costs, consistent with the Land Use & Transportation Strategy.

Action Plan

Actions are set out under each policy, with additional information provided on key issues or proposals.

PTPR1 Partnership

Actions	Schemes and Measures	Timescale
The County Council will work with the Department for Transport, the Office of Rail Regulation, Network Rail, Train Operating Companies, Bus Operators, Centro, other local authorities, users and stakeholders.	Progress the delivery the policies set out in the Public Transport Strategy, the Passenger Rail Strategy and the other subsidiary public transport strategies.	Ongoing

PTPR2 Quality of service

a. 'Affordable'

Actions	Schemes and Measures	Timescale
Examine opportunities for revisions to fare structures and levels	Work in partnership with train operators	Short
Examine opportunities within the relevant transport legislation to implement through ticketing availability between rail, bus and community transport services	Work in partnership with train and bus operators	Short
Investigate opportunities to develop a concessionary travel scheme for local and cross-boundary rail, bus and community transport services	Work in partnership with train operators, District/Borough Councils, Centro and other local authorities	Short
Promote awareness of the real cost of motoring in comparison to the cost of rail travel	Work in partnership with train operators, District/Borough Councils, Centro and other local authorities to develop appropriate Green Travel and other marketing initiatives	Short

b. 'Accessible'

Actions	Schemes and Measures	Timescale
Promote improvements to station facilities, to the accessibility of rail services, in the personal safety and confidence of people using rail stations and on their journey to and from rail stations	Work in partnership with Department for Transport, Network Rail, Train Operators & User Groups to deliver improvements using the 'Station Standards' set out later in this strategy as a 'baseline'	Short
	Shakespeare Line (Stratford-Birmingham) Upgrade	Short / Medium
Maintain the Warwickshire Quality Rail Partnership as a basis for joint working with train and station operators to deliver passenger improvements at stations	Work in partnership with Network Rail and Train Operators	Ongoing
	Investigate accessibility proposals with station operators which include measures to improve accessibility above the statutory minimum required by the Disability Discrimination Act	Short/ Medium
Enhance existing and provide new interchange facilities at rail stations and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy	Stratford-upon-Avon Rail Station	Short
	Leamington Spa Rail Station	Short/ Medium
	Rugby Rail Station	Short/ Medium
	Warwick Rail Station	Short/ Medium
	Henley in Arden Station	Short/ Medium
	Nuneaton Bus Station	Short/ Medium
	Nuneaton Rail Station	Short/ Medium
	Atherstone Rail Station	Short/ Medium
Promote integration between rail, bus and community transport services	Work in partnership with train operators, bus operators and community transport providers to improve integration between services	Ongoing
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community transport services	Short
Seek to safeguard sites with the potential for improved station facilities	Work in partnership with Department for Transport, Network Rail, Train Operators & Local Planning Authorities	Ongoing

RAIL STATION STANDARDS

The County Council wishes to see the following minimum good quality facilities adequate for the likely demand:

- Waiting Shelters
- Platform Lighting and Security
- Passenger Help Point
- Mobility Impaired access to stations, facilities and trains
- Static Timetable Displays
- Electronic Real Time Passenger Information Displays
- Cycle Parking
- Car Parking (including Disabled Spaces)
- Safe and attractive access for pedestrians
- Signing to Station for pedestrians, cyclists and cars

In addition and where appropriate in terms of numbers of passengers and trains and cost effectiveness, provision of the following facilities will also be considered:

- Public Address System
- Ticket Office and/or Permit to Travel Machine and/or Self-Service Ticket Machine
- Toilets
- Public Telephone
- Designated Drop-Off and Pick-Up Area
- Public Address System
- Car Park Lighting and Security
- Bus Feeder Service and Sheltered Waiting Area Taxi Rank and Sheltered Waiting Area
- Secure Cycle Lockers

SHAKESPEARE LINE UPGRADE

The Shakespeare Line runs between Stratford, Henley-in-Arden and Birmingham. The 'Upgrade' project seeks, over time, to improve facilities at all the stations on the route to an appropriate standard with a particular focus on accessibility, personal safety and passenger information. The station improvements together with increased train service frequencies and a proposed new Stratford Parkway Station are designed to attract greater numbers of passengers and enhance the long term viability of the route.

c. 'Available'

Actions	Schemes and Measures	Timescale
Promote service improvements to secure the minimum service patterns shown in Figure 15.2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns and Table 15.5 setting out Warwickshire's Rail Strategy: Minimum Service	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Train Operators, Passengers, Centro and other local authorities	Ongoing
	Consider using 'Criteria for the Provision and Financial Support of Essential Transport Links' where the minimum service patterns and the minimum service levels are not provided by the current network	Ongoing

Actions	Schemes and Measures	Timescale
Levels. Alternative service patterns and levels which provide similar service outputs will be considered.	Seek to optimise third party funding of rail network enhancements, but only if (i) these will contribute to the objectives of the Passenger Rail Strategy and (ii) arrangements are proposed which are satisfactory to the County Council providing for the long term financial subsidy and/or maintenance of the enhancement	Ongoing
	Stratford upon Avon - Birmingham - Improved service frequencies	Short
	Investigate opportunities to divert Birmingham - Tamworth trains via the Whitacre Loop to provide additional services to Coleshill Parkway	Short

Table PTPR1: Warwickshire's Passenger Rail Strategy: Minimum Service Levels

Station	Minimum Service Levels	Service
Arley (Proposed)	*Half-hourly*	*New Local Service: Birmingham - Nuneaton*
Atherstone	Hourly	Liverpool – Crewe - Stafford – Tamworth – Nuneaton - Rugby - Northampton - Milton Keynes - London Euston
Bearley	Hourly	Stratford - Leamington (London)
Bedworth	Hourly	Nuneaton - Coventry - Leamington
	Hourly	Leicester - Nuneaton - Coventry - Leamington - Oxford / London Marylebone
Bermuda (Proposed)	*Hourly*	*Nuneaton - Coventry - Leamington*
	Hourly	*Leicester - Nuneaton - Coventry - Leamington - Oxford / London Marylebone*
Claverdon	Hourly	Stratford - Leamington (London)
Coleshill Parkway	Half-hourly	Birmingham - Leicester – Stansted Airport
	Half-hourly	*New Local Service: Birmingham – Tamworth*
	Half-hourly	*New Local Service: Birmingham – Nuneaton*
Danzey	Hourly	Stratford - Henley-in-Arden - Birmingham
Earlswood	Hourly	Stratford - Henley-in-Arden - Birmingham
Galley Common (Proposed)	*Half-hourly*	*New Local Service: Birmingham-Nuneaton*
Hatton	Hourly plus Peak Extras	Birmingham - Leamington - London
	Hourly	Stratford - Leamington (London)
Hawkesbury (Proposed)	*Hourly*	*Nuneaton - Coventry - Leamington*
	Hourly	*Leicester - Nuneaton - Coventry-Leamington - Oxford / London Marylebone*

Station	Minimum Service Levels	Service
Henley in Arden	Half-hourly	Stratford - Henley-in-Arden - Birmingham
Kenilworth (Proposed)	*Hourly*	*Nuneaton - Coventry - Leamington*
	Hourly	*Leicester - Nuneaton - Coventry - Leamington - Oxford / London Marylebone*
	Hourly	Bournemouth - Reading - Leamington – Coventry - Birmingham International - Birmingham – Manchester
Kingsbury (Proposed)	*Half-hourly*	*Birmingham - Tamworth*
Lapworth	Hourly plus Peak Extras	Birmingham - Leamington - London
Leamington Spa	Half-hourly plus Peak Extras	Birmingham - Leamington - London
	Hourly	Stratford - Leamington - London
	Hourly	Reading - Leamington – Warwick Parkway - Birmingham – Newcastle
	Hourly	Bournemouth - Reading - Leamington – Coventry - Birmingham International – Birmingham – Manchester
	Hourly	Leicester - Nuneaton - Coventry - Leamington
	Hourly	Nuneaton - Coventry - Leamington
Nuneaton	Hourly plus Peak Extras	London – Liverpool / Scotland
	Half-hourly	Birmingham - Leicester – Stansted Airport
	Half-hourly	*New Local Service: Birmingham-Nuneaton*
	Hourly	Nuneaton - Coventry - Leamington - Oxford / London Marylebone
	Hourly	Leicester - Nuneaton - Coventry
	Hourly	Liverpool – Crewe - Stafford – Tamworth – Nuneaton - Rugby - Northampton - Milton Keynes - London Euston
Polesworth	Hourly	Liverpool – Crewe - Stafford – Tamworth – Nuneaton - Rugby - Northampton - Milton Keynes - London Euston
Rugby	Hourly plus Peak Extras	London - The North-West - Scotland
	Half-hourly plus Peak Extras	Birmingham - Coventry - Rugby - Northampton - London
	Hourly plus Peak Extras	Birmingham - Coventry - Rugby - London
	Hourly	Liverpool / Manchester – Crewe - Stafford – Tamworth – Nuneaton - Rugby - Northampton - Milton Keynes - London Euston
	Hourly	Rugby – Milton Keynes – Watford Junction – Clapham Junction - East Croydon - Gatwick Airport.
Stratford upon Avon	Hourly	Stratford - Leamington (London)
	Half-hourly	Stratford - Henley-in-Arden - Birmingham

Station	Minimum Service Levels	Service
Stratford Parkway (proposed)	Hourly	Stratford - Leamington (London)
	Half-hourly	Stratford – Henley-in-Arden - Birmingham
The Lakes	Hourly	Stratford - Birmingham
Warwick	Half-hourly plus Peak Extras	Birmingham - Leamington - London
	Hourly	Stratford - Leamington (London)
Warwick Parkway	Half-hourly plus Peak Extras	Birmingham - Leamington - London
	Hourly	Stratford - Leamington (London)
Water Orton	Hourly	Birmingham - Nuneaton – Leicester – Stansted Airport
	Half-hourly	*New Local Service: Birmingham – Tamworth*
	Half-hourly	*New Local Service: Birmingham – Nuneaton*
Wootton Wawen	Hourly	Stratford - Henley-in-Arden - Birmingham
Wilmcote	Hourly	Stratford - Henley-in-Arden - Birmingham
	Hourly	Stratford - Leamington (London)
Wood End	Hourly	Stratford - Henley-in-Arden - Birmingham

BIRMINGHAM – WATER ORTON – TAMWORTH STUDY

Detailed work has now been completed on behalf of Centro, Birmingham City Council, Warwickshire and Staffordshire County Councils into the feasibility and business case for improving local passenger services in the Birmingham – Water Orton – Tamworth corridor.

The best performing scheme would provide a half-hourly service from Birmingham Moor Street calling at the existing stations at Water Orton, Coleshill Parkway, Wilnecote and Tamworth and at new stations at Fort Parkway, Castle Bromwich and Kingsbury. The proposal would require the construction of new chord lines at Camp Hill to provide access into Birmingham Moor Street station.

Overall, the study shows that, even taking account of the considerable capital cost of constructing the Camp Hill Chords, there appears to be a strong business case for progressing the Tamworth Line proposals. Centro are proposing to start further development work on the Camp Hill Chords during 2009-2010.

Gaining funding support for this major project in these difficult financial times is clearly going to be challenging.

d. 'Acceptable'

Actions	Schemes and Measures	Timescale
Maintain the Warwickshire Quality Rail Partnership as the basis for joint working with train and station operators to deliver passenger improvements at stations	Work in partnership with Network Rail and Train Operators	Ongoing
Support stakeholder groups seeking to secure improvements to rail services and facilities	Maintain the County Council's representation on the Shakespeare Line Steering Group, the Shakespeare Line Promotion Group, the Chiltern Railways Passenger Board, the Regional Rail Forum and rail industry liaison bodies.	Ongoing
Improve the image and attractiveness of rail travel in Warwickshire	Promote rail travel through Smarter Choices initiatives.	Ongoing

QUALITY RAIL PARTNERSHIP

The County Council, Network Rail, Chiltern Railways, London Midland, CrossCountry Trains and Virgin Trains have joined together as the Warwickshire Quality Rail Partnership which enables the partners to agree and work together to deliver further improvements to services and station facilities more effectively. This is achieved by pooling delivery and funding resources in order to secure value for money for the partners, existing and potential passengers and local communities. The partnership has delivered a wide range of rail station improvements throughout the county and it is planned that this activity will be continued and expanded.

e. 'Simple to use'

Actions	Schemes and Measures	Timescale
Provide information which should be readily available, easy to understand and be simple to use.	Continue to produce accurate, comprehensive, impartial public transport timetable information	Ongoing
	Continue to maintain the public transport information pages on the County Council's website	Ongoing
	Continue to promote the National Rail Enquiry Service	Ongoing
Raise public awareness about the rail network and the travel choices that it provides	Smarter Choices initiatives, such as travel awareness campaigns, personalised travel planning and travel plans.	Ongoing
Encourage fare structures and levels which are easy to understand and simple to use	Work in partnership with train operators	Short
Examine opportunities to promote the use of 'smartcards' and other modern technology	Work in partnership with train operators, bus operators, Centro, other local authorities and suppliers	Short/ Medium
Investigate provision of real time information systems	Identify a programme of projects through the Quality Rail Partnership.	Short/ Medium

and/or 'Help Points' at stations and at key interchanges along with other measures to increase passengers' confidence.		

PTPR3 Existing levels of service and stations

Actions	Schemes and Measures	Timescale
The County Council will seek the retention of existing levels of service and of existing stations	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Train Operators, Passengers, Centro and other local authorities	Ongoing
	Respond to consultations and proposals and take action, when appropriate	Ongoing

PTPR4 Rail network capacity and infrastructure improvements

Actions	Schemes and Measures	Timescale
Support measures to improve the punctuality and reliability of existing rail services	Respond to schemes proposed by the rail industry	Ongoing
Support specific network capacity improvements which are designed to increase capacity to accommodate additional passenger and freight trains and new stations.	Respond to and where appropriate support schemes proposed by the DfT, Regional stakeholders the rail industry and/or third parties, including: Rugby - Coventry - Birmingham (Capacity Improvements) Oxford - Leamington Spa Leamington Spa - Solihull - Birmingham (Capacity Improvements) Leicester - Nuneaton - Water Orton - Birmingham (Capacity Improvements) Oxford - Moreton in Marsh - Worcester (Capacity Improvements) Camp Hill Line - Birmingham Moor Street Chords (Capacity Improvements) Stratford upon Avon Station (Additional trackwork to increase platform availability) Tamworth – Birmingham (Improved access to freight facilities at BIFT/Birch Coppice/Kingsbury) Stratford – Honeybourne (Line Re-opening)	Ongoing
Support electrification proposals on key corridors to improve journey times and/or increase capacity to accommodate additional passenger and freight trains and new stations.	Birmingham – Nuneaton Birmingham – Tamworth Nuneaton – Coventry Coventry - Leamington	Short/ Medium Short/ Medium Short/ Medium Short/ Medium
Investigate heavy rail capacity improvements as	Leamington Spa Station: Appropriate infrastructure & signalling to enable trains to depart Platform 4 towards	Short

Actions	Schemes and Measures	Timescale
part of the North/South Corridor Step-Change Initiative	Coventry	
	Coventry - Leamington Line: Capacity Improvements	Short/ Medium
	Leicester - Nuneaton - Coventry Line: Provision of 'Through Route Facility' at Nuneaton Station to enable re-introduction of through trains between Coventry - Nuneaton - Leicester	Short/ Medium

PTPR5 New rail stations and services

Actions	Schemes and Measures	Timescale
Provide new stations including strategic park and ride / parkway stations on the rail network where they provide significant transport and other benefits	Kenilworth	Short
	Kingsbury	Medium
	Galley Common	Medium
	Arley	Medium
	Bermuda	Short
	Hawkesbury	Medium
	Stratford Parkway	Short
Promote service improvements to secure the minimum service patterns shown in Figure 15.2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns and Table 15.5 setting out Warwickshire's Rail Strategy: Minimum Service Levels. Alternative service patterns and levels which provide similar service outputs will be considered.	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Train Operators, Passengers, Centro and other local authorities	Short/ Medium
	Stratford upon Avon - Birmingham - Improved service frequencies	Short

STRATEGIC PARK & RIDE STATIONS / STRATFORD PARKWAY

New stations on the outskirts of major urban centres with good access from the motorway and/or trunk road network can widen access to rail services from rural areas and encourage motorists to transfer to rail for part of their journey. The Council will work closely with Centro and other authorities in the West Midlands to identify strategic Parkway/Park and Ride sites to serve the wider conurbation. Potential sites might lie within Warwickshire or beyond the county boundary. In many cases the sites could be based on existing stations which have good access to the highway network. In addition, new Park & Ride/Parkway Stations with adequate car parking can provide improved access to the rail network and reduce journey lengths.

The County Council is currently working on the delivery of a new Stratford Parkway Station at Bishopton which will enable greater numbers of passengers to choose to travel by rail and will contribute to the business case for increasing the frequency of rail services between Stratford and Birmingham. The improved services will also generate significant passenger growth at Stratford Town Station.

A regional strategic park & ride / parkway station in the vicinity of M42 / Junction 3 is proposed in the Centro Integrated Public Transport Prospectus.

Policy PTPR6 Step-change initiatives

Actions	Schemes and Measures	Timescale
Develop proposals for a 'step-change' in public transport provision on key corridors based on integrated planning and co-ordination of all public transport modes. Where appropriate, a combination of public transport modes will be considered including Heavy Rail, Light Rail, Bus, Guided Bus and intermediate modes. An assessment of alternative schemes and a preferred option will be identified	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Bus & Train Operators, Passengers, District Councils, Centro, Coventry City Council and other local authorities	Ongoing
	North-South Corridor Step-Change Initiative: Nuneaton - Bedworth - Coventry - Kenilworth – Warwick/Leamington Spa	Short/ Medium

STEP-CHANGE IN THE NORTH-SOUTH CORRIDOR / THE 'NUCKLE' PROJECT

The North-South Corridor from Nuneaton in the north through Bedworth, Coventry, Kenilworth and Leamington Spa in the south is a densely developed corridor. It contains principal travel destinations including the city of Coventry and a number of major town centres, Warwick University, Coventry University, the Coventry Arena and a number of key regeneration sites.

Future travel patterns on the corridor will respond to a number of factors, including:

- New residential, employment, retail and leisure facilities in all the main centres in the corridor, including major regeneration initiatives in the Coventry-Nuneaton Regeneration Zone;

- Changes in work patterns; and

- Changes in personal lifestyle choices with the development of a '24 Hour / 7 Day ' lifestyle not only for people enjoying the extended facilities but also for those employed in providing them.

The corridor suffers from the most severe congestion because of large movements of people throughout the day and offers significant opportunities to improve accessibility, reduce congestion and aid economic regeneration.

The density of the population and the level of activity in the corridor is set to grow substantially and will create increasing demand for transport. These demands will increase car use and congestion unless a good quality public transport network is available. A key shortcoming of the current network is the lack of a through public transport service between the north and the south without the current requirement to change at Coventry. A through service would enable a free-flow between where people live and the opportunities for work and leisure without increasing congestion.

The rail-based NUCKLE (**Nu**neaton-**C**oventry-**K**enilworth-**Le**amington) initiative has been developed by the County Council in partnership with Coventry City Council and Centro and comprises four phases of development.

Phase 1 – Improved service frequencies between Coventry-Bedworth-Nuneaton with new stations at Ricoh Arena and Bermuda, platform lengthening at Bedworth and a new bay platform at Coventry

Phase 2 – Improved service frequencies between Coventry-Leamington with a new station at Kenilworth with services to Birmingham / London / Oxford / Thames Valley

Phase 3 – Extension of Coventry-Bedworth-Nuneaton to the East Midlands

Phase 4 – Operation of 'through' Leamington-Coventry-Nuneaton services

In terms of progress, Phases 1 and 2 are currently at an advanced stage of development and delivery is anticipated in the short term. The delivery of Phases 3 and 4 is envisaged in the medium/long term. However, as the delivery of rail initiatives involves a wide range of stakeholders and can often depend on strategic decisions, the details and timescales of the later phases will need to be flexible to take advantage of implementation opportunities as they arise.

In February 2011 the County Council received confirmation that NUCKLE Phase 1 had been progressed to the next stage of the Major Scheme funding process (the 'Development Pool'). The DfT has now invited the various scheme partners to submit a Best and Final Bid (BAFB) by September 2011, before Ministers make a final funding decision as to whether the scheme will receive funding in January 2012.

Policy PTPR7 New developments

Actions	Schemes and Measures	Timescale
Secure, where appropriate, funding from developers towards the costs of providing good accessibility to rail services, consistent with the Land Use & Transportation Strategy.	Work in partnership with developers & Local Planning Authorities	Ongoing

30. Taxi and Private Hire Vehicle Strategy

Introduction and Overview

The purpose of this strategy is to set out what is required in Warwickshire over the next five years to ensure that Taxis and Private Hire Vehicles play their full role in helping to meet the needs of both current and potential passengers in Warwickshire, and deliver the transport objectives of the Government and the County Council.

This Strategy deals specifically with the contribution that taxis and private hire vehicles make in providing an effective transport network.

The Policy Context

The overall national, regional and local policy context of public transport in Warwickshire is referred to in the Public Transport Strategy.

In March 2004, the Government published its Action Plan for Taxis and Private Hire Vehicles. This document recognised the role of taxis and private hire vehicles in the provision of public transport, particularly where buses and trains are not available. As well as providing the connecting first or last stage of a journey, making it easier to use public transport, they can provide people in the lower income groups with access to vital services and an enhanced quality of life.

The Action Plan, which was put together as a response to a set of recommendations by the Office of Fair Trading (OFT) identified a number of issues, namely:

- The removal of restrictions on the number of taxi licenses that can be issued by a licensing authority (except where removal of such restrictions would lead to a significant consumer detriment as a result of local conditions);

- The need to maintain quality in taxi and private hire vehicle service provision, particularly in relation to securing the safety of the general public;

- The identification of maximum rather than minimum fare levels, in order to protect vulnerable consumers and allow users to negotiate lower fares in certain circumstances; and

- The need to establish single licensing areas, in order to bring greater clarity to areas where multiple zones exist.

Overview of the Current Situation

The overall review of the current situation relating to the provision of public transport in Warwickshire is referred to in the Public Transport Strategy.

In addition, there are a number of characteristics which relate to taxis and private hire vehicles specifically.

Differences between Taxis and Private Hire Vehicles

The market for hire vehicles in the UK is divided between licensed taxis (known either as hackney carriages or cabs), which can ply for hire in the streets or at ranks, although they can be booked over the telephone, and private hire vehicles that can only be pre-booked. There are also differences in the regulation of the two sectors. The taxi licensing authority regulates the quality of service and safety standards of both taxis and private hire vehicles. Drivers of taxis and private hire vehicles must both be licensed. The licensing authority may regulate the fares charged by taxis, and may set a limit on the number of licences for taxi vehicles (as opposed to taxi drivers).

It does not have power to set limits on the number of private hire vehicles, or to regulate their fares.

Roles and responsibilities

Whilst the County Council is the relevant Transport Authority for Warwickshire, responsibility for the licensing and regulation of taxis and private hire vehicles lies with the five District/Borough Councils. In Warwickshire, these are:

- North Warwickshire Borough Council, covering Atherstone, Polesworth, Coleshill and Kingsbury;

- Nuneaton and Bedworth Borough Council;

- Rugby Borough Council;

- Warwick District Council, covering Warwick, Leamington Spa, Kenilworth and Whitnash; and

- Stratford-on-Avon District Council, covering Alcester, Stratford-upon-Avon, Southam, Studley and Shipston-on-Stour.

The County Council has consulted these Authorities in the preparation of this Strategy. Each of the five Authorities has its own policies for taxi and private hire vehicle provision that reflect local need.

Current Demand for Taxis and Private Hire Vehicles

Taxi and private hire vehicle provision can be found throughout Warwickshire, but is generally focused in the main urban areas. Taxis and private hire vehicles also meet important journey needs in rural areas, particularly where bus service provision is limited.

The County Council make extensive use of taxis and private hire vehicles to meet certain school/college related trips, and journeys associated with Social Services provision.

Problems

Some of the problems associated with taxis and private hire vehicles are:

- The cost of using taxis and private hire vehicles in Warwickshire is generally around 3-4 times more than the cost of the same journey by bus;

- Fares for taxis and private hire vehicles service provision can differ substantially by operator and by District/Borough;

- There is a large number of the taxi and private hire vehicle fleet operating in the County that do not currently meet the requirements of the Disability Discrimination Act; and

- Rogue operators working outside the taxi and private hire vehicle licensing regime can affect the reputation of the industry.

Opportunities

Taxis and private hire vehicles provide a useful, and often vital complement to conventional public transport. As a mode of transport, they are able to offer:

- A flexible transport service which can respond to a wide range of (individual) transport needs;
- A thriving, efficient and affordable taxi service contributes to a town's economy and benefits both local residents and tourists;

- Specialised transport provision that can cater for people who have some form of physical, mental or sensory impairment;
- A 24-hour service which can provide transport at times when other services are not operating (particularly in evenings and on Sundays);
- A transport service that is relatively secure, particularly for those travelling alone in the evening;
- An important facility for tourists and others who are unfamiliar with an area, including air and rail travellers;
- An alternative to bus services when passengers are encumbered by luggage or heavy shopping;
- A potential transport system to act as a feeder service to mainstream public transport provision; and,
- An alternative mode in rural areas where conventional public transport is unable to provide a suitable range of destinations.

The Strategy

The vision of Warwickshire County Council's Taxis and Private Hire Vehicle Strategy is:

'An affordable, accessible, safe, convenient and environmentally friendly provision of taxis and private hire vehicles across the County, capable of meeting local demand, improving accessibility and reducing social exclusion, thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The main constraint to the County Council's ability to deliver the Taxis and Private Hire Vehicles Strategy is that it is neither the licensing or regulatory Authority. However, through partnership working, particularly with the five District/Borough Councils, the County Council aims to assist in improving taxi and private hire provision throughout Warwickshire.

Therefore, the main theme of the Taxis and Private Hire Vehicles Strategy is to work in partnership with others to improve taxi and private hire vehicle provision across the County.

The Strategy will contribute to achieving the objectives of the LTP by promoting a taxi and private hire vehicle provision, which:

- Offers accessibility through the public transport system, both in terms of physical access to transport and its availability, to the widest cross section of the population;

- Gives people (including those who do not have access to cars) more travel choices to access work, services and leisure activities;

- Offers affordable fares to passengers;

- Provides an attractive and sustainable travel alternative to the car thereby helping to reduce traffic congestion and pollution levels and improving air quality and the environment; and,

- Encourages integration with other modes of transport.

Policies

> ## Policy PTT1: Partnership
> The County Council will work with the five District/Borough Councils in Warwickshire, taxi and private hire vehicle operators, taxi and private hire vehicle users, adjoining authorities and other stakeholders to improve taxi and private hire vehicle services and facilities across the County.

> ## Policy PTT2: Quality of service
> The County Council will work with the bodies and organisations set out in Policy PTT1 to encourage the provision of taxis and private hire vehicles services in the County which are affordable, accessible, available and acceptable.

a. Affordable

- Taxi and private hire vehicles can often be the least affordable local transport services, but passengers can benefit from more affordable taxi fares and hire charges if taxi-sharing schemes operate in their area.

b. Accessible

- The design of taxis and private hire vehicles and taxi waiting facilities should enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance;

- Interchange infrastructure should provide for 'seamless' changes between transport modes;

- Taxi and private hire services should be co-ordinated to encourage interchange consistent with the aims of the County Council's Public Transport Interchange Strategy, Bus Strategy, Passenger Rail Strategy and Community Transport Strategy, with the object of increasing the range of travel opportunities and options for travellers; and

- Pedestrian and cycling routes to taxi waiting facilities shall accord with the standards set out in the Walking Strategy and the Cycling Strategy.

c. Available

- Taxi waiting facilities should be conveniently located and afford a visible, high level of access. Where possible, reasonable access to taxi waiting facilities where possible will be maintained where general traffic is excluded from town centre streets or other areas.

d. Acceptable

- Taxi waiting facilities should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year; and facilities to address personal safety and security issues; and

- Taxi and private hire vehicle staff should be helpful and courteous and preferably have received an appropriate level of customer service training.

e. Simple to Use

- Information on taxi and private hire vehicle operators should be readily available, easy to understand, and be simple to use. This should include information on typical charges for end-to-end journeys;

- Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of taxi and private hire services; and

- Signage to taxi waiting facilities should be provided where appropriate, including provision from within railway stations and key bus interchange facilities.

> **Policy PTT3: Development of Taxi buses**
> The County Council will work with its public transport partners and stakeholders to develop suitable proposals for taxi buses to meet specific travel needs in both urban and rural areas. Taxi bus services will be developed where conventional bus service provision is not appropriate, either in operational or economic terms.

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> **Policy PTT4: Improvement of Taxi and Private Hire Vehicles facilities at public transport interchanges**
> The County Council will work in partnership with public transport interchange facilities operators to seek their commitment in making appropriate improvements for taxis and private hire vehicles at existing and new interchange facilities consistent with the Public Transport Interchange Strategy.

> **Policy PTT5: Encouraging cleaner Taxi and Private Hire Vehicle fleets**
> The County Council will work with the five District/Borough Councils in Warwickshire and taxi and private hire vehicle operators to encourage the replacement of existing fleets over time with cleaner vehicles.

Action Plan

Policy	Action	Schemes and measures	Timescale
PTT1 Partnership	The County Council will work with the five District/Borough Councils, taxi and private hire vehicle operators, users and other stakeholders	Progress the delivery the policies set out in the Public Transport Strategy, the Taxi & Private Hire Vehicles Strategy and the other public transport mode strategies	Ongoing
PTT2 Quality of service: 'Affordable'	Encourage schemes for taxi sharing from designated places or taxi/private hire vehicle sharing by advanced booking.	Work in partnership with District/Borough Councils and operators to implement appropriate schemes under Sections 10 and 11 of The Transport Act, 1985.	Medium/ Long

PTT2 Quality of service: 'Accessible'	Encourage the on-going replacement of older taxis and private hire vehicles in order to meet DDA requirements.	Work in partnership with District/Borough Councils to improve the quality of the taxi and private hire vehicle fleet.	Short/ Medium (to be completed by January 2012 at the latest)
	Enhance facilities for taxis and private hire vehicles at public transport interchanges consistent with the Public Transport Interchange Strategy.	Nuneaton Bus Station Improvements	Short /Medium
		Leamington Spa Rail Station	Short/ Medium
		Kenilworth Rail Station	Short
		Stratford Parkway Station	Short
	Promote integration between taxis and private hire vehicles with bus, rail and community transport services.	Work in partnership with taxi and private hire vehicle operators, bus operators, train operators and community transport providers to improve integration between services	Ongoing
	Seek to safeguard sites with the potential for improved taxi waiting facilities.	Work in partnership with Local Planning Authorities and developers	Ongoing
PTT2 Quality of service: 'Available'	Identify locations in the main urban areas of the County and at key public transport interchanges where taxi provision is inadequate, or where existing provision needs to be improved.	To be identified	
PTT2 Quality of service: 'Acceptable'	Improve the safety of taxi and private hire vehicle travel, particularly at key public transport interchanges and close to dedicated taxi ranks.	As issues arise	
PTT2 Quality of service: 'Simple to use'	Provide information that should be readily available, easy to understand and simple to use.	Continue to maintain and improve the public transport information pages on the County Council's website.	Ongoing
	Raise public awareness about taxi and private hire vehicles and the travel choices that they can provide.	Green Travel Initiatives.	Ongoing
Policy PTT3 Development of Taxi Buses	Develop proposals for taxi bus services to meet specific demand in the County where such services would offer a greater flexibility than conventional public transport.	To be identified.	Short/ Medium
Policy PTT4 Improvement	Enhance facilities for taxis and private hire vehicles at public	Nuneaton Bus Station	Short/

of Taxi and Private Hire Vehicle Facilities at Public Transport Interchanges	transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Improvements	Medium
		Leamington Spa Rail Station	Short/ Medium
		Kenilworth Rail Station	Short
		Stratford Parkway Station	Short
Policy PTT5 Encouraging Cleaner Taxi and Private Hire Vehicle Fleets	Encourage the replacement of existing fleets over time with cleaner vehicles.	Work in partnership with District/Borough Councils and operators.	Ongoing

31. Public Transport Interchange Strategy

Introduction and Overview

Providing excellent public transport interchange provision is fundamental in achieving our objectives of increasing patronage, improving passenger satisfaction, encouraging modal shift onto public transport and tackling climate change.

The County Council will promote public transport services that offer direct through routes. However, there are instances where public transport services cannot always offer a direct route to passengers, requiring them to change and connect onto another service or public transport mode to reach their destination. The increasing diversity in the travel patterns and lifestyles of public transport users, has resulted in the need to travel further in order to access employment, education, health and leisure facilities.

The aim of the County Council is to continue to ensure that passengers can interchange onto other bus services or different public transport modes using high quality facilities that provide comfort, safety, information and a user-friendly environment. A key factor in supporting effective public transport interchange provision is the continued development of the public transport network in the County, in terms of providing accessibility, choice in travel destination and convenient connections.

The County Council will continue to deliver public transport infrastructure enhancement schemes that enable or improve integration between different public transport modes. This contributes towards improving the passenger experience in terms of making 'seamless' journeys. Other important elements that will also contribute towards the continued development and enhancement of Warwickshire's public transport network and improving integration between different public transport modes are multi-modal through ticketing arrangements and the provision of enhanced passenger information and journey planning facilities.

The Policy Context

The overall national, regional and local policy context of public transport in Warwickshire is referred to in the Public transport Strategy.

Overview of Current Situation

In delivering an integrated public transport network, the County Council acknowledges that every aspect of interchange provision needs to be considered. Interchange can be defined as the process by which public transport users move or connect within one mode (type) of public transport or between one mode and another public or private transport mode.

The high quality public transport interchange enhancements schemes delivered in the Warwickshire LTP2 period were not solely focused on the development of facilities and the promotion of connections by integrated timetabling between rail and bus services. The starting point was to look at interchange from the passengers' perspective and the decision to use public transport depending on the quality of connections/interchanges.

This approach identified the access constraints and opportunities, both informal and formal, which influence passengers' decision-making and also the improvements to the public transport interchanges which could be made, namely:-

- The number of service/s which serve the facility;
- The frequency of the service/s;
- The level of passenger patronage of the service/s;
- The availability and type of facilities;

- The level of co-ordination and 'connectivity' between various modes;

- The relative high cost of public transport fares and through ticketing;

- Information systems enabling passengers to plan through journeys with confidence; and

- Full and timely information in case of disruption to connecting services.

