

AGENDA MANAGEMENT SHEET

Name of Committee	Cabinet
Date of Committee	30th June 2005
Report Title	Warwickshire Provisional Local Transport Plan 2005
Summary	The County Council has a statutory responsibility to produce a Local Transport Plan (LTP). The LTP sets out the County's Transport Strategy, and provides the framework for how transport and accessibility will be improved across Warwickshire over the next five years. Cabinet is invited to approve the Provisional LTP including funding proposals for submission to the Department for Transport, and for a public consultation exercise prior to the submission of the Final LTP in March 2006.
For further information please contact	Adrian Hart Senior Transport Planner Tel. (01926) 735667 adrianhart@warwickshire.gov.uk
Would the recommended decision be contrary to the Budget and Policy Framework?	Yes /No
Background Papers	Warwickshire Local Transport Plan 2000. Full Guidance on Local Transport Plans (Second Edition) – Department for Transport (December 2004).

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

Other Committees	<input type="checkbox"/>
Local Member(s) (With brief comments, if appropriate)	<input type="checkbox"/>
Other Elected Members	<input checked="" type="checkbox"/> Councillor C K N Browne) Councillor Mrs E M Goode) for information Councillor Mrs J Lea)

Cabinet Member
(Reports to The Cabinet, to be cleared with
appropriate Cabinet Member)

☒ Councillor M Heatley – endorses the report and
agrees the way forward with special note on the
partnering arrangements with the various
Boroughs and Districts on decriminalisation.

Chief Executive ☐

Legal ☒ I Marriott - comments incorporated
P Endall

Finance ☒ C Holden - comments incorporated

Other Chief Officers ☐

District Councils ☐

Health Authority ☐

Police ☐

Other Bodies/Individuals ☐

FINAL DECISION **YES/NO** (If 'No' complete Suggested Next Steps)

SUGGESTED NEXT STEPS :

Details to be specified

Further consideration by
this Committee ☐

To Council ☐ For approval of the final LTP submission in March
2006

To Cabinet ☐ For approval of the final LTP submission in March
2006

To an O & S Committee ☐

To an Area Committee ☐

Further Consultation ☐

Cabinet - 30th June 2005

Warwickshire Provisional Local Transport Plan 2005

Report of the Director of Planning, Transport and Economic Strategy

Recommendation

That Cabinet:-

1. Approves the Provisional Local Transport Plan (LTP) for submission to the Department for Transport and for public consultation.
2. Authorises the Director of Planning Transport and Economic Strategy to make minor adjustments and/or additions to the Provisional LTP prior to submission to the Department for Transport and public consultation.
3. Notes the implications of the LTP Air Quality Strategy and agree to work with the relevant District/Borough Councils to draw up and implement a series of Air Quality Management Action Plans.
4. Supports the inclusion of self financing Prudential Borrowing within the LTP Delivery Strategy as the proposed method of funding the introduction of Decriminalisation of Parking Enforcement in North Warwickshire, Nuneaton and Bedworth, Rugby and Warwick Areas.
5. Supports the draft allocation of resources set out in the LTP and reproduced in **Appendix C**.

1. Introduction

- 1.1 As Highway Authority, the County Council has a statutory responsibility to produce a Local Transport Plan (LTP). The LTP sets out the County's Transport Strategy, and provides the framework for how transport and accessibility will be improved across Warwickshire over the next five years. The quality of the LTP will influence the supported borrowing available for a range of transport improvements, including public transport, walking, cycling, traffic management, safer routes to school, casualty reduction and road/bridge maintenance.

2. The 2000 LTP

2.1 The County Council submitted its first Full LTP in July 2000, which covered the five year period from 2001/2 – 2005/6. The submission of the first LTP was made following a comprehensive review of the County Council's Transport Strategy in 1998/99. In line with Government guidance, the County Council has submitted an Annual Progress Report (APR) to the Department for Transport (DfT) for each of the five years of the first LTP. This has set out the progress that the County Council has made in conjunction with its partners in implementing the measures promoted in the Plan, and the impact these measures have had on meeting agreed targets. The County Council has made significant progress in the following areas during the first LTP period:-

- (i) Local safety improvements, resulting in a reduction in the severity and occurrence of casualties on the highway network.
- (ii) Improvements to walking and cycling facilities.
- (iii) Implementation of a programme of Safer Routes to School.
- (iv) Provision of improved bus services through the purchase of new vehicles to operate County Council tendered services (including School services and services in the rural areas of Warwickshire).
- (v) Provision of better multi-modal facilities at interchanges at a number of locations across the County.
- (vi) Traffic management measures to address local and area wide issues.
- (vii) Better facilities for people with some form of physical, mental or sensory impairment.
- (viii) A programme of road and bridge maintenance throughout the County.

3. LTP Guidance

3.1 In December 2004, DfT issued guidance to all Highway Authorities on their requirements for the preparation of the second LTP, to cover the period from 2006/7 – 2010/11. DfT have invited a Provisional LTP submission to be made by July 2005, with a Final LTP due by the end of March 2006.

3.2 The guidance sets out a change in approach from the first LTP, with a strong emphasis on delivering the following priorities:-

- (i) Improving accessibility.
- (ii) Making roads safer.
- (iii) Reducing congestion.
- (iv) Improving air quality.

3.3 These four 'shared priorities' for transport were agreed in 2002 by Central Government and the Local Government Association (LGA). As such, the County

Council is already committed to helping deliver improvements in these priority areas.

- 3.4 In response to the LTP guidance, the County Council has reviewed its Road Safety Plan, 'A Safer Way to Go', and has produced three new strategies covering Accessibility, Congestion and Air Quality. These can all be found in Part 2 of the draft Provisional LTP (see **Appendix A** - *which has been circulated separately to Cabinet Members. A copy can be viewed on the Committee Administration System and on the Warwickshire Web.*
- 3.5 Having reviewed the underlying principles contained in the first LTP and the four transport shared priorities described above, officers from the County Council are of the view that the fundamental elements of the County's Transport Strategy and the original LTP objectives can be taken forward into the second LTP.
- 3.6 Three other issues have arisen from the LTP guidance. These are:-
- (i) The requirement for the County Council to integrate the Rights of Way Improvement Plan (ROWIP) with the LTP.
 - (ii) The requirement for the County Council to produce a Transport Asset Management Plan (TAMP).
 - (iii) The requirement (under EU legislation) for the LTP to be subject to a Strategic Environmental Assessment (SEA).
- 3.7 A draft ROWIP is currently being prepared, and this appears as a separate agenda item. The LTP includes a progress report on the ROWIP, and it is the intention to consult on the Provisional LTP and draft ROWIP in parallel and to integrate the two plans as far as possible.
- 3.8 Work on producing a TAMP for the County has begun. It is proposed to submit a more fully worked up TAMP in parallel with the Final LTP submission in March 2006. The Provisional LTP includes a short report on our progress to date in producing the TAMP.
- 3.9 In terms of undertaking an SEA of the LTP, the County Council has commissioned Arup to prepare an Environmental Report summarising the output of the SEA. It is proposed to consult on the Environmental Report in parallel with the Provisional LTP.

4. Consultation

- 4.1 The LTP guidance requires that the preparation of the second LTP be subject to an appropriate level of consultation with key stakeholders and the public. In preparing the Provisional LTP, the following consultation has been undertaken:-
- (i) An issues consultation was undertaken with the LTP Wider Reference Group in January/February 2004.

- (ii) A Citizens Panel Survey was carried out with Warwickshire residents, which reported in April 2004.
- (iii) Meetings of the County Council's LSP Transport Theme Group were held in May 2004, November 2004, and March 2005.
- (iv) A meeting of the LTP Wider Reference Group Meeting was held in March 2005.
- (v) Meetings have been held with officers from the five District/Borough Councils and a number of the Town Centre Managers.
- (vi) Meetings have been held with a number of the adjoining highway/transport authorities, including Centro (the West Midlands Passenger Transport Executive).
- (vii) Targeted consultation has been undertaken with stakeholders on a number of the specific LTP mode/delivery strategies, including Stagecoach in Warwickshire and the Strategic Rail Authority.
- (viii) Presentations have been made to interest groups, e.g. Local Cycle Forums and Access Groups.
- (ix) Meetings with the Highways Agency have been held regarding trunk road and motorway issues within Warwickshire.
- (x) A number of meetings have been held with senior representatives from DfT and the Government Office for the West Midlands (GO-WM). These meetings were particularly vital in shaping the content and structure of the Provisional LTP, and to understanding how the Plan will ultimately be assessed by Central Government.

4.2 Prior to the LTP guidance being issued by DfT, the County Council had intended to consult the public on the draft LTP during Spring 2005. However, with the requirement for two versions of the LTP to be submitted in July 2005 and March 2006 respectively, the view was put forward that the Provisional Plan could be used for a wide-ranging public consultation exercise during Autumn 2005. This approach was endorsed by the County Council's Local Strategic Partnership Transport Theme Group in March 2005.

4.3 The form of the public consultation will include the following:-

- (i) Publication of the Provisional LTP on the Warwickshire web, along with the draft ROWIP and the LTP Environmental Report.
- (ii) A road show touring the County promoting the Provisional LTP;
- (iii) Further targeted meetings and presentations to key stakeholder and interest groups.
- (iv) Press releases and other publicity measures.

- 4.4 The results of the consultation exercise will be reported to Cabinet in due course, and will form a key input to the production of the Final LTP.

5. LTP Structure

- 5.1 The Provisional LTP will consist of:-

- (i) The main LTP document, including a set of supporting Appendices (Annex 1).
- (ii) A separately bound document containing a compendium of all the County Council's mode/delivery strategies (Annex 2).

- 5.2 **Appendix A** of this report provides a draft version of the Provisional LTP for Cabinet to consider. *A copy has been circulated separately to Cabinet Members. A copy can be viewed on the Committee Administration System and on the Warwickshire Web.* **Appendix B** of this report provides a list of the constituent elements of Annex 2 of the LTP. A copy of Annex 2 will be deposited in the Members' Room. Further copies can be made available on request to Members of Cabinet should they wish to consider its content. It includes a number of LTP strategies that have previously received Cabinet approval.

6. Air Quality

- 6.1 As noted earlier in this report, the County Council has prepared an Air Quality Strategy for inclusion in the Provisional LTP. This has been undertaken in conjunction with the five District/Borough Councils, who are responsible for monitoring air quality and preparing Air Quality Management Action Plans where exceedences occur. As the Strategy sets out, transport related NO₂ (Nitrogen Dioxide) exceedences have resulted in a number of Air Quality Management Areas (AQMAs) being designated across the County in Coleshill, Rugby, and Warwick/Leamington Spa. A further AQMA is likely to be designated in Nuneaton within the near future.
- 6.2 Although responsibility for drawing up an Action Plan to address the air quality issue lies with the relevant District/Borough Council, clearly the County Council has a key role to play where transport is the main source of the problem. It is recommended therefore that Cabinet approve a process of engagement with the District/Borough Councils to help draw up and implement Air Quality Management Action Plans where necessary across the County.

7. The LTP Delivery Strategy

- 7.1 Part four of the draft Provisional LTP sets out the proposed Delivery Strategy for the next five years. The Strategy is based on the financial 'planning guideline' figures provided to the County Council by DfT. The views of Cabinet on the Delivery Strategy are sought, including the proposed five-year LTP resource allocation plan (see **Appendix C**). Part four of the LTP also sets out the proposed Major Scheme bids that are being considered during the second LTP

period. This includes the SPARK major public transport scheme which was reported to Cabinet on 16th June.

- 7.2 As Members will be aware, Decriminalisation of Parking Enforcement (DPE) in Stratford District became operational on 4th October 2004. As set out in the Delivery Strategy, it is planned to introduce DPE in the remaining areas of Warwickshire in stages between 2006 and 2008. No capital funding from the LTP settlement has been allocated to this work during the second LTP period. It is proposed to fund all further DPE schemes from Prudential Borrowing. This borrowing would be supported by the surpluses made from the Stratford DPE scheme, and subsequent areas when they become operational.

8. Revenue Impact of the LTP

- 8.1 The provisional LTP report proposes additional borrowing of about £15 million a year in each of the next five years. Borrowing at this level will result in additional costs of servicing the borrowing of about £1.2 million each year.

An assessment of the cost of servicing the additional borrowing will be included in the Council's government assessed need to spend - the Formula Spending Share. This is a key determinant of the amount of grant we receive as is the amount the government assumes we will meet from council tax, which can vary significantly from year to year. Next year, the position is also greatly complicated by the introduction of the Dedicated Schools Grant. The government is expected to issue a paper detailing the effects of this shortly.

These potential revenue costs do not preclude submitting the LTP as outlined in the report. Rather this section is included to raise what will be a spending pressure members will need to consider as one of the issues when finalising the revenue budget and capital programme for 2006/2007 and beyond later in the year.

JOHN DEEGAN
Director of Planning, Transport and Economic Strategy
Shire Hall
Warwick

17th June 2005

Cabinet - 30th June 2005

Warwickshire Provisional Local Transport Plan 2005

Content of LTP Annex 2

Aviation (Surface Access) Strategy
Bus Strategy
Bus Information Strategy
Changing Travel Behaviour Strategy
Community Transport Strategy
Countryside Strategy
Cycling Strategy
Land Use and Transportation Strategy
Network Management – Bridge Maintenance Strategy
Network Management – Highway Maintenance Strategy
Network Management – Network Management Duty Strategy
Network Management – Intelligent Transport Systems Strategy
Parking Strategy
Passenger Rail Strategy
Powered Two Wheeler Strategy
Public Transport Interchange Strategy
Public Transport Strategy
Safer Routes to School and School Travel Plan Strategy
Sustainable Freight Distribution Strategy
Taxis and Private Hire Vehicles Strategy
Walking Strategy

Cabinet – 30th June 2005

Warwickshire Provisional Local Transport Plan 2005

	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Integrated Transport Expenditure						
Quality Bus Corridors	1,013	680	700	600	800	3,793
Other Improvements to Public Transport	240	260	190	140	120	950
Community Transport	20	110	60	50	70	310
South Warwickshire Quality Rail Partnership	120	150	150	110	110	640
Rugby Station Bus / Rail Interchange	0	0	0	100	0	100
Bishopton Park and Ride, Stratford	25	0	0	0	0	25
Warwick Town Centre Interim Traffic Management	270	0	0	0	0	270
Cycle Routes / Shared Use Routes	470	450	450	450	550	2,370
Cycle / Motorcycle parking and facilities	0	20	20	20	20	80
Pedestrian Routes	30	50	50	30	30	190
Signalled pedestrian / cycle crossing facilities	120	200	200	130	180	830
Unsignalled pedestrian crossing facilities	0	40	40	20	20	120
Safer Routes to School (cycle & pedestrian facilities)	590	700	700	580	580	3,150
School and Other Travel Plans	10	10	10	20	20	70
Casualty Reduction Schemes	640	700	700	700	800	3,540
Village Speed Reviews and Traffic Calming	240	200	200	150	250	1,040
Quality of Street Scene	0	50	50	50	50	200
Signal Upgrading Schemes (VMS in Leamington)	35	0	0	0	0	35
Stratford upon Avon Transport Strategy	0	250	250	250	0	750
Decriminalisation of Parking	1,300	1,200	0	0	0	2,500
Nuneaton Town Centre Access Improvements	0	200	200	150	294	844
Rugby Town Centre and Pedestrian Priority	0	0	300	300	200	800
Bedworth Town Centre Pedestrian Priority	0	0	0	00	00	500
Traffic Management for Air Quality Management Areas	0	100	150	500	400	1,150
Other Traffic Management	65	106	76	0	200	447
Leamington Mixed Priority Project	38	0	0	0	0	38
Heathcote Junction Improvements	500	500	0	0	0	1,000

	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Other Junction and Network Improvements	0	100	100	76	274	550
Barford Bypass (Funding to cover shortfall in major scheme funding)	720	0	0	0	0	720
Total Integrated Transport Expenditure	6,446	6,076	4,596	4,826	5,068	7,012
Integrated Transport Income						
LTP Integrated Transport	4,376	4,376	4,596	4,826	5,068	23,242
Self Financing Unsupported Prudential Borrowing	1,300	1,200	0	0	0	2,500
SW Warwick (S106)	270	0	0	0	0	270
Heathcote (S106)	500	500	0	0	0	1,000
Total Integrated Transport Income	6,446	6,076	4,596	4,826	5,068	27,012
Maintenance Expenditure						
Footway Maintenance schemes	1,230	1,095	1,318	6465	6788	30,273
Carriageway Maintenance schemes	4,519	4,019	4,839			
Bridge Strengthening Schemes	850	250	750	3184	3344	16,030
Portobello Bridge Strengthening	50	2,000	0			
Maintenance and Enhancement of Highway Structures	1,931	1,388	2,283			
Total Maintenance Expenditure	8,580	8,752	9,190	9,649	10,132	6,303
Maintenance Income						
LTP Maintenance	8,580	8,752	9,190	9,649	10,132	46,303
Total Expenditure	15,026	14,828	13,786	14,475	15,200	73,315
Total Income	15,026	14,828	13,786	14,475	15,200	73,315

Warwickshire Provisional Local Transport Plan 2005

Draft for Cabinet Meeting, 30th June 2005



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1 Context

1.1 Introduction

Background Information 1

Foreword by Councillor Martin Heatley

This is the second Local Transport Plan for Warwickshire, and aims to build on the successes that have been achieved over the last five years by the County Council and its stakeholders.

While significant progress has been made, there is still much to be done. The problems that we face in planning for, and managing transport are unlikely to get better without the continued development of an integrated transport system that meets the needs of both residents and visitors to our County. We must also continue to invest in the maintenance of roads and bridges throughout Warwickshire to ensure that the transport network operates efficiently and safely.

The County Council is fully committed to helping deliver the shared priorities for transport that were agreed by Central Government and the Local Government Association in 2002. These aim to improve accessibility, reduce congestion, improve air quality, and make roads safer. We recognise that all of these factors contribute towards improving peoples' lives, and to our overall aim to make Warwickshire 'the best place to live and work'.

We cannot achieve this aim on our own. Continued work with our partners is vital to the implementation of this Plan. Its success also requires the support of the people of Warwickshire. We will be using the Provisional Local Transport Plan as the main tool for a wide-ranging public consultation during the Autumn. The views expressed during this exercise will be vital to informing the preparation of the Final version of the Local Transport Plan, which is due to be submitted to the Government by the end of March 2006.

We look forward to hearing your views on our Plan, and to continuing to work for you in the future.

Martin Heatley

Warwickshire County Councillor

Cabinet Portfolio Holder (Environment, Transport and Rural Affairs)

J DEEGAN BA MSC DIP TP MCIT MRTPI

DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC STRATEGY

1.2 Background

The Local Transport Plan Process

This is the second Local Transport Plan (LTP) for Warwickshire, and provides details of how the County Council and its partners intend to improve transport and accessibility over the next five years. The document also begins to set out the types of improvements that will be needed over the next 15-20 years to deliver the quality of life which the County Council would like to see for all its citizens.

In July 2000, the County Council submitted its first full LTP. The Plan was put together following the publication of the 1998 Government White Paper on the future of transport, 'A New Deal for Transport: Better for Everyone'. The White Paper was designed to create a better, more integrated transport system both nationally, and at a local level. The Government has since reiterated these messages in the 10-Year Transport Plan issued in 2000, and more recently the 2004 White Paper 'The Future of Transport'.

The first LTP covered a period of five years from 2000 to 2005. The Plan has been thoroughly reviewed to incorporate recent changes to national, regional and local policy (and in particular the Shared Priorities of Central and Local Government). This LTP runs to the end of the decade, and will coincide with the end date of the 10-Year Transport Plan.

This document is the **Provisional** Local Transport Plan 2005. A **Final** Local Transport Plan will be submitted to the Government by the end of March 2006.

The Shared Priorities

In 2002, Central Government and the Local Government Association (LGA) agreed a set of seven Shared Priorities for Local Government. These are:

1. Raising standards across schools;
2. Improving the quality of life of children, young people, families at risk and older people;
3. Promoting healthier communities by targeting key local services, such as health and housing;
4. Creating safer and stronger communities;
5. Transforming local environments;
6. **Meeting transport needs more effectively;** and
7. Promoting the economic vitality of localities.

Within Priority 6, the four Shared Priorities for Transport are as follows:

- Delivering accessibility;
- Tackling congestion;
- Better air quality; and
- Making roads safer.

The aim of the Shared Priorities for Transport is to maximise the contribution of national policy objectives to the delivery of improvements to transport at a local level.

The emphasis in this LTP is therefore on the deliverability of these priorities throughout the lifetime of the Plan and beyond. Key to this process is the identification and agreement of appropriate local targets, and the delivery of a number of specific policy instruments and proposals.

The four Shared Priorities underpin all of the strategies, proposals and targets within this LTP. Of the four priorities, the County Council places a strong emphasis on addressing issues of accessibility in Warwickshire, and continuing to make roads safer. However, as pressure on the transport networks of the urban areas of Warwickshire increases, the County Council recognises the need to address issues of congestion and air quality.

Progress to Date

In line with Government requirements, the County Council has submitted an Annual Progress Report (APR) for each of the five years of the first LTP. This has set out the progress that the County Council has made in conjunction with its partners in implementing the measures promoted in the Plan, and the impact these measures have had on meeting agreed targets.

Details of the County Council's progress over the last year (2004/5) can be found in this year's APR. To date, the Department for Transport (DfT) has commended the County Council for making significant progress over the last five years in the following areas:

- Local safety improvements, resulting in a reduction in the severity and occurrence of casualties on the highway network;
- Improvements to walking and cycling facilities;
- Implementation of a rolling programme of Safer Routes to School;
- Provision of improved bus services through the purchase of new vehicles to operate County Council tendered services (including school services and services in the rural areas of Warwickshire);
- Provision of better multi-modal facilities at interchanges at a number of locations across the County;
- Traffic management measures to address local and area wide issues;
- Better facilities for people with a physical, mental or sensory impairment; and
- A rolling programme of road and bridge maintenance across the County.

The proposals contained within this LTP aim to build on these successes and deliver further improvements across the County.

Stakeholder Consultation

The original Warwickshire LTP was submitted in 2000. This followed an extensive review of the County Council's Transport Strategy during 1998/99, and a major consensus building consultation exercise with a wide range of stakeholders. This approach aimed to break free from traditional consultation exercises, and to ensure that the LTP had a wider ownership across the whole community. Special efforts were made to target a number of groups within the community who may otherwise have been under represented in the process, including ethnic minorities, young people and the elderly. This exercise had a major effect on the content of the first LTP, both in terms of agreeing the principal objectives and targets, and identifying support for the various measures that were to be taken forward over the period of the Plan.

The County Council has continued to consult on the development and implementation of the LTP throughout the last five years. More recently, specific work has been undertaken with the LTP Wider Reference Group and the County Council's Local Strategic Partnership (LSP) Transport Theme Group to assist the development of the LTP. The five District/Borough Councils in Warwickshire have also provided valuable input to the Plan.

This LTP has been put together as a development of the original LTP submission. Through early consultation with key stakeholders, it became apparent that a fundamental review of the Transport Strategy and the main objectives, targets and policies in the LTP was not required for the 2005 Plan. However, there was a clear recognition of the need to respond to new and emerging policies and priorities at a national, regional and local level.

This Provisional LTP will be used as a tool for a significant public consultation exercise during Autumn 2005. This consultation will form a key input to the development of the Final LTP, which will be submitted to the Government in March 2006.

Format of the LTP

The Provisional LTP is presented in two formats, this printed version that provides detailed information about the County and our proposals for the next five years, and a short DVD that provides an overview of our progress to date and plans for the future.

Part 1 of the document describes the LTP process, our Visions, Principles and Objectives, and the key issues facing the County now and in the future.

Our Strategy is provided in **Part 2**, in the form of four objective sections that relate to the Shared Priorities along with statements of progress on our emerging Transport Asset Management Plan and Rights of Way Improvement Plan.

Details of how the Strategy is applied across the areas of the County are contained in **Part 3**. The strategy for the delivery of the LTP is described in **Part 4**.

Annex 1, which is bound as part of the main document, sets out the context of the LTP in terms of the existing transport network in Warwickshire and the current national and regional policy environment. It also contains a full set of tables illustrating our targets and monitoring arrangements, the finance forms, and the report of the Strategic Environmental Assessment of the LTP.

Full versions of all the County Council's individual transport mode and delivery strategies are provided in **Annex 2**, a separate, stand-alone document which forms part of the LTP.

1.3 Vision, Principles and Objectives

The Vision for Warwickshire

The vision for Warwickshire as set out in the County Council's Corporate Business Plan for 2005-2008 is as follows:

We aim to make Warwickshire the best place to live and work

The five objectives to deliver this vision are:

- To promote Lifelong Learning and personal development;
- To promote the health and social care of our citizens;
- To improve the environment;
- To reduce crime and improve the safety of the community; and
- To develop and maintain a vibrant local economy which promotes employment and prosperity for all.

The Local Transport Plan is underpinned by the need to address these objectives by improvements to transport and accessibility throughout Warwickshire.

Overarching Principles

Four overarching principles support the strategies and policies articulated in the LTP. **Best Value, Community Involvement, Integration and Partnerships** are fundamental values that underpin the County Council's work.

The County Council continues to strive towards achieving **Best Value** in the provision of all its services to the people of Warwickshire. Throughout the period of the first LTP, our approach in respect of Best Value has been to lead rather than follow and the new LTP aims to continue with this goal, and to ensure that the County Council delivers its services to clear standards in terms of both cost and quality.

The County Council is committed to **community involvement** of a wide range of stakeholders and the general public in the ongoing review of the LTP. We have continued to consult widely in relation to the regular monitoring and review of the LTP in line with Government guidelines; the preparation of this LTP to cover the period 2006/7-2010/11; and, the ongoing implementation of the measures set out in the LTP.

Government policy is clear in relation to the need to improve the **integration** of transport at both policy planning and implementation level. The County Council intends to pursue an integrated transport system through:

- The integration of transport and land use planning, particularly to reduce reliance on the private car;
- The integration of transport with other areas of social, economic and environmental planning, for example health and education;
- The integration of different modes of transport, through, for example, improvements to interchange facilities; and,
- The integration of the County's transport network with the transport networks of the adjacent transport authorities.

Achieving the objectives of this Plan requires the **partnership** and co-ordination of many organisations working together including:

- The Department for Transport and the Government Office for the West Midlands;
- The five District/Borough Councils in Warwickshire, both in their role as Local Planning Authority, and their statutory transport responsibilities;
- The adjoining Unitary, Shire County, and District/Borough Councils, in order to ensure consistency with Regional Spatial Strategy, Development Plans and cross-boundary issues;
- The Strategic Rail Authority (and its successor), Network Rail, passenger and freight operators; and
- Other organisations involved in the provision of transport, for example bus operators, freight companies and Sustrans.

LTP Objectives

The County Council has based its second LTP submission around the core elements of the strategy used in the 2000 LTP, which in turn, reflected the County's earlier strategy document, 'A Better Way to Go'. Thus the strategy put forward in this LTP is consistent with that which has gone before but has been further developed to reflect changing circumstances and now concentrates on delivering four key objective areas: delivering accessibility; tackling congestion; improving air quality; and, making roads safer.

The overall objectives of this Local Transport Plan that have been developed to reflect the County Council's Vision for Warwickshire, the County Council's Transport Strategy (A Better Way to Go) and the Shared Priorities for transport are as follows:

1. To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
2. To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
3. To reduce the impact of transport on the environment through the management and control of adverse impacts;
4. To improve the environment and safety of people when they are using the transport system; and
5. To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

These objectives form the cornerstone of this LTP, and represent the benchmark against which the success or failure of the Plan will be assessed.

The objectives of this LTP are consistent with the Shared Priorities for Transport, thus:

- Delivering accessibility (LTP objectives 1, 2, 4 and 5);
- Tackling congestion (LTP objectives 2 and 3);
- Improving air quality (LTP objective 3); and
- Making roads safer (LTP objective 4).

The LTP has been developed within the National, Regional and Local Policy environment and aims to be consistent with the wider framework. A full overview of the policy background is provided in Annex 1 of the LTP.

1.4 The County of Warwickshire

Introduction

The County of Warwickshire forms part of the West Midlands region, which is made up of seven Metropolitan Borough/City Councils, two Unitary Authorities and five Shire Authorities. Warwickshire adjoins the West Midlands conurbation, and has strong links with Coventry, Solihull and Birmingham. The County also adjoins both the East Midlands and South East Regions. Warwickshire forms the gateway from the West Midlands to a number of other prosperous and key growth areas with the UK, as well as Continental Europe and beyond. In this respect, the County cannot be considered as having the typical characteristics of a Shire Authority that may be found elsewhere within the UK.

Warwickshire is made up of five District/Borough areas:

- North Warwickshire Borough, including the towns of Atherstone, Coleshill, Polesworth and Kingsbury;
- Nuneaton and Bedworth Borough;
- Rugby Borough;
- Warwick District, including the towns of Warwick, Leamington Spa, Kenilworth and Whitnash; and
- Stratford-on-Avon District, including the towns of Alcester, Studley, Henley-in-Arden, Shipston-on-Stour, Southam and Stratford-upon-Avon

However, it is more appropriate to consider the County in terms of the predominant travel movements and local characteristics, rather than administrative boundaries, and therefore the LTP uses seven areas as follows:

- The North/South corridor that encompasses the strategic travel movements between Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick;
- Northern Warwickshire, comprising Atherstone, Polesworth, Coleshill and their rural hinterland;
- The urban areas of Nuneaton and Bedworth;
- Eastern Warwickshire, comprising the urban area of Rugby and its large rural hinterland to the west and north;
- The urban areas of Warwick, Leamington Spa, Kenilworth and Whitnash, along with the market town of Southam;
- Southern Warwickshire, comprising the urban area of Stratford-upon-Avon and its rural hinterland; and,
- Western Warwickshire, incorporating Alcester, Studley and Henley-in-Arden.

As well as bordering the West Midlands conurbation, Warwickshire is bounded by the counties of Staffordshire, Leicestershire, Northamptonshire, Oxfordshire, Gloucestershire and Worcestershire.

The Sub-Regional Context

The Coventry/Solihull/Warwickshire area is recognised within the Regional Spatial Strategy as a discrete sub-region within the West Midlands that provides a unique contribution towards the engine of the national and regional economy. In terms of its location, size and socio-economic structure, Coventry lies at the centre of sub-region, with Solihull to the west and Warwickshire to the north and south. Consequently, there is an important North/South corridor linking Nuneaton, Bedworth, Coventry, Kenilworth, Warwick and Leamington Spa, and an East/West corridor linking Rugby, Coventry, Birmingham International Airport/National Exhibition Centre and Birmingham.

Whilst the sub-region retains its traditional links with the manufacturing industry (particularly the motor vehicle industry), it has experienced a significant growth in the service sector economy over the last 20 years. Part of this change has arisen due to greater accessibility afforded to the sub-region, partially as a result of the completion of the M40 in the early 1990's and the enhanced rail services between the West Midlands and London. The need for a greater diversity to the economic base of both the region and the sub-region was highlighted during the Rover crisis in 2000 (an issue that has arisen once again during 2005). Out of this experience, a number of regeneration corridors and high technology clusters were identified across the West Midlands. In the Coventry/Solihull/Warwickshire sub-region, these cover:

- The Coventry – Nuneaton Regeneration corridor; and
- The Solihull/Coventry/Warwick High Technology triangle.

Within the sub-region, there are a number of existing development sites which are still to come forward, and an increasing number of sites which require redevelopment. The continuing uncertainties in the car manufacturing industry at a global level have recently been felt within both Coventry and Warwickshire, and there will continue to be a need for the region and the sub-region to deal proactively with these circumstances. As such, the three local authorities within the sub-region have recently commissioned a comprehensive transportation and regeneration study of the needs of the Coventry/Solihull/Warwickshire area. This study has played a key role in informing the development of this LTP. Other key strategic/regional land use/transportation studies that the County Council has also been involved in over the last five years include the following:

- West Midlands Area Multi-Modal Study (WMAMMS);
- West to East Midlands Multi-Modal Study (W2EMMMS); and
- London to South Midlands Multi-Modal Study (LSMMMS).

The Local Context

The population of Warwickshire has grown considerably at about four times the rate of the West Midlands region and England and Wales as a whole. The population of the County is currently around 519,000 (2001 Census), and has shown an increase of 13.5% over the last 35 years. Over the same period of time, the population of Coventry has fallen by 10%. A combination of population growth forecasts, continuing changes to household structure and composition, and the ongoing attraction of living and working in Warwickshire will clearly continue to provide challenges to sustaining the well-being of the County.

Warwickshire, however, is a County of contrasts, not least between the generally prosperous areas of the south (Warwick, Leamington Spa and Stratford-upon-Avon), and the less prosperous areas in the north (Nuneaton and Bedworth) and east (Rugby).

The people of Warwickshire generally enjoy a good standard of living. The mean household income in the County is £32,400 compared with £29,400 for the UK as a whole. However, significant differences exist between different parts of the County. For example, the mean income is £28,700 in Nuneaton and Bedworth Borough, whilst residents in Warwick District have a mean income of £35,200.

The number of Warwickshire households earning less than £10,000 per year is relatively consistent across the five District/Boroughs, the average being 11.1% of all Warwickshire households. At 13.4%, North Warwickshire Borough has the highest proportion while the lowest proportion is in Stratford-on-Avon District (10.1%).

The Index of Multiple Deprivation (IMD) for 2004 illustrates the differences that exist between different parts of the County (see Table 1.1 below - the higher the IMD score the higher the level of deprivation).

District/Borough	2004 IMD average score	National Rank (out of 333)
North Warwickshire	16.38	186
Nuneaton and Bedworth	21.17	123
Stratford-on-Avon	8.80	315
Rugby	13.60	231
Warwick	12.56	250

Table 1.1 Index of Multiple Deprivation (Source: 2001 Census)

Pockets of deprivation exist across the County. Of the Super Area Outputs (SOAs) in Warwickshire, 2, in Nuneaton and Bedworth Borough, feature in the worst 10% of all SOAs within England. A further 15 Warwickshire SOAs are within the worst 20% nationally and a further 20 SOAs fall within the worst 30% category.

The economy of the County as a whole is relatively prosperous. Its Gross Value Added (GVA) currently compares favourably with both the West Midlands region and the UK. Unemployment is also low in the County at 1.6%. Employment rates in the County compare favourably with national trends. However, differences exist in prosperity levels in different parts of the County. For example, unemployment is 2.2% in Nuneaton and Bedworth, while it is 1.1% in Stratford-on-Avon.

The vitality of the main towns in Warwickshire also has marked differences. Retail rent rates provide a useful indicator of town centre vitality: average rents in Stratford-upon-Avon are some 60% higher than those in Rugby and Nuneaton. These differences reflect the parallel differences that exist with other economic indicators in the County.

With its central location within the UK and its wide range of attractions, the County continues to attract a large number of tourists. This is primarily due to the historic town of Warwick and its Castle, and the association of Stratford-upon-Avon with Shakespeare, including the Birthplace, the Royal Shakespeare Theatre, Anne Hathaway's cottage at Shottery, and Mary Arden's house at Wilmcote. In 2004, Warwick and Stratford attracted around 4 million visitors in total and are both in the top 20 visitor destinations within the UK.

Warwickshire also attracts other visitors to:

- The Spa town of Leamington;
- The historic town of Kenilworth and its Castle remains;
- The sporting history associated with Rugby;
- The links of George Elliot with Nuneaton;
- The Cotswolds Area of Outstanding Natural Beauty;
- A number of well-known National Trust properties;
- The extensive network of canals and waterways; and
- Other key tourist destinations that are located close to the County, such as Blenheim Palace.

These attractions place a high pressure on the transport network of the County.

Despite the focus of population within the main towns and settlements of the County, a significant part of Warwickshire is rural or deep rural in nature. The movement away from the provision of rural services in small towns and villages and the centralisation of key facilities such as health, along with the need for access to jobs and training has resulted in low levels of accessibility by modes other than the car.

A discussion of the specific characteristics and problems and opportunities in each of the areas within Warwickshire is set out in the following section.

1.5 Warwickshire in 2005 and Planned Improvements to 2011

Problems and Opportunities

A discussion of the key problems and opportunities in each of the seven areas within Warwickshire is set out below, along with an indication of what planned improvements will have been made in each area by 2011:

The North/South Corridor

The North/South Corridor 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/demands that exist between Warwickshire and Coventry emphasise the importance of the corridor in the social and economic life of the sub-region.

Within Warwickshire, the North/South Corridor is made up of the two predominantly urban areas of Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash. The problems and opportunities within these areas are discussed in the appropriate sections below. At a strategic level, the key issue within the corridor is the lack of a high quality public transport offer that does not require interchange within Coventry city centre. Subject to the outcome of a consultants study of public transport options in the North/South Corridor, it is likely that a major scheme submission will be made in conjunction with Coventry City Council and Centro in 2006. The provision of a step-change in public transport provision within this corridor is a key priority for the County Council during the second LTP period.

Northern Warwickshire

Northern Warwickshire is predominantly an ex-coal mining area, which is characterised by a large rural area with four small towns and a number of other small settlements and villages. Atherstone has a number of historical links to the manufacturing sector, and is currently home to the company 3M. The proximity of the area to Birmingham, Birmingham International Airport (BIA) and the National Exhibition Centre (NEC), Sutton Coldfield, Tamworth,

Nuneaton and Coventry mean that its employment needs are substantially met outside its boundary. Significant employment provision however has been made in recent years at Hams Hall (near Coleshill) and in the A5 corridor at Birch Coppice. Both sites are predominantly used for warehousing and distribution, and are rail served.

There is no major housing development proposed in the Borough for the foreseeable future, and any further development should ideally be focused on making the most of the links to the West Midlands conurbation and the East Midlands that will be afforded following the opening of Coleshill Parkway station on the Birmingham - Leicester line. This will present an opportunity to achieve significantly improved accessibility in the rural areas of North Warwickshire. Investment is planned in a new network of fully accessible bus services to serve North Warwickshire using Coleshill Parkway as a bus hub. The aim of these service improvements will be to ensure that the majority of villages and towns to the south of the A5 will have a bus link to the interchange at Coleshill/Hams Hall. It is the intention to provide the following four services:

- Nuneaton to BIA/NEC via Arley, Hams Hall and Coleshill;
- Atherstone to BIA/NEC via Baddesley, Kingsbury, Hams Hall and Coleshill;
- Tamworth to BIA/NEC via Kingsbury, Hams Hall and Coleshill; and
- Sutton Coldfield to Coleshill Parkway via Water Orton and Hams Hall.

These services will be operated by the latest low floor, easy access buses, which will connect with the national rail network at Coleshill Parkway and at Birmingham International Rail Station. Improvements to passenger information and bus stops at key locations will form part of the scheme. A new dedicated coach link between Coleshill Parkway and BIA will also be provided to run in parallel with the conventional bus services. The aim of this link will be to make public transport a valid alternative long distance access to BIA, particularly from the East Midlands.

The development of Quality Bus Corridors will focus on two major routes over the next five years, Nuneaton to Tamworth via Atherstone; and the strategic link between Tamworth, Kingsbury, Hams Hall, Coleshill and BIA/NEC and points further south. The improvements will include new bus shelters where appropriate, raised kerbs for easy boarding and a brand image for each route.

Northern Warwickshire contains the three market towns of Coleshill, Atherstone and Polesworth. A number of improvements have been identified that will positively affect the transport system in these towns and contribute towards their regeneration and attractiveness. These include junction improvements and traffic management, enhanced public transport facilities and information, better facilities for pedestrians and cyclists, and local landscaping and environmental upgrades.

Nuneaton and Bedworth

Within Warwickshire, the main travel movements occur between the urban areas in the North/South corridor. This runs from Nuneaton and Bedworth in the north, through Coventry towards Kenilworth, Leamington Spa and Warwick. Nuneaton and Bedworth Borough forms the northern end of the corridor and is an area characterised by past and present mining activity, as well as heavy engineering and manufacturing. As such, there are a number of large sites where mining has taken place that are available for redevelopment, (e.g. Midland Quarry, Bermuda and Judkins). The established regeneration corridor from north Coventry to Nuneaton will require a step-change in public transport provision in order to develop access to employment opportunities at Bermuda, in Coventry, and in the more prosperous mid-Warwickshire area. These improvements will also enhance accessibility to George Eliot hospital in Nuneaton. A major scheme bid for improvements in this corridor is planned for submission in 2006 but if unsuccessful, some limited improvements will be supported by integrated transport funding.