Problems

- Uncertainty

- Cost of combined journey

- Lack of information

- Location of bus stops

- Poor connection

Opportunities

- Through and multi-operator ticketing

- Improvements to information

- Relocation of bus stops

- Diversion of bus services

- Improved station environment

- Connecting services

The Strategy

The vision of Warwickshire County Council's Public Transport Interchange Strategy is to provide:

'An accessible, safe, convenient, environmentally friendly and integrated network of public transport services, capable of attracting an increasing market share for public transport services and contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Public Transport Interchange Strategy is to encourage further growth of the public transport market by making public transport interchange as attractive and convenient to both existing and potential users. It will be achieved by making significant improvements in the provision and quality of facilities and the promotion of integration between bus and rail services.

We will continue to deliver improvements in the provision of public transport interchange for the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to interchange provision. The Public Transport Interchange Strategy seeks to provide a range of measures and initiatives that will assist in the growth of the market for public transport services.

The four major themes of the Strategy are:-

- To improve existing public transport interchange facilities, including enhancements to walking and cycling accessibility;

- To improve integration of bus and rail services;

- To provide new multi-modal interchange facilities; and

- To improve the quality of passenger information in order to encourage integration between different public transport modes.

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Policy PTIS1: Partnership
The County Council will work with the Department for Transport, Public Transport Operators, Network Rail, Centro, local authorities, users and other stakeholders to progress the delivery the policies set out in the Public Transport Interchange Strategy.

Policy PTIS2: Quality of interchange facilities
The County Council will encourage the provision and quality of interchange facilities that are:

    a. Accessible

    b. Acceptable

    c. Simple to Use

a. Accessible

The design of public transport infrastructure and vehicles must enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance. Interchange infrastructure should provide for 'seamless' changes between transport modes. Public transport services should be co-ordinated to encourage interchange consistent with the aims of the Public Transport Interchange Strategy and the other public transport subsidiary strategies, with the object of increasing the range of travel opportunities and options for travellers. Pedestrian and cycling routes to bus stops and interchanges shall accord with the standards set out in the Walking Strategy and the Cycling Strategy.

b. Acceptable

Public transport services should be of sufficient quality, particularly in terms of reliability and punctuality that a potential passenger would be confident in relying on it. Bus Stops, rail stations and public transport interchanges should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year; and both a perception and reality of personal safety and security. Staff should be helpful and courteous and have received customer service training.

c. Simple to Use

Timetables, routes and fares should be readily available, easy to understand, be simple to use. Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of public transport services. Full and timely information should be provided or be easily available to customers in case of disruption to services. Integrated ticketing between modes including ail, bus and community transport services, where it is necessary to use different modes to complete a journey.

Policy PTIS3: Public transport integration
The County Council will encourage integration between bus, rail, taxis private hire vehicles and community transport services.

> ### Policy PTIS4: New public transport interchange facilities
> The County Council will develop proposals for public transport interchanges in order to increase the accessibility of public transport services for existing and potential users and to encourage car users to change to public transport for the whole or a substantial part of their journeys.

> ### Policy PTIS5: New developments
> The County Council will encourage measures to enable good accessibility to public transport interchange facilities to and from new developments and, where appropriate, secure funding from developers towards the costs, consistent with the Land Use & Transportation Strategy.

> ### Policy PTIS6: Improvements to public transport information
> The County Council will encourage improvements in the quality and provision of public transport information in the main urban centres and at the main interchanges.

Action Plan

The action plan below sets out a range of actions, schemes and measures for each policy area, with additional information provided on key topics for some policies.

PTIS1: Partnership

Action	Schemes and measures	Timescale
The County Council will work with the Department for Transport, public transport operators, regulatory bodies, Centro, local authorities, users and other stakeholders.	Progress the delivery the policies set out in the Public Transport Strategy, the Bus Strategy, the Passenger Rail Strategy and the other subsidiary public transport strategies.	Ongoing

PTIS2: Quality of interchange facilities: *'Accessible'*

Action	Schemes and measures	Timescale
Enhance existing and provide new interchange facilities at rail stations and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy	Stratford-upon-Avon Rail Station	Short
	Leamington Spa Rail Station	Short/Medium
	Warwick Rail Station	Short/Medium
	Rugby Rail Station	Short/Medium
	Henley-in-Arden Station	Short/Medium
	Nuneaton Bus Station	Short/Medium
	Nuneaton Rail Station	Short/Medium
	Atherstone Rail Station	Short/Medium
	Work in partnership with public transport operators to deliver public transport integration elements as part of further Rail Station Travel Plans	Ongoing
	Work in partnership with public transport operators to improve integration between services	Ongoing

Action	Schemes and measures	Timescale
Enhance existing and provide new interchange facilities at rail stations and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy (continued)	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community bus services	Short
Promote integration between rail, bus and community transport services	Work in partnership with the Department for Transport, Network Rail, Public Transport Operators & Local Planning Authorities	Ongoing
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community transport services	Ongoing
Seek to safeguard sites with the potential for improved station facilities	Work in partnership with department for Transport, Network Rail, Train Operators and Planning Authorities	Ongoing

PTIS2 Quality of interchange facilities: *'Acceptable'*

Action	Schemes and Measures	Timescale
Continue to expand the Warwickshire Quality Rail Partnership to improve bus infrastructure, public transport information and signage outside Rail Stations in order to further encourage integration between bus and rail travel	Work in partnership with Network Rail, Train Operators, Bus Operators and Borough/District Councils	Short

PTIS2 Quality of interchange facilities: '*Simple to use'*

Action	Schemes and Measures	Timescale
Provide information that should be readily available, easy to understand and be simple to use.	Continue to produce accurate, comprehensive, impartial public transport timetable information	Ongoing
	Continue to maintain the public transport information pages on the County Council's website	Ongoing
	Continue to promote the National Rail Enquiry Service and Traveline	Ongoing
	Continue to improve signage at public transport interchanges to promote more convenient transfer/travel between different transport modes.	Ongoing
Raise public awareness about the public transport network and the travel choices that it provides	'TravelWise', Station Travel Plans and other Green Travel Initiatives	Ongoing
Encourage fare structures and levels which are easy to understand and be simple to use	Work in partnership with public transport operators	Short
Continue to promote the use of 'Plus Bus' ticketing arrangements	Work in partnership with public transport operators	Short
Encourage Rail and Bus Operators to Facilitate the use of Smartcards by their Passengers in order to further encourage integration between public transport modes	Work in partnership with public transport operators, Centro and Borough/District Councils	Short/Medium

Action	Schemes and Measures	Timescale
Encourage Rail and Bus Operators to Collaborate in the Delivery of Through-Ticketing Initiatives, e.g. Development of a Warwickshire Travelcard	Work in partnership with public transport operators	Short/Medium

RAIL STATION STANDARDS

The County Council wishes to see the following minimum good quality facilities adequate for the likely demand:

- Waiting Shelters

- Platform Lighting and Security

- Passenger Help Point

- Mobility Impaired access to stations, facilities and trains

- Static Timetable Displays

- Electronic Real Time Passenger Information Displays

- Cycle Parking

- Car Parking (including Disabled Spaces)

- Safe and attractive access for pedestrians

- Signing to Station for pedestrians, cyclists and cars

In addition and where appropriate in terms of numbers of passengers and trains and cost effectiveness, provision of the following facilities will also be considered:

- Public Address System

- Ticket Office and/or Permit to Travel Machine and/or Self-Service Ticket Machine

- Toilets

- Public Telephone

- Designated Drop-Off and Pick-Up Area

- Public Address System

- Car Park Lighting and Security

- Bus Feeder Service and Sheltered Waiting Area Taxi Rank and Sheltered Waiting Area

- Secure Cycle Lockers

BUS STATION STANDARDS

The County Council wishes to see the following minimum good quality facilities adequate for the likely demand:

- Ensure that the Bus Station is Fully Accessible to Buses

- Provision of Quality Bus Shelters

- Increase Height Level of the Bus Boarding Area at Bus Stands

- Ensure that the Bus Station is Accessible to the Mobility Impaired

- Provision of Accurate and Relevant Public Transport and Community Transport Information

- Provision of Signage Identifying the Walking Route between the Bus Station, the Town Centre and also Rail Station, if applicable

- Provision of Cycle Parking

- Safe and attractive access for pedestrians

In addition and where appropriate in terms of numbers of passengers and trains and cost effectiveness, provision of the following facilities will also be considered:

- Real Time Information Displays

- Lighting and CCTV Security

- Toilets

- Public Telephone

- Passenger Help Point

- Sheltered Waiting Area Taxi Rank

PTIS4: New public transport interchange facilities

Action	Schemes and Measures	Timescale
Provide new rail stations including strategic park and ride / parkway stations on the rail network where they provide significant transport benefits	Kenilworth	Short
	Stratford-upon-Avon Parkway	Short
	Bermuda	Short
	Kingsbury	Medium
	Galley Common	Medium
	Arley	Medium
	Hawkesbury	Medium
Provide new bus-bus and bus-rail interchanges where they provide significant public transport integration benefits	Stratford-upon-Avon Bus/Rail Interchange	Short
	Shipston	Medium

STRATFORD BUS / RAIL INTERCHANGE

Stratford Bus/Rail Interchange is a multi-modal interchange to be constructed outside the existing Stratford-upon-Avon Rail station, during the development of the former cattle market site. The interchange will consist of high quality bus shelters, signposting between the station and bus stops, and comprehensive bus and rail information. In the medium term the aspiration is to provide real time information for bus and rail services serving the interchange.

Local buses will be rerouted to serve the interchange, providing increased opportunities for seamless transfer between different bus services, or interchange between bus and rail.

The Stratford Bus/Rail Interchange will increase the attractiveness of public transport in Stratford-upon-Avon, which will encourage modal shift away from the private car. The interchange will also increase equality of opportunity, by allow increased access to key services, such as health, employment, education, retail and leisure.

PTIS5: New developments

Action	Schemes and Measures	Timescale
Secure, where appropriate, funding from developers towards the costs of providing good accessibility to public transport services, consistent with the Land Use & Transportation Strategy.	Work in partnership with developers & Local Planning Authorities	Ongoing

PTIS6: Improvements to public transport information

Action	Schemes and Measures	Timescale
Continue to expand the provision of Real Time Information systems and/or 'Help Points' at stations and at key interchanges along with other measures to increase passengers' confidence	Identify a programme of projects through the Warwickshire Quality Rail Partnership	Short
Continue to expand the provision of Bus Information Points at Rail Station in order encourage integration between public transport modes	Identify a programme of projects through the Warwickshire Quality Rail Partnership	Short
Continue to expand the provision of Real Time Information on key inter-urban bus routes that serve Rail Stations	Work in partnership with bus operators	Short/ Medium

32. Bus Information Strategy

Introduction and Overview

In accordance with the Transport Act 2000, the County Council will seek to continue to work in partnership with bus operators in the production and distribution of accurate bus information to the public. This includes providing information about bus routes, timetables, fares (including concessionary fares), facilities for the mobility impaired and integration with other modes of public transport. Therefore, this Information Strategy is consistent with the guidance set in the Bus Information Duty.

The purpose of this strategy is to set out what is needed in Warwickshire to ensure excellent public transport information is made available to address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The Bus Information Strategy sets out what is considered needed, in consultation with others, to comply with the bus passenger information requirements set out in the Transport Act 2000.

Under its third Local Transport Plan, the County Council intends to build on the success achieved in terms of delivering further improvements to bus information in Warwickshire. The County Council will continue to work in partnership with bus operators on the joint development of improvements to bus information.

Overview of the Current situation

Existing bus information provision

For a number of years the County Council has provided passenger information on local bus and rail services in the form of bus operator supplied timetable leaflets and a countywide public transport map.

The County Council has also delivered more innovative approaches to improve accessibility and distribution of bus information, including enhancement of public transport web pages to enable effective journey planning and the implementation of Real Time Information on key inter-urban bus routes in partnership with adjoining local authorities and a bus operator.

The use of national telephone enquiry number (Traveline) and also Transport Direct for journey planning tool purposes, continues to be promoted by the County Council in partnership with adjoining local authorities and bus operators. Numerous Bus Information Point (BIP) initiatives have been delivered to improve the provision of bus information at interchange locations, key bus stops and suitable locations. The County Council and bus operators have also delivered improvements to roadside bus stop information with new bus stop poles, bus flags, timetable cases, new bus shelters with display cases, in-bus shelter display cases and bus information being provided.

It is the purpose of the Bus Information Strategy to offer not only improvements in the type, style, format and distribution of information but also to make its distribution consistent and comprehensive. The aim of this improvement is to achieve a growth in the bus market and to raise awareness of bus services to both existing and potential public transport users.

Existing information provision is summarised in the table below:

Table BIS1: Existing bus information provision

Stage of travel	Information	Information provider
Pre-journey information	Traveline telephone enquiry line 0871 200 2233 providing information on public transport	West Midlands Travel Information Service - a consortium of Local Authorities & Operators
	Timetable leaflets	Main Bus operators - Stagecoach, TWM, Arriva, First Group, Johnsons Coaches, De Courcey Travel and Warwickshire County Council (WCC)
	County Public Transport Map	WCC
	Warwickshire Web Site www.warwickshire.gov.uk/publictransport passenger information, travel news update and links to bus and train operators sites	WCC
	Certain Key villages have specific leaflets to include information on conventional and community transport	WCC
	Bus Information Points	WCC
	Advanced Travel Planning : Transport Direct	Department for Transport
At bus-stop information	Bus stop flags	WCC/Bus operators
	Bus stop poles	WCC/Bus operators
	Bus shelters and display cases	WCC/District Councils/Parish Councils
	Timetable cases	WCC/Bus operators
	Timetable information	WCC/Bus operators
	High quality bus waiting stops/shelters /raised kerbs at Quality Bus Corridors routes	WCC
	Specific village timetables	WCC
	Real Time Information	WCC
	SMS Provision	WCC
At interchange point or destination	Bus focal points	WCC
	Timetable information	WCC
	Timetable cases	WCC
Other special information	Flexi-bus timetables	WCC
	Brokerage Projects: Rugby Brokerage/Back and Forth –Stratford-upon-Avon	WCC/ Community Transport Operator
	Concessionary fares information	WCC
	Enlarged printed timetables on request	WCC
	Sustainable Transport Pack distributed at new developments	WCC

Problems

- Uncertainty and lack of confidence in using bus provision, due to lack of information

- Lack of information regarding connections with other bus and modes of public transport

Opportunities

- Improvements to the quality and availability of information
- Improvements to the waiting environment

The Strategy

The vision of Warwickshire County Council's Bus Information Strategy is:

'An affordable, accessible, safe, convenient, environmentally friendly and integrated public transport network, capable of attracting an increasing market share for public transport thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Bus Information Strategy is to grow the market for public transport by making the product accessible both to existing and potential users alike. It will achieve significant improvement in the provision of public transport services and facilities to the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to the use of public transport.

The Bus Information Strategy has close links with the Changing Travel Behaviour Strategy, which is aimed at influencing people's travel behaviour away from car use towards more sustainable modes of transport using 'Smarter Choices' measures. 'Public transport information and marketing' is one of a recognised set of Smarter Choices measures, along with travel awareness campaigns and personalised travel planning and workplace travel plans, which each include elements of public transport promotion.

Policies

Policy BIS1: Partnership
The County Council will work with the Department for Transport, Transport Operators, Regulatory Bodies, Centro, local authorities, users and other stakeholders to progress the delivery of the policies set out in the Bus Information Strategy.

The key role of the County Council, working in partnership with bus operators and other stakeholders, is as initiator and promoter of bus information improvements. The Transport Act 2000 places a duty on local transport authorities to set out required standards of passenger information after consultation and to ensure these standards are met. The delivery of the strategy sets out the minimum standards for each type of required information and who will be responsible for its delivery, see below.

In addition, where necessary the County Council will work with its partners to secure funding from the Local Transport Plan settlement and from other appropriate sources of funding, including developer contributions.

Policy BIS2: Quality of Information
To meet the overall aim of the Bus Information Strategy the County Council will encourage the provision of passenger information which is simple to use.

Timetables, routes and fares should be readily available, easy to understand and be simple to use. Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of bus services consistent with the Bus Information Strategy. Full and timely information should be provided or be easily available to customers in case of disruption to services.

> **Policy BIS3: Minimum requirements for bus information**
> The County Council will promote improvements to bus information by setting minimum requirements for the standards of bus information and outlining the responsibilities of the County Council, operators and others in providing the relevant bus information.

The table below set out these minimum requirements for various types of bus information.

Table BIS2: Minimum requirements for bus information

Type of information	Minimum requirement	Responsibilities
Printed information	Printed passenger information should be available for every bus service and route in Warwickshire. Timetables should be of a high quality and include service numbers and when the timetable came into effect. They should comply with the printed public transport information – A Code of Good Practice produced by ATCO. Changes to routes/services and timetables shall be minimised. Bus operators are encouraged to implement changes on six key dates per year to accord with school term dates.	Bus operators normally produce timetable leaflets for commercial and subsidised services. The County Council will take responsibility for ensuring that timetable leaflets are produced for all other key services. The County Council will continue to develop its network to distribute and market passenger information to libraries, tourist information centres, shopping centres, major employers, leisure sports & recreation centres, swimming pools, and other suitable locations. The County Council will consult operators on the Bus Partnership Forum Code of Conduct on service stability.
On bus information	Buses/ Public Transport vehicles should display/have clear, accurate route destinations & service numbers. Quality Bus Corridor route buses to have a branded livery and have route maps, timetables & fares Information publicised on the buses. On other key bus routes the County Council will encourage operators to provide route maps and to make available printed timetables and fares information for buses.	The County Council will work in partnership with the bus operators to seek an increase and improvement in the quality of on-bus information in accordance with the minimum requirements. Bus operators will be responsible for providing on-bus information on Quality Bus Corridor route buses as described. Joint responsibility between bus operators and the County Council.
Roadside information	Bus stops to have bus flags (including displaying the Traveline Enquiry Number) Bus stops to have timetable cases Bus stops to display up-to-date timetable information Bus Information Points	On commercial bus routes, the bus operator supplies the bus flags. The County Council will ensure that bus flags are provided at other bus stops. On commercial bus routes, the bus operator supplies the timetable cases. The County Council will ensure that timetable cases are provided at other bus stops. Warwickshire County Council will be responsible for ensuring that high quality bus information is provided at

Type of information	Minimum requirement	Responsibilities
Roadside information (continued)		key interchange points. Warwickshire County Council will be responsible for coordinating information bus stops used by more than one bus operator. Warwickshire County Council are responsible for maintaining information at bus stops which are served by more than one bus operator. Warwickshire County Council will continue to provide Bus Information Points at key interchange points and other key locations.
Telephone line information	The National Traveline telephone number is a contact point for the public to access timetable information. All published timetable information refers to this telephone number. In Warwickshire the Traveline service is provided under the auspices of the West Midlands Travel Information Services Ltd (WMTIS). The minimum requirements are to ensure that the travel information database is maintained and kept up to date. The future improvements to be considered for the Traveline service include: • The provision of information through digital television; electronic enquiry systems at key locations including travel centres; • providing information about taxis and airline services; SMS text messaging to mobile phones with passenger information	Operators providing bus services in Warwickshire are required to provide route and timetable information to enable the West Midlands Travel Information Service (WMTIS) to produce up-to-date travel information. Operators are also responsible to reimburse WMTIS the costs of providing information about their commercially operated services. Warwickshire County Council will continue to provide accurate bus information to WMTIS (West Midlands Travel Information Service), Transport Direct and other relevant parties in conjunction withy other West Midlands based local authorities.
Electronic information	Real Time Information provision provided at a number of key inter-urban bus routes. Continue to develop SMS provision – which is available at all bus stops throughout the county. Local bus travel information to be available through the Warwickshire County Council Website including timetables for all bus routes operating in the County.	The County Council will seek opportunities to further extend Real Time Information provision in the county, in partnership with bus operators and adjoining local authorities. Operators will be encouraged to participate in the development of the RTI process by agreement and partnership investment. The County Council will seek opportunities to offer Real Time Information through SMS provision. The County Council will make improvements to the Warwickshire County Council website to include

Type of information	Minimum requirement	Responsibilities
		comprehensive timetable information for all bus routes operating in the County.

> **Policy BIS4: Improvements to bus information**
> The County Council will encourage improvements in the quality and provision of bus information in the main urban centres and at the main interchanges.

Bus information points

The County Council seeks to continue the delivery of improvements to the provision of roadside passenger information in the main urban centres, market town centres, key villages, bus interchanges and other key locations. This will be achieved by using a Bus Information Point (BIP) which is designed to provide public transport information, which is accurate, comprehensive and impartial. A BIP will offer:-

- Full details of the bus boarding points;

- Full information on both the core bus network/connecting services in the local area;

- London 'tube style' bus route maps and timetables;

- Traveline telephone enquiry line number;

- Map of the local area; and

- Community Transport information.

A BIP will be located in sites which are safe, secure, well lit and in urban areas where footfall is relatively busy.

Action Plan

This section of the strategy sets out the County Council's actions in delivering the policies of the Bus Information Strategy in a way which recognises the existing problems and opportunities outlined earlier in this document. The delivery of Bus Information initiatives involves a wide range of stakeholders both national and local and can often depend on strategic decisions which are taken in the context of the national legislative framework. In these circumstances, the timescales for the schemes and measures set out below will need to be flexible to take advantage of the implementation opportunities as they arise.

Action	Schemes and Measures	Timescale	Respons-ibility
Provide information which should be readily available, easy to understand and be simple to use.	Continue to provide accurate, comprehensive, impartial public transport timetable information	Ongoing	WCC/ Operators
	Continue to maintain the public transport information pages on the County Council's website, including the Live Travel Map	Ongoing	WCC
	Continue to promote the National Rail Enquiry Service	Ongoing	WCC
	Continue to improve signage at interchanges to promote more convenient transfer/travel between different transport	Ongoing	WCC

Action	Schemes and Measures	Timescale	Respons-ibility
	modes		
Raise public awareness about the public transport network and the travel choices it provides **Raise public awareness about the public transport network and the travel choices it provides (continued)**	Carry out public transport promotion as part of Travel Awareness campaigns through the Changing Travel Behaviour strategy	Ongoing	WCC
	Provide targeted information on public transport options as part of Workplace and School Travel Plans.	Ongoing	WCC
	Provide targeted information to households adjacent to new or improved bus routes	Ongoing	WCC
Work in partnership with bus operators, Centro, other local authorities and suppliers to further develop Real Time Information accessible by mobile phones	Seek to deliver a Countywide Short Messaging System service in relation to the accessibility of public transport information by mobile phone.	Ongoing	WCC/ Operators/ WMTIS/ Centro
Investigate opportunities to deliver Real Time Information on Quality Bus Corridors and at key interchanges	Work in partnership with bus operators, train operators, Centro, other local authorities and suppliers	Ongoing	WCC/ Operators
Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Dunchurch	Short/Medium	WCC
	Attleborough	Short/Medium	
	Henley-in-Arden	Short/Medium	
	Bidford-on-Avon	Short/Medium	
	Southam	Short/Medium	
	Studley	Short/Medium	
	Bulkington	Short/Medium	
	Warwick Hospital	Short/Medium	
	Rugby St. Cross Hospital	Short/Medium	
	Nuneaton George Eliot Hospital	Short/Medium	
	Chapel End	Short/Medium	
	Shire's Retail Park	Short/Medium	
	Bedworth Rail Station	Short/Medium	
	Stratford-upon-Avon Rail Station	Short/Medium	
	Water Orton Rail Station	Short/Medium	
	Nuneaton Rail Station	Short/Medium	
	Rugby Rail Station	Short/Medium	

Action	Schemes and Measures	Timescale	Respons-ibility
	Kenilworth Rail Station	Short/Medium	
	Stratford-upon-Avon Parkway Rail Station	Short/Medium	
Promoting Community Transport	Continue to ensure that the Bus Information Points make reference to the availability of Community Transport information	Short	WCC

33. Community Transport Strategy

Introduction and Overview

The purpose of this Strategy is to set out what is needed in Warwickshire to ensure quality community transport services that will address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The Community Transport Strategy has been prepared in consultation with a wide range of stakeholders including user groups, other local authorities, operators, other interest groups and potential partners.

This strategy deals specifically with the contribution community transport services make in providing an effective passenger transport network. In so doing it will share some of the key objectives that are set out in other mode strategies, for example, the Bus Strategy.

Policy Context

The overall national, regional and local policy context of public transport in Warwickshire is set out in the Public Transport Strategy.

In addition, there are a number of community transport related policy contexts which are referred to below.

Statutory requirements

Section 110 of the *Transport Act 2000* requires Warwickshire County Council to prepare a "…strategy containing their general policies as to how best to carry out their functions… in order that:

- Bus services meet the transport requirements;

- Bus services are provided to the correct standards; and

- Appropriate additional facilities and services are provided as the authority consider should be provided."

Warwickshire County Council is required under the 1985 Transport Act to "…secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the county which would not in their view be met apart from any action taken by them for that purpose", and "…to formulate from time to time general policies as to the descriptions of services they propose to secure.." (Source: Transport Act 1985, Paragraph 63 (1) (a) and (b)).

We highlight here also recent legislation change in the form of the Local Transport Act 2008. The Act followed from a nationwide consultative document issued by the Department for Transport entitled 'Putting Passengers First'. It made a case for steps aimed at improving the passenger transport network overall. The Act passed successfully and while establishing a new framework for transport authorities to form quality partnerships with operators, included a number of changes designed to enable community transport to contribute a more significant role in the overall pattern of transport coverage.

Overview of the Current Community Transport Network

The overall review of the current situation relating to the provision of public transport in Warwickshire is set out in the Public Transport Strategy.

Community transport itself operates through a number of different modes of service provision some of which are distinctly different from the mainstream bus services. These are described in more detail below.

Existing community transport in Warwickshire

The flexibility and scope of community transport is apparent from the range of provision across the County summarised in the following list:

- Section 19 and 22 minibus permit operations;

- Voluntary and social car schemes;

- Voluntary groups/day centres who operate their own minibus;

- Dial-a-ride and dial-a-bus projects;

- Commercial bus operation incorporating demand-responsive features, e.g., pre-booking, 'roam-zones', diversions from fixed routes;

- "Shopmobility" services;

- Minibus brokerage projects;

- Volunteer recruitment and training programmes;

- Some forms of community-based initiatives, e.g., informal car sharing networks between neighbours; and

- Some taxi services.

Community transport organisations offering brokerage and/or dial-a-ride services operate out of Stratford upon Avon, Rugby and northern Warwickshire. Voluntary car schemes operate in all five of the County's Districts and Boroughs – Stratford-on-Avon, Warwick, North Warwickshire, Nuneaton & Bedworth and Rugby. Ring-and-Ride schemes operate for specific isolated communities and a Section 22 Community Bus is established in the market town of Shipston in the south of the County. The 'Buster Werkenbak' demand responsive access to employment scheme operates in North Warwickshire serving major employment sites.

Some services are developed on a countywide basis. A large network consisting of approximately 50 Flexibus routes covering rural and urban communities operates in the County.

Many community transport services in Warwickshire are operated in the 'not-for-profit' sector, i.e. voluntary, community, charity and statutory. We, as the local transport authority, encourage and promote close partnership working when there is a need to develop and implement solutions to transport needs with community transport.

The County Council, in line with the local and national policies on accessibility and social inclusion, provides socially necessary public transport provision. Subsidised services account for approximately 20% of bus passenger journeys in total and include some unconventional and demand responsive schemes.

Current demand for community transport

Community transport is capable of meeting the demand for high standards of public transport from anywhere in the community.

Warwickshire residents use community transport:

- If they are geographically isolated or without access to private or affordable transport

- When they require specialised or partly specialised services not usually available on conventional public transport

- If they face any other disadvantage that would act as a barrier to transport

The major user groups are older people; people with disability, frailty or mobility problems; people making health-related trips.

Demand is ongoing for the users referred to here for:

- Transport to employment, especially with adaptation to unusual working hours and shift patterns;

- Providing access from isolated areas for all members of the community; and

- Maximising current resource through partnership and review with statutory agencies.

In addition to providing access to services in urban and local centres, demands exist to serve major attractors both in and outside the county. Of particular relevance is access to medical facilities at the Coventry University Hospital, University, Warwick, George Eliot and Queen Alexandra hospitals. Also, Hams Hall, Kingsbury, Birch Coppice and other large industrial sites in the north of the County.

The need for better community transport

The current level of community transport use is determined by the existing level of passenger transport services already operating and the opportunity to provide for a higher level of need is constrained by the availability of financial resources.

Information about community transport must be improved. Less than one in four respondents to a Warwickshire Citizens Panel Survey in 2009 were aware of any community transport initiatives in their area.

Improved community transport services and information will be essential if the objectives of community transport providers to enable people without access to conventional public transport or private transport to easily reach a wide range of shopping, leisure, social, health, employment and educational opportunities and to reduce congestion are to be achieved.

In considering the need for an improved network, it is important to identify the potential problems that will need to be addressed and the opportunities that will create increased demand for community transport travel:-

Challenges

The main challenges to achieving the aims of the community transport strategy are for:

- The potential of funding to be fully exploited through collaboration and co-ordination, especially following the reduction or withdrawal of several funding streams, including the County Council's core Community Transport budget;

- Consistently high standards of operational efficiency and customer service to be evident and acknowledged by partners throughout the community transport sector;

- Better co-ordination between community transport organisations;

- Community and voluntary sector transport to be integrated with other modes of transport more effectively;

- Improved information relating to community transport to be more readily available to potential and existing passengers;

- the sustained support of the volunteering agencies to those schemes and services that rely principally on the commitment of volunteers and;

- The profile of the community transport sector that undertakes effective work relating to socially excluded communities to be recognised.

Opportunities

There are also opportunities whereby community transport:

- Offers an opportunity for accessible travel for people who are socially excluded, mobility impaired or rurally isolated;

- Is operated by the community for the community and therefore is often more responsive to their needs than other modes of transport;

- Does not operate for profit and generally aims to design schemes that offer affordable transport and so help to meet the needs of those who cannot access other services;

- Will take advantage of changes in legislation and assume a stronger role in the network of public transport provision:

- Provides services that are designed primarily around the specific needs of the customer

Further influences on demand

One of the major factors set to influence the demand for community transport is the increasing proportion of retired and older persons in the population. In the Accessibility Strategy, a graph of projected population age change in Warwickshire forecasts that by 2031 there will have been 65% growth in people aged 65 and over. The phenomenon of the Ageing Society is now officially recognised and government at all levels is looking ahead to see how the needs of the forecast demographics over the next decade or two can be met. The access needs of older people as a group will be met by private transport to some degree. The level of access to private transport will vary between individuals according to personal characteristics such as economic activity, income, health, personal mobility and the amount of support family or friends are able to provide. The more the need for public transport, the greater the expected demand for community transport.

Ageing is statistically associated with increasing frailty, immobility and disability. In the area of social care, increasing numbers of people will be managing individual budgets and making more personalised choices over the type and location of services they would like to access. There will be a growing demand for affordable, accessible and flexible transport modes.

Many community transport services are delivered in the voluntary and community sector (VCS) which itself undergoes change and development. Between 2008-2010, changes in the sector in Warwickshire have seen some organisations joining a countywide organisation called WCAVA and others continuing their work on a more independent basis. Some organisations have set up enterprise arms and are looking to decrease reliance on grant income. Recent changes brought in by the Local Transport Act 2008 have made it easier for VCS organisations to provide reliable transport services for dispersed and hard-to-reach communities not usually served by conventional public transport.

Public bodies including the County Council, its local authority partners and the health authorities have a Duty to promote Equalities and Diversity in their policies and services. The themes of age and disability feature strongly in this as areas of service delivery needing to be under a process of regular review. It is reported that the Equality Bill, in preparation in 2010, is also to include a socio-economic duty, to ensure these same organisations consider the impact their strategic decisions have on narrowing socio-economic inequalities.

Consultation and customer research

Ongoing consultation, market research, data collection and monitoring of community transport services and infrastructure continues to be conducted in order to gain a better understanding of passenger needs and expectations. The research has provided a detailed picture of the different issues that influence the way existing and potential users value public transport services. This has helped to produce a Community Transport Strategy that continues to address the needs of passengers and aims to deliver the desired outcomes within budgetary limitations.

The Strategy

The vision of Warwickshire County Council's Community Transport Strategy is:

'An affordable, accessible, safe, convenient, environmentally friendly and integrated network of community transport services, capable of attracting an increasing market share for community transport'.

The aim of the Community Transport Strategy is to encourage further growth of the market by making the product attractive and convenient to both existing and potential users. It will achieve significant improvements in the provision and quality of community transport services and facilities to the people of Warwickshire using a customer-focused approach designed to identify and overcome barriers to the use of public transport.

The major theme of the Community Transport Strategy is to encourage greater development and use of community transport in order to:

- Promote social inclusion by developing suitable community transport solutions, with the help of local communities, for those people either without access to other modes of transport, or for those people to whom community transport offers the most appropriate mode of travel;

- Widen access to services, health, social and recreational facilities, employment and training for socially excluded individuals / isolated communities; and

- Improve network coverage of the County by passenger transport services where it is able to focus on disadvantaged, dispersed and hard-to-reach communities that would:

    - be difficult to serve by mainstream transport
    - be less able to enjoy the benefits of concessionary travel

Policies

> **Policy PTCT1: Partnership**
> The County Council will work with the Department for Transport, Bus Operators, Centro, local authorities, users and other stakeholders to progress the delivery the policies set out in the Public Transport Strategy, the Community Transport Strategy and the other subsidiary public transport strategies.