Nuneaton and Bedworth have close links with Coventry, Birmingham, Hinckley and Leicester. Whilst the two towns generally provide for their immediate population in terms of employment, training and health facilities, their proximity to key retail facilities in Leicester, Solihull, Coventry and the recently opened retail and leisure development at the Arena near Foleshill may affect their economic stability. In response to this, the County Council and Nuneaton and Bedworth Borough Council have been actively involved for a number of years in a master planning exercise that will form the cornerstone of the future development of the two town centres over the next 5-10 years to respond to these challenges. This will complement the recent Ropewalk retail development in the town centre that has

come forward as part of the Nuneaton Development Project. A number of transport improvements are needed primarily aimed at improving access to the town centre. These include improvements to the bus station, improved pedestrian linkage between the railway station, the bus station and town centre and improved signage including VMS.

A master plan for Bedworth town centre has also been developed jointly with the Borough Council which is aimed at maintaining the vitality of the town centre. The principal transport measure proposed is to make Mill Street a pedestrian priority area with bus access only. This will require traffic management measures elsewhere to accommodate displaced traffic from the town centre.

The following bus routes are proposed to be upgraded to Quality Bus Corridors in the next five years:

- Grove Farm – Stockingford – Nuneaton;
- Atherstone – Hartshill – Nuneaton;
- Long Shoot – Nuneaton;
- Nuneaton – Attleborough – Red Deeps – George Eliot Hospital; and
- Bedworth – Bulkington – Nuneaton.

In addition, the Arley/Birchley Heath to Nuneaton route is proposed to be upgraded as part of the Quality Bus Initiative (QBI). The QBI concept seeks to increase the number of low-floor buses on high demand tendered bus services.

Eastern Warwickshire

Eastern Warwickshire includes a number of smaller towns and villages that predominantly look towards Rugby as the main retail, employment and administrative centre of the area. The town has strong links with Coventry, Birmingham, Leicester, Northampton, Daventry and Banbury.

Historically, Rugby expanded within its context as a railway town, and still remains a key location on the national rail network. The town has had a long association with heavy engineering; the first jet engine was tested by Sir Frank Whittle in Rugby in 1937. It is also the birthplace of the game of Rugby Football.

Rugby lies at the crossroads of the country, immediately to the south west of the M1/M6/A14 interchange. Its location and communications mean that the town continues to see a significant amount of new development that is likely to continue for the immediate future. The West Midlands Regional Spatial Strategy has identified Rugby as a potential sub-regional growth area, particularly given the need and opportunities for regeneration across the urban area of the town. A number of developments within the existing Local Plan have been implemented at Cawston, Coton and Swift Valley, with further sites to come forward in due course. The former Alstom/GEC site to the north of the railway station and the Borough Council owned Livestock Market are also due for redevelopment by 2010/12. The County Council has been actively involved with Rugby Borough Council over the last 18 months in the development of a single Master Plan covering these two sites. Investment to deal with the transport needs and consequences of development of this site will largely come through S106 agreements but some LTP investment may be required too.

Both Councils and the Town Centre Company are in the process of agreeing a vision for Rugby Town Centre for the year 2020. Work to move towards delivering this vision will continue over the next five years.

The regeneration of Rugby Town Centre is also being actively promoted by these three organisations through the development of a pilot Business Improvement District (BID). This partnership is unique within the current range of BID proposals within the UK.

The Rugby Western Relief Road is the most important transport improvement in Rugby and it is essential to support the significant development that has occurred and is planned in Rugby. It will be important to lock in the traffic reduction benefits in the town centre that will arise from construction of the road. Measures that will improve the

Warwick Street gyratory for pedestrians, cyclists and public transport (and consequently constrain traffic capacity) are planned together with further pedestrian priority for the main shopping area around Church Street and North Street. This investment will also support the Business Improvement District (BID) in the town centre.

The implementation of Decriminalised Parking Enforcement in 2006 will provide support for the town centre improvements by deterring illegal parking and keeping routes clear for bus services (both existing and planned).

Rugby Railway station is proposed to be improved in 2008 as part of the West Coast Main Line upgrade. In order to maximise the benefit of this important improvement we intend to create an enhanced interchange facility at the station. Improvements to the pedestrian/cycle links between the station and the town centre will also be implemented as part of the 'Added Value' schemes to the Rugby BID project.

We will develop proposals for a new station, Rugby East Parkway, to be located east of the urban area and potentially associated with the possible future redevelopment of the former Rugby Radio Station.

The existing Quality Bus Corridor (QBC) on Route 4 that crosses Rugby is proposed to be further upgraded by the bus operator. Two new QBCs will also be developed, these being Hillmorton to Rugby town centre and the inter-urban corridor from Rugby to Coventry via Wolston and Binley.

Warwick, Leamington Spa, Kenilworth and Whitnash

Warwick District includes the four main towns of Warwick, Leamington Spa, Kenilworth and Whitnash, and a surrounding rural hinterland containing a number of smaller settlements and villages. The District forms the southern end of the North/South corridor. Warwick is the main administrative centre of the County, and is dominated in employment terms by the presence of the County Council. Kenilworth is a residential dormitory town serving Coventry, Leamington Spa, Warwick, Solihull and Birmingham. Leamington Spa is the principal retail centre within the County, and along with Warwick and Whitnash forms an almost continuous urban area with a combined population of around 80,000. Employment within these three towns is primarily split between heavy/light engineering, high technology business and the service sector economy.

There is also a significant commuter population within the areas; suppressed demand for travel to Birmingham and London resulted in the construction of Warwick Parkway station in 2000, reflecting the step-change in the rail service provision that has occurred in the Birmingham to London Marylebone corridor over the last 10 years. Further improvements to the facility are proposed over the next five years.

Since the construction of the M40 in the early 1990's, the Warwick/Leamington Spa area has seen considerable expansion due to its improved communications, including significant development at Heathcote/Tachbrook Park, Central Hospital, Hatton and South West Warwick. A more modest level of development is proposed in the District over the coming years, in contrast to the large scale development described above.

The mix of development along with a high concentration of secondary schools in the Warwick – Leamington Spa corridor has resulted in the highest levels of congestion and the lowest journey speeds within the County during the peak periods of the day. During the first LTP period, the County Council commissioned a major study of the Warwick/Leamington Spa/Kenilworth/Whitnash area. This considered transport and access needs across this significant area of the County, as well as a number of specific issues within Warwick and Leamington Spa town centres.

An urban mixed priority scheme in Leamington Spa is due to be implemented in the town centre during 2005. When completed, the scheme will provide greater safety and priority to pedestrians and cyclists. It will also improve trade and help Leamington Spa to compete with other shopping locations. The reallocation of road space will enhance priority and room for bus services, thereby improving overall bus provision and contributing to the area-wide imperative of providing alternatives to car use in order to reduce congestion and improve safety and air quality.

A major scheme bid has been submitted with this LTP to achieve a step change in public transport in the two towns to encourage greater use of public transport (SPARK). If the bid is unsuccessful, some elements of the major scheme will still be implemented, including the improvements to Warwick bus station, provision of a Park and Ride facility at Greys Mallory to serve both Warwick and Leamington Spa, and a new bus rail interchange on the north side of Leamington Spa Station.

Demand for parking is often close to capacity in both Leamington Spa and Warwick town centres and there is widespread abuse of limited waiting spaces and other parking offences. The planned introduction of decriminalised parking enforcement will have the effect of curtailing most parking offences and displace demand to other areas. As there is very little capacity available, this represents a huge potential problem. However, the development of the Park and Ride facility will provide an alternative to parking in the town centres hence relieving parking pressure and reducing congestion.

Warwick is an historic town that suffers domination by traffic. The development of a town centre traffic management scheme is on going. It is hoped that a solution that is acceptable to all stakeholders within the town can be agreed and implemented during the second LTP period. Such a scheme is vital for the town both to serve its role for local people and businesses, and also as a major tourist destination. Substantial developer funding is available to help form solutions to the traffic problem, but some limited use of LTP funding may be required to supplement it.

Barford Bypass is a fully accepted major scheme, construction of which will start during 2005/6. The scheme will deliver very considerable economic, environmental and safety benefits including dealing with and AQMA that has been declared in Barford and providing an improved quality of life for village residents. Completion of the scheme is due in 2006-07.

A master planning exercise in Kenilworth town centre has been ongoing since 2003, and is focused on improving the retail offer of the town for both local residents and the wider catchment area. In parallel with this are a number of proposals for the provision of a local 'one-stop-shop', youth training and leisure facilities, and a greater local Police presence.

Southern and Western Warwickshire

Much of Southern and Western Warwickshire falls within Stratford-on-Avon District, which is one of the largest District administrative areas within England. The main towns within Southern Warwickshire are Stratford-upon-Avon and the market town of Shipston-on-Stour. Within Western Warwickshire, the main towns are Alcester, Studley and Bidford-upon-Avon. The remainder of the two areas is predominantly rural.

Stratford-upon-Avon is a world renowned tourist destination, a position which is likely to be further enhanced by the proposed redevelopment of the Royal Shakespeare Theatre. In terms of retail and employment opportunities, the town is relatively self-sufficient, although the area has strong links with Solihull (including Blythe Valley), Redditch, Birmingham, Banbury and Evesham.

Stratford-upon-Avon has seen a moderate level of expansion over the last 10-15 years, with development on the Birmingham Road, Paddock Lane and more recently at Bridgetown. Some further development to the west of the town near Shottery has been proposed in the recent Local Plan review. A master plan to support the renaissance of the town is currently being developed by the County Council, Stratford District Council and the West Midlands Regional Development Agency (Advantage West Midlands), along with a significant number of local stakeholders and business interests in the area.

A major consensus building exercise has been undertaken within Stratford-upon-Avon during the first LTP period to develop and agree a transport strategy for the town. The strategy takes account of both existing and future land use and the town's continuing role as one of the major tourist destinations within the UK. A major scheme bid for funding for this project was submitted to Government in 2003 but was unsuccessful. However, elements of the strategy will be implemented through use of integrated block funding and some developer funding. The key features of the scheme are increased pedestrian priority, new pedestrian/cycle routes, improved public transport/park and ride facilities and car park access improvements.

Linked to these schemes is a proposed new road linking the A46/A422 Wildmoor roundabout with the B439 Evesham Road (Stratford Western Relief Road). The scheme will reduce traffic in Stratford town centre and Shottery village, and provide access to new development. It would also provide access to a new coach and car park for Anne Hathaway's Cottage, one of the world-renowned sites associated with William Shakespeare.

Bridge Street is the widest and most important shopping street in Stratford town centre. There is heavy usage by pedestrians and current conditions are inadequate; on-street parking is intrusive and the volume of people often exceeds the capacity of the footway. The road also has a poor accident record. The proposed pedestrian/environmental improvement scheme involves a significant reallocation of road space through the narrowing of the carriageway and very considerable widening of the pavements. Two-way traffic would be maintained, but with features to slow traffic, allow several pedestrian crossing points, and ensure far better bus stop facilities. The scheme would contribute greatly to improving the quality of experience of the principal town centre street for residents, shoppers and tourists alike, with possible features including seating, kiosks, trees, and pavement cafes. Further pedestrian priority measures in High Street and Waterside/Southern Lane, involving widened footways and also closure to traffic during part of the day, will be progressed if and when the Western Relief Road is constructed (see above).

A 750 space park and ride site is currently being developed at Bishopton, close to the A46/A3400 roundabout to the north of Stratford-upon-Avon. It is also proposed to establish a new rail station, Stratford Parkway, adjacent to the site on the Stratford - Birmingham and Stratford - Leamington - London line. The Park and Ride site will be linked to the established car park management and route advisory system in the town. Bus services will run at a 15 minute frequency and will be given priority at traffic signals thereby delivering a large number of car-borne workers, shoppers and tourists swiftly to the key town centre destinations. The scheme will be supported by the recently introduced decriminalisation of parking enforcement within the town centre. A second park and ride site located to the south of the town will be progressed within the five year programme period if the Bishopton site proves to be a success.

Within Western Warwickshire, the key issue in the immediate future remains the resolution of the issues surrounding the provision of the A435 Studley Bypass. The County Council will continue to promote a significant improvement to the A46 between Stratford and Alcester.

Travel Patterns in Warwickshire

The Existing Transport Network

Warwickshire is served by a number of major transport facilities due in part to its location adjacent to the West Midlands conurbation. The M1, M6, M40, M42, M45 and M69 motorways pass through the County, while key trunk routes include the A5, A14, A45, A46, A435 and A446. There are important motorway and trunk road interchanges at Longbridge (M40/A46/A425), Tollbar End (A45/A46) and M1 Junction 19 (M1/M6/A14). In addition, a comprehensive network of secondary routes serves local destinations.

Birmingham International Airport is located in Solihull Metropolitan Borough close to the County border and provides scheduled services to numerous British and European destinations, along with selected long-haul locations. It also serves a substantial network of holiday destinations. An increasing number of routes are being flown by low cost carriers, which have started to use the airport in recent years.

Key railway links are provided by the West Coast Main Line from London Euston to Birmingham via Rugby and Coventry, the Trent Valley Line from Rugby to the North West via Nuneaton and Atherstone, and the Birmingham – London Marylebone rail line, which serves Solihull, Warwick Parkway, Warwick and Leamington Spa.

There is a network of inter-urban bus services connecting the main towns in the County plus destinations such as Coventry, Birmingham and the airport. Town services operate within most urban areas although coverage is much poorer in the rural areas.

Cycling and walking facilities supplement other modes. A more detailed description of the transport network serving the County is provided in Annex 1.

General Patterns of Movement

Within Warwickshire, the main travel movements occur between the urban areas in the North/South corridor; Nuneaton and Bedworth in the north, through Coventry towards Kenilworth, Leamington Spa, Whitnash and Warwick. There are also significant east-west movements between Rugby and Coventry, and between North Warwickshire and the West Midlands conurbation. Parts of Southern and Western Warwickshire also experience a strong demand for travel northwestwards towards Redditch, and Birmingham.

Road Traffic Growth

Nationally, road traffic in urban areas increased by 10% between 1993 and 2003. Average traffic growth in Warwickshire's towns over the same period was 9%. However, traffic growth is not uniform in towns across the County. Over this 10 year period there was little traffic growth in Kenilworth and Bedworth, 8% growth in Stratford, 10% growth in Warwick and Leamington and 15% growth in Nuneaton and Rugby.

The County Council has developed a number of transport models that cover the main urban areas of Warwickshire. These are used to assess current problems and anticipate future areas of concern. Based on outputs from these models, the forecasted reduction in average journey speeds during the peak periods up to the year 2011 is likely to be highest in the urban areas of Warwick, Leamington and Stratford-upon-Avon. Our forecasts suggest that these areas may experience a reduction in peak speeds of over 10%.

The Journey to Work and School

The car is the dominant mode of transport for the journey to work in Warwickshire being used for over 70% of such journeys. However, there are significant differences across the County with the northern areas having a higher dependence on the car than in the south. This may be due to differences in the types of job found to the north and south, and also because of the relative level of skills and qualifications. In North Warwickshire and Nuneaton & Bedworth, there are many shift workers whose patterns of work do not coincide with the availability of public transport. In Stratford District, the proportion of home working is much higher than in the north of the County. Warwick District has the best educated population in the County and it may be that these people travel by train to the types of jobs available in central Birmingham.

Problems of traffic congestion that occur in certain, mainly urban, locations at peak times are noticeable worse during school term time due to the influence of the 'school run'. In Warwickshire, more children travel to school by car, and fewer walk, than across the country as a whole. As with the journey to work, there is a discernable north / south variation with more car journeys and less walking in Warwick and Stratford Districts. This may be partially due to the higher levels of affluence in the south which is illustrated by a larger number of private schools. Both the private and state schools draw pupils from wide catchments that include big areas of rural characteristic which are poorly served by public transport.

Road and Rail Freight

Warwickshire experiences a high level of through freight traffic on both road and rail. Nationally, road freight increased between by 17% between 1990 and 2003 and rail freight by 19%. However, over 80% of all freight is still carried by road. The key rail freight facilities that serve the County are at Hams Hall Rail Freight Terminal, in North Warwickshire Borough and Daventry International Rail Freight Terminal (DIRFT) in Northamptonshire. Both provide dedicated multi-modal freight access.

Transport Issues

Warwickshire's problems and opportunities related to transport are considered below under headings relating to the LTP objectives.

Accessibility to the Transport System and a Fairer More Inclusive Society

Lack of access to transport and problems of social exclusion are experienced throughout Warwickshire due to a combination of:

- A lack of transport provision;
- The location of services and facilities;
- Difficulties accessing and using the transport network;
- The cost of transport; and
- Concerns about personal security.

These problems tend to be worse in rural areas, although some urban parts of the County are also affected. Certain groups in society, particularly women, children, people from ethnic minorities, older people and all those who do not have access to a car, experience the difficulties disproportionately.

Opportunities exist to tackle problems of poor accessibility and social exclusion through a range of measures and from a number of different agencies. Improved public transport provision will be a key element which can be supplemented with less conventional forms of passenger transport such as taxi buses, community car schemes and Wheels to Work. Walking and cycling can offer an alternative for certain, shorter journeys.

The benefits of the Disability Discrimination Act are starting to be felt across the County as new buses, coaches, trains and taxis, which are accessible to all potential users, are introduced into the system.

An Efficient Economy and Sustainable Growth

Difficulties of accessibility discussed above can be a barrier to people obtaining training and employment opportunities with a consequent economic effect. The other key issue is traffic congestion which can have a serious effect on the provision of a reliable and efficient transport network in terms of people travelling to and from work (and seeking work), people wanting to access goods and services, and the movement of goods and freight.

The County Council monitors congestion in the main urban areas of Warwickshire. From this work, it is apparent that congestion tends to occur on the local road network at certain locations and times, and that it is showing signs of worsening as journey numbers and lengths increase.

Opportunities to address congestion problems have been identified within the County's Congestion Strategy. These include public transport enhancements such as the major schemes planned for Leamington Spa/Warwick (SPARK) and the North/South corridor, Park and Ride facilities for Stratford-upon-Avon and Warwick/Leamington Spa, small scale capacity enhancements at key junctions, further Safer Routes to Schools schemes and further walking and cycling facilities.

Protection and Enhancement of the Environment

Warwickshire has a rich cultural heritage and environment. Traffic and transport has the potential to damage the environment, particularly in the urban areas of the County. The towns of Warwick and Stratford-upon-Avon have historic town centre streets that are unsuitable for high levels of traffic. Unfortunately, the majority of the urban areas of the County have important routes running through them.

Traffic has the potential to impact adversely on residential areas, through 'rat running' to avoid particular intersections or congestion hotspots and due to overspill parking for town centres or industrial areas.

Opportunities exist to address some of these problems. Enhanced public transport, improved walking and cycling facilities, better management of the existing network, traffic calming, Residents Parking Schemes and influencing the way in which people make travel decisions can all help.

Much of Warwickshire is of rural character. Despite having much lower population densities, traffic still affects the smaller towns and villages of the County. Typical problems include inappropriate use of certain roads by traffic, particularly heavy goods vehicles. These problems can be tackled by measures such as route management for HGVs.

The Environment of People when Travelling

There were 2,999 recorded personal injuries in Warwickshire during 2004. Forty nine people were killed and 465 seriously injured. Whilst the County Council has made significant progress with casualty reduction during recent years, there is still further work to be done.

The long-term campaign against drink driving has reduced the number of people killed or seriously injured in such accidents by about two-thirds since the early 1980's. On the other hand the number of casualties where excessive speed was a contributor did not change significantly in the 1980's and 1990's. In contrast to other road users, the number of motorcyclists killed and seriously injured is now greater than in the mid 1990's.

Warwickshire's Road Safety Strategy aims to continue to reduce casualties through a combination of measures.

Fear of becoming a victim of crime can lead to people changing their behaviour to reduce perceived levels of risk. In transport, this tends to relate to concerns over the use of public transport, particularly in evenings; allowing children to walk or cycle to school; and walking through urban areas at night. These issues are addressed through the Public Transport Strategies by measures such as Passenger Help Points, CCTV, security lighting and enhanced environment.

Integration of Transport

There are a number of barriers to integration. These include a lack of through-ticketing opportunities; the lack of an integrated timetable for public transport services; a lack of appropriate interchange facilities at key locations; and poor integration of policy.

All of these are being addressed by policies in Warwickshire's first LTP and the opportunity exists to carry these initiatives forward. This LTP submission is itself a key tool for improving policy integration by setting a wider framework that encompasses the whole of local government.

1.6 Strategic and Local Priorities

The role of transport in making Warwickshire the best place to live and work

Transport has a key role to play in delivering the County Council's strategic and local priorities, and therefore the overall vision to make Warwickshire the best place to live and work. In the context of the information provided thus far within the LTP, the section below describes our priorities during this LTP period and beyond.

Under the heading for each Strategic Priority, the following is provided:

- A description and explanation of the priority;
- An assessment of the transport and infrastructure measures required to support the priority; and
- Details of the evidence base that informs and supports the setting and addressing of the priority.

A more detailed description of the priorities can be found within the Area Chapters in Part 3 of the LTP.

Strategic Priorities

SP1: Accessibility

Priority: To improve levels of accessibility across the County and into adjoining areas, with a particular emphasis on tackling problems in specific geographic areas (e.g. rural and edge of town areas), for specific sections of the community (e.g. low income groups, young and elderly) and for specific journey purposes (e.g. access to GP surgeries).

Transport and infrastructure measures needed to support the Priority:

- Public Transport improvements identified in the Public Transport Strategy and its subsidiary strategies;
- Improvements for Pedestrians and Cyclists;
- Improvements for Powered Two Wheelers;

- Implementation of Parking and Traffic Management measures; and
- Implementation of a Changing Travel Behaviour Strategy.

Evidence:

- Accessibility Strategy; and
- Accessibility modelling using the software tool *Accession*.

SP2: Regeneration and the Long Term Economic Stability and Prosperity of the Coventry/Solihull/Warwickshire Sub-Region

Priority: To secure the long term regeneration and economic stability and prosperity of the Coventry/Solihull/Warwickshire Sub-Region, with a particular emphasis on the North/South Corridor (including the Coventry – Nuneaton corridor), the Solihull/Coventry/Warwick High Technology cluster, and the urban area of Rugby.

Transport and infrastructure measures needed to support the Priority:

- Sub-regional transport infrastructure: this is currently being identified by the Coventry/Solihull/Warwickshire Transportation and Regeneration Study; and
- A step-change in public transport provision in the North/South Corridor between Nuneaton and Leamington Spa/Warwick: currently being identified by Phase II of the Coventry to Nuneaton Light Rail Study and the Nuneaton to Leamington Spa North/South Corridor Public Transport Options Study.

Evidence:

- Coventry/Solihull/Warwickshire Transportation and Regeneration Study;
- Coventry – Nuneaton Light Rail Study (Phases I and II);
- Nuneaton to Leamington North/South Public Transport Options Study;
- Coventry Area Network Study (CANS);
- Nuneaton and Bedworth Master Plan; and
- Rugby Town Centre Vision 2020.

SP3: Long Term Economic Stability and Prosperity of the West Midlands Region

Priority: To support the long term economic stability and prosperity of the West Midlands region.

Transport and infrastructure measures needed to support the Priority:

- Improvements to the motorway and trunk road network, including A46/A45 (Tollbar End), M40 Junction 15 (Longbridge), A46 Stratford to Alcester and Evesham to Ashchurch/M5, A435 Studley Bypass, M42 Active Traffic Management, M1 Junction 19, and the delivery of other improvements through the Highways Agency Route Management Strategies;
- Completion of the West Coast Route Modernisation, with an appropriate balance of provision to meet the needs of both local and longer distance rail services on the West Coast Main Line;
- In due course, delivery of the schemes identified and agreed in the West Midlands Route Utilisation Strategy and Regional Planning Assessment by the SRA and its successor to support the County Council's Strategic and Local Priorities;
- Improvements to road and rail infrastructure to meet the needs of freight, including the upgrade of routes to Southampton and Felixstowe;
- Surface access improvements to Birmingham International Airport and the National Exhibition Centre, particularly to public transport, walking and cycling; and
- Implementation of a programme of measures aimed at achieving behavioural change, including travel awareness, walking/cycling networks, quality public transport and access to regeneration sites.

Evidence:

- Highways Agency Targeted Programme of Improvements and various Route Management Strategies;
- West Coast Route Management Strategy;
- West Midlands Route Utilisation Strategy and Regional Planning Assessment;
- Multi-Modal Studies (e.g. WMAMMS, WM2EMMMS, LSMMMS);
- Birmingham International Airport North East Catchment Area Study (BIANCA); and
- BIA/NEC Surface Access Strategy.

SP4: Safety and Security

Priority: To improve safety and reduce the severity and occurrence of casualties on the public highway within Warwickshire, and reduce the fear of crime of people when they are using the transport network.

Transport and infrastructure measures needed to support the Priority:

- Implementation of measures within the Road Safety and Safer Routes to School Strategies, and subsidiary strategies such as Walking, Cycling and Public Transport Interchange.

Evidence:

- Warwickshire County Council casualty data; and
- Warwickshire Police incident data.

SP5: The Environment

Priority: To address, where possible, the environmental impacts of transport within the County, including designated Air Quality Management Areas and areas of high environmental quality (e.g. Cotswold Area of Outstanding Natural Beauty).

Transport and infrastructure measures needed to support the Priority:

- Implementation of measures within the Intelligent Transport Systems (ITS), Congestion and Air Quality Strategies; and
- Implementation of measures within the Countryside Strategy, such as traffic management and safety measures.

Evidence:

- Air Quality monitoring undertaken by the five District/Borough Councils in Warwickshire;
- LTP Air Quality Strategy;
- LTP air quality modelling; and
- Cotswolds AONB Management Strategy.

Local Priorities

LP1: The North/South Corridor

The key Local Priorities within the North/South Corridor are covered within Strategic Priority SP2.

LP2: Northern Warwickshire

The key Local Priorities in Northern Warwickshire where transport measures or improvements are needed are:

- Delivery of Coleshill Parkway station (currently a provisionally approved Major Scheme), including an improved network of bus services to serve the facility;
- Provision of improved links within the area (e.g. to Hams Hall) and to the West Midlands conurbation and BIA/NEC; and
- Provision of an area-wide improvement to the bus network.

LP3: Nuneaton and Bedworth Urban Area

The key Local Priorities in Nuneaton and Bedworth where transport measures or improvements are needed are:

- Provision of improved public transport in the North/South corridor to provide access to key development and regeneration sites within the area, and the Nuneaton - Coventry Regeneration Zone; and
- Implementation of transport measures to support the master plan proposals for Nuneaton and Bedworth town centres.

LP4: Eastern Warwickshire

The key Local Priorities in Eastern Warwickshire where transport measures or improvements are needed are:

- Implementation of the Rugby Western Relief Route in full to support the regeneration and development of the town, reduce the impact of traffic on the town centre, and assist in addressing a number of air quality issues within the urban area of Rugby;
- Revised traffic management arrangements within Rugby town centre to capture the benefits of the Rugby Western Relief Route;
- Provision of other measures and improvements to support the existing committed and future potential expansion of the town, including improved facilities for public transport, walking and cycling; improvements to the local highway network, and an upgrade of M6 Junction 1 (A426);
- Implementation of transport measures and improvements to support the pilot Rugby Business Improvement District (BID); and
- Provide improved interchange facilities at Rugby Railway Station, and improve pedestrian and cycle links from the facility to the town centre.

LP5: Warwick, Leamington Spa, Kenilworth and Whitnash Urban Area

The key Local Priorities in Warwick, Leamington Spa, Kenilworth and Whitnash where transport measures or improvements are needed are:

- Implementation of transport measures and improvements to facilitate and support the regeneration of the Solihull/Coventry/Warwick High Technology triangle;
- Implementation of transport measures and improvements to support the modest level of development in the area that is proposed over the next five years;
- Implementation of public transport improvements within the Warwick/Leamington Spa area to offer a viable alternative to the car to address and forecast congestion on the local road network (the SPARK Major Scheme);
- Implementation of innovation measures and solutions to address the current impact of congestion caused by school-based travel in Warwick and Leamington Spa;
- Identification and implementation of measures to manage the impact of traffic within Warwick town centre, and improve conditions for pedestrians, cyclists and public transport users;
- Implementation and monitoring of the Leamington Urban Mixed Priority (LUMP) scheme within Leamington Spa town centre;
- Implementation of transport measures and improvements to support the redevelopment proposals under the proposed master plan for Kenilworth town centre; and
- Implementation of transport measures to support Warwick as a world renowned tourist destination.

LP6: Southern Warwickshire

The key Local Priorities in Southern Warwickshire where transport measures or improvements are needed are:

- Implementation of transport measures to maintain the competitive position of Stratford-upon-Avon as a world renowned tourist destination (based around the agreed measures in the Stratford Transport Strategy);

- Implementation of transport measures to support the renaissance of Stratford-upon-Avon as proposed in the master plan for the town centre; and
- Implementation of transport measures and improvements to support the modest level of development in the area that is proposed over the next five years.

LP7: Western Warwickshire

The key Local Priorities in Western Warwickshire are covered earlier in Strategic Priority SP3, these being the provision of the A435 Studley Bypass and improvements to the A46 between Stratford and Alcester.

LP8: The Market Towns

In the market towns of Southam, Shipston-on-Stour, Alcester, Coleshill, Atherstone and Polesworth, the key priority will be to identify and implement transport measures and solutions that will help to secure their medium and long term economic stability.

Regional Priorities

Policy T12 of the West Midlands Regional Spatial Strategy sets out the Regional Transport Priorities that have been identified as necessary to deliver the Regional Spatial Strategy. A summary of the role of the County Council in delivering these priorities is set out below in Table 1.2:

Scheme	Role of Warwickshire County Council
National and Regional Priorities	
A programme of measures aimed at achieving behavioural change, including travel awareness, walking/cycling networks, quality public transport and access to regeneration sites	Continuing support for the Travelwise Initiative. Promotion of School/Business Travel Plans. Promotion of Soft Factor Interventions. LTP proposals for improving walking, cycling and public transport. Implementation of the recommendations of the Coventry/Solihull/ Warwickshire Transportation and Regeneration Study to improve/support access to key regeneration corridors and sites.
West Coast Main Line Strategy	Supported by the County Council in principle, however some significant concerns over impacts on local passenger and freight services.
Upgrading rail freight routes to Felixstowe and Southampton	Supported by the County Council in principle.
M40 J15 Longbridge Improvement	Supported by the County Council in principle.
M42 Active Traffic Management Pilot	The County Council will monitor the impact of the pilot in conjunction with the Highways Agency prior to supporting the further development of ATM on other motorways.
M42 widening J3-7	The County Council reserve judgement on this scheme until analysis of the impact of ATM has been completed.

Scheme	Role of Warwickshire County Council
ATM for M5/M6/M42 motorway box	The County Council reserve judgement on this scheme until analysis of the impact of ATM has been completed.
A45/A46 Tollbar End Improvement	Supported by the County Council in principle.
Various route management strategies, including the A46	Supported by the County Council in principle, subject to further consultation with the Highways Agency.
West Midlands Rail Short and Medium term capacity and performance enhancements	Support is subject to the extent to which the County Council's consultation responses to the West Midlands Route Utilisation Strategy and Regional Planning Assessment are incorporated in the final versions of both Plans.
Passenger capacity enhancement Birmingham New Street	Supported by the County Council in principle.
West Midlands Rail Strategy – long term capacity needs	Support is subject to the extent to which the County Council's consultation response to the Regional Planning Assessment is incorporated in the final Plan.
Local congestion charging studies	The County Council reserve view on this until completion of the study.
West to East Midlands MMS Recommendations	The County Council supports the recommendations of the study and is working towards the delivery of a number of the key proposals (e.g. Coleshill Parkway).
BIA, development of services and improved surface access, especially by public transport	The County Council supports the future expansion of BIA in principle, subject to the agreement of a revised Surface Access Strategy (incorporating the recommendations of the BIANCA Study), and suitable environmental mitigation measures relating to impacts on Warwickshire.
Sub-Regional Priorities within the MUAs	
Bus showcase/Quality bus network development	Supported by the County Council in principle where cross-boundary benefits are possible.
Strategic Park and Ride – other sites – Centro Study	The County Council is currently working with its rail industry partners to deliver Coleshill Parkway.
Improved access to regeneration sites	Implementation of the recommendations of the Coventry/Solihull/ Warwickshire Transportation and Regeneration Study to improve/support access to key regeneration corridors and sites.
Sub-Regional Priorities outside the MUAs	

Scheme	Role of Warwickshire County Council
Retention and development of local services, including links between Local Regeneration Areas and areas of opportunity	Implementation of the recommendations of the Coventry/Solihull/ Warwickshire Transportation and Regeneration Study to improve/support access to key regeneration corridors and sites.
Enhancement and development of rural public and community transport, particularly links between market towns and their hinterlands	LTP proposals for improving walking, cycling and public/community transport, particularly in the rural parts of the County and the market towns of Coleshill, Southam, Alcester and Shipston-on-Stour.
Development of improved road network management and prioritisation, including between nodes in High Technology Corridors	Implementation of the recommendations of the Coventry/Solihull/ Warwickshire Transportation and Regeneration Study to improve/support access to key regeneration corridors and sites.
Improved access to regeneration sites	Implementation of the recommendations of the Coventry/Solihull/ Warwickshire Transportation and Regeneration Study to improve/support access to key regeneration corridors and sites.

Table 1.2 Regional Priorities for Transport Investment identified in Policy T12 of the West Midlands Regional Spatial Strategy

Note: Proposals within Policy T12 of the Regional Spatial Strategy that are not relevant to Warwickshire have been excluded from the above table.

1.7 Targets and Monitoring

Target and trajectory setting

The LTP contains a set of performance indicators and targets which will be used to monitor our progress in delivering national, regional and local objectives. This includes a set of mandatory indicators relating to the transport shared priority and part of the Best Value regime as well as locally relevant indicators to reflect local priorities.

Targets have been set for all mandatory and local indicators. In setting realistic and challenging targets that reflect local circumstances we have taken into account the performance delivered from LTP expenditure over the first LTP period and the planned level of future investment over the second LTP period. More details on target setting and monitoring of targets is provided in Appendix XX.

Trajectories have been set for each target so that year on year progress can be assessed. Unless otherwise stated, linear trajectories have been assumed between the baseline and the target date. A full list of targets is included in Table xx below.

Monitoring

Our indicators and targets focus on outcomes - either *key outcomes* that directly measure the achievement of shared priorities (e.g. accessibility indicators) or *intermediate outcomes* which represent proxies or milestones towards key outcome targets (e.g. bus user satisfaction). We have also included a limited number of contributory output indicators to measure the delivery of schemes, policies or initiatives that will contribute towards the achievement of targets.

Targets	Indicator	Indicator type	Baseline	Horizon
To increase the number of bus passenger journeys by 5%	No. of bus passenger journeys (BV102)	Intermediate outcome (mandatory)	2003/04	2010/11
Achieve a 15% growth in bus patronage on bus services which have been improved as Quality Bus Corridors	No. of bus passenger journeys (Quality Bus Corridors)	Intermediate outcome (local)	2003/04	2010/11
Achieve a 10% growth in bus patronage on bus services which have been improved as Quality Bus Initiatives	No. of bus passenger journeys (Quality Bus Initiatives)	Intermediate outcome (local)	2003/04	2010/11
To increase satisfaction levels for all bus services by 8%	Bus satisfaction (all bus services) (BV104)	Intermediate outcome (mandatory)	2003/04	2009/10 (to coincide with triennial survey)
To increase satisfaction levels for users of tendered bus services from 62% to 70%	Bus satisfaction (tendered bus services)	Intermediate outcome (local)	2003/04	2010/11
Target to be determined once base position is known	Bus performance – punctuality for all services (LTP5)	Intermediate outcome (mandatory)	2005/06	2010/11
Target to be determined once base position is known	Bus performance – punctuality of tendered services (local)	Intermediate outcome (local)	2005/06	2010/11
To increase the number of journeys by rail to, from and within Warwickshire by 15% by 2006 and 25% by 2011	Level of patronage on rail services to, from and within Warwickshire (local indicator)	Intermediate outcome (local)	2001/02: 3.81m	2010/11: 4.76m
To increase the number of journeys by rail from Warwickshire to the West Midlands conurbation by 20% by 2006 and by 35% by 2011	Level of patronage on rail services from Warwickshire to the West Midlands conurbation (local indicator)	Intermediate outcome (local)	2001/02: 0.98m	2010/11: 1.23m

Targets	Indicator	Indicator type	Baseline	Horizon
To reduce the rate of growth in area wide traffic mileage by 1% over the period 2003 to 2011	Change in area wide road traffic mileage (LTP2)	Intermediate outcome (mandatory)	2003 (calendar year): 100	2011 (calendar year): 108 (represents 1% annual growth between base and target year)
To avoid congestion causing a deterioration of journey speeds on the local highway network by more than 10% in Warwick / Leamington and Stratford and 5% in Nuneaton, Bedworth, Rugby and Kenilworth	Journey speeds on main urban highway networks	Intermediate outcome (local)	2005/6	2010/11
To reduce the proportion of school journeys undertaken by car from 39% to 37% by 2011	Mode share of journeys to school	Intermediate outcome (local)	2003/04	2010/11
Achieve a reduction in car usage of between 10-20% when Travel Plans are adopted for new developments	Mode share of journeys to work (for companies with a travel plan)	Intermediate outcome (local)	2005/06	2010/11
To achieve the same number of journeys undertaken by bicycle as in 2003/04	Annualised Index of Cycling Trips (LTP3)	Intermediate outcome (mandatory)	2003/04	2010/11
To achieve an increase in cycling levels of 5% on routes where investment in cycle infrastructure has taken place	No. of cycling trips on routes upgraded (local indicator)	Intermediate outcome (local)	2003/04	2010/11

Targets	Indicator	Indicator type	Baseline	Horizon
Target to be determined once base position is known	Accessibility (LTP1): LTP1a: Access to education LTP1b: Access to employment LTP1c: Access to healthcare & healthy food	Key outcome (mandatory)	2004/05: Yet to be established	2010/11: To be determined once baseline position is known
To achieve a 40% reduction in the number of people killed or seriously injured in road accidents	Road accident casualties: (i) Total killed or seriously injured casualties (BVPI99)	Key outcome (mandatory)	1994-98: 210	2010: 426
To achieve a 50% reduction in the number of children killed or seriously injured in road accidents	Road accident casualties: (ii) Child killed and seriously injured casualties (BVPI99)	Key outcome (mandatory)	1994-98: 58	2010: 29
To achieve a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres	Road accident casualties: (iii) Total slight casualties (BVPI99)	Key outcome (mandatory)	1994-98: 2606	2010: 2624 (adjusted assuming 2% annual traffic growth)
To reduce the number of exceedences of the national air quality standards in Warwickshire between 2005 and 2010 Work is ongoing to determine the appropriate level of reduction required in pollutant levels and traffic levels (as a proxy for air quality). Targets will be included in the March 2006 submission	NO ₂ levels and traffic levels in Air Quality Management Areas (LTP8)	Key outcome (mandatory)	2004/05: Yet to be established	2010/11: To be determined once baseline position is known

Targets	Indicator	Indicator type	Baseline	Horizon
No overall deterioration in condition	Principal Road condition – percentage of local authority road network where structural maintenance should be considered (BV223 – previously BV96)	Intermediate outcome (mandatory)	2004/05: 27.79%	2010/11: 27.79%
Target to be determined once base position is known	Non-Principal Classified Road condition - percentage of the local authority non-principal classified road network where maintenance should be considered (BV224a – previously BV97a)	Intermediate outcome (mandatory)	2005/06: Yet to be established	2010/11: To be determined once baseline position is known
No overall deterioration in condition	Unclassified Road condition – percentage of the local authority unclassified road network where structural maintenance should be considered (BV224b – previously BV97b)	Intermediate outcome (mandatory)	2004/05: 14.94%	2010/11: 14.94%
No overall deterioration in condition	Footway condition – percentage of footway network where structural maintenance should be considered (BV187)	Intermediate outcome (mandatory)	2004/05: 34.8%	2010/11: 34.8%

Table 1.3 LTP2 Targets and Indicators

[Insert diagram to show links between indicators, targets and wider objectives – as per example on p30 of Technical Guidance on Monitoring the LTP2 Mandatory Indicators]

Target levels

The targets listed above are based on planning guideline funding levels. If funding levels above this are secured, we will review target levels, particularly relating to those targets which achieve our local priorities of accessibility and road safety.