> **Policy PTCT2: Quality of service**
> To meet the overall aim of the Community Transport Strategy, the County Council will encourage the provision of bus services, which are:
>
> a. Affordable
> b. Accessible
> c. Available
> d. Acceptable
> e. Simple to use

a. Affordable

The fare for an individual using services should be comparable in different modes of service with:

- the full cost of the equivalent journey by car, as estimated by leading motoring organisations

- conventional bus fares for a trip of an equivalent distance

- the legitimate expenses incurred by a volunteer driver providing a service using his or her private car

The exception would be that the fare is justified as a premium fare due to scheduling a significantly faster or earlier journey or one with enhanced facilities, for example, with a passenger assistant on board the vehicle.

b. Accessible

- The design of bus stops, bus stations, pick-up and setting down points for community transport services and vehicles must enable passengers to board or alight from the vehicle who choose to do so unaided or with a reasonable level of assistance;

- Interchange infrastructure should provide for 'seamless' changes between transport modes. This should be assisted by good signage, information and appropriately designed infrastructure;

- Overall public transport services should be co-ordinated with community transport to encourage interchange consistent with the aims of the Public Transport Interchange Strategy, the Bus Strategy and the Passenger Rail Strategy with the object of increasing the range of travel opportunities and options for travellers; and

- The access to stops and interchanges, particularly by people who have difficulties because of health or mobility problems should be addressed.

c. Available

- Community transport should contribute to providing coverage that meets the minimum period of operation and service frequency standards set out in the Bus Strategy of the LTP. The access time to this level of service from the point of origin of an ambulant user should not exceed seven minutes.

d. Acceptable

- Community transport services should be of a quality, particularly in terms of reliability and punctuality, which would give a potential passenger confidence in relying on them;

- Community transport vehicles should be designed and equipped with accessibility features meeting the needs of the client group, provide comfortable seating and be of an appearance giving a potential passenger the confidence to undertake travel on them;

- Stops, picking up and setting down points, bus stations and interchanges should provide both a perception and reality of personal safety and security. Reasonable shelter, comfort, suitable heating and ventilation for the season of the year should also be available where appropriate;

- Community transport operators will regard staff training as a necessary investment, not an avoidable cost. Staff should be helpful and courteous and have received customer service training including MiDAS minibus and, where relevant to the specific service, PATS passenger assistance training;

- The journey time of the service should be similar to the equivalent journey by car unless this can be justified by a significantly reduced fare; and

- The length of stay at destination enabled by the community transport service should, as a broad guide, be approximately two hours for a retail or health visit and approximately three and a half hours for an evening or Sunday visit.

e. Simple to use

- Information on booking arrangements, times of operation, destinations served, eligibility rules, fares and concessions should all be readily available, easy to understand and simple to use;

- Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of services consistent with the Passenger Information Strategy;

- Full and timely information should be provided or be easily available to customers in case of disruption to services; and

- Where it is necessary to use different modes to complete a journey, ticketing between community transport and bus and rail services should be integrated.

> **Policy PTCT3: Delivering access opportunity for the whole community**
> The County Council is committed to ensuring its policies and services are inclusive . The County Council will ensure that the Community Transport strategy helps to inform and deliver wider objectives and policies.

To support Policy PTCT 3 the County Council will:

- Proof community transport services to ensure they are accessible to those with a disability or mobility impairment;

- Develop services that cater for the current and predicted needs of the ageing population and help meet the challenge of maintaining independent lifestyles longer in the community;

- Contribute to the narrowing of the gaps in service provision, focusing most where needs arise in dispersed settlements and disadvantaged or hard-to-reach communities; and

- Help address social inclusion with ongoing improvements in the accessibility, availability and affordability of community transport services that are demand-responsive and which innovate to provide connections with employment, key services and health.

> ## Policy PTCT4: Supporting sustainable economic growth
>
> The Community Transport Strategy will assist the County Council to contribute to, support and help develop a range of enterprise initiatives in the voluntary and community transport, in particular to:
>
> - Work with partners to provide volunteer placement opportunities in community transport activities so as to develop skills
>
> - Invest in fully accessible vehicles that will reduce transport and access barriers to shopping, leisure, employment and training
>
> - Improve transport links to major sites of employment outside the timetables of conventional bus services or where there is over-reliance on the private car

> ## Policy PTCT5: Improving quality of life
>
> The County Council will help improve quality of life and reduce the risk of isolation by providing community transport services where appropriate that:
>
> - Are responsive to the personal choices users and potential users wish to make to access preferred destinations and services
>
> - Are organised primarily around the needs of eligible users
>
> - May alter adverse perceptions of safety and security of travel on the wider passenger transport network

Action Plan

This section of the strategy sets out the actions the County Council will pursue in order to deliver the policies of the Community Transport Strategy in a way that recognises the opportunities and problems outlined in the earlier sections of this document.

Policy	Action	Schemes and measures	Timescale
PTCT1 Partnership	Work with the stakeholders and partners as detailed in the above strategy.	Progress the delivery of the policies set out in this Community Transport Strategy and the Accessibility Strategy, Public Transport Strategy, the Bus Strategy and the other subsidiary public transport strategies.	Ongoing
PTCT2 Quality of service: 'Affordable'	Examine opportunities for revisions to fare structures and levels	Work in partnership with community transport operators	Short
	Explore opportunities to include Community Transport in county-wide concessionary travel scheme	Work in partnership with Community Transport providers	Medium

Policy	Action	Schemes and measures	Timescale
PTCT2 Quality of service: 'Affordable' (continued)	Examine opportunities provided for within the relevant transport legislation to implement through ticketing availability between rail, bus and community transport services	Work in partnership with train, bus and community transport operators	Short
PTCT2 Quality of service: 'Accessible'	Encourage an increase in the accessibility of community transport sector vehicles	Work in partnership with community transport operators to incorporate fully accessible vehicles on services	Ongoing
	Enhance facilities for community transport passengers at stops and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy	Stratford-upon-Avon, Warwick and Leamington Rail Stations	Short/ Medium
		Rugby Rail Station	Short/Medium
		Atherstone Rail Station	Short/Medium
		Nuneaton Rail Station	Short/Medium
		Nuneaton Bus Station	Short/Medium
	Promote integration between community transport services and between them and bus, rail and express coach services	Work in partnership with providers and operators to improve integration between services	Ongoing
		Continue to develop the Warwickshire Voluntary Transport strategy group for access to health	Short
		Continue to integrate the Warwickshire County Council tendered bus services with rail services and community transport services	Ongoing
	Seek to safeguard sites with the potential for improved public transport facilities	Work in partnership with Local Planning Authorities and developers	Ongoing
PTCT2 Quality of service: 'Available'	Take steps to better maintain availability of community transport services in the event of operational problems	Ensure County SLAs and contracts with operators specify clear standards	Ongoing
		Investigate feasibility of a WCC-owned back-up vehicle that could be available to operators anywhere in the County	Short/Medium
	Seek opportunities for community transport provision for communities including rural, dispersed and hard-to-reach communities and wherever there is a failure by other modes to deliver the standards set out in the Bus Strategy.	Continue liaison arrangements with community transport operators to co-ordinate changes and development of the Network in order to optimise passenger benefits	Ongoing

Policy	Action	Schemes and measures	Timescale
PTCT2 Quality of service: 'Acceptable'	Seek to promote, and where feasible, to provide bus services which meet the needs of existing and potential passengers	Work with passenger groups and communities to identify community transport passenger needs	Ongoing
	Promote improvements in the punctuality and reliability of community transport services	Work with community transport operators and key stakeholders to identify where services are subject to delay which leads to unreliability and low levels of punctuality	Ongoing
	Improve the image and attractiveness of community transport travel in Warwickshire	Work in partnership with operators to develop high quality branding that identifies Warwickshire's overall passenger transport network to the widest possible audience.	Ongoing
	Continue to work with operators to maintain MiDAS, PATS and other specialised training for drivers and passenger assistants	Encourage and assist community transport operators to risk-assess all aspects of their services	Ongoing
		Work with operators to ensure consultation with users when developing specifications for the procurement of new vehicles	Short
		Continue to work with operators to maintain MiDAS, PATS and other specialised training for drivers and passenger assistants	Ongoing
PTB2 Quality of service: 'Simple to use'	Provide information which should be readily available, easy to understand and be simple to use.	Continue to produce comprehensive, impartial community transport service information	Ongoing
		Continue to publish the community transport information pages on the County Council's website	Ongoing
		Continue to promote the national 'Traveline' telephone inquiry line service	Ongoing
	Pursue opportunities to overcome 'artificial' barriers to access, for example, across District/Borough boundaries	Cross-border brokerage initiatives Stratford-Warwick-Rugby	Short
		Cross-border operational initiatives North Warwickshire-Nuneaton and Bedworth	Medium
	Raise public awareness about community transport and the travel choices that it provides	Sustainable Travel Initiatives	Ongoing

Policy	Action	Schemes and measures	Timescale
PTB2 Quality of service: 'Simple to use' (continued)	Incorporate community transport service information in 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Dunchurch	Short/Medium
		Attleborough	Short/Medium
		Henley-in-Arden	Short/Medium
		Bidford-on-Avon	Short/Medium
		Southam	Short/Medium
		Studley	Short/Medium
		Bulkington	Short/Medium
		Warwick Hospital	Short/Medium
		Rugby St. Cross Hospital	Short/Medium
		Nuneaton George Eliot Hospital	Short/Medium
		Chapel End	Short/Medium
		Shire's Retail Park Leamington	Short/Medium
		Bedworth Rail Station	Short/Medium
		Stratford-upon-Avon Rail Station	Short/Medium
		Water Orton Rail Station	Short/Medium
		Nuneaton Rail Station	Short/Medium
		Rugby Rail Station	Short/Medium
		Kenilworth Rail Station	Short/Medium
		Stratford-upon-Avon Parkway Rail Station	Short/Medium
	Incorporate information on the availability of community transport services in the County Council's widely distributed public transport map	Work with internal and external partners	Short
	Encourage fare structures and levels which are easy to understand and simple to use	Work in partnership with community transport operators	Short
	Examine opportunities provided for within the relevant transport legislation to implement through ticketing opportunities between bus and community transport services	Work in partnership with community transport, bus and train operators	Short
Policy PTCT3 Delivering access opportunities	Aim to grow the County's network of Flexibus services with special service features for the disabled or those with mobility impairment	Work with partners to identify local needs	Ongoing
	Ensure that the potential for developer funding is available in the development of community transport services, consistent with the Land Use and Transportation Strategy	Work in partnership with planners and planning authorities	Ongoing
	The new opportunities for community transport contributions to the network will be considered in applications to external funding as opportunities arise	Internal and external partners to investigate funding and development opportunities arising	Medium

Policy	Action	Schemes and measures	Timescale
Policy PTCT3 Delivering access opportunities (continued)	County vehicles will continue to be made available for voluntary sector use, combining with community transport schemes to broker spare capacity where and when there is excess demand	Back & 4th Transport, Stratford on Avon	Short
		Care to Share Minibus Brokerage, Rugby	Short
		Supported Shopping Services, Nuneaton and Bedworth	Medium
	Provide support for voluntary sector operators in terms of information, advice, promotion and retention and recruitment policy.	Work with voluntary transport providers on the feasibility of a volunteer driver brokerage scheme	Medium
	Develop proposals for a 'step-change' in public transport provision on key corridors based on integrated planning and co-ordination of all public transport modes. Where appropriate, a combination of public transport modes will be considered.	Work in partnership with the Department for Transport, the Office of the Rail Regulator, Network Rail, Bus, Community Transport and Train Operators, Passengers, District Councils, Coventry City Council, Centro and other local authorities	Ongoing
		North-South Corridor Step-Change Initiative: Nuneaton - Bedworth - Coventry - Kenilworth – Warwick/Leamington Spa	Short/Medium
Policy PTCT4 Supporting sustainable economic growth	The introduction of approaches to community transport which offer the sustainability benefits of increased earned income will be explored and developed	Negotiate with operators where it may be feasible to switch from Section 19 to Section 22 operations on some routes	Short
		Home to School/SEN Contracts tendering	Short/Medium
		CTA Rural Enterprise Programme	Short
	Increasing the use of smaller vehicles will be explored with a view to increasing flexibility and finding efficiencies in service delivery	Current section 19 operators to operate MPVs under permit:	Short/Medium
	Give support to access to employment and training schemes serving rural areas	Buster Werkenbak	Ongoing
Policy PTCT5 Improving quality of life	Make community transport schemes accessible to Adult Health clients with individual budgets	Work inter-departmentally and with community transport and other providers	Short/Medium

Policy	Action	Schemes and measures	Timescale
Policy PTCT5 Improving quality of life (continued)	Improving patient access to health	Work strategically with health partners and voluntary sector providers on improving access at major health facilities through the medium of the Warwickshire Voluntary Transport organisation	Short
		In partnership with NHS Warwickshire set up a signposting call centre using Warwickshire Direct	Short/Medium
	Promote the development of services that feature high levels of support, for example, for the 'older elderly'	Expand supported shopping services in Nuneaton and Bedworth	Short
	New and innovative approaches to serving the access needs of communities	Consider smart-card, ICT and remote ticketing systems in place of paying fares with cash where this would speed up or enhance services	Medium
		Investigate the demand for more flexible and innovative services, particularly in rurally isolated parts of the county	Short/Medium
	Target increased access for group sports, day-trip and other leisure activities	Work with Boroughs/ Districts and other relevant stakeholders to promote	Short

34. Changing Travel Behaviour Strategy

Introduction and Overview

In recent years, there has been growing awareness of the importance of 'soft' measures in influencing people's travel behaviour away from car use towards more sustainable modes of transport. The term 'Smarter Choices' is now widely used to describe a range of soft measures which seek to encourage more people to chose sustainable travel by improving information, opportunities and the attractiveness of alternative modes. These include:

- Workplace and School Travel Plans

- Personalised travel planning

- Travel awareness campaigns

- Public transport information and marketing

- Car clubs

- Car sharing schemes

- Teleworking, teleconferencing and home shopping

'Smarter Choices' measures play an integral role within the LTP to complement 'hard' policies and infrastructure improvements and persuade people to consider using sustainable modes of transport. It is recognised that infrastructure improvements alone are unlikely to generate significant behaviour change. Information, promotion, marketing and other supporting measures are key to successful schemes aimed at increasing use of sustainable transport and reducing single-occupancy car journeys.

There is now significant evidence of the cost-effectiveness and value for money of Smarter Choices measures. This strategy will build on Warwickshire County Council's past work on these behavioural change initiatives and reflect the increased national emphasis on the role of Smarter Choices. As well as contributing towards each of the five national transport goals which guide the LTP, Smarter Choices measures help meet wider goals relating to health, obesity, quality of life and social inclusion.

The aims of this strategy are:

- To influence travel behaviour amongst Warwickshire residents and facilitate the use of sustainable modes of travel;

- To reduce the number of single occupancy car trips and increase the amount of journeys made by walking, cycling, public transport and car sharing in Warwickshire;

- To use Smarter Choices initiatives to support and enhance the effectiveness of sustainable transport improvements developed through the LTP.

The Policy Context

Over the past few years, Smarter Choices have become increasingly important element of national transport policy and the government has published a number of guidance and research documents. Following initiatives such as the Sustainable Travel Towns and other local Smarter Choices projects, there is now a good range of best practice and increasing evidence that Smarter Choices measures can be very effective in changing travel behaviour, particularly when implemented in conjunction with infrastructure improvements.

Smarter Choices – changing the way we travel (DfT 2005) draws on earlier studies of the impact of soft measures, new evidence from the UK and abroad, case study interviews relating to 4 specific initiatives, and the experience of commercial, public and voluntary stakeholders involved in organising such schemes. Each of the recognised Smarter Choices measures is analysed separately, followed by an assessment of their combined potential impact. The study concluded that these measures combined could reduce traffic nationwide by about 11 % and reduce peak period urban traffic by about 21% if they were implemented under a 'high intensity' scenario.

Promoting Smarter Choices is a key element of the Government's Active Travel Strategy, which incorporates a National Cycling Plan and was published in 2010.

Challenges

There are a number of reasons why people chose to use their car for local journeys rather than considering a sustainable transport mode and these are summarised below:

Car dependency

As car ownership has increased, using the car has become a habit for many people and the potential to use a sustainable alternative for local journeys is often not considered. Changing this ingrained travel behaviour is a major challenge.

Lack of awareness of benefits of using non-car modes

Many people are not fully aware of the health, financial and environmental benefits of using sustainable modes and may hold negative views of walking, cycling and public transport. For example, walking is often perceived as slow and inconvenient, whilst cycling and using public transport can be associated with low social status.

Safety and security concerns

Traffic levels and speed of traffic have both contributed to a general deterioration in cycling and walking conditions. Cycling is often perceived as hazardous, whilst personal security concerns and anti-social behaviour in the streets and on buses can also deter non car travel, particularly walking and using public transport. Whilst it is difficult to quantify the impact of fear of crime, perception of danger has a strong influence on modal choice.

Poor accessibility by non-car modes

The increasingly dispersed location of key services and job opportunities serves to limit accessibility for those without access to a car. The development of out-of-town shopping centres and business parks has resulted in longer journey distances to access services and facilities. Such developments tend to be designed around the needs of the car and can be difficult to serve efficiently by public transport or to access on foot or by bicycle. The bus network is focused mainly in the urban areas in the county and the majority of bus services are operated on a commercial, basis by private companies. The coverage, frequency, journey times and hours of operation of bus service, is not closely matched with existing and potential future demand for travel by bus. In more rural areas of the county, bus services are less frequent and accessing services on foot or by bike is more difficult, resulting in many residents opting to use the car as their main form of transport

Lack of knowledge about using sustainable travel options

Lack of information about using alternative modes of transport can be a barrier to considering changing travel behaviour. For example, people may not be aware of the best cycle route to their destination or whether there is a bus service which would suit their travel needs.

Opportunities

Many everyday journeys are short

Despite the trend for increased journey lengths, around two thirds of all journeys are under five miles and therefore have the potential to be made by alternative modes of transport such as cycling and walking. Warwickshire's towns are generally compact and most trip generators are within easy reach of people's homes.

Infrastructure improvements for walking, cycling and public transport

Ongoing improvements to transport infrastructure through the Local Transport Plan and major new residential and commercial developments will increase the opportunities and attractiveness of using sustainable modes of transport. For example, annual programmes of investment in cycle routes in urban areas are creating more connected and continuous cycle networks within Warwickshire's towns, enabling more journeys to be safely and conveniently made by cycle.

Congestion

At peak times, the speed and convenience of car travel can be reduced and people may be more likely to consider using a more sustainable mode of travel, such as cycling, if the opportunity exists.

Rising fuel prices

May help to encourage people to reduce their car use and consider alternative modes of transport.

Health benefits of cycling and walking

There has been increased recognition amongst the health sector that 'active travel' such as cycling and walking has the potential to help address a number of key health problems in the UK, such as obesity, heart disease and strokes. It is hoped that this will result in increased opportunities for joint working with health organisations to promote cycling and walking to meet both LTP and health objectives.

Greater evidence of benefits and cost-effectiveness of Smarter Choices measures

There is now a wide range of best practice and guidance on making Smarter Choices work and significant evidence of the benefits of these measures. A Department for transport review of "smarter choices" measures found that they typically had benefit-to-cost ratios of around 10:1, representing exceptionally good value for money in terms of transport spending.

The Strategy

> **Policy CTB1: Workplace travel plans**
> The County Council will work with local businesses to develop and implement Workplace Travel Plans in order to reduce the number of single-occupancy car journeys to work.

A travel plan is a long term strategy for managing access to a workplace by promoting sustainable modes of travel, helping to meet the travel needs of the employees, minimising single occupancy car trips, encouraging greater use of public transport, cycling and walking, and where possible reducing the need to travel. Travel plans set out sustainable travel objectives that businesses must commit to achieve through various measures. Typically measures include sustainable site design and promotion of car sharing, public transport, walking, cycling and flexible working.

Travel plans at new developments

Travel Plans must be produced as part of the planning process for companies wishing to expand or new site developments. Although it is difficult to determine the total number of employees covered by a travel plan, there are currently in the region of 130 workplaces with Travel Plans in Warwickshire.

The County Council will continue to work with companies through the planning system to create Business Travel Plans. Each Travel Plan must comply with our Practice Note for Developers in Warwickshire, which states that a target car / employee ratio of 58% - 65% should be achieved for new developments. Existing developments, where the above cannot be applied, must achieve a 10% reduction in the car/employee ratio over that which existed before the development took place.

To assist with the monitoring of Travel Plans, new developments will be required to pay an upfront fee. The fee is a one off payment and will be used to cover local authority officer time required to undertake evaluation of the initial plan, assess the monitoring data and participate in consequential reviews and agreement to any amended plans in the future. The fee also includes membership to Warwickshire Company TravelWise which offers ongoing travel plan advice, access to a countywide carshare database, officer attendance at workplace sustainable travel promotional events with relevant sustainable travel information, access to local good practice forums and promotional literature.

Plans are subject to annual monitoring and review for the first five years with monitoring requirements beyond five years agreed as part of the plan and occasionally required with major developments. The fee includes an incentive for developers/occupiers to provide the data to the agreed timescales, and penalties in subsequent years for failing to do so.

Voluntary adoption of workplace travel plans

We will encourage other companies in Warwickshire to participate in Company TravelWise and address their travel issues through the implementation of voluntary travel plans. We will focus initially on large public sector organisations and other significant traffic generators, including retail, leisure and tourist sites.

> **Policy CTB2: School travel plans**
> The County Council will work with schools to develop and implement School Travel Plans to reduce car use and increase use of healthy and sustainable modes of travel for journeys to school.

School Travel Plans set out a package of practical measures or initiatives aimed at improving safety on the journey to school and encouraging use of more healthy and sustainable modes of travel to school. As well as helping to reduce peak hour congestion, School Travel Plans can also help to improve safety and the environment around schools.

By the end of March 2010, 96% of all schools in Warwickshire had completed a Travel Plan, enabling them to access funding from the DfT to implement a range of measures and initiatives. This, in conjunction with Safer Routes to School Schemes and cycle and pedestrian training, has contributed to an 8% increase in walking and a 6% decrease in car use at primary schools between 2005 and 2010. Now that most schools in Warwickshire have Travel Plans, work will focus on monitoring the plans and developing incentive schemes to maintain the school's interest.

The County Council's full approach to encouraging and improving sustainable travel to schools is set out in the Sustainable Modes of Travel Strategy (see Appendix B) which includes a range of measures such as Safer Routes to School schemes, cycle and pedestrian training and promotional initiatives.

Policy CTB3: Residential travel plans

The County Council will work with housing developers to secure residential travel plans and explore the possibility of a formal policy on this measure.

Residential Travel Plans are currently provided on a voluntary basis, but we will explore the possibility of securing Travel Plans through future S106 agreements. A residential Travel Plan would set out practical measures the housing developer could implement to reduce the need for residents to travel. This could include providing local services to the community and ensuring the development contains a network of cycle and pedestrian routes, as well as access to a bus or rail service.

Policy CTB4: Station travel plans

The County Council will work with train operating companies and Network Rail to develop and implement Station Travel Plans for rail stations in Warwickshire.

Station Travel Plans are aimed at encouraging more people to use sustainable modes of transport to travel to rail stations, whilst also seeking to increase rail travel itself. They involve a package of measures developed in partnership with train operators and stakeholders, which include both infrastructure improvements and promotional initiatives to encourage use of sustainable modes. Examples are improved cycle parking, car-share incentives and billboard advertising to market competitive fares.

Warwickshire County Council has been at the forefront of the development of the Station Travel Plan initiative and Leamington Spa station was one of 24 stations selected by the DfT to take part in a national pilot scheme. It is intended to roll out the Station Travel Plan initiative to all Warwickshire stations where practicable.

Policy CTB5: Personalised travel planning

The County Council will develop a personalised travel planning scheme at a major future residential development in the county in order to pilot this measure in Warwickshire.

Personalised travel planning involves the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices. The aim is to make people more aware of alternatives to using the car for local journeys and to address perceived barriers to walking, cycling and public transport.

There are now a growing number of personalised travel planning schemes around the country which have resulted in significant reductions in car use and increased levels of walking and cycling.

Personalised travel planning is a new concept for Warwickshire and the Council will seek to use developer funding from a large residential development to instigate a pilot scheme. If the results are favourable, this could set a precedent for other major housing developments. Moving into a new home is a critical 'change moment' and provides the opportunity for establishing new patterns of behaviour from the outset if the correct measures and information are in place.

At smaller developments where it is not possible to provide personalised travel planning advice, we will seek to maximise behaviour change opportunities arising from a house move through provision of Sustainability Packs. These aim to provide residents of new housing developments with all the information they need to travel sustainably for their local journeys, such as bus timetables and cycle maps.

Policy CTB6: Travel awareness campaigns

The County Council will carry out a range of travel awareness initiatives to promote the benefits of sustainable modes of transport and encourage more people to walk, cycle or use public transport for local journeys.

Travel awareness campaigns are important to highlight the need to reduce car use and to raise awareness of sustainable travel choices. Travel awareness initiatives can be used both in conjunction with new or improved transport infrastructure and as part of an ongoing campaign to raise the profile of sustainable travel amongst the population of Warwickshire.

The County Council will use a wide range of publicity to raise people's awareness of sustainable travel choices and promote the benefits of using sustainable modes. This includes town cycle maps, sustainability packs for new residential developments, dedicated web pages on the Warwickshire web and regular press releases on topical issues.

Branding sustainable travel

In order to allow a consistent approach to travel awareness campaigns and provide easier recognition of the sustainable travel options by the public, we will develop an overarching brand or logo for sustainable travel. This will be used on all promotional information and publicity and form the basis of travel awareness initiatives.

Supporting national events and campaigns

The County Council will continue to support national travel awareness projects in order to raise the profile of sustainable travel. The County Council is part of the TravelWise campaign and carries out a range of activities to promote sustainable travel under this banner. These include events to mark Bike Week, hosting Warwick Town Cycle Races, Walk to School Week and School Travel Awards.

Targeted promotional initiatives

Targeted travel awareness initiatives will be developed in conjunction with the completion of new transport infrastructure projects, such as cycle routes. We will also develop initiatives aimed at certain groups most likely to change their travel behaviour, for example for health reasons. This will involve partnership working with the health sector and others.

Regional and partnership working

The County Council will work with the West Midlands ACT TravelWise Group and any other relevant partners to use economies of scale for regional and local marketing opportunities. Joint regional campaigns include the Car Free Challenge for secondary schools, young persons bus and radio advertising campaigns, the Walking Challenge, Bike Week etc.

Policy CTB7: Public transport information and marketing

The County Council will promote public transport as an attractive and sustainable travel choice and ensure that high quality information on public transport services is widely available.

Provision of good quality and easily accessible information on public transport is crucial to enable people to make informed choices about using public transport and to ensure that maximum benefit is achieved from public transport infrastructure improvements.

The LTP Bus Information Strategy sets out minimum standards for the provision of information on bus services, whether that information is printed, telephone, electronic, on bus or roadside.

Innovative approaches to improving information include Bus Information Points at interchange locations, key bus stops and suitable locations and provision of real-time information at bus stops.

This strategy will complement the Bus Information Strategy by focusing on marketing public transport, both bus and rail, as an attractive and sustainable travel choice and ensuring that targeted information on public transport is provided as part of travel plans and other initiatives.

We will seek to improve the image of public transport through marketing initiatives, incentives and promotions as part of Travel Plans. This will involve working with public transport operators.

> **Policy CTB8: Encouraging more sustainable car use**
> The County Council will encourage more sustainable car use by promoting car sharing and supporting the development of car clubs in Warwickshire.

A large proportion of traffic, particularly at peak times, consists of single-occupancy vehicles and there is potential for more people to share lifts to work and other destinations in order to reduce the amount of cars on the road.

Warwickshire County Council introduced an internet-based car sharing scheme in 2009 with the aim of increasing the number of employees sharing lifts to work. The system allows individuals to securely view on a map their potential car share partners and contact them directly. This scheme has been rolled out to other companies in Warwickshire and to date 10 employers have signed up to the initiative.

We will seek to make the car share database available to all businesses in Warwickshire and investigate the potential to extend the scheme to the wider public.

Car clubs are increasing in popularity in the UK and can help to encourage a reduction in car journeys and car ownership. Some initial work has been undertaken to examine the feasibility of establishing a Car Club in Warwickshire**.** We will seek to build upon this in the future and support Car Club operators to set up and operate car clubs in Warwickshire.

Powered Two-Wheelers are a more sustainable option than the car for journeys which are not suited to walking, cycling or public transport. Through implementation of the LTP Powered-Two Wheeler Strategy, the County Council will seek to improve facilities for PTW users and integration between PTWs and other modes of transport.

Action Plan

Policy	Action	Timescale
CTB1: Workplace Travel Plans	Encourage and support businesses to develop and implement Workplace Travel Plans.	Ongoing
CTB2: School Travel Plans	Review and update School Travel Plans and work with targeted schools to increase walking and cycling levels.	Ongoing
	Support schools in setting up initiatives to encourage walking and cycling to schools, such as Walking Buses and Starwalkers.	Ongoing
	Support the national Walk to School week initiative.	Ongoing
CTB3: Residential Travel Plans	Explore the possibility of securing Residential Travel Plans through S106 agreements.	Medium/ Long
CTB4: Station Travel Plans	Work in partnership with train operating companies and Network Rail to develop and implement Station Travel Plans at all rail stations in Warwickshire, where practicable.	Medium
CTB5: Personalised Travel Planning	Develop pilot residential personalised travel planning scheme.	Short / Medium

Policy	Action	Timescale
CTB6: Travel Awareness	Carry out ongoing travel awareness campaign to raise profile of sustainable travel in Warwickshire.	Ongoing
	Investigate the benefits of developing a unified brand / logo for sustainable travel for use on travel awareness initiatives and publicity.	Short
	Carry out targeted promotion of sustainable travel in conjunction with transport infrastructure projects.	Ongoing
	Participate in national events to promote sustainable travel.	Ongoing
	Provide comprehensive information on walking, cycling and public transport.	Ongoing
CTB7: Public transport information and marketing	Ensure comprehensive and high quality information on local public transport services is widely available to people in Warwickshire.	Ongoing
	Develop targeted promotional initiatives in conjunction with public transport infrastructure improvements.	Ongoing
CTB8: Encouraging mores sustainable car use	Seek to promote and expand Warwickshire's car share database.	Short / Medium
	Support the future development of car clubs in Warwickshire if the opportunity arises.	Ongoing

35. Walking Strategy

Introduction and Overview

Walking is a healthy, low-cost, non-polluting mode of transport that is available to most people, regardless of their age and income. A quarter of all journeys are under 1 mile and a quarter of car trips are less than 2 miles, distances which can be easily and conveniently covered on foot. Walking clearly has a significant role to play within an overall integrated transport system, both as a mode of transport in its own right and in conjunction with other modes. Almost all journeys involve an element of walking.

However, the rise in the use of cars has been accompanied by a national decline in walking. Walking levels have declined significantly over the past 20 years with the average distance people walk having fallen by about one-third. The car is now used for many short trips, leading to widespread problems of congestion and pollution in urban areas as well as contributing towards poor public health, reduced quality of life and social exclusion. As car travel has become more dominant, conditions for walking have worsened which has only reinforced the downward trend.

The purpose of this strategy is to set out what is needed in Warwickshire to encourage more people to walk for local journeys. Encouraging more walking will involve a combination of both physical improvements to the walking environment and promotional initiatives that foster behavioural change. It should be noted that the encouragement of walking is not a concern solely to promote sustainable transport use. Encouraging more walking can also contribute towards wider policies on health improvement, regeneration and social inclusion. Interventions contained within this modal strategy will therefore contribute directly towards the achievement of the National Transport Goals .

The strategy focuses on walking for key utility journeys; those journeys that are undertaken for a purpose, rather than simply for the walk itself. It concentrates on journeys to school; to work; to retail areas; to health and leisure facilities; and to public transport interchanges. It is these trips where the greatest benefits in terms of encouraging more walking can be achieved because these are the type of journeys that people do every day, and they are often of short distance. Use of the car for such short journeys is an important cause of congestion and pollution in urban areas, as well as wider social and environmental problems.

Urban areas are the primary focus of the walking strategy, because it is within towns that distances between people's homes and key trip generators are generally short, making walking a viable transport choice. However, there may be instances where improvements to pedestrian facilities within rural areas are required, usually on safety grounds, and these will be considered on a case-by-case basis.

The overall aim of the Walking Strategy is to improve the pedestrian environment and promote the benefits of walking to encourage more people to walk for short utility journeys and for recreation. Although the main goal of the strategy is to bring about more walking as a mode of transport, the benefits of encouraging walking as a recreational activity are recognised and therefore the strategy aims to develop and promote walking both for utility and leisure purposes.

It should also be emphasised that although the main purpose of the walking strategy is to get more people walking, it is also about making access easier for all users of the street environment. This includes people in wheelchairs and mobility scooters, and those with sensory impairments.

Policy Context

The Strategy has been developed in line with the national policy context, and aims to be consistent with the wider framework. An overview of the policy background is provided in section 2 of the LTP.

National policy

The Active Travel Strategy, which was published by the DfT / Department for Health in 2010, sets out the Government's plans to get more people walking and cycling more often and more safely. At its core is the recognition that more walking and cycling could help tackle some of the significant challenges for local and national government, including poor health and obesity, climate change and poor air quality, congestion and accessibility and road safety.

In 2007, the DfT published the Manual for Streets, which emphasises the need to design streets as social spaces and represents a step change in design guidance encouraging more active travel by putting pedestrians and cyclists right at the top of the road user hierarchy. The design guidance focuses on the design of lightly trafficked residential streets, but a further guidance document which extends the principles to other streets was published in 2010. Manual for Streets 2 - Wider Application of the Principles (CIHT), builds on the philosophies set out in Manual for Streets and demonstrates through guidance and case studies how they can be extended beyond residential streets to encompass both urban and rural situations. It fills the perceived gap in design advice that lies between Manual for Streets and the design standards for trunk roads as set out in the Design Manual for Roads and Bridges. Its purpose is to help everyone involved in the planning, construction and improvement of our streets to deliver more contextually sensitive designs.

Encouraging Walking: advice to local authorities (DETR, 2005) set out ways in which walking can be made more easier, more pleasant and safer. The strategy was produced with input from organisations representing walking interests and puts forwards a range of actions which local authorities and their partners can take to increase walking levels.

Planning Policy Guidance Note 13 on Transport (DfT, 2001) was a major step forward in integrating land use planning and transport, advising local authorities on how to reduce growth in the length and number of motorised journeys, encourage alternative modes of travel and reduce reliance on the private car. The main policies relating to walking are to focus major trip generators in urban centres and close to public transport interchanges; locate day to day facilities in local centres so that they are accessible by walking and cycling; and accommodate housing primarily within existing urban areas at locations highly accessible by public transport, walking and cycling.

Overview of the Current Situation

Problems

There are a number of real and perceived barriers to walking which have contributed towards a national decline in walking. The strategy must seek to address each of these physical, social and cultural barriers in order to increase levels of walking.

Longer journey lengths

Decades of planning for the car have resulted in longer distances between where people live and the places they need to get to, including workplaces, retail opportunities and other key services. This is one of the most significant barriers to walking, and is now starting to be addressed through the land use planning system and integrated transport planning. Improving accessibility to jobs and key services is now a Government priority.

Despite this, nearly a quarter of all trips are under a mile, and just under half are less than two miles (3), indicating that there is clear potential for many more local journeys to be undertaken on foot. The distances generally considered acceptable for utility walking vary greatly according to the individual and circumstances. The mean average length for walking journeys is approximately 1km. The Institute of Highways and Transportation Guidelines for Providing for Journeys on Foot suggest the following acceptable walking distances:

Table WS1: Acceptable walking distances

Suggested acceptable walking distances			
	Town Centres	Commuting / school	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred maximum	800m	2000m	1200m

Road safety

Rising traffic levels have led to a continuing deterioration in conditions for walking and caused a spiral of decline in walking levels. The volume and speed of traffic on many roads can be a significant deterrent to walking, particularly for vulnerable groups such as children, the elderly and those with mobility impairments. These groups are often those who do not have access to a car, and depend on walking to access facilities and the wider transport network. Pedestrians are amongst the most vulnerable of all road users, and reducing pedestrian road casualties and making walkers feel safer must be an important aspect of the Walking Strategy. Children are particularly vulnerable as pedestrians and are more likely to be injured whilst walking than either travelling by car or by bike. Statistics show that children living in deprived areas are three times more likely to be pedestrian road casualties.

Personal security

Personal security concerns and anti-social behaviour can also deter people from walking for local journeys, particularly groups such as women and the elderly and especially after dark. Whilst perceived fear of crime is not supported by statistics, perception of danger can have a strong influence on modal choice. A poor street environment and poor lighting, badly designed streets and overgrown vegetation can all contribute towards feelings of insecurity.

Footway and footpath conditions

The condition of footways and footpaths is viewed as a factor which can influence some people's decisions on whether to walk for local journeys. The definition of a footpath is 'a highway over which the public have a right of way on foot only,' whereas footways are 'a way comprised in a highway which also comprises a carriageway, being a way over which the public have a right of way on foot only', i.e. what the public would refer to as pavements.

The elderly and mobility-impaired people can be particularly affected by poor maintenance and slippery or uneven surfaces. Other physical factors that can make footways and footpaths unattractive and deter people from walking include:

- Narrow pavements;
- Litter and dog fouling;
- Street clutter;
- Excessive signing;
- Illegal cycling on pavements and footpaths;
- Illegal pavement parking;
- Overgrowth and encroachment;
- Lack of benches and other facilities for pedestrians; and
- Lack of facilities for mobility impaired people.

Social attitudes

In a society dominated by the car, walking is often viewed as being slow and inconvenient, and suggesting a low social status. In addition, as lifestyles have become more complex and time-pressured, many people feel they could not cope without the convenience of the car. Travel time is a key deterrent to walking, but as congestion levels increase, driving is often no longer the quickest mode for short journeys and offers none of the wider health and financial benefits of walking.

Opportunities

As well as providing benefits to the individual, increasing the amount of walking can contribute towards a wide range of national and local objectives.

Reducing congestion

Congestion is a serious and growing problem on the U.K. road network, costing the economy billions of pounds every year and negatively affecting quality of life for many. Reducing and mitigating the effects of congestion at a local level is a major objective of the government's transport policy and walking has a role within the overall strategy to address this problem. Congestion in Warwickshire occurs mainly in urban areas during peak hours, and many of the car trips contributing towards the problem are short local ones, often driver only, which could easily be undertaken on foot or by public transport.

Improving air quality

Road transport is a major source of the greenhouse gas emissions that contribute towards global warming, but walking is a mode of transport that has no negative effects on the environment. Encouraging walking can contribute towards local and national objectives to improve air quality, particularly in towns, by reducing short car journeys.

Improving health

Experts recommend at least half an hour of moderate exercise five days a week, yet only 20% of people in the UK get enough exercise to maintain a healthy lifestyle and satisfactory fitness level. Rising levels of obesity, heart disease, diabetes and strokes are now a serious national concern. Walking has been described as the nearest thing to perfect exercise and has great potential to help tackle the above health problems, as it can easily be incorporated into people's daily routines. With the growing public awareness of the health matters and the importance of exercising, promotional initiatives which emphasise the health benefits of walking offer perhaps the most potential for increasing levels of walking. As well as the direct health benefits to the individual, more walking provides wider health benefits in terms of reducing air pollution and road casualties.

Enhancing social inclusion and accessibility

Improving access to key services is a major element of the Government's transport and social inclusion agenda. Whilst levels of car ownership are higher in Warwickshire than the West Midlands or nationally, 19% of households do not have a car and therefore may experience problems accessing employment opportunities and essential services. Although the location of services and the way they are delivered has as much impact on accessibility as transport provision, reducing barriers to walking has a role to play within the transport element of delivering improved accessibility. Walking is a virtually cost-free mode of transport that is available to almost everyone, and is particularly important for certain groups, such as children, older people and those without access to a car. Improving walking conditions is also a necessary part of initiatives to enhance accessibility through public transport improvements. The access needs of people with mobility or sensory impairments, wheelchair users and mobility scooter users must all be addressed in order to enhance social inclusion.

Enhancing the economy and assisting regeneration

There are strong links between walking and regeneration. Improved conditions for walking contribute towards wider regeneration initiatives, and at the same time, successful regeneration initiatives can lead to increased pedestrian activity. Safe and attractive streets and public places are fundamental to attracting shoppers, visitors and tourists.

Integration with public transport

Walking is a part of most journeys made by public transport, and is often referred to as the glue that binds the public transport system together. When promoting the use of public transport, there is a need to take into account the whole journey by ensuring that there is safe and convenient pedestrian access to public transport interchanges. Improvements to both walking facilities and the public transport network can be effectively combined to provide benefits in terms of reducing car trips and improving the environment.

Recreational walking

Walking is one of the most popular leisure time activities in the UK, with 77% of UK adults, or about 38 million people, walking for pleasure at least once a month. Recreational walking contributes towards tourism and the economy, particularly in rural areas, as well as wider health and well-being, social inclusion, promoting the understanding of food, farming and the countryside. Importantly, walking for leisure may also help to build a culture in which people choose to walk for short utility journeys rather than use their car.

Walking in Warwickshire

Walking for utility journeys is most viable within the urban areas of the county, where distances between people's homes and key services and facilities are generally short. Warwickshire is a relatively flat county and the towns are generally compact and an ideal size for walking.

Walking trips are diverse and widespread, and so it is difficult to get an accurate picture of walking in Warwickshire. However, in line with national trends, walking appears to account for only a small and declining proportion of trips in the county. Levels of walking vary across the county, reflecting social and demographic characteristics and differences between rural and urban areas. Census data shows that 10% of people in Warwickshire walked to work in 2001, down from 12% in 1991. This figure varies from 11% in the predominantly urban Warwick District to 7% in the more rural North Warwickshire District. In Stratford-upon-Avon, a quarter of residents within one ward in the town walked to work in 2001.

71% of people in Warwickshire currently travel to work by car, a figure that is 9% higher than the national average. However, a fifth of residents live within 2kms of their workplaces, indicating that there is clear potential for walking to work. Warwickshire has car ownership levels above the national average and this easy access to a car may make it more difficult to persuade people to leave their car at home.

Rising traffic levels have impacted on Warwickshire's town centres and often resulted in a degraded pedestrian environment. Pedestrian access *to* town centres can be made difficult by the existence of busy main roads and the legacy of planning for the car, such as ring roads and gyratory systems. However, it is not just busy roads that form barriers to convenient pedestrian movement, as rail lines, rivers and canals can cause severance problems.

Town centres are no longer the sole focus of retail and leisure activity, and a number of large retail or leisure parks, such as Shires Retail Park in Leamington Spa and Bermuda Park in Nuneaton, have been constructed on the outskirts of towns prior to the introduction of current planning guidelines. These developments attract a high number of car trips and were planned with car access in mind. They are often surrounded by busy roads and large roundabouts, which are particularly difficult to negotiate on foot. Similarly, there are also a number of large office and

industrial developments located on the edge of Warwickshire's towns. These are often difficult to access on foot even where they are located within walking distance of residential areas.

The Strategy

> ### Policy W1: Partnership and consultation
> The County Council will work in partnership with the five District/Borough Councils in Warwickshire, the Highways Agency, pedestrian groups and other stakeholders to promote and facilitate more walking in Warwickshire.

Due to the diversity of factors influencing levels of walking, delivery of the walking strategy objectives will involve action from a range of stakeholders, both in making physical improvements to the walking environment and promoting walking as a mode of transport and a healthy leisure pursuit. Policies on health, regeneration, leisure and tourism all have a role to play and key partners include the District and Borough Councils, schools, employers, the health sector and public transport operators. Increasing the amount of walking does not only meet transport objectives, but also wider objectives on health, the environment, social inclusion and regeneration.

The availability of local services within walking distance is clearly a key factor influencing levels of walking. The accessibility planning agenda will promote joint working from a wide range of organisations and service providers to locate key services and facilities where they are accessible by walking, cycling or public transport.

Other local organisations, which have an interest in walking, and a role to play in the implementation of the walking strategy include Sustrans (the sustainable transport organisation), British Waterways, Action 21 and campaign groups, such as the local branch of Living Streets. Consultation with the local community and interest groups is also essential when changes to the pedestrian environment are proposed. Developing links with health organisations has become increasingly important now that the health benefits of walking as a physical activity are being more widely promoted.

> ### Policy W2: Walking to school
> The County Council will encourage more walking journeys to school by improving safety on routes to schools, improving infrastructure to make journeys to school more direct and attractive, working with schools to develop and implement promotional initiatives and providing road safety training and education.

Increasing the amount of walking to school has the potential to provide considerable benefits in terms of reducing congestion. Nationally, just over 1 in 10 cars on urban roads between 8am and 9am in term time is on the school run. Walking to and from school on a regular basis also provides children with a regular source of physical activity and helps contribute to a healthy lifestyle, as well as introducing good travel habits at an early age.

Encouraging more walking to school will require a combination of infrastructure improvements, promotional initiatives and education to address parental concerns about safety and emphasise the benefits of walking to school. These will be delivered through Safer Routes to School schemes, School Travel Plans and Road Safety Strategy initiatives.

Full details of how the County Council will encourage more walking to school can be found within the Sustainable Modes of Travel to School Strategy in Appendix B.

Policy W3: Walking to work
The County Council will work with local employers to encourage more walking to work through Workplace Travel Plans and wider travel awareness initiatives.

Whilst many people now commute long distances to work, a fifth of people in Warwickshire live within 2kms of their workplaces. However, many people choose to use their car for journeys to work, even for short distances.

Promotional measures have perhaps the greatest role to play in encouraging walking to work. Walking to work will be promoted through Workplace Travel Plans and travel awareness campaigns described within the Changing Travel Behaviour Strategy.

Physical improvements may also be of benefit in some cases where there is a particular issue that may be deterring people from walking, such as the absence of a footway, or a road that is difficult to cross. Improving access to employment opportunities is a key element of the Accessibility Strategy and this will assist in identifying any infrastructure improvements which may be needed.

Policy W4: Walking to retail and leisure destinations
The County Council will work with others to create high quality and attractive pedestrian environments within town centres. We will also improve pedestrian access to town centres and other key retail and leisure destinations.

Town centres are focal points for pedestrian activity and an attractive street environment is important both to encourage more walking and enhance the 'liveability' of urban areas. Improving the quality of public spaces and enhancing the public realm are key elements of urban renewal and economic regeneration initiatives.

There is increasing momentum for the implementation of more overtly pedestrian- friendly streets and places, supported by new and emerging national design policies and guidelines. Where appropriate, there exists the opportunity to expand the implementation of pedestrian friendly zones across Warwickshire towns in order to encourage much greater levels of sustained pedestrian activity.

A number of Warwickshire towns are significant visitor destinations to the benefit of the local and national economy. It is important to consider the needs of visitors to reach historical, cultural and hospitality areas easily on foot from car parks and transport interchanges. Pedestrianised or pedestrian priority areas allow visitors to obtain greater enjoyment from their visit and provide businesses with opportunities to increase income. In addition, such initiatives seek to enhance the quality and appearance of streetscape in order to compliment the historical nature of the urban area.

In addition to improving the pedestrian environment within town centres, there is also a need to consider walking access *to* town centres and other key retail and leisure destinations, ensuring people can reach the wide range of service and facilities on offer. Ring roads and radial routes into town centres usually have high traffic volumes, which may sever some residential areas from town centres in terms of pedestrian access.

However, town centres are no longer the only destination for retail and leisure trips, and there are a number of significant trip generators on the outskirts of urban areas, which are often difficult to access on foot. Local centres within the urban areas are also important for basic everyday services, particularly for those without access to a car.

Policy W5: Integration with public transport

The County Council will improve pedestrian access to public transport services and work with operators to ensure that walking is treated as an integral element of public transport initiatives.

Walking forms a part of almost all journeys made by public transport and there is a need to ensure the walking element is considered when promoting greater use of public transport. It is generally accepted that people will walk up to 15 minutes to reach a train station and 7 minutes to reach a bus stop. Safety and personal security are particularly important considerations for walking journeys to public transport interchanges, together with directness.

The development of the Station Travel Plan initiative has enabled the potential for greater coordination of measures designed to encourage sustainable access to rail stations, particularly between the County Council, Train Operating Companies and Network Rail. Station Travel Plans seek to greatly increase the number of people who walk to and from rail stations particularly in urban areas , by focusing on the removal of barriers to sustainable access through low cost interventions. After a review of current access arrangements to identify any potential barriers to access, Travel Plans set out a package of improvements to encourage more walking, including both infrastructure improvements and promotional initiatives. Leamington Spa station is one of 24 selected to participate in the DfT / ATOC's national Station Travel Plan pilot and it is proposed to develop Station Travel Plans at all other Warwickshire stations where practicable.

The need to encourage and facilitate walking will be considered in the development of new bus interchanges and rail stations in Warwickshire.

Policy W6: Pedestrian crossings

The County Council will provide safe and convenient pedestrian crossing facilities where they are most needed and as close to pedestrian desire lines as possible.

Provision of suitable pedestrian crossing facilities is a key element in improving the pedestrian environment and access to local services, as busy roads can act as significant barriers to walking. This is particularly the case for vulnerable groups, such as the elderly, those with mobility impairments and children. Canals, rivers and railway lines can also cause severance issues. These physical barriers often result in longer journeys between residential areas and key trip generators, making them less conducive for undertaking on foot.

There are a number of different types of pedestrian crossing facilities that are introduced according to the traffic conditions, road type and pedestrian flow.

- Zebra crossings
- Puffin crossings
- Toucan crossings (for use by pedestrians and cyclists)
- Pegasus crossings (for use by pedestrians, cyclists and horse riders)
- Pedestrian phases at traffic signals
- Pedestrian refuges
- Footbridges and subways
- School crossing patrols

Crossing facilities will be introduced in accordance with Warwickshire County Council's Policy for the Provision of Pedestrian Crossings and Pedestrian Phases at Traffic Signals, which is set out below:

> ### *Warwickshire County Council's Policy for the Provision of Pedestrian Crossings and Pedestrian Phases at Traffic Signals*
>
> The County Council's current policy for the provision of pedestrian crossings is based on the calculation of the degree of conflict between pedestrians crossing the road and the traffic flow, and also takes into account additional factors such as the age and ability of pedestrians, speed and composition of traffic, waiting time to cross the road, and the accident record. These factors will help to assess the requirement for a crossing based on individual needs and, in particular, addresses the needs of vulnerable road users, such as the elderly, children, mobility impaired, blind and partially sighted and those with pushchairs.
>
> The Policy allows greater priority to be given to the provision of crossing facilities at locations frequented by children, elderly people and disabled people, and where traffic flows include a significant proportion of heavy goods vehicles.
>
> Where a site does not meet the criteria, consideration will be given as to whether the site meets other corporate objectives, such as the Safer Routes to School initiative, Casualty Reduction Schemes, Traffic Management Schemes, etc.
>
> Full details of this policy can be found in the Intelligent Transport Systems Strategy.

> ### Policy W7: Footpath and footway standards
> The County Council will ensure that footways and urban footpaths are designed and maintained to a good standard, giving particular attention to the key routes for pedestrians within maintenance regimes. We will aim to reduce impediments on footways to ensure easy access by all users.

The condition of footways and footpaths may influence people's decisions on whether to choose to walk for local journeys, particularly elderly and mobility-impaired people. Consultations have revealed that footway maintenance is an important concern amongst local people. It is estimated that there are 4000km of footways (not including public footpaths) in Warwickshire, and these are maintained in accordance with the policies and standards laid out in the Highway Maintenance strategy. Public footpaths are maintained by the County Council's Countryside Recreation section and are not covered by the Highway Maintenance Strategy.

It is not only maintenance that affects the quality of footways and of the pedestrian experience. Pavement obstructions, such as illegal pavement parking, street clutter and excessive signage can make walking difficult, particularly for mobility impaired people and people with pushchairs.

> ### Policy W8: Safety and security
> The County Council will work in partnership with others to improve safety and personal security for all pedestrians.

Road safety improvements for pedestrians will primarily be delivered by Warwickshire's Road Safety Strategy, through implementation of a range of educational, promotional and engineering measures. Reducing the number of child pedestrians injured on the roads is a key focus of that strategy. The provision of crossings and good footway maintenance also contribute towards improving safety for pedestrians.

Improving personal security for pedestrians and reducing fear of crime will require a combination of wider actions involving a number of partner organisations, such as Warwickshire Police.

> ## Policy W9: Planning and new developments
> The County Council will encourage measures that enable good accessibility by pedestrians to, from and within new developments and, where appropriate, secure funding from developers towards wider improvements to the pedestrian network.

Land use planning has a central role to play in reducing the need to travel and encouraging more walking. Current land use planning policies aim to reverse the trend for longer journeys and ensure that walking is considered as a prime means of access to new developments. The County Council, in its role as Highway Authority, will aim to ensure that new developments support and encourage walking in terms of accessibility, design and layout and that they improve connectivity with new footways where required.

> ## Policy W10: Recreational walking
> The County Council will develop, support and promote opportunities for recreational walking in the County.

The County's Rights of Way network covers over 1,700 miles of public footpaths and bridleways, which together with canal tow paths, Greenways and quiet rural lanes, provide an important recreational asset. The rights of way network is in generally good condition, although significant investment is required to maintain current levels of accessibility. Whilst much of the network is rural, it links communities, can provide an alternative to walking on roads and verges making utility journeys possible and more pleasant and provides access from urban and urban fringe areas into adjoining countryside. Paths through open spaces in urban areas are often used for utility journeys as well as for leisure.

Superimposed on this basic network is an expanding range of promoted walks and trails, from long distance paths to short circular walks and easy access trails, suitable for all.

> ## Policy W11: Education and promotion
> The County Council will raise public awareness of the benefits of walking as a viable, healthy and attractive mode of transport and recreational activity.

Improving the walking environment is important but persuading people to walk more will also require effective promotion to raise awareness of the benefits of walking and of the need to reduce car use. Promoting walking will be a key component of Smarter Choices measures implemented through the Changing Travel Behaviour strategy, such as travel plans and travel awareness campaigns.

Encouraging more 'active' travel is a key national goal and, on an individual level, improving health and fitness is one of the main reasons why people choose to walk. As such, working with the health sector to promote the health aspect of walking will be an important part of promotional work.

Action Plan

The Action Plan summarises how the policies set out in the Walking Strategy will be delivered. Improving conditions for pedestrians and encouraging walking are elements of a number of the strategies that make up the Local Transport Plan and its supplementary documents and therefore many of the Walking Strategy policies will be delivered through implementation of the following strategies:

- Road Safety Strategy

- Highway Maintenance Strategy

- Changing Travel Behaviour Strategy

- Land Use and Transportation Strategy

- Accessibility Strategy

- Sustainable Modes of Travel to School Strategy (Appendix B)

- Rights of Way and Recreational Highway Strategy

Policy	Action	Timescale	Strategies relevant to this policy
WS2: Walking to school	Improve pedestrian links to schools through the Safer Routes to School programme	Ongoing	Sustainable Modes of Travel to School Strategy Road Safety Strategy
	Work with schools to develop and implement School Travel Plans, setting out measures to reduce car use and promote walking and cycling	Short / ongoing	
	Work with schools to develop wider initiatives to encourage walking e.g. Walking Buses and Park and Stride schemes	Ongoing	
	Provide road safety education and pedestrian training for school children	Ongoing	
WS3: Walking to work	Require new or expanding businesses to adopt a Travel Plan as part of the planning process, and encourage major local employers to adopt Travel Plans on a voluntary basis	Ongoing	Changing Travel Behaviour Strategy Land Use and Transportation Strategy Accessibility Strategy
	Ensure new employment sites encourage access on foot	Ongoing	
	Promote walking to work as part of Smarter Choices initiatives	Ongoing	
	Support national campaigns to encourage walking to work and raise the status of walking as a mode of transport	Ongoing	
WS4: Walking to retail and leisure opportunities	Work in partnership with District / Borough Councils and other bodies to enhance the public realm in the centres of Warwickshire's main urban areas to create an attractive and pedestrian friendly street environment	Ongoing	Accessibility Strategy Land Use and Transportation Strategy
	Improve pedestrian routes connecting trip generators and nodes of activity within town centres, such as rail stations and car parks	Ongoing	
	Improve pedestrian access to town centres and other key retail areas	Ongoing	

Policy	Action	Timescale	Strategies relevant to this policy
WS5: Integration with public transport	Seek to improve pedestrian access to rail stations, bus stations, major bus stops and bus information points.	Ongoing	Passenger Rail Strategy Public Transport Strategy Public Transport Interchange Strategy Bus Strategy Accessibility Strategy Changing Travel Behaviour Strategy
	Encourage Network Rail and the Train Operating Companies to provide safe and attractive pedestrian access at rail stations, in accordance with the standards laid out in the Passenger Rail Strategy and where appropriate through the County Councils Station Travel Plan initiative	Short / medium	
	Seek to ensure that pedestrian links between train / bus stations and other key destinations within town centres are safe, well signed and adequately lit	Ongoing	
	Work with bus operators to design and locate bus stops in a way that facilitates easy access by all users	Ongoing	
	Ensure that new developments are planned to provide good pedestrian access to the public transport network, where appropriate	Ongoing	
WS6: Pedestrian crossings	Seek to introduce new pedestrian crossing facilities in accordance with our pedestrian crossing policy (see below)	Ongoing	ITS Strategy Rights of Way and Recreational Highway Strategy
	Provide pedestrian phases at traffic signal controlled junctions where appropriate, in accordance with DfT guidelines	Ongoing	
	Ensure that new crossing facilities are fully accessible to those with mobility or sensory impairments	Ongoing	
	Continue to introduce dropped kerbs to assist people when crossing the carriageway, particularly those with mobility impairments or pushchairs	Ongoing	
	Seek to improve at-grade crossings of trunk roads and other busy or fast roads which sever the urban area from the surrounding countryside, or which act as barriers to recreation and rural utility walking	Ongoing	
	Provide information for the public on the safe use of different crossing facilities.	Ongoing	
WS7: Footway and urban footpath standards	Ensure that the needs of pedestrians are given high priority within highway maintenance programmes	Ongoing	Highway Maintenance Strategy
	Prioritise the key pedestrian routes to town centres, retail and leisure areas, schools, major employment areas and public transport interchanges within inspection and routine maintenance programmes	Ongoing	
	Ensure that emergency footway and urban footpath defects are repaired quickly and efficiently	Ongoing	

Policy	Action	Timescale	Strategies relevant to this policy
WS7: Footway and urban footpath standards (continued)	Seek to co-ordinate street works to minimise impact on pedestrians	Ongoing	
	Seek to reduce obstructions on key pedestrian routes, such as street clutter, excessive signage and overgrown vegetation	Ongoing	
	Ensure that any works to improve footways and urban footpaths take into account the needs of people with mobility or sensory impairments.	Ongoing	
WS8: Safety and security	Seek to reduce pedestrian road casualties by implementing the Road Safety Strategy, using education, engineering and enforcement	Ongoing	Road Safety Strategy Land Use and Transportation Strategy Rights of Way and Recreational Highway Strategy
	Carry out road safety audits carried out on new highway schemes to ensure the safety of pedestrians and people whose mobility is impaired is considered	Ongoing	
	Ensure new highway schemes consider the needs of pedestrians and support the aims of the Walking Strategy	Ongoing	
	Improve road safety on the journey to school through implementation of the Safer Routes to School project.	Ongoing	
	Work in partnership with Warwickshire Police, District / Borough Councils and the local community to reduce crime and fear of crime where this is a deterrent to walking	Ongoing	
	Improve road safety for recreational walkers and in particular through utilisation of verges and behind-the-hedge schemes.	Ongoing	
WS9: Planning and new developments	Encourage the location of new development where it is conveniently accessible by walking and other sustainable modes of transport	Ongoing	Land Use and Transportation Strategy Changing Travel Behaviour Strategy
	Ensure new developments are designed to encourage walking within the site and provide for the needs of mobility impaired people	Ongoing	
	Ensure that new developments do not sever existing walking routes or result in a net loss of network for pedestrians	Ongoing	
	Seek to maximise contributions from developers towards improvements to pedestrian facilities and promoting walking, both on and off site	Ongoing	
	Require the adoption of Travel Plans for new developments over a certain size, in accordance with the County Council's Practice Note for Developers	Ongoing	

Policy	Action	Timescale	Strategies relevant to this policy
WS10: Recreational walking	Continue to organise, promote and host events and activities that encourage recreational walking and local tourism, such as the country parks events programme	Ongoing	Rights of Way and Recreational Highway Strategy Changing Travel Behaviour Strategy Rights of Way and Recreational Highway Strategy
	Promote walking at country parks and other attractive countryside locations.	Ongoing	
	Provide accurate and high quality information on recreational walking in the county	Ongoing	
	Work to develop opportunities for walking in parks, open spaces and along green corridors such as canal towpaths and disused rail lines, both within rural and urban locations	Ongoing	
	Maintain and improve the path network, protecting the existing networks and ensuring they evolve to fit the requirements of the 21st century	Ongoing	
WS11: Education and promotion	Promote walking as part of School and Workplace Travel Plans	Ongoing	Road Safety Strategy Changing Travel Behaviour Strategy
	Support national campaigns to encourage walking, such as National Walk to Work Day, National Car Free Day and TravelWise week	Ongoing	
	Promote walking as part of travel awareness campaigns	Ongoing	
	Provide pedestrian training for schoolchildren	Ongoing	
	Seek to develop joint initiatives to promote walking with the health sector	Short	
	Provide good quality and up to date information on local walking opportunities and other relevant matters	Ongoing	

36. Cycling Strategy

Introduction and Overview

Cycling is an ideal mode of transport for short local trips, particularly within urban areas. It is low-cost, accessible, healthy, environmentally-friendly and efficient. About half of all the journeys we make are less than two miles, which is a distance that can easily be cycled in about 15 minutes. Nearly 75% of all journeys we make are under 5 miles, clearly indicating that there is great potential for cycling to be a viable travel choice for many local journeys.

Despite this, cycling is still not a mainstream form of transport in Warwickshire or the UK as a whole and only accounts for around 2% of all trips. There are a range of reasons why most people do not choose to cycle for local journeys and instead use a car. Perceptions about safety are often most prominent, but many reasons are deep-rooted in our car-based culture.

The importance of getting more people cycling has never been greater, as there is increasing recognition that cycling has the potential to help address a number of the challenges currently facing Warwickshire and society as a whole, particularly relating to climate change, congestion and health. Cycling can contribute towards all of five national transport goals set by the government on tackling climate change, supporting economic growth, promoting equality of opportunity, contributing to better safety, security and health and improving quality of life.

This strategy sets out how Warwickshire County Council, with its partners, intends to address the actual and perceived barriers to cycling and seek to increase levels of cycling in the county. The strategy has been prepared in consultation with a range of partners and representatives from cycle user groups.

This document will form a long term strategy for cycling as part of Warwickshire County Council's Local Transport Plan 2011 – 2026. It builds on progress made since 1995, when the County Council published it's first Cycling Plan, and the sustained investment in cycling during LTP1 and LTP2.

The overall aim of the Cycling Strategy is to bring about an increase in the amount of cycling in Warwickshire by improving the safety and quality of the cycling environment and promoting cycling as a healthy, sustainable and attractive transport choice.

The goal is to get more people cycling for utility journeys – the journeys that people do everyday to school, to work, to the shops and to the rail station. Encouraging more recreational cycling can also contribute towards this goal by helping to develop a 'cycling culture' and maximising the wider benefits of cycling for health and the environment.

Meeting the overall aim of the Cycling Strategy to increase cycle use will require a combination physical improvements for cycling and measures to promote cycling and behavioural change, including education, training and publicity.

The Policy Context

The Strategy has been developed within the overall national policy context, and aims to be consistent with the wider framework. An overview of the policy background is provided in section 2 of the Local Transport Plan.

National policy

There have been a range of policy documents published in recent years which recognise the role of cycling in reducing carbon emissions from transport and tackling health problems. In addition, a number of publications recognise the importance of the physical environment in encouraging

cycling and provide guidance on improving conditions for cycling. There is also growing evidence of the financial and health benefits of increasing cycling levels.

Active Travel Strategy (Department for Transport and Department for Health, 2010)

This joint strategy produced by the DfT and Department for Health sets out the government's aim to get more people cycling and walking more often and more safely. The strategy incorporates a National Cycle Plan for the government's proposed 'decade of cycling'. It emphasises how cycling and walking can have a positive impact on many of the challenges facing national and local government and particularly contribute towards tackling the cost of inactivity and obesity.

Manual for Streets 2: Wider Application of the Principles (CIHT, 2010)

This document is a companion guide to Manual for Streets, which was published in 2007 (see below).Manual for Streets 2 builds on the philosophies set out in Manual for Streets and demonstrates through guidance and case studies how they can be extended beyond residential streets to encompass both urban and rural situations. It fills the perceived gap in design advice that lies between Manual for Streets and the design standards for trunk roads as set out in the Design Manual for Roads and Bridges. Its purpose is to help everyone involved in the planning, construction and improvement of our streets to deliver more contextually sensitive designs, which will benefit both cyclists and pedestrians.

Delivering Sustainable Low Carbon Travel: An Essential Guide for Local Authorities (DfT, 2009)

This guide aims to help make the business case for sustainable, low carbon initiatives and bring it to the core of local authorities work, drawing on best practice from around the country on the delivery, monitoring and funding of sustainable travel initiatives.

Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns (Cycling England)

This document provided initial results of first Cycling Demonstration Town project, which saw six towns receive increased level of investment in cycling (approx £5 per head of population). Automatic counter data showed that cycling levels increased on average by 27% in the 6 towns. The proportion of adults doing any cycling in a typical week increased by 14%. The project demonstrates that increased investment in a range of cycling initiatives, including infrastructure, training and promotion, leads to increased levels of cycling.

Active Communities: Cycling to a Better Quality of Life (Local Government Information Unit 2009)

This document looks at cycling from a local authority perspective, identifying the barriers to cycling and making 17 recommendations under the themes of leading by example, integration, engaging, training regulating and funding.

LTN 2/08 Cycle Infrastructure Design (Department for Transport 2008)

Brings together and updates previous guidance from Local Transport Notes and other notes on improving physical conditions for cycling.

A Sustainable Future for Cycling (Department for Transport 2008)

This document sets out the Government's strategy on cycling up to 2011 and demonstrates the health and environmental benefits of cycling. The document increases the level of funding allocated to Cycling England, the body set up by the government in 2005 to work with local authorities to get more people cycling, to enable further development of a range of initiatives. These include cycling demonstration towns, cycle training, expansion of the Bike It programme to promote cycling to schools and more money for school links. The strategy focuses on increasing cycling for journeys to work and to school.

Manual for Streets (Department for Transport 2007)

This guidance aims to improve conditions for cycling and walking by encouraging local authorities and developers to create more people-friendly residential streets.

Walking and Cycling: An Action Plan (Department for Transport July 2004)

This document sets out a range of practical actions that the government will take to support the efforts of local authorities to encourage more walking and cycling. It also describes a number of best practice case studies.

Planning Policy Guidance Note 13: Transport (March 2001)

Planning Policy Guidance Note 13 (PPG13) on Transport aimed to integrate planning and transport to promote more sustainable transport choices, promote accessibility to jobs and services by public transport, cycling and walking and reduce the need to travel. It contained specific guidance on how local authorities should encourage cycling through development plans and determining planning applications.

Choosing Health (Department of Health 2004)

The publishing of the Government's public health White Paper 'Choosing Health: Making Healthy Choices Easier' in October 2004 recognised the importance from a public health perspective of encouraging walking and cycling. One of the overarching priorities of the White Paper is to increase the amount of exercise that people take. Walking and cycling are highlighted as having key roles to play because they are regular forms of physical activity that can be easily fitted into peoples' daily routines. Improving opportunities to walk and cycle will be part of a strategy to market healthy lifestyles and the White Paper also endorses the importance of the National Cycle Network for achieving better public health.

Promoting and Creating Built or Natural Environments that Promote or Support Physical Activity (National Institute for Health and Clinical Excellence 2007)

This document recommends that cyclists and pedestrians are given priority in the planning and building of towns in order to promote physical activity and improve public health.

Overview of the Current Situation

Cycling in Warwickshire

Cycle use in the UK has been declining as a form of transport for many years, and now accounts for less than 2% of all trips and 0.6% of distance travelled. This is significantly lower than other European countries with climates and topography no less conducive to cycling than the UK. For example, 11% of trips are made by cycle in Germany and in Denmark this figure is 18%. Despite low levels of cycle use for utility journeys, cycle ownership in the UK is high, with around 20 million people owning a bicycle, and there is growing interest in recreational cycling.

Although overall local cycling levels are very difficult to measure, cycling levels in Warwickshire generally seem to reflect the national picture.

Census data shows that the number of people cycling to work in Warwickshire has declined significantly over the last 20 years. In 1981, 5.6% of journeys to work were made by cycle, but this declined to 3.8% in 1991 and to 3% in 2001. (Note: 2011 census results unavailable at time of writing). Levels of cycling to work also vary across the county (see table below), which is likely to be a reflection of variations between Districts in the proportion of residents living in urban areas, commuting patterns and other socio-demographic factors.

Table CY1: Journeys to work by cycle (2001 census)

Area	Percentage of journeys to work undertaken by cycle (2001)
English Shire Counties	3.1%
Coventry	2.8%
Warwickshire	2.9%
North Warwickshire Borough	1.3%
Nuneaton and Bedworth Borough	2.8%
Rugby Borough	4.0%
Stratford-upon-Avon District	2.6%
Warwick District	3.5%

Cordon counts, carried out in each main town every two years, measure the number of cyclists travelling to and from town centres on the main routes. Data between 2000 and 2008 shows a mixed picture, with Stratford, Warwick and Bedworth showing an increase and Leamington, Nuneaton, Rugby and Kenilworth showing a decrease. However, these 12-hour cordon counts cannot provide an accurate reflection of cycle use as cycling does not always take place on main routes and is greatly affected by seasonal variations and weather conditions. In addition, other factors such as the provision of new cycle routes to town centres may lead to a reduction in cyclists on nearby main roads.