Indicators

In addition to the targets set out above, we have adopted a number of indicators for internal purposes to help monitor the success of our mode or topic strategies. These are either outcome or output indicators. Generally targets have not been set for these indicators, except where they reflect programme delivery (e.g. number of QBC initiatives over the plan period). The indicators are listed in Annex 1, along with the rationale for how targets have been derived.

2 The Core Strategies

2.1 Introduction

Introduction

This section of the Plan describes the countywide transport strategy that has been adopted to achieve the overall objectives set out in Part 1 of the LTP. The strategy put forward in this LTP concentrates on four transport shared priorities: **delivering accessibility; tackling congestion; improving air quality; and, making roads safer.**

Delivery of these strategies will rely heavily on the various Mode and Delivery Strategies that underlie the LTP. Full versions of the all the strategies are provided in a separate Annex to the LTP (Annex 2) or as individually published documents. They can also be found on the County Council's web site (www.warwickshire.gov.uk).

In addition to the four shared priority strategies, this chapter discusses the elements for which there are statutory requirements. The requirement for a Bus Strategy is outlined in this chapter along with statements concerning the County's progress towards development of a Transport Asset Management Plan and a Rights of Way Improvement Plan.

Quality of Life

Quality of life is made up of a range of different issues, and is included in all four of the transport shared priorities. These issues include:

- Quality of public spaces and better streetscapes;
- Community safety, personal security and crime;
- Healthy communities;
- Neighbourhood renewal and regeneration; and
- Noise, air quality, climate change and greenhouse gases.

These issues are also addressed in the various delivery and mode-based strategies set out within this LTP.

Climate Change and Transport

Internationally and nationally climate change is widely accepted as one of the biggest threats to the human race

These concerns are spelt out within the UK Energy Policy (February 2003) and the West Midlands Energy Strategy (December 2004). The revised UK Sustainable Development Framework (March 2005) now includes 'climate change and energy' as one of its top five priority areas and 2005 sees the UK Government put these issues at the top of its agenda for both its Presidencies of the G8 Summit and the European Union. There can be no uncertainty that these issues are being taken increasingly seriously.

Travel and the movement of goods, despite the enormous benefits they bring, are one of the biggest and fastest growing contributors to climate change, and are acknowledged as perhaps the most challenging sector in which to achieve CO₂ reductions. In Warwickshire final energy consumption for transport purposes is by far the largest sector.

Energy Source	Total (GWh equivalent)	%
Transport	7,457	41.3
Domestic	5,493	30.5
Industry & Commerce	5,077	28.2

Energy Source	Total (GWh equivalent)	%
		100.0

Table 2.1 Energy Consumption in Warwickshire

Source: Ecotec Research & Consulting Ltd (2005)

Across all sectors including transport and travel, there is an enormous task if we are to achieve and exceed national targets of 60% reduction in CO₂ emissions by 2050 and avoid some of the consequences of climate change. This is considered technically possible, however how society and the economy operates will need change substantially over coming decades. Based on the figures given, the CO₂ emissions from transport will need to be cut from 1,864 to 746 thousand tonnes a year by 2050.

That increasing levels of choice, opportunity and accessibility are a part of achieving other high priority objectives must not be used as an excuse to avoid addressing the causes of climate change globally and locally. The importance for Warwickshire and the West Midlands of the jobs in the motor industry and the prosperity it generates could become a part of the solution rather than seen as part of the problem. We must continue to take action at a local level and consider influencing change where those in Warwickshire do not have direct roles - both in relation to the infrastructure created and maintained as well as in how we use them.

Work already in hand.....

It is recognised that much of the activity Warwickshire has been undertaking in recent years, in particular encouraging modal shift towards increased multi-occupancy of cars, greater use of public transport, cycling and walking all contribute to reducing CO₂ emissions. Working with the Carbon Trust the Council has developed a 'Carbon Management Action Plan' which includes proposals to improve the performance of its own corporate activities. Although it is still early days the significance of current activities and proposals should not be underestimated.

By bringing CO₂ considerations into more transport and travel decisions through the Local Transport Plan and ensuing activity, climate change mitigation and adaptation actions will be increasingly factored in.

During 2005/06, two strategies and sets of action plans for Warwickshire are being developed: a 'Low Carbon Energy' and a 'Climate Change Adaptation'. These will draw on work undertaken at a West Midlands level and involve engaging a wide range of stakeholders from the private, tertiary and public sectors. Those involved in the development and implementation of this LTP will be a part of those processes. It is proposed that the County Strategic Partnership will be involved in both of these processes to ensure key partners begin to become actively engaged in moving towards a low carbon future. The strategic plan (2005 – 2008) includes one action aimed at reduction of CO₂ emissions from corporate fleet vehicles. This is a good example of how through partnership working this crucial objective can be delivered.

Climate change is still a relatively recent consideration within transport planning and LTPs. The knowledge base and fresh thinking needs to be developed; new areas will need monitoring and pilot projects undertaken both to enhance the learning curve, demonstrate best practice and show leadership. It is anticipated that some funding from within County Council budgets will enable and contribute to this work.

2.2 Accessibility Strategy

Introduction

Background

The Social Exclusion Unit (SEU) published a report in February 2003 entitled '*Making the Connections*' which examined the link between social exclusion, transport and the location of services. The report highlighted that the ability of people to access places of work, learning, health care, shopping, leisure and exercise, and other

opportunities can significantly impact on their quality of life, and on their life chances. Schemes and initiatives 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 SEU report recommended a strategy for improving accessibility to key services and facilities through the introduction of accessibility planning. Accessibility planning aims to ensure that there is a clearer and more systematic approach to identifying and tackling the barriers that people, particularly those from disadvantaged groups and areas, face in accessing jobs and key services.

The Scope of Accessibility Planning

The County Council, as the local transport authority, is leading on the work on accessibility planning in Warwickshire as a key component of the Local Transport Plan review. Strategies, policies and programmes in the LTP can make a significant contribution to improving accessibility - for example by improving the availability and accessibility of public transport and improving the attractiveness of walking and cycling for local journeys. However, helping to ensure that people can access the services they need and want is not just a matter of improving local transport. Improving the provision of services and developments in more accessible places and ways, and at more accessible times, can have as much impact on accessibility as transport provision. The emphasis of accessibility planning is therefore on engaging with partners who can influence the location and delivery of services ' land use planners, health, education and employment sectors ' to ensure that accessibility is factored into decision-making to maximise accessibility and its benefits. This Accessibility Strategy sets out the approach we are taking to improve accessibility for Warwickshire residents.

Delivering the Strategy

This strategy sets out a 'toolkit' of possible actions to address accessibility issues within Warwickshire. Delivery of actions, tailored in response to particular accessibility needs of communities, will be largely through measures outlined in the mode and topic strategies contained within this LTP as well as through the actions of partner agencies in changing the location and delivery of non-transport services.

Accessibility within Warwickshire

The vision of the accessibility strategy is:

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.

Our 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, namely:

- *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.
- *Cost of transport* - for some people the costs of personal or public transport are very high or unaffordable. Bus fares have risen by nearly a third since 1985. Motoring costs account for 24 per cent of the weekly expenditure of households in the lowest income quintile who have cars.
- *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.
- *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.
- *Travel horizons* - people may be reluctant to make journeys that require longer distances or journey times, or interchange.

The effect of these barriers is not felt uniformly but varies by type of area (for example urban or rural) and for different groups of people, such as those on low incomes, older people, younger people, disabled people (including mental health problems), people with illnesses, women and people from ethnic communities.

All five barriers exist in Warwickshire and the County places a high priority on tackling issues of poor accessibility and social exclusion. Consideration of the barriers in a Warwickshire context reveals:

- Varying levels of public transport service across the County. Whilst the main urban areas are relatively well served by public transport, many rural or edge of town areas have only minimum public transport service levels, 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.
- A local perception of increasing costs for public transport use, with the Citizens' Panel Survey indicating that nearly half (48%) of respondents considered that the cost of public transport had increased over the last 5 years, whilst 17% considered that costs had stayed the same.
- More dispersed patterns of development, including out-of-town shopping centres and business and industrial parks, resulting in longer journey distances. This has the effect of discouraging journeys on foot or by bicycle and can be difficult to serve efficiently by public transport.
- A loss of rural services and centralisation of some health services, resulting in services being harder to reach for local communities.
- Concerns over personal safety on public transport. The recent Citizens' 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.
- Travel horizons - public transport information / poor integration of public transport services (including ticketing) adding a financial as well as time penalty for journeys requiring interchange

Lack of access to a car can severely limit access to opportunities and is considered to be one of the major transport problems in Warwickshire (Warwickshire Citizens' Panel Survey, April 2004). The problem has not decreased in recent years, with most of the recent growth in car ownership coming from households acquiring second or third cars. Hence, the proportion of households without access to a car has remained relatively stable.

Our approach to improving accessibility

Our approach to improving accessibility will 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 key 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.

Over recent years a number of transport initiatives have been developed within Warwickshire to tackle issues of poor accessibility and social exclusion. As well as responding to consultation with local communities, initiatives have been developed in liaison with frontline professionals and service providers, as well as utilising the skills and knowledge of the community transport sector and other community networks. Some examples of initiatives and their contribution towards improving accessibility are highlighted below.

Background Information 2

Wheels to Work

Warwickshire's 'Wheels to Work' scheme was launched by the County Council in 1999 in response to concerns raised over young people missing out on jobs and training because of accessibility problems. A pilot was launched in the Stratford district area with ten mopeds.

In May 2001 the scheme went Countywide, operating a total of 52 mopeds. By March 2004 over 250 young people aged 16-25 had benefited from participation in the scheme with just 5 returning to unemployment.

Southam Shuttle

The Southam Shuttle is a fully accessible bus service covering the rural area surrounding Southam and operates as part of the County Council's Flexibus network. The service was launched in January 2003 following a successful Rural Transport Challenge bid. The service links with a key inter-urban route at a new interchange point in Southam. This gives residents access to key employment sites, shopping and leisure facilities, schools and colleges and health facilities in Rugby and Leamington Spa. Special tickets are available to enable people to transfer between routes without penalty. Links with Leamington and Rugby have been further enhanced following the planned upgrade of the inter-urban service under the Quality Bus Corridor initiative.

Through the accessibility planning process we intend to build on our knowledge of accessibility issues across the County, in particular the influence of the various barriers in limiting access to opportunities for groups and areas. Use will be made of a new software mapping tool called 'Accession' which will enable an assessment to be made of accessibility to a range of destinations, for different population groups, and for a range of transport modes, including public transport, walking and cycling. Section xx outlines our approach.

Links with wider objectives

Improving accessibility has an integral role to play in helping to meet the wider vision and objectives of the authority and its partners. As outlined in Part 1 of this LTP, the County Council's Vision and corporate objectives are set out in the Corporate Business Plan for 2005-2008. Five corporate objectives set out the long term aspirations to achieve the vision of 'Making Warwickshire the best place to live and work'.

The objectives are as follows:

- To promote lifelong learning and personal development;
- To promote the health and social care of our citizens;
- To improve the environment (including through the preparation of a countywide Local Transport Plan);
- To reduce crime and improve safety of the community; and
- To develop and maintain a vibrant local economy which promotes employment and prosperity for all.

Improved access to key services and facilities can help meet all 5 of these corporate objectives by:

Lifelong learning and personal development

- Making it easier for people to get to schools, colleges and libraries, encouraging participation and retention in education.

Health and social care of our citizens

- Reducing inequalities in health by ensuring that those most in need can access health services, ensuring that appointments are not missed and that medical help is sought at an early opportunity;

- Bringing about health benefits by enabling people to access and participate in everyday activities; and
- Encouraging healthier lifestyles by improving access to leisure facilities, improving opportunities to walk and cycle and improving access to a healthy diet.

Improve the environment

- Reducing the dependency on car journeys by offering more travel choice through improvements to public transport, walking and cycling; and
- Reducing the need to travel by relocating services and facilities closer to where they are needed and delivering services in ways which avoid the need to travel.

Reduce crime and improve safety of the community

- Improving accessibility includes considering the safety of people whilst travelling; helping to ensure that people feel safe whilst making journeys on foot or by cycle, or whilst waiting or using public transport.

Vibrant local economy which promotes employment and prosperity for all

- Making it easier for people to travel to jobs, helping people to move from welfare into work.

Similar themes have been adopted in The Strategic Plan for Warwickshire 2005-2008, ensuring commitment from a wide range of stakeholders and the local community.

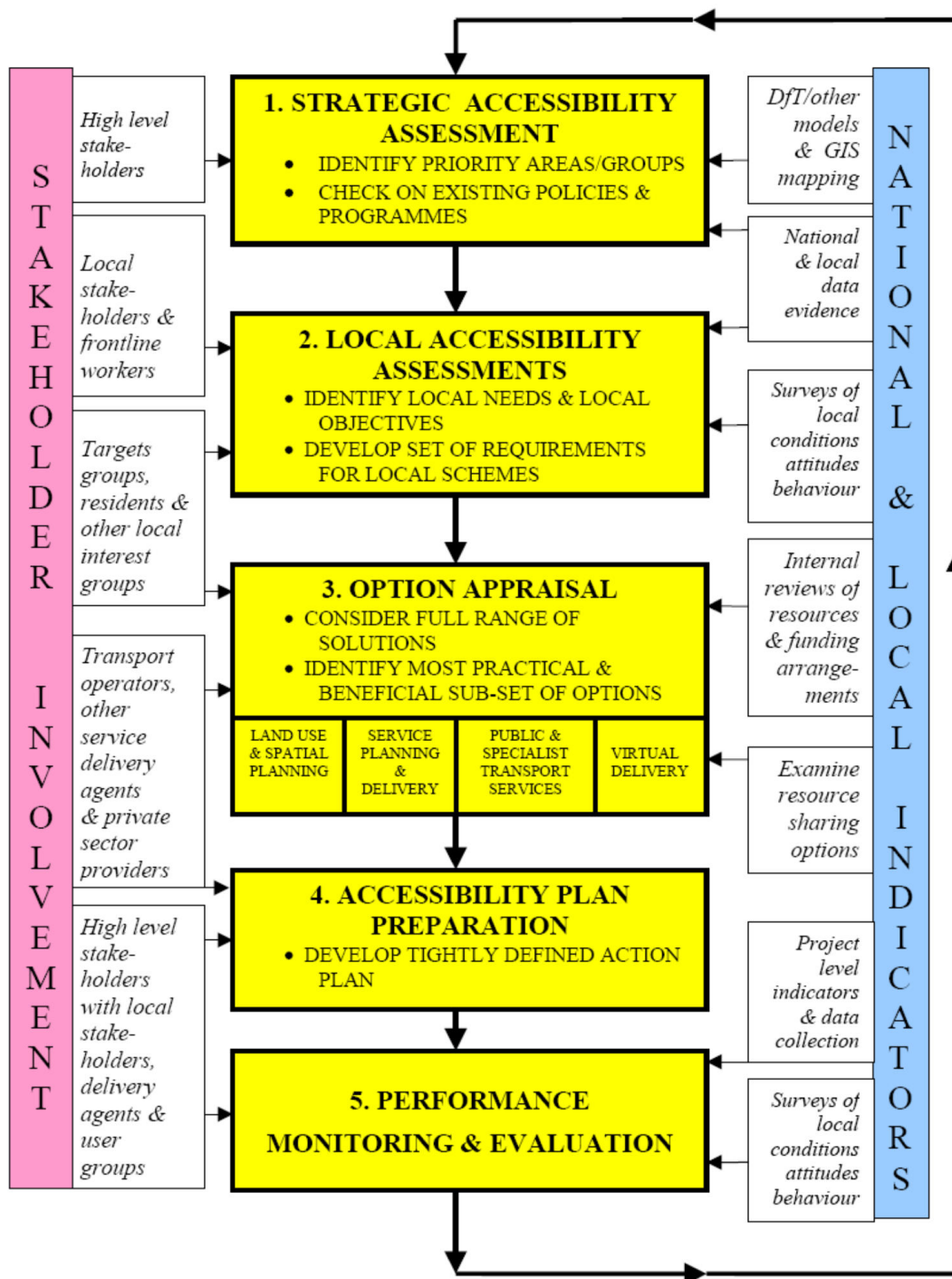
A Strategy to Improve Accessibility

To achieve our accessibility vision we will seek to reduce or remove the barriers to accessing services as outlined in section ???. A five-stage process will be undertaken to help identify and address accessibility issues in Warwickshire. This comprises:

- A **strategic accessibility assessment** to highlight those areas or groups of people who currently experience the lowest levels of accessibility in relation to the access to work, access to health, access to education & training and access to food;
- More detailed **local accessibility assessments** focused on priority areas, groups and issues;
- **Option appraisal** and identification of resources;
- **Delivery**; and
- **Monitoring** and evaluation.

The approach is summarised in the figure below:

MAIN STAGES OF THE RECOMMENDED ACCESSIBILITY PLANNING PROCESS



This process will provide an **improved evidence base** which will enable a greater understanding of accessibility needs across the area and the delivery of the most cost-effective ways to tackle these needs.

An important part of the success in meeting our accessibility vision is the active engagement of the appropriate sectors and partners. The strategy therefore recognises the need for **improved partnership working** to maximise opportunities to improve accessibility, and the involvement of partners will be crucial throughout the above stages. Our approach for engaging with partners is outlined in the following section.

More detail on each of these stages is outlined below.

Accessibility assessments

A **strategic accessibility assessment** will be carried out to highlight those areas or groups of people who currently experience the lowest levels of accessibility in relation to the access to work, access to health, access to education and training and access to food. Use will be made of a new software mapping tool called 'Accession' to help build on our knowledge of accessibility issues in the County.

When undertaking accessibility assessments, we will consider:

- The different needs and problems of urban and rural communities in the area;
- The different needs and problems of different sections of the local community; and
- The different barriers associated with different journey purposes.

This will provide a relatively quick and robust means of identifying areas within Warwickshire where accessibility to jobs and essential services is poor and where there are concentrations of people at risk of social exclusion.

The outcome of this assessment will be used as a basis for discussion with main partners to highlight a number of priorities for which more detailed **local accessibility assessments** will be carried out. In determining priorities consideration will be given to where:

- Disadvantage is greatest or there are concentrations of people at risk of social exclusion;
- The accessibility of a single service or combination of services is poorest; and
- Accessibility improvements are likely to make the greatest contribution to delivering the authority's wider objectives, and those of the strategic level partnership.

In carrying out more detailed local accessibility assessments it is likely that further assessment of accessibility issues will be required to develop the evidence base and fill any identified gaps in the strategic assessment. These local assessments will be overseen by a partnership appropriate to the priority. The accessibility assessments will be phased through the lifetime of this Local Transport Plan period (2006-2011).

Option Appraisal and Identifying Resources

Having identified specific local priority areas, groups and activities through the accessibility assessment, a range of potential solutions to address these problems will need to be considered. This will be undertaken with partners so that the broadest possible range of solutions can be looked at and any practical barriers to delivery identified from the outset.

A number of factors will be considered when appraising and selecting options:

- The impacts (benefits and disbenefits) of proposed actions and their appropriateness for meeting local needs;
- The barriers to implementation that exist for the proposed action;
- The resources available to support the proposed action; and
- The stakeholders necessary to take forward the proposed action.

Where appropriate, the accessibility software will be used to compare the impacts of particular interventions. However it is recognised that consideration of travel time issues alone is not necessarily appropriate. Other factors, such as safety, travel cost, readily available easy to understand information, or frequency of service may be equally, if not more, important. The involvement of partners and targeted consultation with local communities in option appraisal will help to ensure that any planned actions address the actual problems experienced by affected people.

The availability of resources is likely to be one of the most significant barriers and opportunities for determining whether it is practicable to develop individual actions. When considering what resources are available to implement actions, a broad view of resource availability will be taken, including staff resources, skills, locations and vehicles as well as funding across partners.

Proposed actions are likely to call on existing budgets as much as utilising new funding opportunities. In this respect we will explore the possibility of efficiency gains, for example, whether integration between the forms and functions of transport across local authority departments (transport, social services and education) could lead to better accessibility and better use of resources.

In addition to maximising the benefits of existing transport funds, where it can be demonstrated that accessibility interventions are key to the successful delivery of the authority's wider policies and objectives, consideration will be given to setting up an 'accessibility pot' made up of pooled resources from across a number of Departments to fund joint solutions.