Data from automatic cycle counters which are installed on most new cycle routes generally show positive trends in cycle usage where new infrastructure has been provided. There are now 17 automatic counters around the County. Whilst it takes a number of years for trends to become evident, many routes are showing good increases in cycling levels. Automatic count data from 6 cycle routes introduced before 2004 shows that the number of cycling trips increased by on average 16% between 2004 and 2009.

There is insufficient data yet available for most routes constructed during LTP 2006-11 to demonstrate clear trends in cycle usage levels. However, 12 hour manual cycle counts are carried out before new cycle schemes are constructed and this data can be compared with data from automatic counters installed on new schemes. This data indicates that developing dedicated cycle infrastructure can lead to significant increases in cycling levels on those routes. For example, the number of cyclists more than doubled following the provision of a dedicated footway / cycleway between Heathcote and Warwick Technology Park.

Summary of progress to date

Since publication of Warwickshire's first Cycling Action Plan (1995) and over the lifetime of LTP1 and LTP2, there have been over 15 years of sustained investment in cycling infrastructure in the county. The focus has been on the main urban areas, where most people within easy cycling distance of schools, employment areas, town centres, rail stations and other significant destinations. Key improvements during LTP2 include:

- New links from both Heathcote and Warwick to Warwick Technology Park, a major employment site on the outskirts of Warwick;

- A new link from Attleborough Industrial Estate / Nuneaton town centre to Bermuda Park, including signalised crossings across Griff Island, a major roundabout on the A444 dual carriageway;

- A cycleway along the A429 between Leek Wootton and Warwick, providing an improved link between Kenilworth and Warwick (part of NCN52);

- Extension of the cycle route along Birmingham Road in Stratford to connect to the town centre;

- Completion of Safer Routes to School links between Leamington town centre and North Leamington School, Bishops Tachbrook to Warwick Gates and north Rugby to Avon Valley School;

- Improved access to Nuneaton town centre through provision of an off-carriageway cycle facility along the ring road, 10 toucan crossings and new route from the north east of the town;

- Cycle link and toucan crossings to provide access to Shires Retail Park in Leamington Spa, a major retail development which was previously difficult to reach by bike due to two busy roundabouts and high traffic volumes.

- A new cycle and pedestrian bridge over the West Coast Mainline in Nuneaton provided by a Safer Routes to School scheme and extension to the Wem Brook Trail, linking the Whitestone area to the town centre, schools and other trip generators.

The Council also worked with Sustrans to develop sections of the National Cycle Network (NCN) within Warwickshire. NCN5 (Stratford-upon-Avon - Birmingham), NCN41 (Rugby – Leamington), NCN 52 (Stratford – Warwick) and parts of NCN 52 (Warwick – Kenilworth – Coventry – Nuneaton) have been completed over the past 10 years. NCN41 is now fully open and over half of the NCN 52 route is complete, with sections within Warwick, Kenilworth and Bedworth still to be constructed.

The County Council has also developed 11 leisure cycling routes throughout the county, which utilise 'Greenways', country parks and quiet lanes.

Cycle routes to secondary schools, developed through the Safer Routes to School project, have made a significant contribution to cycle network development in the main towns.

To date, a total of approximately 80km of dedicated cycle lanes and cycle tracks have been delivered in the main towns in partnership with District / Borough Councils and other partners. It is acknowledged that improving conditions for cyclists cannot be measured in terms of length of dedicated cycle facilities alone and this will be discussed later in the strategy.

Whilst much progress has been made, there are a number of links within each town which would benefit from improvements. Route discontinuity can be an issue, and is often highlighted by cycle users. There are obvious missing links in the networks and barriers to cycling in the form of busy junctions, large roundabouts and pinch-points caused by narrow roads, bridges and other features. These are often very difficult to improve for cycling due to physical restrictions. Cycle access into and through town centres generally needs improvement.

Opportunities

Environment

Tackling CO_2 emissions from transport is vital if national carbon reduction targets are to be met. Cycling produces no emissions or adverse affect on the environment and can therefore contribute towards carbon reduction objectives and local air pollution targets. Air Quality Management Areas have been declared or will soon be declared due to poor air quality in several areas of the county (more details are provided in the Air Quality Strategy in section 11). All of the potentially emerging air quality issues in Warwickshire are related to road traffic in and around the County's town centres and along major commuter arterial routes and junctions.

Economy

Reducing and mitigating the effects of congestion at a local level is a major objective of the government's transport policy and cycling has an important role to play. Congestion is particularly severe in urban areas during peak hours, and many of the car trips contributing towards the problem are short local ones, often driver only, which could easily be undertaken by cycling. Cycling can often be the fastest mode of transport for these short urban journeys and cycles also take up significantly less space than cars, therefore being a far more efficient use of available road space.

'Valuing the Benefits of Cycling', a study commissioned by Cycling England, calculated a value for the economic loss directly attributable to the decline in cycling trips over the last decade and quantified the value that could be generated by an increase in cycling in the future. If, by 2015, the number of cycle trips returned to the level of 1995, the savings in health, pollution and congestion would be around £500m. A subsequent study commissioned by Cycling England, 'Planning for Cycling', estimated that the annual economic benefits generated by one new cyclist, cycling regularly for one year, range from around £540 to £640. This indicates that investment in cycling infrastructure offers good value for money.

Healthy lifestyles

There is growing concern about the impact on public health of sedentary lifestyles, which have contributed to an increase in obesity, heart disease, diabetes and strokes. The value of cycling, as a form of physical activity which an easily be incorporated into people's daily routines, has been increasingly recognised by the health sector. Cycling England economic modelling has calculated that 20% increase in cycling by 2015 would save £107million in reducing premature deaths, £52 million in lowered NHS costs and £87 million in shrinking absences from work. Cycling also offers wider benefits for public health, including contributing towards air pollution reduction, improving road safety, and improving social cohesion.

Social inclusion

Whilst levels of car ownership are higher in Warwickshire than the West Midlands or England and Wales as a whole, 19% of households do not have a car and therefore may experience problems accessing employment opportunities and essential services. It should be noted that even within car-owning households, not all household members will have access to the car at all times and therefore also experience difficulties with accessing employment and services. Cycling is a low cost mode of transport, requiring no tax, insurance, MOT or parking fees and minimal maintenance costs. With some basic training, cycling an activity that almost everyone is able to undertake, from children to elderly people. It is therefore a mode of transport available to most sectors of the population, providing a means of access to jobs, education and basic services necessary for everyday life.

Tourism and recreation

Cycling is a popular leisure activity for a range of people, from sport cyclists to families wishing to enjoy the countryside. Leisure cycling routes can benefit local tourism, particularly when they are easily accessible from sizeable towns or rail stations, as they can attract cyclists from beyond the county boundary. Traffic-free routes through scenic countryside, such as Stratford's Greenway, can be a particular draw. This route is very popular with all types of cyclists, being part of both National Cycle Network and other local leisure routes. It provides families and novice cyclists with a safe and enjoyable environment to develop their cycling skills, hopefully encouraging them to consider cycling for utility purposes in the future.

Issues and Challenges

The decline in cycling is the result a combination of socio-economic, demographic and cultural changes largely associated with the rise in car ownership. Despite the wide-ranging benefits of

cycling as a mode of transport, there are significant physical and psychological barriers to cycling for much of the population.

Social attitudes

In the UK, many people hold negative views of cycling as a mode of transport or just cannot see themselves cycling. Cycling is often associated with low social status or with lycra-clad males on racing bikes, rather than a practical transport choice. This contrasts with many other European countries, where cycling is part of the culture and is viewed as the best way to get around in towns and cities for all sectors of the population. Additionally, factors such as the weather, hills and effort required are often cited as reasons why cycling is not a practical choice. Changing 'hearts and minds, improving the image of cycling and convincing individuals that the health, fitness, financial and often time saving benefits of cycling outweigh the perceived disincentives is a major challenge for cycle promotion initiatives.

Poor cycling environment

Increased traffic levels have resulted in a general deterioration in cycling conditions on many roads in the county. High traffic volumes and physical infrastructure built for motorised vehicles all contribute towards creating an unattractive cycling environment. Busy junctions, large roundabouts and pinch-points are some of the features of the road network which are particularly difficult for cyclists.

Perceived danger of cycling

Linked to the increased traffic volumes described above is the common perception that cycling on the roads is a dangerous activity. The speed of traffic and poor driver behaviour are particular concerns for cyclists. In reality, cycling is not as hazardous as some believe, particularly when put into a wider perspective. In Warwickshire, cycling casualties declined by 30% between 2000 and 2009 and cyclists were the road users with the largest fall in casualties. Evidence from elsewhere generally shows that increased levels of cycling leads to fewer accidents. The British Medical Association have concluded that the benefits of cycling are likely to outweigh the loss of life through cycling accidents by 20-1. You are far more likely to suffer illnesses such as heart disease, stroke and diabetes than be injured whilst cycling. However, cycling safety is an important issue, both in terms of perception and reality. Of note is that over three quarters of cycling accidents occur at or around junctions.

Lack of awareness of opportunities for cycling

People who are considering starting cycling for local journeys are often unsure of the best routes for cycling between their home and their destinations. The routes which people chose to drive are not always the ones most suited to cycling. People may be unaware of the existence of cycle routes or quieter streets which enable them to avoid busy routes and difficult features of the road network. This lack of knowledge on cycle routes and other matters, such as basic cycle maintenance, can deter people from cycling for utility journeys.

Concern about cycle security

Fear of bicycle theft can deter people from cycling for local journeys. People need to be sure they will find a convenient and secure place to leave their bike at the end of their journey in town centres, at public buildings, rail stations and other public transport interchanges. People are unlikely to consider cycling to work or school / college if there are no secure cycle parking available, as well as other facilities such as lockers and showers.

Increasing journey lengths

Demographic changes, changes in patterns of employment and living, rising car ownership and decades of planning for the car have resulted in a dramatic rise in average journey lengths. However, despite the above trend, a quarter of all car journeys are under two miles, and around

two thirds are under five miles, distances which can easily be cycled by most people. Longer journeys can often be undertaken by cycling in combination with public transport. Cycling can clearly play a greater role as a mode of transport for these local journeys, particularly in urban areas, where residential areas and key trip generators are generally within cycling distance. The average length of utility cycling journeys is about four km. Whilst the average distance that people travel to work has increased in recent years, about a fifth of all working people in Warwickshire live within 2km of their work place and just under another fifth live between 2 – 5kms, indicating the clear potential for more commuter journeys to be undertaken by bike.

Land use planning has a key role to play in ensuring that new developments are located and designed in way that makes access by cycle a viable choice.

The Strategy

Policy CY1: Consultation and partnership working
The County Council will consult with cycle users and other interest groups in the delivery of the policies and actions within the cycling strategy. We will seek further opportunities for partnership working to develop improvements to cycling infrastructure and to promote the benefits of cycling.

The County Council, as highway authority, has overall responsibility for cycling within the county as part of the Local Transport Plan. However, achieving the aims of this strategy requires partnership working with a range of organisations, as well as local cyclists and user groups.

Cycle forums

The County Council liaises and consults with local cyclists through the cycle forums established in Warwick, Stratford, Nuneaton and Rugby. These enable local cyclists and representatives from cycle campaign groups to input their views into cycling strategy, policies and schemes and to discuss local cycling concerns. Cycle forums have helped produce cycle network plans for each of the main towns, which highlight the key routes for improvements.

To encourage more people to cycle, it is also important reach those who do not currently chose to cycle as a mode of transport to understand the reasons why. The County Council will seek to improve communication with potential cyclists as part of marketing and promotional initiatives.

Partnership working

Delivering physical improvements for cyclists requires partnership working with a number of groups and organisations which have an interest in increasing cycling.

District/Borough Councils:	to develop traffic-free cycle routes through open spaces, parks and riversides.
Sustrans:	to further develop the National Cycle Network and links to adjoining areas. To work on a number of other cycling projects such as Links to School and Connect2.
British Waterways:	to improve canal towpaths for cycling, where they provide useful traffic-free corridors in urban areas.

Promoting cycling will also involve working with health bodies, schools, local businesses and the police, amongst others. We will seek further opportunities to work in partnership with other organisations to develop new initiatives to promote cycling.

> **Policy CY2: Cycle networks**
> The County Council will develop high quality cycle route networks to provide safe and convenient access to town centres, employment sites, schools and public transport interchanges. The cycle network will consist of the highway network, adapted where necessary through provision of dedicated cycle facilities or through traffic restraint or calming schemes, and off-highway links developed in partnership with others.

Developing safe, high quality, convenient, permeable cycle networks is key to encouraging more people to cycle for short local utility journeys to work, school, railway stations and shopping facilities. However, it is important to recognise that cycle networks do not consist of dedicated cycle facilities alone. As LTN 02/08 states, 'the road network is the most basic (and important) cycle facility available and the preferred way of providing for cyclists is to create conditions on the carriageway where cyclists are content to use it, particularly in urban areas'.

Improvements for cyclists

The County Council will seek to make the road network in urban areas more cycle-friendly. This will be achieved through the cycle audit process, highway improvement schemes and opportunities arising from new developments. Ongoing improvements will be complemented by dedicated cycle infrastructure, such as cycle lanes, cycle tracks, toucan crossings, advance stop lines, contra-flow cycle lanes and other measures which give cyclists advantages over vehicle traffic.

A range of non-cycling specific schemes will contribute towards improved cycling conditions, including traffic calming, junction treatment, 20 mph zones, shared space initiatives and exemptions for cyclists at road closures. Other measures which benefit cycling fall within the description of '*invisible infrastructure*'' and include parking management, redistribution of carriageway, land-use and development policies which reduce the need to travel and reliance on the car; public transport policies that create viable alternatives to car use; school and workplace travel plans and individualised travel marketing. Many of these measures will be delivered through other elements of the Local Transport Plan.

Cycle audits

Formal cycle audits will be carried out on all new highway schemes to make sure they positively contribute towards the aim of making the road network more cycle friendly, or at the very least do not have a negative impact on cycling conditions. Cycle audits follow the guidance set out in Local Transport Note 2/08 and Guidelines for Cycle Audit and Cycle Review (IHT et al,1998). They are carried out in addition to a road safety audit and use five main criteria to assess a scheme: directness, coherence, attractiveness, safety, and comfort.

Problem locations for cyclists

Junctions, large roundabouts and pinch-points can be significant physical 'barriers' to cycling in urban areas. Although these features are often particularly difficult to improve for cycling, we will analyse accident data and work with local cycle forums to identify problem locations and seek to make improvements should the opportunity arise, for example through a local development.

'Advisory' cycle routes

Quieter roads with low traffic volumes and low speeds are often ideal for cycling and can be used as a means of access onto dedicated cycle routes or as an alternative to busy roads. These cycle-friendly roads form an important part of the cycle network, particularly for young or novice cyclists. We will further identify and promote such 'advisory cycle routes', particularly where they provide useful links to key trip generators or to dedicated cycle routes. We will also seek opportunities for cost-effective improvements to these routes, for example by provision of contra-flow cycle lanes.

Policy CY3: Priorities for developing cycle infrastructure
The County Council will give priority to developing cycle infrastructure within the main urban areas and on key inter-urban links which generate significant commuting movements. In addition, dedicated cycle routes to secondary schools will be provided through the Safer Routes to School project.

Cycling is generally most practical for short journeys under five miles. Statistics show that 62% of all journeys we make are between 1 and 2 miles and nearly 75% are under 5 miles, most of which are everyday journeys to work, school and other key locations, such as rail stations. Focusing on making cycling an attractive choice for these journeys therefore has the greatest potential for achieving an increase in cycling and helping to reduce carbon emissions and congestion.

Priorities for improvements

The County Council will prioritise improvements for cycling in the main towns of Warwick, Leamington Spa, Kenilworth, Nuneaton, Bedworth and Stratford-upon-Avon. Within these urban areas, cycling has the potential be a viable transport choice for many people as the distance between peoples' homes and key destinations is relatively short. Investment in improvements for cyclists will therefore have the greatest benefit.

The County Council will also seek to develop cycle links into the above main urban areas from neighbouring settlements, where the distance involved is under five miles and there is clear potential to cater for significant flows of cyclists. Priorities for inter-urban cycle links will be Kenilworth to Leamington Spa and Bedworth to Nuneaton for these reasons.

The future routes in and around urban areas will include sections of the National Cycle Network and the County Council will work in partnership with Sustrans to complete the remaining sections within Warwickshire and to secure funding for additional links.

Within rural areas and smaller settlements, cycling is often less viable than within urban areas for everyday journeys to work and other key destinations, as trip lengths are generally longer. Therefore, other types of transport provision may be more appropriate than cycling infrastructure.

Cycle network development plans

Cycle network development plans, prepared in consultation with local cycle forums, will be used to highlight key routes for improvement and these will be prioritised according to their potential to generate more cycling. These plans will be reviewed and updated regularly. Accessibility planning data, information on existing cycle flows, accident data and local views will also help identify the highest priority routes. The same plans will help guide the County Council's initiation of and response to development, regeneration and special project proposals as well as informing its views on the Core Strategies of District and Borough Councils.

Safer Routes to School

Encouraging more cycling to school is a key element of Warwickshire's Safer Routes to School programme, which has been ongoing since 1999. SRtS project focuses on improving cycle links to secondary schools, in line with advice from the Royal Society for the Prevention of Accidents (RoSPA) which states that unaccompanied children under the age of 10 cannot cope with cycling on the road. Cycle routes developed through the SRtS project are generally of use for other cycle journeys and therefore contribute towards cycle networks in the main towns. We will seek to co-ordinate the development of cycle links to schools with wider cycle network development plans to ensure maximum benefit.

Policy CY4: Cycle infrastructure design
The County Council will design cycle routes to meet user requirements and in accordance with national guidance. We will ensure that the needs of cyclists are considered in the design of all highway schemes and that, where possible, schemes contribute towards improving conditions for cycling.

The design of highway schemes and dedicated cycling infrastructure is of high importance when seeking to improve conditions for cycling. The County Council will seek to ensure all officers involved in the design of highway infrastructure have a good awareness of cyclists' needs and of the latest guidance on principles of cycle provision and infrastructure design. Cycle audits will be carried out on non-cycling specific highway schemes to ensure their design supports the encouragement of cycling (see policy CS2).

Designing for cyclists

The County Council will use the guidance and recommendations within Local Transport Note 2/08 on Cycling Infrastructure Design to inform scheme development. Warwickshire County Council's own design guidance for cycle facilities has been revised to reflect the content of LTN 2/08, the Manual for Streets and other new guidance documents.

The type of cycle infrastructure provided for dedicated cycle schemes will depend on a range of factors including the 'design cyclist', road conditions, traffic speeds, highway layouts, resources constraints, local priorities. Existing highway conditions mean that there are often many constraints for designers and 'retro-fitting' cycle infrastructure onto historic highway networks can be very difficult or prohibitively expensive.

Shared use footways / cycleways (adjacent to roads)

In line with the recommendations in LTN 2/08, the County Council will generally seek to improve cycling conditions on the road before considering converting pavements to shared use footways / cycleways within urban areas. Although some less experienced cyclists perceive off-carriageway routes to be safer than mixing with vehicular traffic, there are generally limited opportunities to provide good quality shared use facilities adjacent to urban roads, due to restricted space, frequent side roads, high pedestrian use and a number of other factors. Shared use footways / cycleways can also be unpopular with pedestrians.

Converting footways adjacent to urban roads to shared use will generally be considered only when on-carriageway options have been fully explored but prove unfeasible or for Safer Routes to School or National Cycle Network schemes.

Shared footpaths / cyclepaths (away from roads)

Shared footpaths / cyclepaths through parks, open spaces and along riversides can be of great benefit to cyclists and form key links within local cycle networks, by providing quiet and pleasant routes or more direct alternatives to roads. The County Council will seek to create more of these cyclepaths through joint working with District and Borough Councils, British Waterways and other landowners. We will identify opportunities to upgrade suitable footpaths to permit cycle use where they have potential to generate increased levels of cycling. The particular access needs of disabled cyclists, tandem users and users of other non-standard bikes will be considered when creating new or improved off-road cycle routes.

Policy CY5: Maintenance
The County Council will take account of the particular needs of cyclists in maintaining the highway network and ensure that off-carriageway cycle routes are maintained to a good standard.

Maintenance is an important issue for cyclists as they can be particularly affected by problems such as poor surface condition, bad drainage, surface debris and overhanging vegetation.

On-carriageway cycling

In common with other users, the main requirements for cyclists are networks that are:

- Free from dangerous surface defects such as potholes and uneven surfaces
- Are free from branches and vegetation which reduce visibility or which overhang and cause an obstruction
- Have non skidding surfaces
- Are free of snow and ice
- Can be used without fear of crime

However, cyclists generally use the edge of carriageways, where defects and obstructions can accumulate, meaning that they have specific needs in terms of highway maintenance. The Highway Maintenance Strategy considers the needs of cyclists when planning and carrying out maintenance procedures.

A hotline line for reporting carriageway and cycleway defects is publicised, and all emergency repairs are made within 24 hours. We will also ensure cyclists are considered at roadworks, including those undertaken by utility companies.

Maintenance of off-carriageway cycle routes

New cycle facilities adjacent to the carriageway or away from roads require particular consideration from a maintenance perspective, as this can be as important as good design in ensuring quality provision for cyclists. We will ensure that maintenance requirements are considered at the development stage of new off-carriageway cycle routes. Key issues include ensuring overhanging vegetation is cut back and that routes are free from broken glass and other debris. The latter is the responsibility of District or Borough Councils under their street cleaning regimes.

Policies on winter gritting of cycleways are set out in the County Council's Guide to Highway Policy Details and Service Levels.

> **Policy CY6: Cycle parking and security**
> The County Council will provide secure cycle parking facilities in key public places and work with others to improve parking at workplaces, schools, public transport interchanges and other key trip generators.

The County Council aims to ensure an appropriate supply of quality cycle parking is provided at convenient and visible locations in town centres, suburban shopping centres, at public transport interchanges and public buildings.

Types of cycle parking

The type of cycle parking provision is important and will differ according to the length of stay and security requirements. For long stay cycle parking, cycle stands may not offer the necessary level of security and cycle lockers or secure cycle compounds may be more appropriate. We will seek to develop long-stay parking facilities where needed, particularly at public transport interchanges.

Cycle parking locations

The County Council will encourage employers to provide cycle parking for employees and visitors as part of Workplace Travel Plans and other initiatives. We will provide cycle parking facilities at schools through School Travel Plans.

The County Council will ensure that high quality cycle parking facilities are provided at new developments through the planning process (see Policy CS8). Cycle parking standards, which set the minimum cycle parking requirements for different types of development, have been produced by each of the planning authorities in Warwickshire.

Funding and advice will be provided for organisations wishing to provide cycle parking at community facilities. Cycle parking at schools will be provided through implementation of School Travel Plans.

Cycle security

The County Council will also work with Warwickshire police to promote initiatives aimed at reducing cycle theft, such as free post-coding for cycles.

Policy CY7: Integration with public transport
The County Council will work in partnership with public transport operators to encourage and facilitate cycling as part of journeys made by public transport.

There is great potential for cycling and rail travel to be easily combined for longer journeys without the use of a car. In Warwickshire's main towns a large proportion of residents live within two miles of a railway station, making cycling and rail commuting a viable choice for many who work in nearby towns within Warwickshire and within neighbouring counties, such as Birmingham and Banbury. The growth in popularity of folding bikes has also helped to increase the number of people cycling to rail stations.

Promoting 'Bike-Rail'

The importance of 'bike-rail' journeys has been increasingly recognised by the government and the rail industry in recent years. The County Council will seek to make cycling to stations convenient and attractive by improving cycle links, ensuring easy interchange between modes, providing adequate number of high quality parking facilities and providing information and publicity on bike-rail.

Station travel plans

Station Travel Plans are under development at stations throughout Warwickshire and these seek to increase access to rail stations by cycling and other sustainable modes of transport through a package of infrastructure improvements and promotional initiatives. Leamington Spa station was one of 24 stations selected to be part of the ATOC Station Travel Plan national pilot programme and a number of improvements for cyclists have already been implemented.

New public transport interchanges

Where new rail stations are planned by the County Council, provision for cyclists will be considered as part of the scheme, including routes to the station.

Whilst cycling is most frequently combined with rail travel, facilities for cyclists will also be provided at new bus stations, park & ride sites and major bus stops where appropriate.

Cycle hire at rail stations

Bike Hubs, which include cycle hire, maintenance and parking facilities, have been established at a number of rail stations and town centres in the UK in recent years. The County Council will monitor the success of such initiatives and other cycle hire schemes to assess whether there is potential in the future for similar schemes to be introduced within Warwickshire, for example as part of new rail station or park and ride schemes.

> ### Policy CY8: Planning and new developments
> The County Council will seek to ensure that all new developments support cycling as a practical and attractive mode of transport. This will be achieved through provision for cyclists within the site itself and, where appropriate, securing funding from developers towards wider cycling improvements in the vicinity of the site, consistent with the Land Use & Transportation Strategy.

Land use planning has a major role to play in reducing car dependence and encouraging the use of more sustainable forms of transport. Warwickshire's Land Use and Transportation Strategy seeks to ensure the integration of land use planning and transport in order to promote sustainable patterns of development which reduce the need to travel, encourage more sustainable travel choices and promote accessibility to jobs and services by public transport, cycling and walking.

Provision for cyclists at new developments

The County Council will seek to ensure that new developments positively encourage cycling, through provision of cycle parking facilities and good cycle access within the site. The County Council's guidance for developers, 'Transport and Roads for Developments', details the standards required for new road construction at new developments in order to ensure high quality cycle-friendly design.

Developments over a certain size are also required to produce a travel plan, in accordance with the County Council's Practice Note for Developers (see Changing Travel Behaviour Strategy) and additional cycling facilities may be provided.

Developer contributions

The County Council, as transport authority for Warwickshire, is consulted by the five District and Borough Councils on the transport implications of planning applications and can recommend measures that may be required to minimise any adverse effect on traffic flows. Where appropriate, contributions are secured from developers to fund new cycle infrastructure and improve existing routes in the vicinity of the site, in accordance with the 'Criteria for Assessing Sustainable Development' within the Land Use and Transportation Strategy. The County Council will seek to ensure that new developments contribute towards making incremental improvements to the road network for cyclists. At the very least, it will be ensured that new developments do not sever existing or proposed cycle routes, or result in a net loss of network for non-motorised users.

> ### Policy CY9: Training and education
> The County Council will provide cycle training for children and adults to encourage safe and responsible cycling. We will seek to promote a wider awareness of the needs of cyclists amongst other road users.

Training has a key role in encouraging more people to cycle, by providing the necessary skills and confidence for both children and adults to cycle on today's roads. Cycle training has been found to be highly effective in increasing the frequency with which people cycle, the length of journeys they are prepared to cycle and their willingness to cycle in all seasons.

'Bikeability'

In March 2007, Cycling England launched 'Bikeability', the new national cycle training standards for children and adults, viewed as the new Cycling Proficiency for the 21st century. By 2012 Cycling England would like to see all children have the chance to achieve Bikeability to Level 2. Warwickshire County Council adopted the Bikeability framework in 2008.

Adult training is available and actively promoted by the County Council, with the aim of targeting those who would like to take up cycling but lack confidence to cycle on roads. Training will be promoted at key large employers through the travel plan process, with the County Council leading by example by offering training for it's employees. The County Council will seek opportunities to further promote cycle training, for example in conjunction with the introduction of new cycle routes to try to maximise potential for achieving behaviour change.

Cycling and pedestrians

Many people perceive cycling on busy roads as unsafe and therefore opt to instead cycle on pavements and public footpaths. In some locations, this can cause conflict with pedestrians, particularly elderly people or those with mobility impairments. Cycling on footways is illegal and therefore primarily an enforcement matter for the police, but it is hoped that improving cycling conditions and providing cycle training to raise skills and confidence levels will lead to less people cycling on pavements. The County Council will also raise awareness of this issue through publicity, such as cycle map / guides and web pages.

Raising driver awareness of cyclists on the road

Poor driver behaviour was raised as a particular concern amongst local cyclists during consultations with cycle forums. The County Council will seek to encourage courteous and considerate behaviour towards cyclists through road safety initiatives.

> **Policy CY10: Promoting cycling**
> The County Council will promote cycling as a viable, attractive, sustainable and healthy mode of transport and recreational pursuit. We will ensure that good quality information is widely available on local cycle routes and other cycling matters.

Promotional measures are a vital component of the cycling strategy, as physical improvements to infrastructure alone are unlikely to generate a significant increase in cycling. Changing hearts and minds, overcoming perceived barriers and improving the image of cycling to try to develop a cycling culture is a major challenge. However, there is now a stronger evidence base on the effectiveness of 'soft' measures in encouraging a shift to more sustainable modes of transport and achieving behavioural change.

'Smarter Choices'

In recent years, there has been growing interest in a range of 'soft' transport initiatives, which are now widely described as 'Smarter Choices'. These seek to give better information and opportunities, aimed at helping people to choose to reduce their car use while enhancing the attractiveness of alternatives. The Smarter Choices measures with most direct relevance to cycling are workplace and school travel plans, personalised travel planning and travel awareness campaigns. The County Council's strategy for delivering Smarter Choices measures is set out in full within the Changing Travel Behaviour Strategy but the key measures for encouraging cycling are summarised below.

Travel Plans

The County Council will encourage cycling through Travel Plans at workplaces, schools and rail stations (see Changing Travel Behaviour Strategy). Travel Plans usually include provision of facilities for cyclists such as secure cycle parking, lockers and showers, together with a range of promotional initiatives. The Sustainable Modes of Travel to School Strategy (see Appendix B) provides further details about the development and implementation of School Travel Plans.

Personalised travel planning

The County Council will seek to develop personalised travel planning initiatives, which will include promotion of cycling, at major new residential developments. It has been found that people are most likely to consider a change in their travel behaviour following a major life change like moving house.

Raising awareness and providing information

The County Council will promote cycling through awareness campaigns, cycling events and the local media. A range of promotional events are organised regularly by the County Council as part of the Travelwise initiative and in support of national events such as Bike Week.

We will provide good quality information about cycling and local cycle routes by publishing cycle route maps for the main towns and through comprehensive and up-to-date cycling web pages.

Cycle network signage is also important to raise awareness of the cycle route network.

Warwickshire joined the online National Cycling Journey Planner in 2010. This initiative, set up by Cycling England and Transport Direct, enables cycling journeys to be planned between two locations. People can chose to search for either the quietest, quickest or most recreational route and the journey planner provides turn-by-turn directions and a map, together with other useful information. It will be important to promote the journey planner in a variety of ways to raise awareness of this useful tool for planning cycle journeys and to ensure it is well used in Warwickshire.

As well as wider awareness campaigns, the County Council will develop targeted promotional initiatives where it is considered that there is a good opportunity to encourage individuals to change their travel behaviour. For example, where new cycle infrastructure has been introduced or in conjunction with health initiatives. With growing public awareness of the health problems caused by sedentary lifestyles and poor diets, emphasising the health and fitness benefits of cycling offers perhaps the greatest opportunity for targeted promotional initiatives. Opportunities will be sought to develop new initiatives in partnership with the health sector to promote cycling.

> **Policy CY11: Recreational cycling**
> The County Council will promote and increase opportunities for recreational cycling in the county, including improving the Rights of Way network.

Despite the overall decline in cycling levels, cycling is increasingly popular as a leisure pursuit and as a means of enjoying the countryside. The growth in sales of mountain bikes and hybrid bikes has led to an increase in off-road cycling, particularly in attractive countryside areas. As well as the wider health and environmental benefits of recreational cycling, it is believed that encouraging people to cycle for leisure may lead to some considering cycling for utility journeys. Recreational cycling can increase personal fitness and confidence in cycling ability, and therefore increase the likelihood of cycling being used as a transport alternative. Participation in recreational cycling at an early age means that individuals are more likely to cycle as adults. Promoting opportunities for recreational cycling is therefore an element of the overall strategy to increase cycling.

Providing for recreational cycling

The County Council actively promotes leisure cycling by developing opportunities for leisure cycling, providing publicity and improving rights of way. 11 way-marked countryside leisure routes have been developed which use quiet roads, tracks, and bridleways and are each accompanied by a high quality map / guide. Greenways and Country Parks offer traffic-free cycling opportunities particularly suitable for novice cyclists and families, providing the ideal environment to gain skills and bike handling confidence.

Cycling and Public Rights of Way

The county's rights of way network covers over 1,700 miles, although less than 20% of this network can be used by cyclists, i.e. is public bridleway status or above. These routes are generally open and available but their condition is more suited to mountain bike use than touring use. Whilst much of the network is rural, it links communities, can provide an alternative to cycling on roads and verges making local journeys possible and more pleasant and provides access from urban and urban fringe areas into adjoining countryside. Paths through open spaces in urban areas are also often used for recreational cycling.

The County Council will promote recreational cycling through publicity, information, events and activities. As resources allow, we will improve recreational cycling opportunities by providing safe and attractive routes and by maintaining and improving the rights of way network.

Action Plan

Policy	Action	Timescale
CY1: Consultation and partnership working	Participate in regular cycle forum meetings throughout the county.	Ongoing
	Identify opportunities for new off-highway links and liaise with relevant partners to promote development of key links.	Ongoing
	Continually review Cycling Network Development plans with input from cycle forums as regards both routes and priorities.	Ongoing
CY2:Cycle networks / CY3: Prioritising cycling schemes / CY4: Design / CY5: Maintenance	Develop dedicated cycle infrastructure on key links to town centres, employment sites, educational establishments and public transport interchanges in the following towns (see cycle network plans and area strategies for priority routes): Leamington Spa / Warwick / Kenilworth Rugby Nuneaton / Bedworth Stratford-upon-Avon	Short / Medium
	Develop cycle network development plans for Kenilworth and Bedworth.	Short
	Seek to develop dedicated cycle infrastructure on key inter-urban links: Kenilworth – Leamington Spa Bedworth – Nuneaton	Medium / Long
	Work in partnership with Sustrans to: (a) Complete National Cycle Network route 52 and 53 in Warwickshire; (b) Create links between the NCN and residential areas, local schools and other trip generators.	Short / Medium Ongoing
	Improve cycle access into and through Leamington, Warwick, Rugby, Stratford and Nuneaton town centre.	Short / Medium

Policy	Action	Timescale
	Investigate new and innovative approaches to make towns more permeable for cycling e.g. • Shared space in town centres • Two-way cycling on one-way streets • Turning bans to exempt cyclists • Reversing cycling bans through parks where appropriate • Removing ban on cycling on suitable footpath links in urban areas.	Short / Medium
	Seek to introduce further 20 mph speed limits in town centres and residential areas where appropriate.	Ongoing
	Identify the key physical barriers to cycling in each town and develop a long term approach for improvements.	Short
	Introduce Advanced Stop Lines for cyclists at all new signalised junctions where practical.	Ongoing
	Carry out cycle audits on all highway schemes to ensure they positively improve cycling conditions where possible and, at minimum, do not have a negative impact on cycling.	Ongoing
	Raise awareness about cyclists' needs and skills in cycle-friendly design amongst highway engineers through dissemination of best practice and practical workshops.	Ongoing
	Develop safe cycle routes to secondary schools through the SRTS programme.	Medium / Long
	Identify cycle-friendly roads and consider signing as advisory routes where they can provide a useful link to a key destination.	Short
	Review signage on existing cycle routes and develop signing strategy for the town cycle networks.	Short / Medium
	Identify low cost opportunities for upgrading public footpaths to cycleways and bridleways where they will form a key link in the network.	Short/ Medium
	Work in partnership with British Waterways to improve the canal towpath network for cycling.	Ongoing
CY6: Cycle parking and security	Assess the need for new or additional cycle parking in town centres, suburban shopping centres, public buildings, public transport interchanges and other public places and install additional stands where they are considered necessary..	Ongoing
	Investigate the potential and demand for secure cycle parking for commuters in town centres.	Short / Medium
	Provide funding for schools to implement cycle parking and other cycle facilities.	Ongoing
	Provide assistance to help community groups and voluntary organisations develop small-scale cycling projects.	Short / Ongoing
	Work with schools and employers to improve cycle parking and other cycling facilities through Travel Plan procedure.	Ongoing
	Work with Warwickshire Police and others to develop initiatives to reduce cycle theft in county.	Ongoing
CY7: Integration with public transport	Develop programme to improve cycle parking at stations in partnership with train operators.	Short / Medium
	Complete cycle links to rail stations in the main towns and ensure maximum linkages to wider town cycle route network plans.	Short / Medium

Policy	Action	Timescale
CY7: Integration with public transport	Ensure new public transport interchange facilities provide good access and facilities for cyclists.	Ongoing
	Seek to ensure good cycle links and cycle facilities are provided to proposed new rail stations: • Kenilworth Station • Bermuda Station ('NUCKLE' project) • Stratford Parkway	Short / Medium / Long
	In partnership with train operators, promote cycling to stations through publicity, signage and information.	Ongoing
	Investigate the potential to provide 'Bike Hubs' offering cycle hire and other cycle facilities at key destinations within the main towns, such as rail stations and park and ride sites.	Medium / Long
CY8: Planning and new developments	Ensure new developments encourage cycling through provision of cycle parking and other facilities and good access.	Ongoing
	Seek to link development sites to local cycle networks where possible.	Ongoing
	Promote cycling as part of a pilot personalised travel planning scheme at a new residential development.	Medium / Long
CY9: Education and training	Provide Bikeability cycle training for school children to promote safe and responsible cycling.	Ongoing
	Provide cycle training for adults to improve confidence of new or returning cyclists when cycling in traffic.	Ongoing
	Promote the availability of cycle training to major local employers.	Ongoing
	Develop cycling awareness course for secondary schools.	Short
	Publish cycle safety advice on the town cycle maps / guides, cycling web pages and other mediums when the opportunity arises.	Short / Ongoing
	Encourage safe driving and raise driver awareness of the needs of cyclists through road safety campaigns.	Ongoing
	Work with local cycle shops to promote basic cycle maintenance courses, particularly to key groups.	Short
CY10: Promoting cycling	Continue to organise events in support of national cycling campaigns, such as Bike Week.	Ongoing
	Develop a recognised logo / slogan for cycling as part of wider marketing strategy for sustainable transport.	Short
	Develop strategy for promoting cycling in conjunction with new cycle routes and other highway improvement projects.	Short
	Publish up to date town cycle route maps / guides for the following towns: Warwick / Leamington Spa Rugby Nuneaton Stratford-upon-Avon Kenilworth *(new)* Bedworth *(new)*	Ongoing
	Provide publicity to generate usage of the National Cycling Journey Planner for local cycling journeys in Warwickshire.	Short / Ongoing
	Further develop and regularly update comprehensive cycling web pages on Warwickshire website.	Ongoing
	Identify opportunities for promoting cycling with other organisations, particularly health sector.	Short

Policy	Action	Timescale
	Produce regular press releases on cycling to ensure ongoing media coverage for cycling.	Ongoing
	Promote take up of cycle purchase scheme amongst local employers.	Short
CY11: Recreational cycling	Seek to maintain and improve bridleways and byways as multi-user routes.	Ongoing
	Promote the use of Country Parks and Greenways as an introduction to cycling in a safe environment.	Ongoing
	Continue to provide information about and new opportunities for recreational cycling.	Ongoing
	Work with partners to develop opportunities for cycling in parks, open spaces and along green corridors such as canal towpaths and disused rail lines, both within rural and urban locations.	Short / Medium
	Improve the surface condition of selected routes where they provide a key link in the off road network	Ongoing
	Where appropriate, upgrade specific public footpaths to cycleways or public bridleways (where cycling is permitted), particularly on key links to the recreational network from urban centres and missing links within the rural network.	Ongoing
	Promote safe opportunities for cycling at country parks and other attractive countryside locations within Warwickshire.	Ongoing
	Work with others to provide accurate and high quality promotional material.	Ongoing
	Provide information on cycling within the county: • raise awareness of local opportunities, both in towns and rural areas. • to encourage local tourism • to promote opportunities to non-users • to improve confidence of all users and potential users	Ongoing
	Promote, develop and host activities that encourage cycling and local tourism.	Ongoing
	Organise sporting and leisure events, such as cycle races and guided cycle rides, to promote recreational cycling and the wider benefits of cycling.	Ongoing
	Liaise with Ordnance Survey over inclusion of promoted routes on OS maps.	Ongoing

37. Rights of Way and Recreational Highway Strategy

> **This Strategy is a Rights of Way Improvement Plan under Section 60 of the Countryside and Rights of Way Act 2000.** It supersedes the 'Countryside Access and Rights of Way Improvement Plan 2006-2016' and all previous policies contained within that Plan.

Introduction and Overview

Background

The first rights of way improvement plan (ROWIP) for Warwickshire, prepared under Section 60 of the Countryside and Rights of Way Act 2000 (the CROW Act), established a framework for rights of way and countryside access work over the ten years from 2006 to 2016. The ROWIP produced by Warwickshire County Council (WCC) was the 'Countryside Access and Rights of Way Improvement Plan 2006-2016', or 'CAROWIP', and was the first to be completed in the West Midlands and was advanced in its attempts to integrate with the Local Transport Plan (LTP).

It was always intended that the CAROWIP be reviewed in line with the LTP timetable and the preparation of the third LTP (LTP3) has provided not only an opportunity for a new ROWIP, but an opportunity to fully integrate it with LTP3.

The second ROWIP will be known as the 'Rights of Way and Recreational Highway Strategy' (herein called 'the Strategy').

A separate document, the ROWIP Implementation Plan, will cover a three year timescale and will contain detailed actions covering implementation of the Strategy over that period. This will be prepared and published separately.

Meanings

rights of way	all public footpaths, public bridleways, restricted byways and byways open to all traffic, both recreational and utility
UCR	unclassified road
byway	highway with rights for vehicles – there are two types ▪ restricted byway – carries rights for non-motorised vehicles as well as walkers, horseriders and cyclists ▪ byway open to all traffic – carries rights for all road users but is mainly used by walkers and horseriders
public bridleway	highway for walkers and horseriders but which can also be used by cyclists
public footpath	highway for pedestrians which is separate from a road
footway	path for pedestrians which is part of an all-purpose highway and which is commonly known as a pavement
utility rights of way	those which are mainly used by people going about their day to day business – as shortcuts, or routes to shops, schools etc
recreational rights of way	those which are mainly used by people for walking for pleasure (including walking dogs or exercising horses)
recreational UCRs	UCRs covered by the Strategy which are generally not tarmacced by WCC although they may have a stone surface or similar

recreational highways	recreational rights of way together with the recreational UCRs
the network	the rights of way and recreational highway network which is made up of all the routes covered by the Strategy
cycle route	either a footpath which has been converted by legal order or a right of way of a higher status which forms part of a route designed or managed for cyclists
tarmac	used here as a generic term to cover all sealed surfacing materials which would be considered by a member of the public to be called tarmac
Local Access Forum (LAF)	statutory advisory body made up of those with a wide variety of interest in access to the countryside

The Scope of the Strategy

The legislation states that a ROWIP should cover;

- footpaths, cycle tracks and bridleways and restricted byways, and

- byways open to all traffic which are shown on the Definitive Map and Statement.

However, WCC has recognised for some time that there are a number of unclassified roads (UCRs) with an unsealed surface in the County which form valuable links in the recreational highway network. The strategy will therefore include;

- all rights of way,

- cycle routes where they are part of the rights of way network, and

- recreational UCRs which are managed in a similar way to the rights of way network and which have mainly recreational use.

The preparation of this second ROWIP offers an opportunity to assess the successes and failures of the CAROWIP and to further develop priorities and strategies for managing the future of the Warwickshire rights of way network.

Whilst the rights of way and recreational highway network forms the most significant resource which enables members of the public to access the countryside, there are several other types of access which complement the rights of way network and extend and improve access to the countryside, for example greenways and canal towpaths. Although WCC works closely with those who manage these resources, they are not covered by this Strategy.

The policy and legislative context

Legislative framework

The requirement to publish a Rights of Way Improvement Plan was introduced by Section 60 of the Countryside and Rights of Way Act 2000.

The legislation required highway authorities to publish a plan which considers local rights of way (defined as including cycletracks but excluding footways) in the context of;

- the extent to which local rights of way meet the present and likely future needs of the public,

- the opportunities provided by local rights of way for exercise and other forms of open-air recreation and the enjoyment of the authority's area, and

- the accessibility of local rights of way to blind or partially sighted persons and others with mobility problems,

- such other matters relating to local rights of way as the Secretary of State (as respects England) or the National Assembly for Wales (as respects Wales) may direct,

and it further required WCC to publish;

- the authority's assessment of the matters specified above, and

- a statement of the action propose to be taken for the management of local rights of way, and for securing an improved network of local rights of way, with particular regard to the matters dealt with in the assessment.

Government Guidance

In addition to the primary legislation, the Department for Environment, Food and Rural Affairs (Defra) published statutory guidance for ROWIPs in 2002. This guidance was primarily aimed at the production of an authority's first ROWIP but remains in force.

The guidance states 'The government expects local highway authorities to make improvements to their networks that will benefit different types and classes of users, making full use of the powers available to them to do so.'

The guidance includes examples of options or activities which an authority should consider. These are not reproduced in full here but they include;

- the duty to provide adequate margins or verges for ridden horses beside a carriageway where it is considered necessary or desirable,

- additional provision for equestrians through the creation of bridleways and restricted byways,

- routes from centres of population which allow people to gain easy access to the countryside from where they live,

- convenient and safe crossings over roads, railways, rivers and canals,

- links which create circular routes and better facilities for walkers including dog walkers and runners,

- attractive routes in order to support local tourism, economic regeneration and community led initiatives, and

- routes for local journeys such as walking to work, to the station, to the shops or to other local amenities.

A Natural England Good Practice Note on ROWIPs and LTP integration states that 'The new Local Transport Plan (LTP) guidance recognises the role of active travel solutions such as walking and cycling. There is now an opportunity for local authorities to take a broader, more holistic approach to transport and address the rights of way network as an integral part of urban and rural transport systems and in contributing to the achievement of all the national transport goals'. It also states that 'Integration gives local authorities an advantage in delivering positive benefits for people and the natural environment – a more active lifestyle in a greener, healthier, low carbon, quieter and safer environment'.

Guidance produced by the Department for Transport (DfT) states that 'Local transport authorities may wish to integrate the appropriate ROWIP(s) with their LTP'.

Figure RW1 shows how the integration has been achieved in Warwickshire.
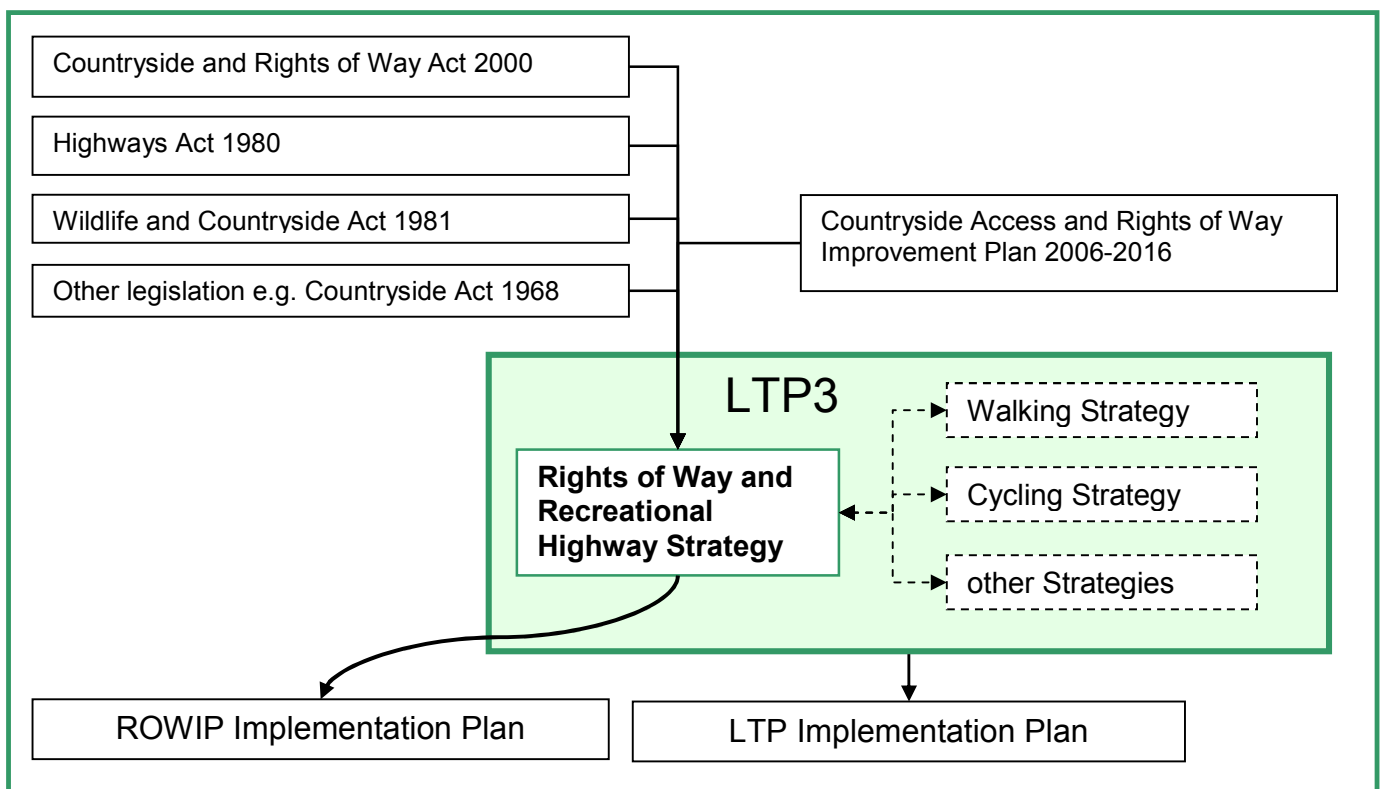
Figure RW1: Integration between the ROWIP and LTP3

Regional and National policy

There are a number of national documents which relate to the rights of way and recreational highway network. These include:

- Rights of Way Improvement Plans - Statutory Guidance to Local Highway Authorities in England (Defra Nov 2002)

- LTP and ROWIP Integration (Natural England 2009)

- Guidance on Local Transport Plans (DfT 2009)

- Guidance on Local Transport Plans and the Natural Environment (Natural England 2009)

- PPS7: Sustainable Development in Rural Areas (Dept. for Communities and Local Government 2004)

- PPG17: Planning for open space, sport and recreation (Dept. for Communities and Local Government 2002)

National Transport Goals

The DfT advises authorities to consider the national transport goals as over-arching priorities for their LTPs. The rights of way network has an important role in helping to contribute to all of the national transport goals and the contributions made by the Strategy are indicated below.

Table RW1 : Links to National Transport Goals

Goals	Challenges	Relevance to strategy area
Tackle climate change	1 Deliver quantified reductions in greenhouse gas emissions within cities and regional networks, taking account of cross-network policy measures.	✓
Support economic growth	2 Reduce lost productive time including by maintaining or improving the reliability and predictability of journey times on key local routes for business, commuting and freight.	
	3 Improve the connectivity and access to labour markets of key business centres.	
	4 Support the delivery of housing, and in particular the PSA target of increasing supply to 240,000 net additional dwellings per annum by 2016 by facilitating the conditions for the housing to be delivered, while limiting increased congestion.	
	5 Ensure local transport networks are resistant and adaptable to shocks and impacts such as adverse weather, accidents, terrorist attacks and impacts of climate change.	
Promote equality of opportunity	6 Enhance social inclusion and the regeneration of deprived or remote areas by enabling disadvantaged people to connect with employment opportunities, key local services, social networks and goods through improving accessibility, availability, affordability and acceptability.	✓
	7 Contribute to the reduction in the gap between economic growth rates for different regions.	✓
Contribute to better safety, security and health	8 Reduce the risk of death or injury due to transport accidents.	✓
	9 Improve the health of individuals by encouraging and enabling more physically active travel.	✓
	10 Reduce the social and economic costs of transport to public health, including air quality impacts.	✓
	11 Reduce vulnerability of city and regional transport networks to terrorist attack.	
	12 Reduce crime, fear of crime and anti-social behaviour on city and regional transport networks.	✓
Improve quality of life	13 Reduce the number of people and dwellings exposed to high levels of noise from road and rail networks consistent with implementation of Action Plans prepared under the Environmental Noise Directive.	
	14 Minimise the impacts of transport on the natural environment, heritage and landscape and seek solutions that deliver long-term environmental benefits.	✓
	15 Improve the quality of transport integration into streetscapes and the urban environment.	
	16 Improve the journey experience of transport users of urban, regional and local networks, including at the interfaces with national networks and international networks.	✓
	17 Enhance well-being and sense of community by creating more opportunities for social contact and better access to leisure activities and the natural environment.	✓

✓1   By contributing transport links for walkers and cyclists between areas of settlement which enables them to have an alternative to the car.

✓6   By making the recreational highway network more accessible and more attractive to non-traditional countryside users.

✓7   By promoting and supporting Warwickshire as a destination for walkers, cyclists and horseriders from outside the area.

✓8   By providing recreational walkers, cyclists and horseriders with routes which are off the tarmac road network wherever possible

✓9   By encouraging walking, cycling and horseriding on the recreational highway and rights of way network.

✓10 & ✓14 By encouraging and supporting use of the network by walkers and cyclists for utility journeys, particularly in the urban fringe and between villages.

✓12 & ✓16 By setting ideal design standards and specifications to provide a well designed and fully integrated network, particularly for routes affected by development.

✓17 By maintaining and providing a free-at-the-point-of-use and healthy recreational resource, and by providing appropriate information which allows people to make use of it.

ROWIP goals

The Strategy is an amendment to the CAROWIP prepared and published under Section 60(4) Countryside and Rights of Way Act 2000. In addition to the National Transport Goals, the Strategy includes ROWIP-specific goals to enable it to comply with the relevant legislation (set out above). These are shown in Table RW1a.

Table RW1a : Links to ROWIP Goals

Goals	Challenges	Relevance to strategy area
Meeting the requirements of a ROWIP	18 Meeting likely present and future needs of the public	✓
	19 Providing opportunities for exercise and other forms of open-air recreation and the enjoyment of the authority's area using public rights of way.	✓
	20 Making local rights of way more accessible to blind or partially sighted persons and others with mobility problems.	✓

Overview of the Current Situation

Countryside access, rights of way and Warwickshire

Warwickshire is a landlocked county with a varied landscape, ranging from the gentle rolling landscape of the Cotswolds in the south of the County to the former mining and industrial areas in parts of North Warwickshire. Many thousands of tourists come to the County every year to visit places such as Stratford upon Avon, Warwick and their associated attractions.

The County is closely linked to the City of Coventry which sits at the centre of Warwickshire, and many of our countryside users come from the largely urban areas of Coventry and Solihull, as well as from further afield in the surrounding counties and the West Midlands conurbation.

Warwickshire has over 1,750 miles of public rights of way, along with over 100 miles of canal towpaths and a variety of other site based countryside access opportunities, both private and local authority operated. The current extent of the rights of way network is shown in Table RW2.

Table RW2 : Warwickshire's rights of way (Oct 2009)

Status	no. of routes	length (miles)	% of rights of way network by length	*changes to rights of way since CAROWIP was published*
Footpath	2920	1443	82.5	*+ 9 paths, + 1 mile*
Bridleway	396	303	17.3	*+ 3 paths, + <1 mile*
Restricted Byway	0	0	0	*no change*
Byway Open to All Traffic	8	3	0.2	*no change*
Recreational UCR	106	59	n/a	n/a

As well as providing a resource for the people of Warwickshire, the network also plays a larger role with several regionally and nationally important long distance promoted routes passing through the County.

Significant resources were committed to opening, maintaining, improving and recording public rights of way over the last 20 years. Considerable progress has been made towards the ongoing target of making all rights of way easy to use for members of the public, and much of that work has been in response to statutory duties placed upon Warwickshire County Council (WCC).

Strengths and weaknesses of Warwickshire's rights of way and recreational highways

Based on the assessment carried out in preparation for the CAROWIP, together with the current situation regarding the Definitive Map and Statement and the physical network, the following strengths and weaknesses have been identified;

Strengths:

- Success in replacing stiles with more accessible structures.

- Consistent standards for signing and waymarking.

- Good community involvement and motivation.

- Good relationships with landowners and land managers.

- Success in processing path changes in response to landowner requests.

Weaknesses:

- Lack of connectivity.

- Many long term off-line and obstructed routes.

- Reactive workload rather than proactive.

- Little reliable data about the infrastructure on the network.

- Lack of routes with equestrian rights, particularly in North Warwickshire.

- Backlog of applications to record routes on the Definitive Map.

- Ability to maintain the asset value in the medium to long term due to reductions in resources.

Issues and Challenges

An assessment of:

- the extent to which local rights of way meet the present and likely future needs of the public, and

- the opportunities provided by local rights of way for exercise and other forms of open-air recreation and the enjoyment of the authority's area, and

- the accessibility of local rights of way to blind or partially sighted persons and others with mobility problems,

was carried out during preparation for the CAROWIP. This assessment led to the introduction of a number of themes which needed addressing.

Significant research was carried out during the preparation of the CAROWIP. That has not been repeated here as the Strategy is fundamentally a review of the CAROWIP and the situation has not substantially changed. However, it is anticipated that the next (third) ROWIP will be informed by in depth research and consultation and a full assessment of the use and demand for rights of way.

Warwickshire's CAROWIP was divided into eight themes which represented the challenges which faced WCC in carrying out its duties and powers whilst ensuring that residents of, and visitors to, Warwickshire received the maximum benefit from this valued asset. The choice of these themes resulted from the research carried out and still represent some of the greatest challenges.

Since publication of the CAROWIP, other issues have become apparent and these have been included in the summaries given under each of the themes below.

It should be noted that when the 2006 CAROWIP was published, rights of way work enjoyed a relatively high profile and a generous level of resources. At the time this Strategy is published, the greatest challenge facing the network is the provision of an effective service which delivers the Statutory Duties, within difficult economic circumstances.

Whilst the research carried out in 2005-2006 and the resulting themes are still valid, opportunities for large scale improvements are likely to be fewer. However, some of the identified challenges can be addressed through the delivery of the statutory duties, and other opportunities may arise, particularly through partnerships or outside agencies, during the life of this Strategy.

The themes, together with the issues currently associated with them, are:

Accessibility

Access to the countryside may be difficult for a number of groups, including those with disabilities (including but not limited to wheelchair users) and those from disadvantaged backgrounds, particularly from the urban environment. Factors affecting access to the public rights of way network and the wider countryside include:

- Transport difficulties or lack of transport.

- Concerns over personal safety and security in an unknown environment.

- Absence of knowledge and lack of information about the countryside.

- Physical barriers such as stiles, gates, narrow paths or uneven surfacing.

- Ensure that people are not discouraged by what they find by maintaining and developing key areas of the network to a high standard.

Education

Experience of and knowledge of the countryside is something which a minority of people have the benefit of from an early age. Enabling people to learn about the opportunities the countryside and rights of way network offer can act to make the countryside more accessible to all, as well as reducing the potential for conflict. Factors can be divided into three categories – users, workers and land managers. These are:

Users:

- Understanding of agriculture and it's place in the landscape.

- Awareness of livestock and crops and respect for them.

- Knowledge of the hazards to be found in the countryside.

- Knowledge of wildlife and plants.

- The balance between rights and responsibilities of countryside visitors.

- Map reading and navigation.

- A clear expectation about the type of terrain which will be encountered.

Workers (both WCC and others):

- Understanding that rights of way are highways and that they are protected by the same legislation as the roads.

- Understanding the interface and overlap between WCC as highway authority for public rights of way, and related disciplines both in local authorities (such as town planners, ecologists, transport planners) and in the private sector (such as conveyancers and solicitors, developers and land agents).

- Ensuring that those working in rights of way have sufficient knowledge and expertise to perform their role, as there is no formal career progression, such as there is for engineering or planning.

Landowners and land managers:

- Understanding their rights as landowners or land managers, and responsibilities for maintaining gates and stiles

- Understanding the legal aspects of rights of way, and mechanisms for getting them diverted.

- Understanding the rights and responsibilities of countryside visitors

Health, wellbeing and social benefits

It has been well documented that walking, cycling and other forms of exercise such as running and horseriding can be important contributors to people's ongoing health and fitness. A number of 'walking for health' groups have been set up around Warwickshire, but these groups operate independently of WCC.

The largest issues here are:

- Increasing accessibility by dealing with the barriers to people's use of the countryside.

- Increasing awareness of the rights of way network as a free and enjoyable resource.

- Provision of information which allows people to take the first steps in exploring the countryside.

- Increasing the awareness of the free-at-the-point-of-use opportunities for walking, running, cycling and horseriding.

Path networks and connections

The rights of way network is largely a historical anomaly – routes came into existence where they were needed, normally running between two destinations (such as settlements, a mill or a church) or taking a shortcut from road to road. Modern users are very different and whilst the network has a role in transport links for walkers and cyclists between settlements and destinations, the majority of the people use the network for recreation.

The issues include:

- Availability of circular routes suitable both for daily dog-walkers and for experienced ramblers.

- Increasing the length of the network which is available to cyclists and horseriders.

- Reducing the length of road use which is necessary to get from one path to another.

- Ensuring the rights of way network is protected and enhanced whenever the opportunity arises e.g. when new roads are built, or when large scale development takes place.

- Increase the connectivity between routes to build a network suitable for modern usage.

Paths on the ground

The majority of the paths are maintainable at public expense and so the responsibility for the maintenance of the path network rests mainly with the Highway Authority, although the landowner or land manager does bear some responsibility. They must maintain stiles and gates which are on their land, as well as being required to reinstate paths which are disturbed though ploughing and cropping. The responsibility for bridges may vary according to the location and type of bridge, for example, bridges over canals are usually the responsibility of British Waterways, and some bridges may also be scheduled ancient monuments or listed buildings. In many cases, the prime use of the land is agricultural and the existence of a highway can be seen by the land manager as a problem.

The issues include:

- Management of a complex asset, where some aspects are not directly within WCC control.

- Surveying the asset to gather information inventory data.

- Ensuring that third parties with responsibilities for maintenance, for bridges or for other structures carry them out effectively.

- Ensuring the safety of the public using the network.

- Maintain the current standards and quality of the network.

- Preventing and dealing with illegal obstructions.

Records, changes and mapping

The survival and protection of rights of way though the 20th Century is largely down to the requirement for each highway authority to create and maintain a Definitive Map and Statement. The document gives legal protection to those routes which are included and must be constantly reviewed. However, current legislation proposes the closure of the Definitive Map some years hence in 2026 and this may result in the loss of routes if not recorded by then. Whilst the legislative future is uncertain, work must continue on investigating as many potential routes as possible, to ensure their survival for future generations.

In addition, a legal process is required whenever a path needs to be created, moved or closed. This can be time consuming and contentious but is necessary if the historic network can be joined together to make it a viable resource for the future.

The issues include:

- The expectations of others that data is held electronically and is freely available to all.

- Republishing a Definitive Map containing over 12 years worth of legal changes.

- Moving from a paper based world to an electronic world.

- Many legal changes would be required to join up the network and make it a complete off-road resource for non motorised users.

- Prioritising an increasing backlog of work.

- Uncertainty over the status of UCRs and those legally entitled to use them.

Strategic developments and promotion

As recreational pastimes, walking, cycling and horseriding have a broad appeal and many people travel outside their immediate area to participate. There are several regionally and nationally important long distance promoted routes which pass through Warwickshire, such as the Heart of England Way and the Monarch's Way, as well as many smaller locally devised and promoted trails. These have been developed and are promoted mainly by voluntary organisations and this is largely outside the control of WCC.

By their nature, promoted routes are more likely to be used by non-residents as well as seeing a greater than average footfall. However, the risk is that routes are promoted and publicised but there is no follow up to ensure that they are suitable maintained and signed, and the published information can go out of date very quickly. A proliferation of these routes can also, if not monitored and controlled, lead to an excess of confusing signs across the countryside.

In addition to promoted routes, there are aspects of access to the countryside which are desirable to the visiting public, yet rarely available in practice. These include access to woodland and water, as well as access to pockets of countryside where there are very few rights of way or even none at all.

The issues faced by WCC include:

- Ensuring that routes within Warwickshire which are actively promoted by others are fit for purpose.

- Ensuring that any routes developed and promoted by WCC deliver good value and are sustainable

- Supporting other organisations appropriately if they wish to develop or promote new strategic routes.

- Demand for waterside and woodland access.

- Developing a presence on the website to allow more interactivity and provide better information.

- Increasing awareness of the health benefits of walking, cycling and horseriding in the countryside.

- Providing targeted information on site where appropriate.

- Providing or improving key inter-village routes.

- Providing or improving local networks to meet local needs.

Tourism and leisure

Warwickshire is well known as a tourist destination, with several honeypot sites. The challenge is to expand that tourist destination to include the countryside so as to bring additional visitors to the County and to extend the stay of current visitors. It is recognised that visitors to the rights of way network do add value to the rural economy.

The issues faced by WCC include:

- Supporting and encouraging local events and promoted routes which use the network and which will bring visitors to the area.

- Providing targeted information for visitors.

- Increasing the numbers of non-resident visitors to the Warwickshire countryside.

- Issues arising from increased visitor numbers such as car parking, toilets and other facilities.

Changes since 2006

The CAROWIP was published as a sister document to the second LTP, and a degree of integration with the walking and cycling strategies was achieved by cross referencing actions within the two plans. At the time of publication, integration between the two documents had been a stated DfT and Defra aim, but it had not been possible to integrate fully. With the change in emphasis and introduction of the National Transport Goals it has proved possible to reconcile the recreational and utility use of the network and produce a single strategy which fulfils the requirement for a ROWIP and the LTP.

Spatial geography

Whilst the bulk of the network serves the countryside, there are many rights of way, both unrecorded and on the Definitive Map, which serve the more built up areas.

There are particular opportunities for increasing access to the countryside from the urban fringe as well as increasing utility use between settlements, for example links from a village into the local town.

The distribution of rights of way across the County is variable, largely down to the historical development of the highway network, but there is one clear area where a geographical anomaly exists and that is the relative scarcity of bridleways in the north of the County. The CAROWIP

included an action to look at the provision of bridleways in the north and it is intended to carry that forward through inclusion in the ROWIP Implementation Plan.

Table RW3. LTP3 Challenges & Priorities by spatial area

LTP3 Challenges and Priorities Rights of way and recreational highways	Relevance to spatial area				
	Main urban area	Other urban area	Villages & rural areas	Inter-urban	Countywide
Strategy based challenges & priorities					
Increasing the physical accessibility to the countryside for the less able.			✓	✓	
Ensuring potential non-traditional countryside users have access to information which allows them to access the countryside with confidence.					✓
Maintaining the network to a high standard so that users are not discouraged by what they find in the countryside.			✓	✓	
Increasing the awareness of countryside users (and potential users) of their rights and responsibilities when visiting the countryside, as well as its agriculture, animals, plants and natural hazards.					✓
Increasing the awareness and knowledge of fellow professionals and ensuring they understand that rights of way are highways and that they are protected by the same legislation as the roads.					✓
Promoting understanding of the interface and overlap between WCC as highway authority for public rights of way, and related disciplines both in local authorities and in the private sector.					✓
Increasing the understanding of landowners and land managers so as to minimise misunderstandings and build on existing working relationships.					✓
Increasing the awareness of the free opportunities for walking, running, cycling and horseriding and the health benefits of those activities.					✓
Increasing accessibility by dealing with the barriers to people's use of the countryside e.g. concerns over personal safety, lack of transport etc.					✓
Adapting and creating routes which are more suitable for modern users, by increasing connectivity between routes as well as reducing the necessity for walkers, horseriders and cyclists to use the tarmac road network to get from one recreational highway to another.			✓	✓	
Increasing the length of the recreational highway network available for horseriders and cyclists.			✓	✓	
Ensuring the rights of way network is protected and enhanced whenever the opportunity arises e.g. when new roads are built, or when large scale development takes place.					✓
Reducing the number of hazardous road and rail crossings along the recreational highway network for walkers, horseriders and cyclists.		✓	✓	✓	

LTP3 Challenges and Priorities Rights of way and recreational highways	Relevance to spatial area				
	Main urban area	Other urban area	Villages & rural areas	Inter-urban	Countywide
Managing a complex asset, where some aspects are not directly within WCC control, including ensuring that third parties with maintenance responsibilities (e.g. for bridges or for other structures) carry them out effectively.					✓
Maintaining the value of the asset without deterioration.					✓
Maintaining the current standards and quality of the network whilst preventing and dealing with illegal obstructions.					✓
Reviewing and republishing the Definitive Map whilst moving from a paper based record to an electronic record.					✓
Future legislative changes which will affect the way in which rights of way are, and can be, recorded, together with increasing demand for changes to the legal network and recording of historic and used routes.					✓
Supporting and promoting Warwickshire as a destination for recreational walkers, cyclists and horseriders.					✓
Supporting existing and new promoted routes which run through and within the County.					✓
Providing better information on site and on the website for users of the recreational highway network.					✓
Providing and improving local networks to meet local needs for walking, cycling and horseriding.			✓	✓	

The Strategy

The vision for the rights of way and recreational highway network in Warwickshire is:

'To ensure that the public gain maximum use and enjoyment of the network, whilst protecting and improving it for future generations of residents and visitors'.