Delivery

The phased approach of carrying out accessibility assessments and reviewing options and resources will enable an action plan to be drawn up to tackle local accessibility problems. This will include consultation with partners and communities to determine the specific types of initiatives that are most appropriate for tackling local accessibility problems. The types of mechanisms that might be identified for delivering improved accessibility through action plans focus on three main areas:

- **Travel to services** - improving travel to services, including the availability, accessibility, affordability and acceptability of public transport; the attractiveness of walking and cycle to local destinations; and the role of parking provision, in particular the availability of parking for disabled users and the adequacy of short stay parking;
- **Location of services** - role of service providers and land-use planning in ensuring the location of new service provision in accessible places; and
- **Service delivery** - approaches such as taking services nearer to the people (e.g. mobile services) or providing some services through other means which avoid the need to travel (e-gov, Internet shopping) and improving access of other sorts (e.g. use of language).

A number of policies have been developed under each of these headings to provide an overall framework for delivering accessibility improvements. These are detailed below.

Travel to services

Policy AS1 - The County Council will, where appropriate (i.e. as identified by accessibility analysis), deliver accessibility improvements through Local Transport Plan programmes

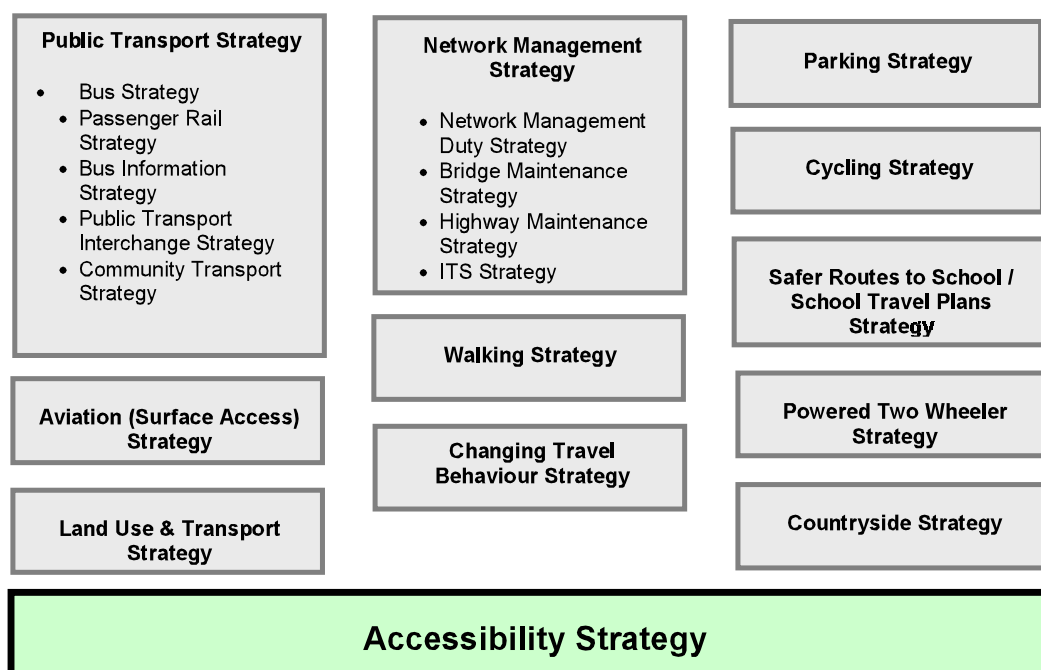
Wider transport strategies and policies within the Local Transport Plan can have a significant influence in improving travel to services, for example by:

- Improving the availability, accessibility, affordability and acceptability of public transport;
- Improving the attractiveness of walking and cycle for journeys to local destinations by improving routes and facilities, maintaining them in a more usable condition, improving Rights of Way in both urban and rural areas, 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 topic strategies. The figure below highlights the links between the LTP mode and topic 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 LTP2 period. Similarly, the accessibility software will be used to assess the accessibility merits of significant schemes.



Policy 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

The accessibility software will also be used to help measure the performance of existing services supported by Revenue Support Grant and Rural Bus Subsidy Grant. Currently the 'Criteria for the Provision and Financial Support of Essential Transport Links', as outlined in the Public Transport Strategy, is used to determine appropriate accessibility levels at a local level and to help prioritise where improvements are required. The criteria have recently been amended to reflect the transport needs of communities when determining appropriate service levels. The

level of car availability has been used as a proxy for the effect of the various factors which give rise to transport need. It is anticipated that these criteria will be refined to take account of transport needs identified through the strategic and local accessibility assessments.

Policy AS3 - 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. The current service is a mix of both statutory and discretionary functions;
- 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
- Transportation for specific sections of the community who are in receipt of a service or facility provided through the Social Services Department (e.g. access to a day care centre).

A Best Value Improvement Plan has been prepared following a review of Public, Home to School, Community and Social Services Transport in 2001/02. A number of outstanding actions from this plan are relevant to inform this policy area, namely:

- To investigate the creation of an integrated business unit to operate the County Council fleet; and
- To investigate the consolidation of the transport functions into an Integrated Transport Operation.

In addition, the social services department have recently carried out a Supported Travel Review to evaluate whether the current travel arrangements meet the needs of service users. A number of recommendations are currently being pursued which are relevant to this policy, including:

- A need for greater flexibility in options available to people for travel to day care facilities. This includes the investigation of:
- Independent travel training to encourage independent travel by giving advice and support for developing independent travel skills;
- 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;
- The capacity to operate community car pools;
- The involvement of service users in the development of car clubs to promote individual and community empowerment;
- The appointment of neighbourhood travel planners to provide a tailored travel service that addresses the specific travel needs of learning disabled people; and
- The importance of developing satellite services that will enable people to develop travel skills and increase use of the accessible public transport options within their own locality.

The outcome of these investigations will be used to inform this policy area.

Policy AS4 - Working with our partners, we will investigate a range of solutions to make travel more affordable, particularly for those most in need

Recognising that cost can be a significant barrier to personal mobility for some people, we will support initiatives that help make travel to services more affordable. This will include working with partners (e.g. Job Centre Plus and 16-19 transport partnerships) and operators to look at the provision of discounted and integrated travel schemes as well as the possibility of widening eligibility for concessionary fares, as detailed by the following actions in the Bus Strategy:

- In partnership with bus operators, we will examine opportunities for revisions to fare structures and levels;
- In partnership with District/Borough councils, we will develop an improved county-wide concessionary travel scheme, possibly through a free-issue county-wide pass for travel on bus and community transport services;
- In partnership with bus operators, District/Borough Councils, Centro and other local authorities, we will investigate opportunities to develop a concessionary travel scheme for cross-boundary bus, rail and community transport services; and
- In partnership with train and bus operators, we will examine opportunities provided for within the relevant transport legislation to implement through ticketing availability between rail, bus and community transport services.

We will also consider affordable solutions for those with less conventional travel patterns, for example through the promotion of car sharing or Wheels to Work 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 - Working with our partners, we 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 as 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.

Location of services

Policy AS6 - Working with District Councils, we will seek to ensure that accessibility considerations are integrated into planning policy

The location of new development can have a significant impact on accessibility and social inclusion and we 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 - The County Council will require accessibility assessments to be carried out for major new development proposals

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 & Transportation Strategy.

Policy AS8 - The County Council will work with service providers to ensure that accessibility considerations are factored into the decision making process of service providers when locating new facilities

Service providers have an influential role in accessibility through their decisions on the location of new facilities. Through the accessibility planning process we will engage with service providers to promote accessibility as a key consideration when making decisions on the location of new facilities. This could involve the use of the accessibility software to demonstrate the relative merits of different locations in accessibility terms.

Delivery of Services

Policy AS9 - 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 get 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. For example, flexibility for patients in booking appointments (as offered by the Advanced Access System) can help improve access by allowing appointments to be scheduled to take advantage of available public transport services.

In developing accessibility solutions we will therefore work with service providers to consider how service delivery can contribute to accessibility.

Monitoring and Evaluation

To evaluate the effectiveness of this strategy in meeting our accessibility objectives, we will monitor the change in accessibility levels (as expressed by journey times) for access to the following key services and facilities:

Access to education

- % of a) pupils of compulsory school age; b) pupils of compulsory school age in receipt of free school meals within 15 and 30 minutes of a primary school and 20 and 40 minutes of a secondary school by public transport
- % of 16-19 year olds within 30 and 60 minutes of a further education establishment by public transport

Access to employment

- % of a) people of working age (16-74); b) people in receipt of Jobseekers' allowance within 20 and 40 minutes of work by public transport

Access to health

- % of a) households b) households without access to a car within 30 and 60 minutes of a hospital (with outpatient's department) by public transport
- % of a) households b) households without access to a car within 15 and 30 minutes of a GP by public transport
- % of a) households; b) households without access to a car within 15 and 30 minutes of healthy affordable food by public transport

Partnership Working

As stated previously, helping to ensure that people can access the services they need is not just a matter of improving local transport, but also of improving the provision of other services and developments in more accessible places and ways, and at more accessible times. Engaging with relevant partners is therefore crucial to our success in meeting accessibility strategy objectives. Where possible, existing partnerships are being used to pursue accessibility objectives within Warwickshire.

Involvement of the Warwickshire Strategic Partnership

On a strategic level, engagement is through the Warwickshire Strategic Partnership (the Countywide Local Strategic Partnership). An Accessibility project group has been set up as a sub-group of the Transport Theme Group to ensure that the aims of accessibility planning are supported. Activity of the project group is divided between two areas:

- A core accessibility group represented by a small number of Warwickshire County Council officers. The group's remit is to ensure that the aims of accessibility planning are supported by:
- Ensuring there is a clear process and responsibility for identifying groups or areas with accessibility problems;
- Ensuring that the development and delivery of LTP2 is informed by improved information on barriers to accessibility and solutions to remove or reduce these barriers;
- Engaging with other agencies to ensure that the widest range of solutions to accessibility problems can be considered; and
- A 'virtual' wider partnership group including representatives from partner organisations and agencies represented on the Warwickshire Strategic Partnership (health, education, employment and community sectors as well as relevant officers from District / Borough councils e.g. land use planning officers). Representatives are engaged by the core accessibility group on an 'as and when required' basis to assist with accessibility planning work. To date this has included consultation on the development of the Accessibility Strategy and providing details of work or partnerships that can assist with accessibility planning.

Theme specific partnerships

In addition to engagement with partners at a strategic level, we are working with partners to consider accessibility issues relating to particular sectors or themes (e.g. access to health, employment, education). A number of partnerships are already in place to tackle sector or theme specific accessibility issues. This includes a Health and Wellbeing partnership, a Travel to Learn partnership and an Access to Employment partnership. We will engage with these groups to progress our accessibility planning activity. Specific involvement will include: helping to identify accessibility issues (and providing a reality check on data sources already available); agreeing priorities within different sectors; and helping to identify solutions and their role in delivering these solutions.

Health and Wellbeing Partnership

The Health and Wellbeing Partnership was established in ?? as a sub-group of the Warwickshire Strategic Partnership and includes representatives from primary care trusts, NHS hospitals, the voluntary sector (CVS) and district councils. The partnership will play a key role in the access to health work. This will include consideration of work already undertaken by the county council in its overview and scrutiny role looking at access to GP surgeries across the county. In addition, the work of the Food for Health group (a sub-group of the Health and Wellbeing Partnership) will be incorporated to ensure that access to affordable healthy food is considered in addition to access to health facilities.

Coventry and Warwickshire Travel to Learn Partnership

Coventry and Warwickshire Travel to Learn Partnership was established in October 2003 as part of the Learning and Skills Council South and East Warwickshire 14-19 Strategic Area Reviews conducted in partnership with Warwickshire County Council, together with the 14-19 Area Wide Inspection that was conducted early in 2004. Travel to learn was identified as one of the key actions from the Reviews and the Inspection Self Assessment Report. As a result a series of recommendations and an associated action plan has been produced.

The Partnership is the key mechanism to deliver the actions and discuss travel to learn issues and consists of key members that include the County Council, providers, Connexions Coventry and Warwickshire and the Learning and Skills Council. A key action being progressed by the partnership is the production of a Travel2Learn web site that would be accessible by young people and adults and provide a central information point on all matters relating to travel and learning. This will mainly be achieved via linking to the web sites of providers, Local Education Authorities for travel entitlement information and initiatives that are available. The web site is currently being developed and will be piloted and rolled out during 2005.

Access to employment in Nuneaton and Bedworth

Research for the Bridges to Success theme group for Coventry and Nuneaton Regeneration Zone highlighted transport as a barrier to people accessing employment. An urban transport project officer commenced employment in July 2004 to help identify and address this issue. Accessibility planning mapping techniques will be used to complement the work of this group.

Following the strategic mapping exercise of access to employment, we will consider whether an additional partnership is required to take forward access issues elsewhere in the county.

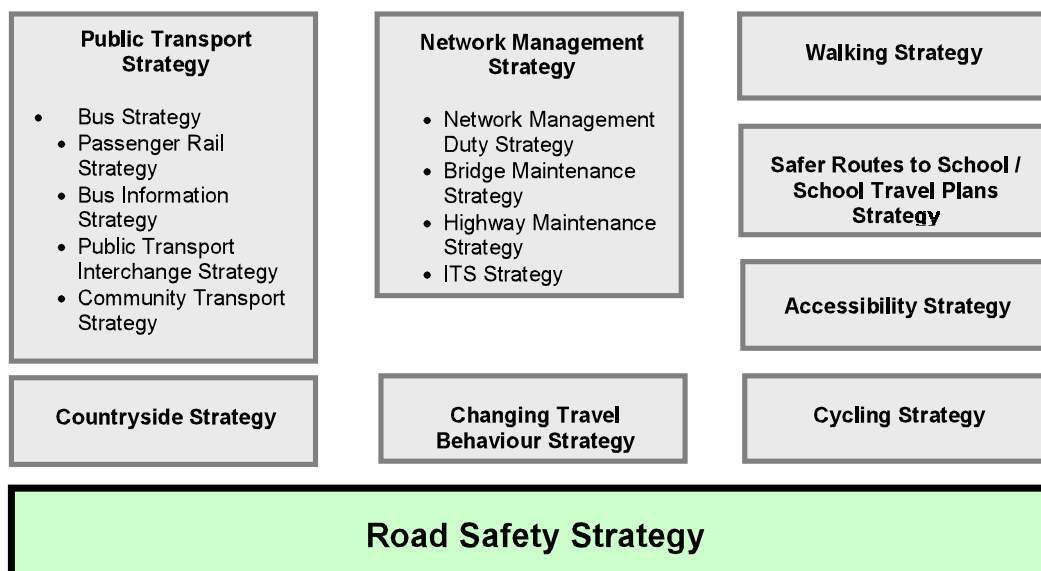
2.3 Road Safety Strategy

Introduction

Improving the safety of the community is one of Warwickshire County Council's corporate strategic objectives. Improving road safety, which we define as reducing the number of people killed and injured on Warwickshire's roads, is a vital part of this objective.

This strategy explains our approach to reducing road casualties.

The specific contribution of LTP strategies and policies to improving road safety is detailed within the mode and topic strategies. Figure xx highlights the links between the LTP mode and topic strategies and this Road Safety Strategy.



The Challenge

The Government's casualty reduction targets are to achieve the following reductions by 2010 (compared with the average for 1994/98):

- A 40% reduction in the number of people killed or seriously injured in road casualties;
- A 50% reduction in the number of children killed or seriously injured; and,
- A 10% reduction in the slight casualty rate expressed as the number of people slightly injured per 100 million vehicle kilometres.

In its 2005 Guidance on Local Transport Plans the Government has put forward two sets of standards for casualty reduction targets; 'satisfactory' and 'stretching'. Warwickshire already aims to achieve the Government's 2010 targets a year early by 2009; that is well above the 'satisfactory' target. The Government's new 'stretching' targets are even more challenging.

Policy RS1 - We will use the coming months to plan whether and how we can achieve these 'stretching' targets and include our conclusions in the Final Local Transport Plan.

We believe two factors will be crucial:

- Whether we can persuade the Highways Agency (on whose roads about 20% of Warwickshire's casualties occur) to adopt a local casualty target for Warwickshire to reduce casualties by the same percentage as the Government's stretching targets; and,
- Whether we can persuade Warwickshire Police to adopt the stretching targets.

An Intelligence Led Strategy

The first step towards reducing road casualties is to analyse the circumstances in which they occur.

Policy RS2 - We will collect and analyse data about every known road casualty in Warwickshire and use this intelligence to help decide the most effective ways to reduce casualties in the future.

An Integrated Approach

Most road casualties are caused by the way we behave.

Policy RS3 - We aim to reduce casualties by every available means including education and training, publicity, engineering measures and enforcement. We believe the most effective approach is an integrated one using the different methods together.

Safer Together

Policy RS4 - We support the Government's endorsement of partnership working. Our policy is to work in partnership with anyone who will help us reduce casualties.

We are a founder member of Warwickshire's Action on Casualties Alliance, which includes Warwickshire's County and District Councils, Health Authority, Police, Early Years Forum, Age Concern and others. The Alliance members are pledged to fight casualties together. This is one of the four key priorities in the Government's health strategy 'Our Healthier Nation'. The Alliance has produced a strategy to reduce all types of casualties in Warwickshire, which we support.

As a partner in the joint effort to reduce road casualties our role will differ depending on the approach needed. Sometimes we will need to lead: sometimes our role will be to help and support our partners. Where an initiative is already supplied by another agency we will generally to support it rather than duplicate it.

We have entered into the 'Safer Together' Partnership with the Police, Fire and Rescue, Ambulance, Health and Highways Agency. One of the commitments in the 'Safer Together' partnership is to meet regularly. We do this through the Road Safety Project Team which meets regularly to share information and opinions.

Background Information 3

Safer Together

A Memorandum of Understanding between Warwickshire County Council, Warwickshire Police, Coventry and Warwickshire Ambulance Trust, North Warwickshire Primary Care Trust, Rugby Primary Care Trust, South Warwickshire Primary Care Trust, The Highways Agency and Warwickshire Fire and Rescue.

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

Working with Warwickshire Police

Policy RS5 - We will work in partnership with Warwickshire Police.

We acknowledge Warwickshire Police's help in producing this strategy and their statement in support of it:

'Warwickshire Police are committed to working in partnership with Warwickshire County Council to achieve a safer environment on the roads. We will work with Warwickshire County Council towards implementing the Association of Chief Police Officers Road Policing Strategy in line with Government targets for casualty reduction'

We will continue to meet regularly with the police to implement this strategy.

Working with the Highways Agency

We share responsibility for reducing Warwickshire's road casualties with the Highways Agency, which looks after motorways and trunk roads. About 22% of Warwickshire's casualties occurred on motorways and trunk roads in 1999. They have produced their own strategic plan for safety. We acknowledge their help in producing this strategy.

Policy RS6 - We will work with the Highways Agency to tackle casualties that occur where our responsibilities meet, in particular where trunk roads impinge on local communities.

We monitor progress towards the targets for Highways Agency roads and for County roads as well as those for Warwickshire as a whole.

Working with the Warwickshire Fire and Rescue Service

We believe that the Fire and Rescue Services Act offers us the opportunity to work more effectively with the Warwickshire Fire and Rescue Service and we are discussing a protocol with them on the best way to do this.

Working with the Community

We believe that we will have greater success in reducing casualties if we can persuade the community to share ownership of the problem. As a first step we need to increase the community's understanding of the problem.

Policy RS7 - We will improve communications with local communities, particularly via parish councils.

Working in Areas of Disadvantage

The Council's general aim is to achieve improvement for all but with the fastest improvement for the most deprived. We believe that in general there are more casualties, and hence more potential for reducing casualties, in disadvantaged areas.

Research shows that children in disadvantaged areas are more likely to be road casualties than other children. We have undertaken a pilot project in Queens Road, Nuneaton that involved the whole community to address the issue. We will evaluate this pilot and if it is successful produce a programme of interventions, concentrating on the most vulnerable areas first.

Policy RS8 - We will aim to give priority to addressing safety issues in disadvantaged areas.

Reducing Child Casualties

The number of children killed or seriously injured on Warwickshire's roads has reduced in recent years. However Britain has a poor child pedestrian casualty record compared to the rest of Europe. For this reason reducing child casualties is a key government target.

Policy RS9 - We have a special focus on children in line with the government target for reducing child casualties.

Of the 41 children killed or seriously injured in 2003, 24 were pedestrians or cyclists and 17 were riding in vehicles. If we are to reach our target we will need to achieve reductions in both categories.