The overall objectives in implementing the Strategy are to achieve:

- A well managed and maintained asset.

- A sustainable network which meets the needs of modern users.

- A network which is accessible to, and used by, a wide variety of people from different backgrounds and with differing abilities.

- Responsible users who respect the countryside as a working environment and as an investment for the future.

- A better rights of way network for all.

Based on the issues and challenges summarised above, the objectives can be grouped into three main areas:

- The physical network.

- Legal processes and records.

- Public awareness and usage.

It should be recognised that these objectives are aspirational and is not anticipated that the individual objectives will be directly funded as separate entities.

It is, however, expected that officers will consider these objectives in the delivery of their duties. For example, so that maximum benefit can be gained through the planning process, or through involvement in projects being promoted by third parties.

The physical network

Challenges

Increase physical accessibility to the countryside for the less able (N.B. not just wheelchair users).
Maintain the network to a high standard so that users are not discouraged by what they find in the countryside.
Managing a complex asset, where some aspects are not directly within WCC control, including ensuring that third parties with maintenance responsibilities (e.g. for bridges or for other structures) carry them out effectively.
Maintain the current standards and quality of the network whilst preventing and dealing with illegal obstructions.
Providing and improving local networks to meet local needs for walking, cycling and horseriding.

Objectives
1. To fulfil the statutory duties to assert and protect the highway network.
2. To ensure that all recreational highways are easy to use by members of the public.
3. To manage the asset in a cost effective way whilst ensuring best value for the public
4. To improve the network of paths on the ground and increase accessibility.

Legal processes and records

Challenges

Adapting and creating routes which are more suitable for modern users, by increasing connectivity between routes as well as reducing the necessity for walkers, horseriders and cyclists to use the tarmac road network to get from one recreational highway to another.
Increasing the length of the recreational highway network available for horseriders and cyclists.
Reducing the number of hazardous road and rail crossings along the recreational highway network for walkers, horseriders and cyclists.
Reviewing and republishing the Definitive Map whilst moving from a paper based record to an electronic record.
Future legislative changes which will affect the way in which rights of way are, and can be, recorded, together with increasing demand for changes to the legal network and recording of historic and used routes.
Providing and improving local networks to meet local needs for walking, cycling and horseriding.

Objectives
5. To ensure that all public rights of way are legally defined and correctly recorded.
6. To adapt existing and create additional routes both for the public benefit and to allow for modernisation of the network.

7. To ensure the public have access to clear and accurate information about location and status of recreational highways.

Protection of and improvement to the current asset

Challenges

Ensuring the rights of way network is protected and enhanced whenever the opportunity arises e.g. when new roads are built, or when large scale development takes place.
Increasing the awareness and knowledge of fellow professionals and ensuring they understand that rights of way are highways and that they are protected by the same legislation as the roads.
Promote understanding of the interface and overlap between WCC as highway authority for public rights of way, and related disciplines both in local authorities and in the private sector.

Objectives

8. To seek out improvements to the path network to compensate for the adverse effects of development on the network.
9. To increase the awareness of rights of way amongst other professionals so as to ensure that the recreational highway network is properly protected

Public awareness and usage

Challenges

Ensure potential non-traditional countryside users have access to information which allows them to access the countryside with confidence.
Increase awareness of countryside users (and potential users) of their rights and responsibilities when visiting the countryside, as well as its agriculture, animals, plants and natural hazards.
Increasing the awareness of the free opportunities for walking, running, cycling and horseriding and the health benefits of those activities.
Increasing accessibility by dealing with the barriers to people's use of the countryside e.g. concerns over personal safety, lack of transport etc.
Supporting and promoting Warwickshire as a destination for recreational walkers, cyclists and horseriders.
Supporting existing and new promoted routes which run through and within the County.
Providing better information on site and on the website for users of the recreational highway network.

Objectives

10. To ensure that the public can confidently access the recreational highway network.
11. To make people aware of the resource which is there for them to use, and of the benefits of doing so

Policies

Since the CAROWIP was produced, two additional policies affecting rights of way have been developed. The first relates to the use of Gating Orders, replacing the policy on antisocial behaviour and crime (CAROWIP Policy CA16), and the second is an entirely new policy relating to the use of Traffic Regulation Orders on recreational highways. With the exception of these two policies, all the CAROWIP policies have been reviewed for the Strategy.

In developing the policies for the Strategy, it is important to note that these fall into two distinct categories. There are seven overarching policies which set out the authority's aims, and seventeen more detailed supporting policies which set out the authority's priorities and standards in a number of different areas such as inspection of paths, minimum widths of new paths and the use of gates and stiles. Each of the supporting policies sits underneath one of the overarching policies, although there is some overlap in places. The mix of strategic overarching policies and detailed supporting policies is deliberate, as it enables the Strategy to both fit within the LTP

framework and to support the day to day working of the service without the need for a second, separate policy document.

The background to the development of these policies was set out in the CAROWIP and is not reproduced here.

Managing the network

There are over 3,300 public rights of way in the County, covering around 1,750 miles, which run over a wide variety of landscapes and terrains. These include many different types of paths;

- paths from a few metres to over 3km in length in length,

- flat tarmac paths to steep earth paths,

- paths varying in width from less than a metre to over twenty metres,

- paths which see few walkers each year to those used by many people on a daily basis, and

- fenced in alleyways to unfenced paths across fields containing livestock.

WCC has succeeded, over many years and together with support from parishes and volunteer groups, on making significant improvements to the overall condition of the paths. However, there is a significant amount of work involved in just maintaining and supporting the existing condition of the paths. WCC will continue in its work to protect and assert the rights of the public by ensuring that all paths are open and available to use.

In order to carry out the statutory duties to maintain the routes for the usual traffic of the area and to protect and assert the rights of the public who use then, a wide variety of activities are undertaken. These include;

- maintenance of existing surfacing and infrastructure,

- provision of infrastructure such as bridges or new lengths of surfacing

- signposting and waymarking of routes,

- advice and guidance to landowners and land managers who have rights of way and recreational highways running over and through their land, and

- enforcement action where the highway is interfered with e.g. obstruction.

> **Policy RW1: Managing the network**
> The County Council will assert and protect the rights of the public to use and enjoy the rights of way and recreational highway network, by maintaining the asset and taking enforcement action where necessary.

Policy RW1 reflects the statutuory duty contained in section 130 of the Highways Act 1980. In order to deliver this policy there are a number of more detailed policies which support the day to day work. These enable officers to make effective decisions and allow consistency across the County.

Policy RW1a: Defect reports and inspections on rights of way and recreational highways

The County Council will encourage the public and landowners/land managers to report defects. Personal details of people reporting defects will not normally be disclosed outside the County Council.

Inspection timescales will be as follows:

Situation considered by the County Council to have the potential to cause serious injury to a member of the public	within 1 working day of receiving the report
Defects on Category 1* Recognised Promoted Routes# which prevent the public from using the route	within 15 working days of receiving the report
Other reports of defects	within 3 months of receiving the report

*see Policy RW7a on Promoted Routes and Trails*

Policy RW1b: Signing and waymarking of rights of way and recreational highways

The County Council will use standardised waymarking and signing in the WCC House Design across the County unless working in partnership with a local council or other organisation, for example, to promote local distinctiveness or named trails.

Routes wholly within built up areas will not normally be signed unless, for example, they lead to the countryside, are part of a recognised promoted route or there are other compelling reasons for doing so.

The County Council will aim to maintain advisory signs on site for 5 years after any significant path diversion, creation or extinguishment order made by the County Council.

Policy RW1c: Surfacing of rights of way and recreational highways

The County Council will only normally maintain a surface to the standard needed for public use. Where a footpath or bridleway co-exists with a private vehicular route a contribution of up to £500 or 10% (whichever is the lesser) may be made towards repairs or resurfacing by a third party provided it is agreed in advance. A contribution will normally only be made once every ten years.

The type of surfacing material will be chosen to balance the needs of all path users, cost, sustainability, local distinctiveness and the local ecology. This will apply whether the County Council is carrying out the surfacing or consenting to third parties carrying out the works.

Routes with predominantly utility use, or those non-tarmac unclassified roads or byways open to all traffic which serve as the sole means of access to inhabited property, will generally be surfaced, or partially surfaced, to a higher standard than those with predominantly recreational use. The exception will be where a right of way or recreational highway has been targeted for improvement as a result of an action within the ROWIP Implementation Plan.

Policy RW1d: Electric fences and recreational highways

This policy applies to all electric fences whether 'live' or not.

Electric fences across footpaths or bridleways (including temporary stock fences) are obstructions to the use of the highway unless they are tied in to an acceptable boundary crossing, are needed to contain livestock, and are authorised by the County Council.

Acceptable boundary crossings are:

- For a footpath – an insulated handle provided that the electrified strand is insulated for a minimum of 30cm either side of the handle. The location of the insulated handle should be clearly identified as being part of the public footpath.
- For a footpath – a wicket gate, kissing gate or a field gate, provided insulation extends 30 cm from the latch, with the electrified strand buried under the right of way, or taken at least 3 metres above the path on wooden poles.
- For a bridleway – a bridle gate or a field gate, provided the fence is insulated for 2 metres on either side of the gate with the electrified strand buried approximately 50 cm deep under the right of way.

Electric fences adjacent to recreational highways must allow for a minimum width of 2m for footpaths, 4m for bridleways and 5m for other routes (unless the legally recorded width is different in which case the legally recorded width should be available).

All electric fences crossing footpaths and bridleways, or adjacent to recreational highways, must have warning signs placed at appropriate intervals by the landowner/occupier.

Policy RW1e: Obstructions to rights of way and recreational highways

The County Council may temporarily defer taking legal action on an obstruction in the following situations;

- where a significant physical problem affects a route, such as a lake, landslip or an established building, while the County Council pursues a satisfactory legal solution, or
- where a route has been obstructed for a number of years, and where a suitable application to divert (or extinguish) the route has been received, and where an interim route has been agreed with the County Council.

In both these circumstances an interim unofficial diversion may be waymarked as permissive.

If a diversion (or extinguishment) proves not to be possible then enforcement action will be taken.

Policy RW1f: Permissive Paths

Landowners may set out permissive (preferred alternative) routes on their own land but;

- the legal line must be open and available for use (unless it is covered by Policy RW1e) **and**
- the legal line must be correctly waymarked (including at each location where the alternative route diverges and rejoins) **and**
- WCC House Design waymarkers will not be used to sign any permissive route.

N.B. See also Policy RW5f Permissive path agreements.

Policy RW1g: Use of permanent traffic regulation orders (TROs) on recreational highways

This policy covers highways for which the main use is recreational. Recreational highways are likely to fall into one of the following categories:

- Public footpaths, public bridleways, restricted byways and byways open to all traffic shown in the Definitive Map and Statement of Public Rights of Way in Warwickshire.
- Unclassified roads (UCRs) without a sealed surface (generally referred to as E roads) which are managed in a similar way to the rights of way network.
- Stubs of other UCRs (generally referred to as D roads and usually having a tarmac surface) which form a continuous route with a one of the above.

The County Council will not seek to make a permanent TRO for a recreational highway either;

- to avoid its maintenance liability, or
- if it is not possible to enforce it without restricting access for permitted traffic.
  N.B. enforcement may either be through the installation of barriers or through Police involvement.

The County Council will give favourable consideration to the making of a permanent TRO for a recreational highway;

- where there is an actual or foreseeable long term danger to the public which a TRO would resolve (and which could not be resolved through routine maintenance).

In all other circumstances, each proposed TRO for a recreational highway will be considered on its own merits, based on the evidence available to the County Council. Each proposed TRO must satisfy at least one of the grounds set out in section 1(1) the Road Traffic Regulation Act 1984 (RTRA84) or sections 22, 22A or 22C as appropriate. Additionally the County Council must have regard to the matters specified in section 122(2) of the RTRA84.

Examples of cases where a TRO could be used are given in the Cabinet Report dated 17 December 2009.

TROs may be reviewed in the following circumstances;

- where the TRO excludes one or more classes of user from a recreational highway, AND
- where evidence becomes available which demonstrates that the circumstances which led to the making of the TRO have changed.

A review may lead to a TRO being revoked or it may result in a variation which could either impose greater restrictions or lessen the existing restrictions.

Improvements

WCC has succeeded, over many years and together with support from Parish Councils and volunteer groups, on making significant improvements to the overall condition of the paths. Now that the network is by and large available to the public, it is important to consider how the network can be improved so as to enhance the enjoyment of path users and, in particular, increase accessibility.

The Countryside and Rights of Way Act 2000 requires an authority to consider the accessibility of local rights of way to blind or partially sighted persons and those with mobility problems, as well as to users of the paths in general. The Equality Act 2010 includes provisions which give disabled people rights to access everyday services that others take for granted and there is a

duty to make reasonable adjustments to the way the service is delivered so that disabled people can use them.

Not all improvements need to be directly funded by WCC. It is often possible to make incremental improvements by, for example;

- engagement with local volunteer groups,

- ensuring that the more accessible structures are used for new boundary crossings,

- improvements built into diversions of existing paths, and

- involvement in projects being managed and funded by others.

Policy RW2: Improvements
The County Council will aim to improve the physical rights of way and recreational highway network for all users.

Policy RW2a: Gaps, gates and stiles on footpaths and bridleways
The County Council will only authorise the least restrictive option for new boundary crossings.

The County Council will always aim for the least restrictive option when landowners or land managers replace or install structures in existing boundary crossings.

"Least restrictive option" means that:
- A gap is the preferred option.
- If a gap is not practicable then a field gate or wicket gate shall be used. Gate latches on bridleways must be usable by a competent rider from horseback.
- If a gate is not practicable and the route is a footpath, then a kissing gate may be used.
- Stiles are not acceptable. A stile is unlawful unless it is already in existence and has been there since the date of the first Definitive Map. The County Council will seek by negotiation to replace these stiles with gates.

Wherever possible, the County Council will seek to replace stiles with gates or gaps, and to make gates easier to open/close. In order to achieve this, the County Council may choose to bear the cost of improvement.

In authorising structures under Highways Act 1980 section 147 the County Council will seek to restrict the number of structures in sub divided or strip grazed fields and horse paddocks.

The County Council will allow existing structures of historical or cultural significance to remain for reasons of local distinctiveness, but will seek where appropriate to increase accessibility by installing a gate or creating an adjacent gap.

Guidance on the application of the Equality Act was published by Defra in October 2010. Working practices will be developed to ensure that WCC complies with Defra guidance as well as following the principles contained within this Policy.

Communities and volunteers

The County Council has a long history of working with communities and volunteers to achieve improvements to the network. Some of the current partnerships with Parishes date back over 10 years.

By working in partnership to engage local people in their own communities it is possible to achieve more practical improvements as well as encouraging a sense of local ownership of the paths.

> **Policy RW3: Communities and volunteers**
> The County Council will work with communities to deliver local improvements, and provide support and training to community partners and volunteers.

> **Policy RW3a: Volunteers working on rights of way and recreational highways**
> Volunteer groups and partners (including their staff and/or contractors) working on behalf of the County Council will be bound by the Policies contained in this strategy.
>
> Volunteer groups and partners may only carry out works agreed in advance with WCC Countryside Access Team (CAT) and must always contact the landowner (or arrange for WCC CAT to contact the landowner) to get agreement prior to carrying out works.
>
> Volunteers working on the network must follow and comply with WCC Countryside Access Risk Assessments. The County Council will ensure that the necessary skills are in place and that volunteer groups are trained in safe working practices.
>
> Volunteer groups and partners must also be covered by public liability insurance complying with WCC requirements (£5 million for 2010/11).
>
> Partnerships with volunteer groups will only be supported if an active contribution is being made by the group.

The legal record

The fundamental record of public rights of way is the Definitive Map and Statement of Public Rights of Way in Warwickshire (hereafter referred to as the Definitive Map). This is a legal document which was first prepared and published in the 1950s and 1960s and which has been under review ever since. It was most recently republished in 1998. WCC has a statutory duty to keep the Definitive Map and Statement under continuous review and to investigate any applications which are made to it relating to the existence, status and extent or routes which are or should be shown in the Definitive Map.

It records the position and status of public footpaths, public bridleways, restricted byways and byways open to all traffic, but it is incomplete in that it is conclusive evidence for those routes which are included, but there may be other routes which are not shown. Recent and anticipated case law and changes in legislation mean that the framework for this work can change very quickly.

The Definitive Map is fundamental in a number of ways. It provides a measure of protection for the public right of way, as it is legally conclusive for the routes it shows. Most commonly it is consulted during the planning process or when land and property changes hands, and it allows prospective landowners to made aware of the existence of rights of way which might affect their decision to proceed with the purchase of a property. Failure to consult the Definitive Map in the

past has left WCC with enforcement problems with a number of paths affected by development across the County.

There is a common maxim 'Once a highway, always a highway. This means that if evidence exists which demonstrates that a route exists then there is a legal process which enables routes to be added to the Definitive Map following investigation, provided the evidence supports it.

UCRs are not recorded on the Definitive map, but on a list of highways maintainable at public expense (known as the List of Streets). This record indicates maintenance responsibility but does not indicate status, and it is not conclusive in law.

Policy RW4: The legal record
The County Council will work towards a complete legal record of rights of way, including a periodic consolidation of the Definitive Map, using technology to share and enhance the information.

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Policy RW4a: Definitive Map review

The County Council will review the Definitive Map and Statement of public rights of way, and will commence cases in the following numbered order of priority:

1.   Applications received before 1 July 2011, in the following order:
  1.1.   Former Atherstone RDC area.
  1.2.   Former Tamworth RDC area.
  1.3.   Former Meriden RDC area.
  1.4.   Former Bedworth UDC area.
  1.5.   Former Nuneaton UDC area.
  1.6.   Former Rugby RDC area.
  1.7.   Former Rugby MBC area.
  1.8.   Former Southam RDC area.
  1.9.   Former Shipston on Stour MBC area.
  1.10.   Former Stratford upon Avon RDC area.
  1.11.   Former Alcester RDC area.
  1.12.   Former Stratford upon Avon MBC area.
  1.13.   Former Warwick RDC area.
  1.14.   Former Kenilworth UDC area.
  1.15.   Former Leamington Spa MBC area.
  1.16.   Former Warwick MBC area.

  Within 1.1 – 1.16 above, Parishes will be investigated in alphabetical order, and within each Parish the following order will apply:
  (i)   User-evidence based cases in order of date received.
  (ii)   Documentary cases in order of date received.

2.   Applications received on or after 1 July 2011 in order of date received.

3.   Cases for which there are no applications will be investigated in the following order:
  3.1.   Unrecorded routes in the former Excluded Areas of (in order) Bedworth, Nuneaton, Rugby, Stratford upon Avon. Kenilworth, Leamington Spa and Warwick.
  3.2.   Non-tarmac unclassified roads (UCRs) and any other classified or unclassified roads which are co-existent with rights of way, in the same sequence as 1. above
  3.3.   Any other discovered evidence.
  3.4.   Anomalies.

Exceptions

A case may be dealt with outside the above sequence of priorities if;
  A.   it will involve investigation of substantially the same evidence as a route currently under investigation, or
  B.   evidence or an anomaly comes to light during a current investigation, or
  C.   a route is threatened by development, or
  D.   processing a case will significantly progress a specific action within the ROWIP Implementation Plan, or
  E.   there is an overriding operational need to do so.

Changing the network

Each of the footpaths, bridleways, byways (of whichever type) and recreational UCRs is a highway, and as such it is protected in law. Making changes to the network is not lightly undertaken, yet it is necessary for a number of reasons which benefit either the landowner/land manager or the public or, in some cases, both.

Historically, routes were mainly linear and used to get from one place to another. In modern times some routes are still used this way, and this should be encouraged, but the majority of modern users are more likely to favour circular routes and recreational routes which enable them to avoid having to walk, ride or cycle on the tarmac highway.

In most cases, unlike the main tarmac highway network, the right of way or recreational highway is a secondary use of the land and passes through arable land, pasture, gardens and business premises. It is open to a landowner to apply for the right of way to be moved in their interest e.g. to enable them to make better use of the land. There are checks and balances which ensure that the public interest is considered, and sometimes changes can be included to benefit the public as well.

Whilst creating, moving or closing a route can take a long time to implement, by making incremental changes, the network overall will benefit in the longer term.

It is not simply the network which changes, but the landscape around it as well. It is important that where the landscape changes, for example, through housing development or the construction of a new road, the public are not disadvantaged by those changes.

> **Policy RW5: Changing the network**
> The County Council will change the network, by creating, diverting and extinguishing rights of way and recreational highways to meet the needs of the 21st Century.

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Policy RW5a: Creations, diversions, conversions and extinguishments

The County Council will prioritise creations, diversions, conversions and extinguishments on the rights of way and recreational highway network according to the following criteria, and deal with them accordingly;

Any one of the following will be treated as **High Priority:**
- Where there is a clear benefit to public safety e.g. at-grade rail level crossings, major road crossings etc.
- Where an application is made under Highways Act 1980 Sections 118B or 119B (crime prevention), 118C or 119C (schools special orders) or Section 119D (SSSIs).
- Where a path is in danger of being (naturally) eroded.
- Where an additional link, higher status or new path is dedicated (or created) which will have a significant positive impact on the local network and/or local population.
- Where an order (or combination of orders) will contribute to achieving actions in the ROWIP Implementation Plan.
- Applications processed by the County Council in its capacity as planning authority.

Any one of the following will be treated as **Medium Priority:**
- Where processing an order could save significant costs incurred in processing other orders.
- Where an order will significantly benefit members of the public using a highway, i.e. where an order is in the public interest.
- Where the town/parish council or district/borough council resolve to actively support the proposal or where they are the applicant.
- Where an order is, in the opinion of WCC heritage or ecology professionals, necessary to safeguard an archaeological or ecological feature.

Any one of the following will be treated as **Low Priority:**
- Where an order is principally in the landowner's or land manager's interest and meets none of the above criteria.
- Orders and agreements promoted by WCC and which meet none of the above criteria.
- Orders and agreements which resolve Definitive Map and Statement anomalies but which meet none of the medium or high priority criteria.

Applications should be made in writing on the relevant form and the relevant charges will apply.

The County Council will make a number of orders and agreements each year in order to achieve ROWIP Implementation Plan actions. Whilst the County Council will try to reach agreement with persons who have an interest in the affected land, it will inevitably mean making orders contrary to the wishes of some individuals or landowners/land managers.

Widths of public rights of way and UCRs which are created or diverted by legal order will be subject to the widths given in Policy RW5c: Legal widths of rights of way and recreational highways.

N.B. See also policy RW2a   Gaps, gates and stiles on footpaths and bridleways.

Policy RW5b: Development, rights of way and recreational highways

The County Council will seek improvements, both within a development site and in the surrounding area, where the development is likely to lead to an increase in use of the local network or where the development impacts on the existing network. These improvements may include;

- practical works on existing routes
- longer term management of affected routes
- new paths and upgraded paths
- promotional materials
- use of agreements under Section 106 Town and Country Planning Act 1990.

In, or leading to a development site, it will not generally be acceptable to divert a footpath or bridleway along a road or immediately beside a road (whether new or existing) or along a private driveway serving two or more dwellings or any commercial premises.

Where it is proposed to use a section of an existing public right of way as the main vehicular access to a new development of three or more dwellings, that section of public right of way would need to;

- either be legally diverted to another alignment where private vehicular use will not have an adverse effect on the public highway, or
- be built to adoptable standards* and offered to the County Council for adoption.
at the developer's expense.

Where it is proposed to use a section of an existing unsealed UCR as the main vehicular access to a new development then that section of UCR should be made up to adoptable standards* at the developer's expense.

Where a route within a development site is claimed, with supporting evidence, as a public right of way under Section 53 Wildlife and Countryside Act 1981, the developer will be advised to treat the route as if it was a public right of way.

Where authorised development has given rise to the permanent obstruction of a public right of way, the County Council, as Highway Authority, will require the Planning Authority to make remedial Public Path Orders at their own expense or to pay the County Council's costs in processing the orders. In the event of continued failure to resolve matters the County Council may seek the removal of the obstruction.

Widths of paths which are created or diverted by legal order will be subject to the widths given in Policy RW5c: Legal widths of rights of way and recreational highways.

Ideally additional legally recorded width will also be provided on existing paths so they meet the same standards.

Advice should be sought from the County Council Development Group.

N.B. See also the following:
- *Policy RW2a : Gaps, gates and stiles on footpaths and bridleways*
- *Policy RW5d : Cycling and rights of way*

Policy RW5c: Legal widths of rights of way and recreational highways

The legal width is the width which must remain clear and unobstructed. The surfaced width will often be less than the legal width.

The following minimum legally recorded widths will apply to all new and diverted routes created by legal order:

Unenclosed footpaths	2m
Enclosed footpaths	3m
Unenclosed bridleways or bridleways where there is little likelihood of equestrian use (e.g. in urban areas)	4m
Enclosed bridleways in rural areas	5m
Restricted byways, byways open to all traffic and recreational UCRs	5m

except in the following circumstances:

- where existing physical features (e.g. buildings) mean there is not sufficient width available OR
- where the landownership extent means there is not sufficient width available without taking land from a third party and it is not practical to do so OR
- where there is a pinch point or barrier.

Where a new or diverted footpath or bridleway crosses agricultural land it may be appropriate to include a limitation in the Order which permits reinstatement of a ploughed or cropped path to a lesser width than that shown above.

N.B. See also Policy RW5d   Cycling and rights of way.

Policy RW5d: Cycling and rights of way

Public footpaths which are to be included as part of a cycle route shall be converted by means of a Cycletrack Order or by upgrading them to public bridleway status.

The following widths will apply to cycle routes which use existing rights of way:

Minimum legally recorded width	4m to include a surfaced width of no less than 2.5m
Desirable legally recorded width	5m to include a surfaced width of no less than 3m

except in the following circumstances;
* where existing physical features (e.g. buildings) mean there is not sufficient width available, OR
* where the landownership extent means there is not sufficient width available without taking land from a third party and it is not practical to do so, OR
* where there is a pinch point or barrier.

Public footpaths which are subject to Cycletrack Orders will continue to be shown in the Definitive Map and Statement as public footpaths.

Public bridleway status will be sought where there is existing or potential equestrian demand and where routes for cyclists are proposed.

Bridleways which are to be used as part of a cycle route shall not be resurfaced with tarmac, unless a suitable verge can be created and maintained – minimum 2m grass verge within the legally recorded width. A suitable surface shall be used instead of tarmac (usually stone or recycled road materials).

N.B. See also the following:
* *Policy RW5a   Development, rights of way and recreational highways*
* *Policy RW5c   Legal widths of rights of way and recreational highways*

Policy RW5e: Roads and railways, and rights of way and recreational highways

Where routes cross trunk roads at-grade, the County Council will work pro-actively with the Highways Agency to divert those routes onto overbridges or through underpasses (where possible).

Where new roads with a speed limit greater than 30mph are proposed, all footpath and bridleway crossings shall be grade-separated (i.e. an underpass or overbridge will be required) or light controlled crossings will be provided as part of the scheme.

Where diversions are proposed as part of a new road or rail scheme, those should reflect the public's desire lines, rather than positioned for the ease of the proposer.

Where there is a gap in the non-motorised user (NMU) network, caused by a road which is too busy and/or unsafe to be walked, ridden or cycled along or where routes cross existing fast or busy roads, the County Council will consider appropriate solutions including the following;

- where a suitable verge exists, making the verge available for NMUs and free from unnecessary clutter, or
- where no verge exists, exploring the possibility of 'behind-the-hedge' schemes or diversions to achieve better connectivity.

Solutions for routes which form part of a Recognised Promoted Route will take priority.

The only substitute the County Council will normally accept for an at-grade railway crossing (as part of a rail crossing diversion order) is an overbridge or underpass. Where it is proposed to construct new railway lines or re-open closed railway lines, at-grade crossings will not normally be acceptable.

Any new roads or railways shall not sever the existing rights of way and recreational highway network unless reasonable alternative provision is made.

Policy RW5f   Permissive path agreements

The County Council will only enter into formal permissive path agreements where;
- there is a significant gap in provision, OR
- there is a significant safety issue,
     AND
- where other efforts to secure public access have been unsuccessful,
     AND
- where the public benefit outweighs the additional burden on the County Council.

The County Council will normally only enter into permissive path agreements with other public bodies or national organisations, unless an agreement with someone else will significantly forward an action within the ROWIP Implementation Plan.

N.B. See also Policy RW1f   Permissive Paths

Information

Historically, the users of the mainly rural rights of way were those who lived and worked in the immediate area. In the 21st century, the majority of users and potential users come from further afield and from the built up areas. Many do not have the knowledge and awareness of the

countryside and of farming which would have been second nature a hundred years ago. The countryside is a living, working environment and there are responsibilities as well as rights which come with the use of the network. For those who make their livelihood from the land there is the potential for conflict with legitimate path users as well as the potential for damage to crops and livestock from users who are unaware of or uncaring of their responsibilities. Similarly, many people buy land which is crossed by rights of way and they may be unaware of their legal obligations and responsibilities. By providing information at a number of levels conflict and misunderstandings can be minimised.

Information can be provided in two ways – on request e.g. from a member of the public or. landowner, or proactively distributed through press releases or publicity material.

> **Policy RW6: Information**
> The County Council will help people to understand the rights of way network and the use of the countryside.

Public awareness

The rights of way and recreational highway network represents a large resource, which is free at the point of use, yet which is only used by a minority of the public. Many people are unaware of the network or would be reluctant to use it as it is unfamiliar to them. By increasing use by the public, and by bringing in visitors from outside Warwickshire, the economic benefits to rural areas can be increased as visitors spend their money in local shops, pubs and other rural businesses.

In the past WCC has developed and published a number of promoted routes. In addition, a number of volunteer groups have developed and published walks which are entirely or partially within Warwickshire. Several of these volunteer groups also contribute positively to the network through practical works and informal path-warden schemes.

> **Policy RW7: Public awareness**
> The County Council will support appropriate promotion of the rights of way network, so that more people from a wider cross section of the public are encouraged use it.

> **Policy RW7a: Promoted routes and trails**
> The County Council will maintain and publish a list of "Recognised Promoted Routes" ("the List") and review the List in conjunction with the Local Access Forum.
>
> The County Council will support the route-specific signing and waymarking of routes only where they are included in the List in the relevant category . Route-specific waymarking must comply with WCC Design Guidelines.
>
> The County Council will routinely inspect those routes in the List which have been published by WCC Countryside Access Team, and encourage regular inspections of other routes on the List by their responsible bodies (e.g. A Coventry Way Association). Routes not subject to routine inspection by their promoters may be removed from the List by the County Council.
>
> The County Council will provide a free checking service for any promoted and published routes if the author or publisher makes contact. This will cover the legal status of the proposed promoted route(s) and any known legal issues.

Antisocial behaviour and crime

In addition to the specific policies listed here, there is also a policy in respect of antisocial behaviour and crime and orders made under section 129A of the Highways Act 1980 which is not reproduced here. This is the 'Gating Orders in Warwickshire' policy which was approved by WCC Cabinet on 19 June 2008.

This policy was introduced in response to powers brought in under the Clean Neighbourhoods and Environment Act 2005 which enabled any highway which was not a classified road or trunk road to be closed with gates in certain circumstances. Further information is available in the Cabinet report. It was not considered necessary to reproduce it here.

The Action Plan

Policy	Action Specific actions will sit under these strategic actions and be part of the 5 year implementation plan (yet to be written)	Timescale	Relevance to Spatial areas				
			Countywide	Inter-urban	Main urban areas	Other urban areas	Villages and rural areas
Policy RW1 Managing the network	1. Collect and maintain inventory information about the asset.	ongoing	✓				
	2. Maintain infrastructure which is the responsibility of WCC, and replace as needed.	ongoing	✓				
	3. Ensure infrastructure is maintained where responsibility lies with others.	ongoing	✓				
	4. Ensure that the network is open and available for the public to use, taking enforcement action where needed.	ongoing	✓				
	5. Seek to resolve obstructions and problems on the network though goodwill and co-operation.	ongoing	✓				
	6. Identify and pursue satisfactory legal solutions for public rights of way and recreational highways obstructed by buildings.	ongoing	✓				
Policy RW2 Improvements	7. Seek improvement to infrastructure whether it is WCC's responsibility or the responsibility of others.	ongoing	✓				
	8. Seek Increased accessibility on the rights of way and recreational highway network.	ongoing	✓				
	9. Target improvements where they will provide the greatest benefit for the public.	ongoing		✓			✓
	10. Seek improvement to the safety of non-motorised users where the network interacts with roads and railways.	ongoing	✓				

Policy	Action Specific actions will sit under these strategic actions and be part of the 5 year implementation plan (yet to be written)	Timescale	Relevance to Spatial areas				
			Countywide	Inter-urban	Main urban areas	Other urban areas	Villages and rural areas
Policy RW3 Communities and volunteers	11. Work with communities and volunteers who will make a positive contribution to the maintenance and improvement of the network.	ongoing				✓	✓
	12. Work alongside others to make the network available for novice or less experienced countryside users.	ongoing	✓				
Policy RW4 The legal record	13. Enable and assist landowners to make deposits under Section 31(6) Highways Act 1980 via a straightforward process using standard forms.	ongoing	✓				
	14. Republish the Definitive Map in 2015 and every five years thereafter.	0-5 yrs	✓				
	15. Share the digital rights of way information with District and Borough Councils and other non-commercial organisations.	ongoing	✓				
	16. Make the digital rights of way information available online.	6-10 yrs	✓				
	17. Process evidential modification orders in line with Policy RW4a.	ongoing	✓				
Policy RW5 Changing the network	18. Respond to requests for changes from third parties and seek to include improvements for the public, in line with Policy RW5a.	ongoing		✓			✓
	19. Seek to increase the width of bridleways where necessary to make them suitable for non-motorised users.	6-10 yrs		✓			✓
	20. Seek to increase the length and number of bridleways in Warwickshire	ongoing	✓				
	21. Seek increased connectivity of the rights of way network, including reducing the necessity of using the tarmac road network, where opportunities arise.	ongoing	✓				
	22. Ensure that any changes arising from development do not have a net loss or negative effect on the network.	ongoing	✓				
	23. Identify areas of poor access to the countryside and seek to improve it where opportunities arise.	6-10 yrs 11-15 yrs			✓	✓	✓
Policy RW6 Information	24. Provide appropriate information about the network.	ongoing	✓				

Policy	Action Specific actions will sit under these strategic actions and be part of the 5 year implementation plan (yet to be written)	Timescale	Relevance to Spatial areas				
			Countywide	Inter-urban	Main urban areas	Other urban areas	Villages and rural areas
	25. Increase awareness about the rights and responsibilities of users of the network.	ongoing	✓				
	26. Ensure that fellow professionals understand the importance of the network and the various legislative requirements.	ongoing	✓				
Policy RW7 Public awareness	27. Support existing promoted routes where they are responsibly managed.	ongoing	✓				
	28. Support the development of new promoted routes where they have a clear purpose and there are suitable arrangements for their future management.	ongoing	✓				
	29. Provide appropriate information about the network.	ongoing	✓				
	30. Encourage people to use the network for health, recreation and everyday journeys.	ongoing	✓				

Targets and monitoring

The time span covered by the this document is stated to be 1 April 2011 to 31 March 2026. However the Countryside and Rights of Way Act requires that a Rights of Way Improvement Plan is reviewed after no more than ten years, and it is anticipated that the Strategy will be reviewed in 2021 in the event that LTP3 is not reviewed sooner.