We 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. Our proposals in this area are covered in this section.
- By measures which will reduce casualties generally. These are described in the section on reducing adult casualties below.

Education and training aimed at children will mainly affect pedestrians and cyclists. However ensuring children wear seat belts will reduce the severity of injuries to casualties in vehicles.

Policy RS10 - In addition to working to reduce casualties generally, we will work in partnership with schools and others to:

- **Deliver road safety education directly and through others;**
- **Train cyclists;**
- **Organise educational campaigns and events; and,**
- **Make the journey to school safer.**

Deliver Road Safety Education Both Directly And Through Others

(In this section 'teachers' refers to school teachers and 'trainers' to others who give children road safety training such as playgroup leaders and youth workers).

We will:

- Encourage parents to teach their children about road safety

- Develop and deliver road safety programmes ourselves and in conjunction with our partners
- Provide practical pedestrian skills training programmes for infant schools
- Develop a progressive educational programme
- Offer training to teachers and trainers
- Provide support materials to teachers and trainers
- Encourage teachers and trainers to give road safety training high priority and to provide additional road safety work following work by road safety officers

Cycle Training

The Government estimates that a child cycling is almost 50 times more likely to be injured than a child travelling in a car. Cycle training will reduce casualties. This in turn will encourage cycling.

We aim to equip young cyclists to deal with traffic conditions and become safer all round road users.

We will:

- Offer first skills training to children aged 8 and over off the road;
- Offer on road cycle awareness training to children in Year 5 and above;
- Offer bike safety checks to secondary schools;
- Train professional and volunteer trainers;
- Promote 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.

Educational Campaigns and Events

We will use publicity campaigns to reinforce educational initiatives. Our strategy aims to support any educational or training initiatives undertaken and will be researched and targeted at specific road user groups.

We will:

- Support Government and Mercia Road Safety Officers Group publicity campaigns and give them a local dimension
- Use casualty intelligence to develop specific local campaigns
- Support 'Crucial Crew', Warwickshire's multi-agency safety event for 11 year olds.
- Run the 'Live and Dangerous' road safety event for 11 year olds
- Organise an annual road safety quizzes for schools and for cubs and brownies
- Promote events and campaigns by 'Action on Casualties', Warwickshire's multi agency partnership in particular the school safety merit award.

Making the Journey to School Safer

The Government hopes to increase the number of children walking or cycling to school for environmental reasons and has made substantial funds available to support this aim. The number of children killed or injured on their way to or from school is relatively small. However, if the number of children walking or cycling to school increases, it is likely that casualties will rise proportionally unless we make the journey to school safer.

It is also 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.

We will:

- Work with head teachers, governors, parents and pupils to identify safety problems for pupils walking or cycling to school;

- Implement schemes which address these problems 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 schools.

Schemes may be engineering measures (such as pedestrian crossings or cycle routes) or other initiatives (such as Walking Buses, where parent volunteers escort a group of children to and from school along a predetermined route).

We will promote our pedestrian training programme 'Kerbsafe' through infant schools.

We will also give pupils the information to enable them to walk or cycle with confidence on the most appropriate and safest routes and encourage walking.

We will give priority to schools in urban areas, but will include rural schools in the Safer Routes to Schools initiative as appropriate.

Improvements to the infrastructure and implementing and enforcing speed limits can be particularly effective if implemented 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.

School Crossing Patrols

School crossing patrols play a key part in safety for children. We provide over 100 school crossing patrols for the children of Warwickshire.

Policy RS11 - We will provide school crossing patrols for children age 5 to 11 at sites that meet the national criteria.

We 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.
- Check with the police that applicants for patrol work are suitable to work with children.

Reducing Adult Casualties

The number of people killed or seriously injured on Warwickshire's roads has reduced significantly over the last 20 years. The long-term campaign against drink driving has reduced the number of people killed or seriously injured in such casualties by about two-thirds since the early 1980's. On the other hand the number of casualties where excessive speed was a contributor did not change very much in the 1980's and 90's.

The proportion of car driver and passenger casualties aged 15 to 29 is about twice that for the population as a whole. In contrast to other road users, the number of motorcyclists killed and seriously injured is now greater than the 1994/98 baseline.

There is no single approach that will reduce deaths and serious injuries in isolation. The way forward is to work with our partners on a variety of fronts where intelligence suggests that progress can be made.

Policy RS1 - We will work in partnership with others to:

- **Change young people's attitudes to driving;**
- **Promote awareness of the effects of drink, drugs and drowsiness on driving;**
- **Implement casualty reduction (local safety) schemes;**
- **Ensure that development does not adversely affect road safety;**
- **Maintain roads in a safe condition for all users;**
- **Reduce casualties through speed enforcement;**

- Promote training for all types of road user;
- Work with the police to ensure policies are enforced;
- Use publicity as part of an integrated strategy; and,
- Remove conflict between non-motorised users and motor vehicles.

Young Car Drivers and Passengers

In 2003 about 38% of the driver and passenger casualties in cars were aged 16 to 29 though only about 19% of the population was in this age range.

Policy RS13 - We aim to foster correct attitudes to becoming a driver and the responsibility to the driver, passengers and other road users.

Through the initiatives identified below we hope to reduce the number of young driver and passenger casualties.

We will:

- Provide a pre-driver programme (both off-road and practical) for young people before they reach driving / riding age;
- Strengthen partnerships with the Police and others to promote responsible attitudes to becoming a driver;
- Increase our work with all school year groups to highlight their vulnerability;
- Develop a Year 9 attitudinal programme reinforced by a Year 10 Preparation for Driving module and deliver this to all pupils;
- Use Theatre in Education as a message carrier; and,
- Promote the Police pre-driver attitudinal training scheme 'ASTRA'.

Alcohol

Thirty years campaigning has changed public attitudes and the number of casualties has been halved since 1981. But we must not be complacent.

Policy RS14 - We will reinforce the drink drive message regularly.

Drugs

The intelligence about casualties caused by legal and illegal drugs is limited. We need more evidence to help us decide the best way to reduce road casualties caused by drugs and the Government is currently carrying out research in this area.

In the meantime we will promote awareness of the effect of drink, drugs and drowsiness on driving by:

- Educating present and future drivers through our mainstream educational programmes, pre-driver education, the driver improvement scheme and professional driver development; and,
- Continuing to develop partnerships with the Police and Health to promote suitable messages.

Safety Management

Policy RS15 - We will manage safety across the whole road network. We will carry out casualty studies to identify patterns or trends.

This is a more structured approach to reducing casualties than has been used in the past. It will enable us to give more emphasis to child casualties and other vulnerable road users. We will work in tandem with other LTP strategies to encourage alternative modes of transport such as walking and cycling.

We 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.

We will take the opportunity to incorporate casualty reduction features into any other work we do where possible.

Casualty Reduction (Local Safety) Schemes

By casualty reduction schemes we mean engineering schemes whose purpose is to reduce casualties. In the past these schemes have often been referred to as local safety schemes. 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. We will, therefore, prioritise schemes by their cost effectiveness; that is on the basis the casualties we expect them to save for each pound invested in them. By doing this we will achieve the greatest overall reduction in casualties for the total funds available. When we prioritise schemes, we will attach the greater weight to saving fatal and serious casualties.

Policy RS16 - We will implement casualty reduction (local safety) schemes where cost effective measures to reduce casualties can be developed.

There are a wide variety of measures that can be used to reduce casualties including:

- Signing and lining and coloured road surfaces;
- Traffic orders such as right turn bans and speed limits;
- Alterations to the road layout;
- Traffic calming schemes (road humps, 'village gateways,' road narrowing etc);
- Safety cameras (speed and red light cameras); and,
- Variable Message Signs.

We will:

- Study casualty hot spots and corridors;
- Review Village Speed Limits across the County;
- Introduce casualty reduction (local safety) schemes where we find problems we can treat;
- Implement casualty reduction (local safety) schemes to reduce the number of casualties by engineering measures. The programme is devised to obtain the greatest reduction in casualties for the money available;
- Integrate safety and maintenance, including road skid resistance surface treatments at sites which involve a high number of casualties 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) scheme measures introduced; and,
- Monitor the effectiveness of casualty reduction (local safety) schemes in terms of casualty reduction.

New Roads Constructed by Developers

Developments should not adversely affect road safety in the area. Developers should:

- Ensure that the access to their development is safe;
- Include a safe network of roads, pedestrian and cycle routes within their development;
- Construct new roads, pedestrian and cycle routes within their development to specified safety standards;
- Contribute towards off site improvements to the existing local road, pedestrian and cycle networks (including all types of public rights of way) through planning agreements especially where the development will generate significant traffic.

Our policy is to work with the Local Planning Authority and developers to achieve this.

Building Safety into New Schemes

Policy RS17 - We will carry out road safety audits to all new schemes and alterations to the existing road network proposed by others or ourselves.

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.

We will carry out the following safety audit process:

Stage 1 safety audit of preliminary scheme design.

Stage 2 safety audit of detailed scheme design.

Stage 3 safety audit of completed scheme.

Maintenance

We believe there is an important link between casualty reduction and maintenance. The way we maintain our roads can help reduce casualties.

Policy RS18 - We will:

- **Maintain roads in a safe condition for all road users;**
- **Ensure our detailed maintenance policies are written with casualty reduction in mind;**
- **Pro-actively look for ways in which maintenance can help reduce casualties;**
- **Study casualty intelligence to see how, why and where casualties occur and using it to initiate or prioritise maintenance work to help reduce 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.**

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 may influence casualties, are:

- Winter Maintenance;
- Maintaining road surface skid resistance;
- Filling potholes;
- Improving visibility by cutting grass cutting and maintaining hedges and trees;
- Draining water from the carriageway whilst ensuring that drainage infrastructure itself is not a safety hazard;
- Kerbing to protect footways;
- 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.

We will produce guidance about the how maintenance can improve or reduce the safety of vulnerable road users and establish a programme to review and rationalise road signs.

Safer Speeds

Our casualty data shows that excessive speed contributes to more than 150 road deaths and serious injuries a year in Warwickshire. Speeding is still regarded as acceptable by many drivers.

Higher speeds not only also increase the likelihood of casualties but also their severity when they occur.

Policy RS19 - We will combat inappropriate speed by education, engineering and enforcement.

Safety Cameras

Policy RS20 - We support the Government's Safety Camera initiative.

Warwickshire's successful formation of a Casualty Reduction Partnership in October 2001 has allowed the costs of operating safety cameras to be recovered from fines. The formation of the Partnership has allowed greater use of Safety Cameras in Warwickshire. These are proving effective at enforcing speed limits and reducing the number of collisions and casualties at collision hot spots where excessive speed is an issue.

The Partnership has four core members, Warwickshire County Council, Warwickshire Police, The Highways Agency and the Magistrates Courts.

In addition, the Primary Care Trusts and Crown Prosecution Service are also represented in the Partnership. A Memorandum of Understanding sets out the roles and responsibilities of each partner. Partnerships are only permitted to take part in the cost recovery scheme if they abide by the rules and guidelines updated annually by the Department for Transport. The rules cover criteria for new safety cameras, camera conspicuity and visibility, and the cost recovery arrangements.

We will:

- Continue to work with the other members of the Warwickshire Casualty Reduction Partnership to target speed and red light enforcement at locations with the worst records for speed related casualties;
- Support enforcement with a programme of educational activity designed to influence driver behaviour towards speeds and to explain the reasons for enforcement; and,
- Seek to support communities concerned by speeding traffic through a community based speed education initiative and, where appropriate, speed enforcement.

Speed Limits

The actions proposed above rely on having a speed management strategy that ensures suitable speed limits are in place on our roads. Enforcement is a crucial element of a speed management strategy and we believe there should be close collaboration with the Police in setting speed limits. Our present speed management strategy is based on Department of Transport Roads Circular 1/93. The Government is at present consulting on revised guidance on setting local speed limits. When the new guidance is issued we will use it in developing a revised speed management strategy, to help reduce casualties.

Motorcycling

In this strategy 'motorcycle' means any powered two-wheel vehicle. (This paragraph only covers the safety aspects of motorcycling. Warwickshire's Powered Two Wheeler Strategy covers other aspects).

In contrast to other road users, the number of motor cyclists killed and seriously injured is now greater than the 1994/98 baseline. In 2003 almost 10% of casualties and almost 20% of fatal and serious casualties were motor cyclists.

Policy RS21 - We will work with the Powered Two Wheeler Forum and other partners in planning interventions, which will be based on intelligence. We will monitor our interventions to assess their success.

We will produce and regularly update a plan aimed at reducing motor cycle casualties in partnership with Warwickshire Police, Warwickshire Casualty Reduction Partnership and the Highways Agency. The current version is reproduced below.

Background Information 4

Motor Cycle Casualty Reduction Plan

To address motor cycle safety issues we will:

Work with local motorcyclists, other local authorities, the Police and other partners to implement our policies for casualty reductions.

Identify motorcycle casualty hot routes in Warwickshire, on which we will:

Determine the composition of casualties

Determine the apparent cause of casualties

Develop and implement a balanced programme of educational, promotional and engineering based works targeted at reducing the casualties

Target enforcement where inappropriate or excessive speed appears to be a causal factor of casualties

Develop a dedicated promotional campaign to address safety issues that is targeted at both motorcyclists and car drivers. Where appropriate this will particularly focus on the more vulnerable younger motorcycle riders and riders of higher capacity machines.

Develop a dedicated web presence for motorcyclists in Warwickshire, which contains relevant information on:

Hot routes and related initiatives

Bikesafe, Scootersafe and motorcycle training

Speed cameras

Work with the Police to promote and increase the use of rider improvement programmes for motorcyclists committing road traffic offences.

We will:

- Identify routes that have a higher proportion of motor cycle casualties;
- Develop and implement a comprehensive action plan with the police that addresses the issues around motorcycle casualties;
- Compile a register of approved motorcycling training schemes and ensure that local training schemes are well publicised and suitable information is available for motorcyclists;
- Work with the police to support and publicise their BikeSafe and ScooterSafe schemes;
- Promote and provide education on safe riding practices;
- Educate drivers to be aware of motorcycles; and,
- Consider engineering measures in the context of the wider casualty reduction strategy.

Safety for Pedestrians, Cyclists and Horse riders

Fatal and serious pedestrian and cyclist casualties in Warwickshire have reduced in recent years. The promotion of walking and cycling as alternatives to travelling by car will not only reduce congestion and pollution, but will also improve health. Horse riding is slightly different as it is mainly recreational.

Policy RS22 - We will:

- Provide training for pedestrians and cyclists;
- Promote the wearing of cycle helmets;
- Strengthen links with local cycling organisations to promote safer cycling;
- Support the British Horse Society's safety training schemes; and,
- In rural areas where paved footways are not justified identify key verges or other corridors for non motorised users and maintain them accordingly.

Enforcement

In partnership with the Police, we will continue to:

- Support Warwickshire Casualty Reduction Partnership in enforcing speed limits at collision hot spots where excessive speed is an issue;
- Offer the Driver Improvement Scheme to less serious traffic offenders;
- Offer Speed Awareness Workshops to less serious speed offenders;
- Support the youth service's First Gear project for young drivers; and,
- Support the police's Bike Safe initiative.

Policy RS23 - We 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.

Promoting Safer Road Use

We will support government campaigns and apply and adapt them to local circumstances. We will analyse local data and establish whether there are any specific local casualty problems that need to be addressed and with our partners initiate local campaigns. We will establish a local publicity campaign network for the distribution of promotional and information leaflets.

We will ensure that with any campaign interested partners are consulted and involved.

Policy RS24 - We will:

- Actively support national campaigns and give them a local dimension;
- Promote local campaigns to address issues particular to Warwickshire; and,
- Use publicity as part of an integrated road safety strategy.

Background Information 5

How has Warwickshire compared with the national picture?

Successes

Extracts from the overview of the first three yearly review of the Government's Road Safety Strategy (DfT 2004) with comments of the position on each issue in Warwickshire.

'The excellent progress on reducing child casualty numbers' - *Also achieved in Warwickshire - casualties 35% below baseline*

'The pedestrian and cyclist casualties of all severity have reduced significantly for both adults and children' - *Also achieved in Warwickshire - pedestrians 31% below and cyclists 42% below baseline*

'The introduction of the Safety Camera Netting Off Scheme' - *Also achieved in Warwickshire - 200 fewer casualties at camera sites in two years (2002 & 2003)*

Areas requiring continuing improvement

'The levelling off in road casualty fatalities' - *Also an issue in Warwickshire - 51 fatalities in 2003, 2% above baseline*

'Further improving motorcycle safety' - *Also an issue in Warwickshire - casualties 8% above baseline*

'Further reducing child casualties, with particular focus on child pedestrian and child in-car casualties, especially older age groups' - *This can also be applied within Warwickshire - the 10-15 yrs age group having more casualties across all user groups*

'The steady increase in the number of drink drive related casualties and casualties' - *An upward trend is also shown within Warwickshire - 38% above the average in 2003*

'Excessive or inappropriate speed continues to play a major factor in many casualties; and a need to step up the implementation of speed management policies in rural areas' - *In Warwickshire in 2003 - 26% KSI casualties in rural areas attributed to excessive or inappropriate speed*

2.4 Congestion Strategy

Introduction

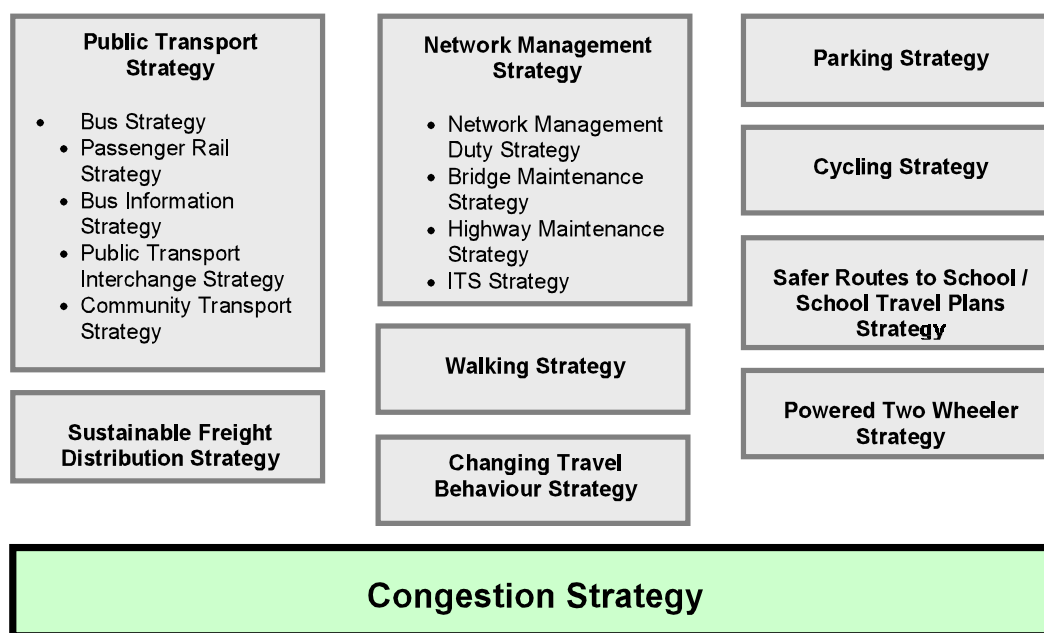
Over time, competition for the finite available road space has resulted in increased congestion. The main reason for increasing congestion is the growth of road traffic but there are other causes such as temporary restrictions on the highway network during road works.

This growth in traffic and increased investment by utilities and the Highway Authority is a sign of strong economic performance. As individuals become more affluent and businesses grow the demand for travel increases. Congestion can therefore be regarded as a sign of economic success.

However, high levels of congestion could have an adverse impact on economic performance and the quality of life for residents, pedestrians and drivers. Therefore if left unchecked congestion could compromise the achievement of overall LTP objectives, particularly objectives 2 and 3.

For these reasons Local and Central Government have made tackling congestion a Shared Priority for Transport and therefore a key performance indicator.

The specific contribution of LTP strategies and policies to improving congestion is detailed within the mode and topic strategies. The diagram below highlights the links between the LTP mode and delivery strategies and the Congestion Strategy.



Congestion in Warwickshire

Congestion in Warwickshire occurs mostly in peak periods as a result of commuter and school traffic. It is limited to certain key routes in the urban areas and to some key junctions on the strategic rural highway network. When compared to larger urban areas congestion in Warwickshire is limited in geographical scope, occurs only at limited times of the day and is substantially removed during school holidays.