The ROWIP Implementation Plan will be a separate document and will have a life span of three years from April 2011 to March 2014.

Targets

There are several performance targets implicit in the strategy. These are set out below.

Policy RW1a	Inspection timescales for fault reports	potential for serious injury	within one working day
		defect on Listed* promoted route	within 15 working days
		other defect reports	within 3 months
Policy RW4	Republication of Definitive Map	in 2015 and every five years thereafter	

* Routes included in the WCC List of Recognised Promoted Routes.

Performance measures

In addition to the targets above, more detailed measures and targets will be defined in the ROWIP Implementation Plan, covering the first three years of the Strategy.

38. Rural Strategy

Background

Warwickshire is a relatively rural county with some 64% of its land area being rural in nature. Approximately one third of the population live in rural Warwickshire, which includes hamlets, villages and small market towns. However, it is important to remember that the County also has a significant urban population with the majority of residents (over two thirds) residing in the main urban areas of Nuneaton and Bedworth, Rugby, Leamington Spa, Warwick, Kenilworth and Stratford-on-Avon.

Notwithstanding the significant urban population, Warwickshire's rural areas represent a large and valuable proportion of the County's land area and therefore it is important to provide a co-ordinated approach to the management of transport issues by drawing together the relevant policies and initiatives from other strategies in the LTP, namely;

- Accessibility Strategy
- Public Transport Strategy
- Passenger Rail Strategy
- Bus Strategy
- Community Transport Strategy
- Bus Information Strategy
- Public Transport Interchange Strategy
- Taxis and Private Hire Vehicles Strategy
- Road Safety Strategy
- Walking Strategy
- Cycling Strategy
- Sustainable Freight Strategy
- Land Use and Transportation Strategy
- Network Management Duty Strategy

Key issues in rural areas

Two of the key transport issues facing residents living, working or visiting our rural areas in Warwickshire are:

- Poor accessibility to the transport network; and

- The impact of traffic on local communities and in environmentally sensitive areas.

In many rural areas of Warwickshire there has been a movement away from the provision of key services at a local level, small towns and villages, towards the concentration of facilities such as health and education onto larger sites in major towns and larger settlements. In the rural parts of Warwickshire, this has contributed to poor accessibility for people who do not have access to a car, particularly for those in very isolated locations which often have limited or no facilities and are not well-served by public transport.

At the same time Warwickshire's countryside represents a valuable resource for agriculture, recreation, leisure and tourism, although leisure trips to the rural areas by car can contribute to the negative impact of traffic. The movement of freight across the County also contributes to such impacts.

Levels of car ownership and use are generally higher in rural areas, partly due to the difficulties of access and transport. For many people there is no real alternative to the car but this in turn can contribute to problems relating to pollution and noise.

The Strategy

The overall aim of the County Council's Rural Strategy is to contribute to an improvement in accessibility levels and reduce the impact of traffic in rural areas, whilst at the same time supporting the use of the countryside for agriculture, leisure, recreation and tourism.

The Strategy has been developed within the existing National, Regional and Local policy context, and aims to be consistent with the wider policy framework.

Section 60 of the Countryside and Rights of Way Act 2000 requires all local highway authorities to prepare a Rights of Way Improvement Plan. The County Council's Rights of Way and Recreational Highway Strategy has been updated and revised in 2010 and forms an integral part of LTP3.

Local community involvement and partnerships

The County Council will continue to seek to implement transport improvements through the involvement of local communities (e.g. Parish Plans). This approach to plan making is likely to be reinforced by the forthcoming Localism and Decentralisation Bill.

It is important that the County Council continues to strengthen partnerships with local organisations as well as those that go beyond local authority boundaries - for example, the County Council is a member of the Cotswold's Area of Outstanding Natural Beauty (AONB) Partnership. The County Council will ensure that the AONB Management Plan is taken into account where relevant.

Other key issues to consider

The key elements of the individual issues, strategies and topic areas that relate to the Rural Strategy are summarised below.

Accessibility issues

Issues of poor accessibility are often exacerbated in rural areas due to the lower levels of public transport provision and increased distances between where people live, key facilities and employment opportunities. Poor access to these can significantly impact on people's quality of life and their life chances. Issues regarding accessibility are not felt uniformly, with the impact being generally more pronounced for certain groups of people such as those on low incomes, the elderly and young, disabled people (including those with mental health problems), people with illnesses, women and people from ethnic communities. Where people in these disadvantaged groups live in rural areas the problems of poor accessibility can be intensified.

Initiatives to improve accessibility can have wide reaching benefits, for example, encouraging participation and retention in education, reducing inequalities in health, and helping people move from welfare into work.

The Accessibility Strategy sets out the County Council's policies to help improve accessibility levels across Warwickshire. Mechanisms identified in the strategy include improving accessibility via:

- Improving travel to services – including the availability, affordability, accessibility and acceptability of public transport; the attractiveness of walking, cycling and public transport and the role of parking provision.

- Location of services – ensuring that land use planning takes into account accessibility considerations when planning the location of new service provision.

- Service delivery – working in partnership with service provides to influence service delivery where appropriate e.g. delivering services more locally and using technology to reduce the need to travel.

Public transport issues

Levels of public transport provision vary across the Warwickshire, the main urban areas are relatively well served whilst many rural or edge of town areas only benefit from minimum public transport service levels. These limit the opportunity for local people to travel to services and facilities outside their immediate area. The problem is particularly acute in remote rural areas and for travel in the evenings and on Sundays.

The current level of public transport provision is determined by a mix of population, socio-economic factors and other public transport provision that is available (e.g. rail travel).

Private companies operate the majority of the bus services in Warwickshire on a commercial basis. To ensure that bus services that are considered to be socially necessary are provided to parts of Warwickshire not served by the commercial services, the County Council procure additional services through a competitive tender process. A large proportion of these additional, subsidised, bus services serve the rural parts of Warwickshire. Whilst the County Council acknowledges that a greater need exists than is being provided for by the existing network, the limited budget available for County Council subsidised services means that service provision has to be prioritised. This means that many rural areas do not benefit from frequent bus services.

Community transport provision is regarded as an important service, especially in rural areas, helping to bridge the gap in mainstream public transport. These services are particularly important in enabling residents to access local facilities and healthcare services.

The Bus, Passenger Rail and Community Transport Strategies contain minimum service patterns and other initiatives related to public transport quality and levels of service that are relevant to rural areas. The key elements are laid out below, a number of which are also reflected in the Taxis and Private Hire Vehicles Strategy.

- Fares on public transport should be less than the full cost of the equivalent journey by car unless the fare is justified as a premium fare due to providing a significantly faster journey time or enhanced facilities;

- The design of bus stops, bus stations, rail stations, taxi facilities, trains and vehicles must enable passengers to board or alight unaided or with a reasonable level of assistance;

- Interchange infrastructure should provide for 'seamless' changes between transport modes assisted by good signage, information and appropriately designed infrastructure;

- Public transport services should be co-ordinated to encourage interchange with the object of increasing the range of travel opportunities and options for travellers;

- Pedestrian and cycling routes to bus stops, interchanges and rail stations should accord with the standards set out in the Walking and Cycling Strategies. Special attention should be given to access arrangements for people who have difficulties because of health, physical, mental or sensory difficulties;

- Bus, rail and community transport services should be of sufficient quality, particularly in terms of reliability and punctuality that a potential passenger would be confident in relying on them;

- Trains, buses, bus stops, bus and rail stations, and interchanges should provide reasonable shelter, comfort, suitable heating and ventilation and a perception and reality of personal safety and security;

- Staff should be helpful and courteous and have received appropriate customer service training;

- The journey time of bus and community transport services should be similar to the equivalent journey by car unless this can be justified by a significantly reduced fare;

- Timetables, routes and fares should be readily available, easy to understand and be simple to use;

- Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of public transport services;

- Full and timely information should be provided or be easily available to customers in case of disruption to services;

- Integrated ticketing between modes including rail, bus and community transport services should be available, where it is necessary to use different modes to complete a journey;

- Community transport solutions should be developed where identified transport and access needs are not met or cannot be appropriately met through bus, rail or other provision;

- Demand-responsive services and other flexible transport options should be investigated and introduced where appropriate;

- Existing levels of rail service and existing rail stations should be retained;

- The provision of rail network capacity improvements should be encouraged;

- Proposals for new rail services and stations should be developed;

- Suitable proposals for taxi buses to meet specific travel needs in rural areas should be developed where conventional bus service provision is not appropriate for operational or economic reasons; and,

- Appropriate improvements for taxis and private hire vehicles should be encouraged at existing and new interchange facilities.

Traffic management and road safety issues

Road traffic can have a detrimental impact on the special character of the countryside. The speed and volume of vehicular traffic and the movement of goods by lorry is of particular concern. Given the geographical location of Warwickshire, the County experiences a large amount of through movement of short and long distance road based freight. There are several quarries and landfill sites in the County that generate a large number of lorry movements, a number of which have an impact on the more rural areas of Warwickshire.

Strategies to control the impact of traffic on the countryside is contained within the Network Management Duty Strategy and the Sustainable Freight Distribution Strategy, both of which contain a number of policies relevant to the rural areas of Warwickshire:

- Reduce the impact of vehicular traffic in terms of speed, volume, noise and emissions, on towns, villages, other rural locations and environmentally sensitive areas, for example via ensuring that signing directs heavy good vehicles to industrial centres and town centres via the most appropriate routes;

- Design transport infrastructure to be sensitive to its surroundings whilst still being effective;

- Introduce route management techniques to encourage suitable traffic on suitable roads;

- Promote the use of a defined and agreed 24-hour lorry route network, including producing a map for distribution within the road haulage industry;

- Control heavy goods vehicle movements through or near environmentally sensitive areas such as Conservation Areas and residential neighbourhoods by systematic intelligence gathering from Parish Councils and contact with HGV operators;

- Consider the introduction of Amenity Weight Limits, as a last resort, subject to meeting criteria that are designed to make sure that the limit can be effective;

- Place more emphasis on the contribution that better co-ordination of works within the highway can make towards improving the walking environment and build on the safety improvements made in response to road accidents and to enhance the cycling and walking environment.

- Implement, where feasible and appropriate, casualty reduction schemes where cost effective measures to reduce casualties can be developed. Such mechanisms include:

  o Signing, lining and coloured road surfaces;

  o Traffic orders such as right turn bans and revised speed limits;

  o Alterations to the road layout;

  o Traffic calming schemes (road humps,' village gateways,' road narrowing etc);

  o Safety cameras (speed and red light cameras); and,

  o Variable Message Signs.

- Study casualty hot spots and corridors;

- Review Village Speed Limits across the County. A speed limit review for A and B roads has been undertaken and changes, where appropriate have been implemented.

Land use planning issues

Significant parts of rural Warwickshire are under pressure for housing from commuters from the West Midlands Conurbation. It is recognised that South Warwickshire, in particular Warwick District and Stratford-on-Avon District, acts as a magnet for more affluent people moving from the metropolitan areas within the West Midlands and beyond.

At the time of writing each District/Borough Council in Warwickshire is in the process of developing their Local Development Framework Core Strategy. These will identify the location and the level of development for future housing and employment growth across these areas. Any development in the rural parts of these District/Boroughs is likely to occur primarily to meet local community needs.

The County Council will continue to liaise with each District/Borough to ensure that the transport impacts of development are suitably mitigated on the highway network.

Any new development that is approved in rural areas will be subject to policies laid out in the Land Use and Transportation Strategy. These policies aim to ensure that development is located where it will be served by public transport, cycling and walking facilities and that other measures are put in place to encourage sustainable travel. The combination of policies will help to ensure

that new development does not lead to a deterioration of conditions on the rural highway network.

Recreation, leisure and tourism issues

Warwickshire has a varied and accessible countryside, attracting many thousands of visitors every year and providing a recreation and leisure resource for local residents. The landscape is gentle and welcoming with countryside that is generally intensively farmed. The County has a well-managed network of public rights of way overlain with promoted trails of national, regional and local importance.

Warwickshire is home to the nationally important tourist destinations of Stratford-upon-Avon and Warwick Castle.   Of growing importance is the list of attractions in the countryside such as Hatton Country World, numerous National Trust properties, Country Parks and gardens. The historic market towns within the County also act as gateways to the wider countryside.

Recreational use of the countryside can make a positive contribution to peoples' health, well being and quality of life. Tourism brings important economic benefits to the rural areas. Most visitors however travel by car, and this puts pressure on the road network, adds to congestion and problems such as traffic noise and pollution. Congestion hot spots can occur near to major attractions, particularly during the summer months and on bank holidays or during special events.

The Rural Strategy seeks to provide a balanced approach in order to manage traffic and encourage visitors to make sustainable travel choices.   The Rights of Way and Recreational Highway Strategy, Walking and Cycling Strategies and the Network Management Duty Strategy all contain elements in relation to recreation, leisure and tourism. These include:

- Promoting opportunities for safe and easy walking, cycling and horse riding by identifying and developing networks of Greenways, bridleways and footpaths;

- Producing more information to tell people what is available: for example, the Council has developed a number of way-marked countryside leisure cycling routes using quiet roads, tracks, and bridleways, each accompanied by a high quality map / guide.

- Encourage traffic-free cycling opportunities in Greenways and Country Parks which are particularly suitable for novice cyclists and families, providing the ideal environment to gain skills and bike handling confidence;

- Encouraging facilities that can be used without a car;

- Packaging days out for the existing visitor market by suggesting walks and trails near to other attractions and presenting the information in a clear accessible format that promotes sustainable transport options;

- Working to develop opportunities for cycling in parks, open spaces and along green corridors such as canal towpaths and disused rail lines; and,

- 'Easy Going Trails/Health Walks' for those who are less mobile or active.

Walking, cycling and horse riding have an important role in recreation, leisure and tourism in rural areas. Walking and cycling are also important in rural areas for making everyday local journeys although for many rural trips other sustainable modes of transport such as car sharing or public transport are more appropriate due to the longer distances to destinations. The Walking and Cycling Strategies and Rights of Way and Recreational Highway Strategy include policies covering the implementation of traffic management initiatives, road, footway and cycleway maintenance, provision of new pedestrian and cycle infrastructure and the improvement and promotion of public rights of way. These all aim to improve facilities for walking, cycling and horse riding and will include measures to make these modes safer and more attractive. These include:

- Promotion of recreational cycling in Warwickshire through publicity, information, events and activities

- Working with Sustrans to develop the National Cycle Network routes in Warwickshire to provide both leisure and commuter routes from rural areas into local towns;

- Improving recreational cycling opportunities via the provision of safe and attractive routes and by maintaining the rights of way network.

- Aiming to improve the physical rights of way and recreation highway network for all users;

- Supporting the British Horse Society's safety training schemes;

- Working to develop opportunities for walking in Country parks and along green corridors e.g. canal towpaths and at other attractive rural locations.

- Identifying low cost opportunities for upgrading public footpaths to cycleways and bridleways where they will form key links in the network.

Summary of relevant policies in LTP mode / topic strategies

Policy	Strategy
Policy LTT10: Appropriate Development	Land Use and Transportation
Policy NMD6: Warwickshire Quality Freight Partnership	Network Management Duty
Policy NMD10: Information Provision and event Co-ordination	Network Management Duty
Policy SF2: Road Freight	Sustainable Freight Distribution Strategy
Policy PT4: Public Transport Service Subsidies	Public Transport Strategy
Policy PTCT3: Delivering access opportunities for the whole community	Community Transport Strategy
Policy W10: Recreational Walking	Walking Strategy
Policy W11: Education and Promotion	Walking Strategy
Policy CY10: Promoting Cycling	Cycling Strategy
Policy CY11: Recreational Cycling	Cycling Strategy
Policy RW1: Managing the network	Rights of Way and Recreational Highway Strategy
Policy RW2: Improvements	Rights of Way and Recreational Highway Strategy
Policy RW6: Information	Rights of Way and Recreational Highway Strategy
Policy RW7: Public awareness	Rights of Way and Recreational Highway Strategy
Policy RW7a: Promoted routes and trails	Rights of Way and Recreational Highway Strategy

Implementation Plan 2011 - 2015

C1. Introduction

The plans and policies set out in this LTP present a long term strategy (2011-2026) for the development of transport in Warwickshire.

This Implementation Plan sets out priorities over four years (April 2011 to March 2015) that address the priorities and targets set out in the LTP. The Implementation Plan also sets out what the arrangements are for overseeing delivery, managing risks and monitoring outcomes.

C2. Level of Resources

It is anticipated that during the life of this implementation plan capital resources will be lower than were available during the life of LTP2, particularly for major schemes. The capital resources that may be available for delivery of transport infrastructure over the four years 2011-12 to 2014-15 are listed below.

- LTP block allocations for maintenance and integrated transport;
- Major scheme funding;
- Regional Growth Fund;
- Local Sustainable Transport Fund;
- Funding through agreements with developers; and
- Prudential Borrowing.

Revenue funding is critical for routine maintenance of transport infrastructure and for several important aspects transport service delivery. Sources of revenue funding are:

- WCC base budget derived from rate support grant, area based grant and council tax;
- Income through Civil Parking Enforcement (Penalty Charges and on street parking charges); and
- Other income.

There have been significant reductions in revenue budgets over recent years and further substantial cuts are planned during the life of this Implementation Plan. Service delivery that is dependent of revenue funding will therefore see significant reductions in activity over the life of this Implementation Plan.

LTP Block Allocations

On 13th December 2010, Government announced firm capital grant allocations for transport for 2011/12 and 2012/13 and indicative allocations for 2013/14 and 2014-15. These allocations are set out in Table IP1 below. The allocations are not ring fenced.

Table IP1: LTP Block Allocations 2011-12 to 2014-15

	2011-12 (£000)	2012-13 (£000)	2013-14 (£000)	2014-15 (£000)	Total (£000)
Maintenance	10,134	10,134	10,102	9,515	**39,885**
Integrated Transport	3,160	3,370	3,370	4,740	**14,640**
Total	**13,294**	**13,504**	**13,472**	**14,255**	**54,525**

Major Scheme Funding

In October 2010 Government published plans for prioritising investment in local authority major schemes for the period up to 2014-15. Only one scheme in Warwickshire (NUCKLE) is included in the published plans. NUCKLE was included in the "pre qualification pool" in the October announcement and progressed to the "Development Pool" in January 2011. Further work is now required leading to a decision from Government by the end of 2011 on whether the scheme can progress further.

The announcement by Government in October 2010 means that it will not be possible to secure funding from this source for additional major schemes during the period of this Implementation Plan.

Regional Growth Fund

In June 2010 Government announced a £1bn fund for 2011-12 and 2012-13 to support private sector economic growth. The fund is aimed particularly at areas which may suffer loss of public sector employment. Investment in transport infrastructure may be key to supporting growth and the fund is therefore available for investment in transport infrastructure.

Warwickshire will bid for a share of this funding, initially with a bid for funding for rail improvements to the Leamington to Coventry corridor, including a new station for Kenilworth.

Local Sustainable Transport Fund

In December 2010 Government announced details of the Local Sustainable Transport Fund. The fund is available over the four year period up to 2014-15 which coincides with this Implementation Plan. It will be possible to bid for schemes up to £5M in value but each Authority will only be able to make one bid.

Warwickshire will seek to secure funding from this source for Stratford Parkway Station.

Developer Funding

Substantial development is planned in Warwickshire over the life of this LTP. In the past Warwickshire has been successful in securing funding from developers to mitigate the impact of development. We will continue to require that developers fund improvements necessary to mitigate the impact of development on the transport network.

Prudential and Self Financed Borrowing

Over the period 2008-09 to 2010-11 the annual LTP block allocation for road maintenance was supplemented by approximately £3M of Prudential Borrowing. For each of the first three years of this Plan £2M Prudential Borrowing will be available for highways maintenance and safety. In addition £1.64M of self financed borrowing (funded through reduced electricity costs) will be available for a project to facilitate central control of street lighting with a view that street lights can be switched off for part of the night.

Revenue

Revenue funding is required for the following:

a) Routine maintenance and inspection of highways and bridges.
b) Routine maintenance, inspection and energy supply for street lighting.

c) Routine maintenance, inspection and energy supply traffic signals, pedestrian crossings and intelligent transport systems such and car park management systems.
d) Road safety education.
e) Operation of safety cameras.
f) Transport planning e.g. development and management of transport policies and programmes, support to Planning Authorities for development of Local Development Frameworks, initial stages of feasibility studies and business case development for major schemes.
g) Support for non commercial but socially important bus and community transport services.
h) Aspects of traffic management e.g. management and enforcement of on street parking restrictions.
i) Debt charges.

For the life of this Implementation Plan there is a substantial reduction in revenue funding for the above activities. Reduced budgets will lead to significant reductions in routine highway maintenance, bus and community transport services, road safety education and safety cameras.

C3. Delivery to meet LTP Objectives and Priorities

Maintenance

It is estimated that, in addition to predicted levels of revenue funding, capital expenditure of approximately £15M per year is required to keep Warwickshire's transport infrastructure, including roads, footways, bridges, street lighting, traffic signals etc., in a steady state condition. In the period up to 2010-11 the LTP block allocation supplemented by prudential borrowing has provided funding slightly short of this figure.

In a period of reduced capital resources maintenance of the existing highway asset will be given priority for investment. The allocations in Tables IP2 and IP2A below reflect the priority given to maintenance.

Integrated Transport

The priorities for deployment of integrated transport resources to meet the objectives and priorities set out in this LTP have been established through a process of strategic appraisal, public and stakeholder consultation and through discussion with elected members. The methodology and results for this are described in Part C of the LTP Strategy document.

The outcome of the above appraisal is that a broadly balanced integrated transport programme will be maintained.

C4. Proposed Allocation of Resources

Allocation for Maintenance and Integrated Transport

Table IP2 sets out how available resources are likely to be allocated subject to annual reviews by Council and confirmation of the indicative allocations for LTP resources in 2013-14 and 2014-15.

Table IP2: Outline Resource Allocation for Block Allocations with Prudential Borrowing

	2011-12 (£000)	2012-13 (£000)	2013-14 (£000)	2014-15 (£000)	Total (£000)
Expenditure					
Highway, Footway, drainage and Street Lighting Maintenance	10,480[1]	11,700[1]	10,500	9,600	**42,280**
Bridge Maintenance and Enhancement	1,200	1,604	2,200[2]	1,805	**6,809**
Integrated Transport	4,254	3,200	2,772	2,850	**13,076**
Total Expenditure	**15,934**	**16,504**	**15,472**	**14255**	**62,165**
Income					
LTP Block Allocations	13,294	13,504	13,472	14,255	54,525
Prudential Borrowing – For investment in Highway Maintenance and Safety	2,000[3]	2,000[3]	2,000[3]	0[3]	6,000
Self Financed Borrowing – Street Lighting. Part night switch off project	640	1,000	0	0	1,640
Total Income	**15,934**	**16,504**	**15,472**	**14,255**	**62,165**

1. Includes £640K in 2011-12 and £1M in 2012-13 for investment to allow street lights to be switched off for part of the night.

2. Includes £1M for dealing with weak edges on Portobello Bridge, Warwick

3. The Council has resolved to make £2M available annually up to and including 2013-14 but has made no decisions yet about capital allocations for 2014-15 and later years

Outline Allocation for Integrated Transport

Through the appraisal and consultation process described in paragraph 2.2 it has been determined that a broadly balanced integrated transport programme will be maintained for the period of this implementation plan but with some emphasis on casualty reduction. Table IP3 below shows a proposed outline allocation for integrated transport resources.

Table IP3: Outline Annual Allocation for Integrated Transport

	2011-12 (£000)	2012-13 (£000)	2013-14 (£000)	2014-15 (£000)	Total (£000)
Rugby Western Relief Road[1]	2,249	0	0	0	**2,249**
Casualty Reduction	800	800	800	600	**3,000**
Public Transport	705[2]	350[2]	350	600	**2,005**
Cycling & Walking including Safer Routes to School	250	600	600	600	**2,050**
Traffic Management	250[3]	1300[3]	600	600	**2,750**
Improving our Streets	0	150	422	450	**1,022**
Total	**4,254**	**3,200**	**2,772**	**2,850**	**13,076**

1. Rugby Western Relief Road was opened to traffic in 2010. This allocation is to cover outstanding liabilities e.g. land compensation claims

2. Allocations of £670K in 2011-12 and £50K in 2012-13 are included for NUCKLE to contribute to scheme development costs

3. Allocations of £50K in 2011-12 and £750K in 2012-13 are included for a possible improvement to deal with the causes of queuing on the southbound carriageway of the M40 between junctions 15 and 14.

Methodology for determining detailed Maintenance Allocations

Warwickshire has a Transport Asset Management Plan in place. Condition surveys for all asset types provide information on asset condition and condition trends. Allocation of maintenance funds will be guided through an assessment of the needs of the various assets with the intention of achieving best value on a whole life basis from capital investment in maintenance.

Methodology for determining detailed Integrated Transport Allocations

The area and topic strategies in this LTP set out the vision for improvements over the life of the LTP with short term priorities given. Within the framework of the outline allocations given in Table IP3 the short term priorities will form the pool of potential schemes for implementation during the life of this Implementation Plan.

In order to establish priorities for each annual programme of work it will be the intention to evaluate objectively the benefits of the schemes listed as short term priorities. DfT and Leeds University are producing guidance and a database which may provide useful information in this prioritisation process.

Annual programmes of work will be determined by the following:

- Total resource allocation;
- The outline allocation set out in Table IP3;
- Scheme deliverability in that year;
- Assessment of objective benefits of schemes drawn from the pool of short term priorities; and
- Public and political priority for that year.

Infrastructure to support Local Development Frameworks

Local Development Frameworks are being developed for all five Districts and significant transport infrastructure will be required to support the planned development. The County Council is working closely with District Councils and developers to establish detailed requirements and phasing for infrastructure.

It will be expected that funding for infrastructure will come from developers or other external sources such as major scheme funding. No allocation is envisaged from LTP Block Allocations or Council resources.

C5. Risk Management

Major schemes – Have their own detailed risk registers and risks for these schemes are managed through those risk registers.

Risks and methods for managing risks for the rest of the programme are identified below.

- Funding levels – The level of funding is a fundamental risk to delivery of LTP programmes and policies. Block allocations from Government are secure for 2011-12 and 2012-13 since firm allocations have been received. Block allocations for 2013-14 and 2014-15 are indicative so there is a risk that these resources may not be available. Whilst the LTP block allocations are not ring fenced the Council decided on 15th February 2011 to allocate the resources in full to transport. The principle funding risk is for the major schemes reliant on major scheme funding, Regional Growth Fund and the Local

Sustainable Transport Fund. Funding risk will be managed by avoiding commitment to expenditure until funding is secured.

- Deliverability of annual programmes – Deliverability of schemes within the relevant financial year will be one of the criteria used to establish annual programmes. Schemes that require statutory authority or land will be particularly scrutinised before being included in annual programmes.
- Managing delivery and cost of annual programmes – A Board to oversee delivery of the LTP programme is in place. Programme delivery will be closely monitored and annual programmes will be over programmed to ensure available resources are utilised.
- Value for Money – There is a risk that investment does not achieve best value in delivering against policies and targets. The procedure to guide investment to achieve best value is set out in Part B of this Implementation Plan.
- Public and political support – This will be managed through consultation.
- Partners - Support of partners, e.g. Train Operating Companies and bus companies, is essential in delivering many aspects of the LTP programme. Warwickshire has a good working relationship with partners.
- Staffing resources and skills – Warwickshire has ARUP as a delivery partner until 2013 to provide resources and skills not available in house. A replacement contract is planned post 2013.

C6. Performance Management

In view of the reduced investment in integrated transport schemes during this Implementation Plan period, and to minimise the cost of performance monitoring, only a very limited number of indicators will be monitored during this Implementation Plan period. Performance monitoring will be limited to the following :

- Road safety – The number of people killed or seriously injured in road traffic accidents;
- Congestion – Average journey times on the most congested routes in Warwickshire;
- Bus Patronage – Total number of bus passenger boardings in Warwickshire;
- Road condition for Principal, non principal and unclassified roads;
- Footway condition; and
- Any mandatory requirements for indicators from Government.

For these indicators a target will be set only be set for the number of people killed or seriously injured in road traffic accidents. The Council's target for this is to achieve a reduction in the number of people killed or seriously injured to 277 per year by 2015.

C7. Evaluation of Policies and Measures

In order to record the benefit of transport interventions the County Council will monitor individual transport schemes and policies where appropriate to measure the impact of specific actions. Scheme evaluation will planned before schemes are implemented.

This knowledge and information, combined with learning, knowledge and experience built up during the LTP1 and LTP2 plan periods will be used to judge where best to direct future funding. This will enable Warwickshire to deliver a programme of transport interventions in Warwickshire to deliver schemes that have the potential to deliver a wider range of benefits.

In addition the County Council will share results from the evaluation of transport interventions with other local authorities to help build a knowledge base across the Country. This will enable local authorities to assess which measures are more effective when planning a programme of future works.
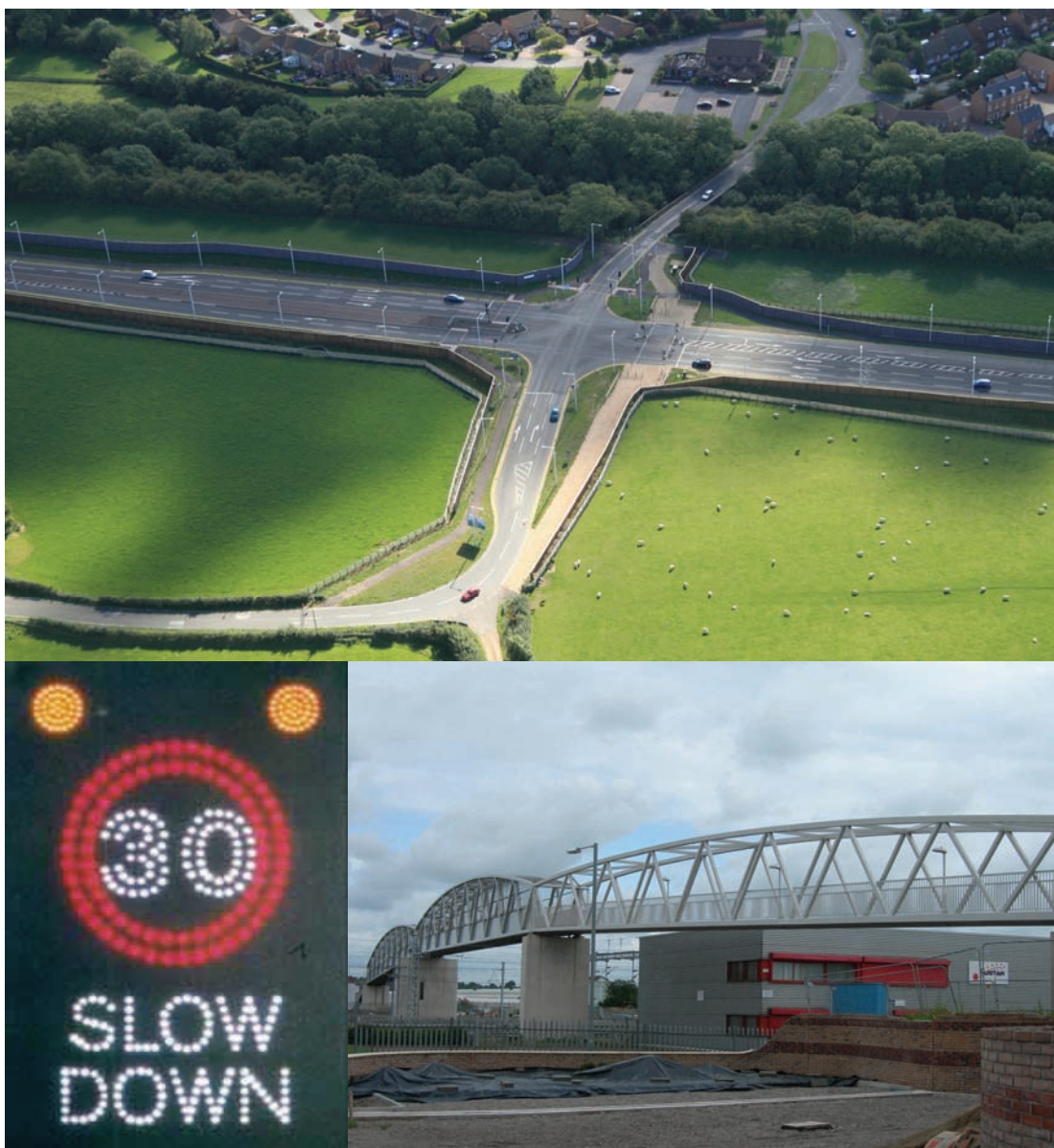
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Tel: 01926 412395
Fax: 01926 412641
Email: format@warwickshire.gov.uk

The Warwickshire Local Transport Plan can be found on the County Council's website, www.warwickshire.gov.uk/ltp. Please contact the Transport Planning Group for further details.