However, there is a considerable weight of public opinion that congestion is the most significant transport and access issue in Warwickshire. In a survey carried out in early 2004 for the review of Warwickshire's Local Transport Plan 84% of respondents thought that congestion was a major or significant problem.

Average traffic growth on the local urban highway network in Warwickshire over the 10 years to the end of 2002 was 9%. However, traffic growth is not uniform across the County. Over this 10 year period there was little traffic growth in Kenilworth and Bedworth, 8% growth in Stratford, 10% growth in Warwick and Leamington and 15% growth in Nuneaton and Rugby. This growth in traffic has meant that congestion and journey times have become worse over the last 10 years.

Warwickshire has a growing population and economy and it can be expected therefore that traffic and congestion will continue to grow. However, as over the last 10 years, future growth is unlikely to be evenly distributed across the towns and districts. Traffic growth is influenced by a complex range of factors including; social-economic wellbeing, car ownership and use, the amount of new development and the level of local economic performance. Many of the land allocations for housing and employment outlined in the District Local Plans have been achieved and so the rate of new development over the next 5 years should reduce in the County, with the focus being on

the main towns. Background traffic levels might be expected to increase less quickly in the north although North Warwickshire District has made the least progress in its housing allocation and therefore has more development still to come.

Average Journey Speeds (mph) on key routes 8 am to 9 am			
	1999 (see note)	2002 (see note)	Change
Kenilworth	19	17	-10%
Warwick	11	11	No change
Leamington	16	14	-12%
Nuneaton	17	15	-12%
Bedworth	19	19	No change
Rugby	18	18	No change
Stratford	16	15	-6%
Note – Due to the snapshot nature of the data the speeds for 1999 and 2002 are derived as the middle year of 3 years averaged data for the periods 1998-2000 and 2001-2003 respectively.			

Table 2.2 Timed journey runs (Source: WCC)

Options for Dealing with Congestion

The possible approaches for addressing congestion are:

- Do nothing and leave drivers to respond to increasing congestion by travelling at different times (peak spreading) or via alternative routes.
- Build major new road capacity
- Build small scale capacity improvements at localised congestion hotspots beg: junction improvements
- Improved traffic management through the use of Intelligent Transport Systems and CCTV to make more efficient use of existing road space.
- Improved management of road works, events and incidents on the highway network to reduce the extent or duration of congestion caused.
- Decriminalisation of certain traffic offences to reduce delays caused by illegal movements such as banned right turns.
- Reduce the demand for travel. A reduction in the need to travel could be achieved over a long period of time through appropriate planning policies.
- Reduce traffic volumes by encouraging travel by modes of transport other than the private car. This could be achieved through a variety of initiatives including: encouraging greater use of public transport, encouraging more walking and cycling, school and green travel plans, parking policy, multi occupancy vehicle lanes and provision of park and ride services.
- Introduction of fiscal measures to discourage traffic from driving in congested areas, beg: congestion charge or road pricing.

All of the above approaches may be appropriate in certain circumstances and none are ruled out in the long term. However, major new road construction is unlikely to feature as a significant policy option in the Plan period 2006-2011 except in Rugby where construction of the Western Relief Road is planned and Stratford-upon-Avon where a Western Relief Road is planned. It is also unlikely that road pricing will be considered in the Plan period 2006-2011.

The LTP survey carried out in early 2004 asked respondents to prioritise potential solutions to transport problems they had highlighted. Although respondents gave congestion as their top concern there was little support for new road building. Only 21% of respondents considered new road building to be extremely or very important. However 62% of respondents considered that traffic management on existing roads to reduce congestion was extremely or very important. Respondents also gave strong support for improvements to public transport, walking and cycling.

Policy objectives aimed at encouraging the use of public transport, walking and cycling may require reallocation of road space or time for maximum effectiveness. For example introduction of a pedestrian phase at a traffic signal junction will increase safety for pedestrians and remove a potential impediment to walking, but it also will increase congestion because there will be less capacity for traffic. There is therefore a potential conflict between policies.

The Congestion Strategy for Warwickshire

The objective of this strategy is to promote measures aimed at limiting the rate of growth in congestion. The strategy recognises that some limited increases in highway capacity will be necessary, but the primary aim of the strategy is to mitigate the growth in congestion through measures aimed at discouraging growth of peak period traffic in urban areas, and encouragement of more sustainable modes of transport. Improvements to reduce congestion will not normally be implemented if they conflict with other transport policies and objectives.

Policy CS1 - 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 significant scope for achieving a “quick win” to reduce congestion through better management of road works, events and incidents on the highway network. As a matter of priority therefore we will aim to achieve better management and co-ordination of works and events affecting the highway. We will also aim to reduce the time that temporary works are present in the Highway by such methods as increased working hours and weekend working. The County Council has powers to influence the working practices of utilities so that their works in the Highway are carried out with less disruption. It is intended that these powers will be used robustly but fairly to achieve a reduction in the impact of utilities works in the highway.

Through effective planning and control the County Council will aim to minimise the disruption and congestion caused by its own works in the highway.

If there is evidence that moving traffic offences are causing congestion we will consider using powers in the Traffic Management Act to achieve better enforcement of such offences through decriminalisation of the offences.

The County Council has appointed a Traffic Manager who will be responsible for achieving reductions in congestion using powers under New Roads and Street Works Act and the Traffic Management Act.

Policy CS2 - We will use our powers under NRASWA and the Traffic Management Act robustly but fairly to achieve reduced congestion arising from temporary works, events and offences affecting free movement of traffic on the highway. The County Council will also aim to minimise the disruption and congestion caused by its own works in the highway.

Achieving a reduction in traffic growth in urban areas would contribute to a number of policy objectives and targets, including mitigating the growth of congestion. Tackling congestion by increasing capacity will tend to encourage traffic growth, which could be detrimental to some policy objectives. Measures aimed at reducing traffic growth will therefore be regarded as a higher priority response to tackling congestion than measures aimed at increasing capacity for traffic.

Policy CS3 - We will seek to implement measures to mitigate the growth in congestion where average journey speeds have or at risk of increasing by more the threshold set in the congestion target. Where a choice of measures is available those aimed at reducing traffic growth or encouraging travel by modes other than the 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 mitigating the impact of new trips generated.

Action Plan for 2006 to 2011

It is anticipated that in the Plan period 2006 to 2011 the measures listed below will be the principle measures that will contribute to reduced congestion. Only measures f, g, h and i are aimed specifically at congestion. The remainder are primarily aimed at achieving other objectives but will contribute to reducing congestion as a secondary outcome. Given the combination of existing slower journey speeds and higher forecast traffic growth in Warwick, Leamington and Stratford specific measures aimed at reducing congestion will be prioritised for these urban areas.

Measures that will contribute to reduced congestion during the Plan period 2006 to 2011 are:

- a. Reduce traffic growth by encouraging mode 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. Reduce traffic growth in the most congested urban areas through provision of park and ride facilities for Stratford, Warwick and Leamington.
- d. Reduce traffic growth in the north-south corridor (Leamington and Warwick to Nuneaton) by encouraging use of public transport. Specifically, two major scheme bids are planned to improve public transport in Warwick and Leamington and the north-south corridor.
- e. Reduce traffic growth through a continued programme of "safer routes to school" in conjunction with school travel planning to reduce the number of children driven to school.
- f. Increase the efficiency of the existing highway network through introduction of intelligent transport systems (ITS) and CCTV. Specifically, a major scheme bid for ITS is planned for 2006.
- g. Increase the capacity of the highway network through a programme of capacity improvements at local congestion hotspots. Primarily this will comprise small-scale junction improvements aimed at increasing the efficiency of operation of junctions. Priority will be given to improving junctions on important public transport routes where buses will derive benefit from reduced congestion and for schemes offering a cost-benefit ratio of at least 3 when assessed using COBA.
- h. Construction of the Rugby Western Relief Road will significantly reduce congestion in Rugby town centre and on some radial routes.
- i. Improvements planned by the Highways Agency at M40 junction 15 and A45/A46 Toll Bar roundabout will contribute significantly to reducing congestion at these key nodes on the strategic highway network in Warwickshire.
- j. Construction of Stratford Western Relief Road in conjunction with new housing. Construction of this road will reduce the volume of traffic in the town centre and forms a key element of the Stratford Transport Strategy.

Congestion Targets

The target included in the 2000 LTP for congestion was "To avoid congestion increasing journey times on the local highway network by more than half between 1999 and 2011". The monitoring in Table 2.2 shows that on average across the County there has been a slow deterioration in journey speeds but if the trend since 1999 continues it appears that the above target as an average across the County will be easily met.

The Government's 10-year plan for Transport contains a national target to reduce congestion to 2000 levels by 2010. It is unlikely that it will be possible to achieve this target in Warwickshire with the levels of investment likely to be available for schemes that will reduce congestion. However, given the relatively modest levels of congestion experienced in Warwickshire it is considered acceptable that this Government target is not adopted for Warwickshire.

Using the QVIEW and PARAMICS traffic models maintained for the main urban areas of the County it is possible to predict changes in journey speeds for future years. Predicted peak hour average journey speeds for 2006 and 2011 are given in Table 2.4. The predicted average speeds for 2011 assume NRTF low traffic growth plus traffic generation from committed developments but no improvements, except in Rugby where it is assumed that the Western Relief Road will be built.

	2006	2011	Change
Warwick/Leamington Spa/Kenilworth	15.4	13.7	-11.4%
Nuneaton	18	16.9	-6.4%
Bedworth	20.5	20	-2.7%
Rugby	14.3	13.7	-4.2%
Stratford-upon-Avon	13.1	10.3	-8.3%
Warwickshire	16	14.7	-8.7%

Table 2.3 Predicted Average Peak Hour Journey Speeds (mph) (Source: QVIEW & PARAMICS urban traffic models)

There is insufficient data available in Warwickshire to facilitate the multi-modal modelling that would be necessary to assess the impact on congestion of all of the measures listed in paragraph 5.2. Without such an assessment it is not possible to model how the journey speeds predicted in Table 2.4 would be modified by the measures listed in paragraph 5.2. Given the relatively modest levels of congestion experienced in the County it is not considered cost effective or a priority to invest in the creation of a multi-modal model.

Any comparison between the predicted speeds given in Table 2.4 and the speeds resulting from the timed journey runs in Table 2.2 should be treated with caution. The data in Table 2.2 is averaged from a series of 'snapshots', it is obtained from the AM peak period only and the areas are calculated in a slightly different manner from those in Table 2.4.

In order to assess the likely impact of the measures listed in the action plan a Consultant was employed to produce a simple spreadsheet multi modal model for Warwick, Leamington and Kenilworth that could be used in conjunction with County Council's the fixed matrix QVIEW model. This showed that with the modest level of improvements likely to be feasible using Integrated Transport Block allocation it was likely that average peak hour journey speeds would reduce by about 10% between 2005 and 2011 in Warwick and Leamington. This compares to the predicted reduction without improvements (2006 to 2011) of 11.4%. It also compares with observed traffic speeds in Table 2.2, which remained unchanged in Warwick and deteriorated by 12% in Leamington and 10% in Kenilworth. The observed data covered a three-year period.

Congestion Targets

With the evidence available, it is not possible to make accurate predictions regarding future journey speeds. However, the evidence suggests that with the interventions that will be possible through integrated transport projects, peak hour journey speeds will continue to deteriorate. We have therefore set targets close to the predictions of our traffic models.

We will seek to avoid congestion on the main urban highway networks causing deterioration in average journey speeds between 2006 to 2011 in the key urban areas as follows:

Warwick/Leamington Spa, Stratford - 10%

Nuneaton, Bedworth, Rugby and Kenilworth - 5%

The source of data for assessing highway network journey speeds will continue to be the annual journey runs already well established. However, other sources of data such as in vehicle tracking devices are becoming available which may provide a more statistically significant measure of journey speeds. The availability of such data will be kept under review and when such data is reliable and available at reasonable cost it may be adopted.

There is no existing data on the scale of congestion caused by road works, moving traffic offences and other events affecting the highway network. It is not possible therefore to set outcome targets for reducing congestion resulting from road works and other incidents. However, the Traffic Manager will develop output targets for incorporation in the Network Management Strategy.

2.5 Air Quality Strategy

Introduction

Air quality is important as it has the potential to impact human health and the health of our surrounding environment. Air quality is subject to the emissions of activities such as energy production, industrial processes, and particularly in the UK, road transport. It is activities such as these that contribute different pollutants at differing concentrations into the air.

Poor air quality can be particularly harmful for the most vulnerable members of society, for example, the very young, the elderly and those with pre-existing illness, such as asthma, heart disease or other cardio-respiratory conditions. Exposure to poor air quality, particularly over a long time scale and at elevated concentrations, is believed to play a role in diseases such as asthma and even more serious diseases such as cancers. Exposure to high levels of airborne pollutant levels over short-time scales can lead to difficulties in breathing in some individuals and acute symptoms such as wheezing, coughing, headache and nausea, depending on the pollutant type (see section below – Pollutants, Sources and Effects).

Poor air quality does not just impact upon human health; air pollution can also have an adverse effect upon wildlife and vegetation, including crop plants. Some pollutants can even act to erode the facades of buildings and other structures, by contributing to acid rain. On a national and international scale, certain pollutants (specifically carbon dioxide in relation to road transport) are known to contribute to global climate change.

In addition to global climate change and poor air quality nationally, activities such as those highlighted above can also affect the immediate environment and, included within this, human health on a local scale (see section below – Pollutants, Sources and Effects). An Air Quality Strategy for Warwickshire will help to manage better potentially polluting actions and activities, particularly the use of road transport, and to minimise the impact we have on air quality within Warwickshire thereby aiming towards a healthier environment.

The Air Quality Strategy aims to focus on air quality issues within Warwickshire, drawing strong links with the five District/Borough Councils whilst also taking into account more regional and national considerations, specifically the UK National Air Quality Strategy objectives. The UK 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-related issues, as this is the main contributor of polluting emissions in Warwickshire and the UK. The Strategy puts forward an Air Quality Action Plan to be implemented for reducing emissions from road transport. Warwickshire's air quality issues have been considered in an inclusive, multi-disciplinary fashion in order to achieve the most appropriate, realistic and practical solutions.

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 out the same end result. These are also used to inform transport policy for the County and complement the LTP objectives.

The Air Quality Strategy for England, Scotland, Wales and Northern Ireland, Working Together for Clean Air, DETR, January 2000.

The Need for an Air Quality Strategy

Improving local air quality allows a number of benefits to be gained. The most important of these is the improvement of public health and quality of life. Additional benefits that transport can bring to improving air quality include the improvement of road safety, increased provision, security and comfort of public transport, the improvement of public spaces and the promotion of healthier lifestyles through the encouragement of walking and cycling as a means of transport.

As previously stated, addressing air quality issues can also help meet Government objectives on greenhouse gas emissions.

Aside from these benefits to improving air quality, 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 Air Quality Strategy objectives;
- Local, regional and national policy framework surrounding air quality;
- The current air quality situation in Warwickshire;
- Existing and potential air quality issues affecting the five individual Boroughs and Districts comprising Warwickshire – North Warwickshire Borough, Nuneaton and Bedworth Borough, Rugby Borough, Stratford District and Warwick District;
- The Air Quality Strategy developed in response to the cited issues;
- Constraints and limitations in carrying out the Air Quality Strategy;
- The Action Plan for delivering the proposed schemes and initiatives; and
- Monitoring of the Action Plan.

The Objectives of the Strategy

The objectives for this Air Quality Strategy, which have been developed in conjunction with the Local Transport Plan, reflect local, regional and national level policy on air quality and transport. The objectives of the Strategy are:

- To be primarily concerned with air quality issues that have and will arise due to transport-related issues;
- To create a general five-year Action Plan for Warwickshire with schemes and initiatives for improving air quality related to transport issues within the county;
- To inform Warwickshire transport policy;
- To take a proactive stance, rather than a reactive one, foreseeing potential future problem areas and taking measures to minimise them before they occur;
- To integrate the Strategy fully within the Local Transport Plan, complementing the schemes and objectives contained within all other parts of the larger document; and
- To be able to act as a freestanding document on its own merits away from the Local Transport Plan.

Pollutants, Sources and Effects

There are seven key pollutants considered in the UK National Air Quality Strategy, and these have objectives set on them as threshold concentrations in the air to protect human health. All of these substances are present in the atmosphere, at 'background' levels. It is the human activities previously mentioned and described below that contribute to excess or elevated concentrations of these substances in quantities enough for them to become polluting. These seven pollutants, their primary sources and effects are briefly described below.

Nitrogen dioxide

The main source of nitrogen dioxide (NO₂) in the UK is road transport (around 43% of total emissions) and most frequently gives rise to the declaration of Air Quality Management Areas in Warwickshire.

The health effects of exposure to nitrogen dioxide at high levels (i.e. 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.

Nitrogen dioxide is the primary pollutant of concern in Warwickshire.

Particles (PM₁₀)

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. The main source of particulate matter in the UK is road transport, with diesel vehicles being particularly significant.

The health impacts of exposure to elevated levels of particles include irritation of the eyes, throat and lungs, with acute, short-term effects including coughing. People with existing cardio-respiratory conditions such as lung disease, heart disease or asthma may find their condition worsening in the presence of high levels of particles in the air. Exposure to high levels of particles over the long-term can cause inflammation of the airways and also reduces the lungs' infection-fighting ability.

In Warwickshire there are currently no exceedences of the PM₁₀ objective, although it is still a pollutant of some concern to the County.

Carbon Monoxide

The most significant source of carbon monoxide in the UK is road transport. The gas is created when fuel is not completely combusted in an engine. Domestic activities such as solid fuel and wood burning also produce carbon monoxide, although not in as significant quantities as road transport.

Carbon monoxide limits the amount of oxygen that the organs and tissues of the body can receive and exposure to elevated concentrations mean that it is particularly bad for highly oxygen dependant organs such as the brain and the heart. Those particularly at risk are people with heart conditions and pregnant women. It should be noted, however, that these levels are not present in normal ambient (background) concentrations. Carbon monoxide levels have dropped considerably in the UK in the last 30 years and it is not a significant pollutant for Warwickshire.

Benzene

Benzene is a pollutant specifically produced by the combustion and evaporation of petroleum products and therefore is a pollutant considerably related to road transport (33% of 2002 emissions; www.naei.org.uk). Stationary production processes in the UK are also a significant source of benzene emissions.

In terms of health effects, it is known that benzene is a carcinogen, meaning that long-term exposure to benzene can cause cancers. Short-term exposures to high levels of benzene can cause headaches, dizziness and unconsciousness, although not at normal ambient (background) concentrations. 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

This pollutant is also created from the combustion of petroleum products and therefore road transport produces the most significant emissions in the UK (75% of 2002 emissions; www.naei.org.uk), although the introduction of catalytic converters in the early 1990s saw a decrease in 1,3-butadiene emissions by 74% from 1990 to 2002 across the UK. Other transport and production processes also create emissions of 1,3-butadiene.

The health effects on humans from exposure to 1,3-butadiene are similar to that of benzene, with short-term exposures to elevated levels leading to headaches, dizziness and also irritation of the eyes, throat and lungs. Long-term exposure to high levels of the pollutant can also cause cancers. Again, it is emphasised that normal ambient (background) levels of this pollutant do not produce these effects and 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 30 years.

The most susceptible group when exposed to high levels of lead is young children, whose brain development and intelligence can be adversely affected by exposure to high lead levels.

Lead is not an air pollutant of significant concern to Warwickshire.

Sulphur Dioxide

The principal sources of sulphur dioxide in the UK are energy production and industrial combustion. Road transport is a comparatively insignificant source of sulphur dioxide.

The health impacts of exposure to high sulphur dioxide concentrations include the worsening of respiratory conditions such as bronchitis, lung disease and asthma. Those with heart conditions may also be adversely affected. Long-term exposure to concentrations above the ambient norm can even instigate these diseases. In the short-term exposure to high concentrations also acts to irritate the eyes, throat and lungs, causing wheezing, coughing and asthma attacks. The effects of sulphur dioxide are made worse if strenuous physical activity is being carried out at the time of exposure.

Sulphur dioxide is also a known cause of acid rain, which can seriously impact on vegetation and building materials. This pollutant is also involved in the production of smog and haze and can reduce visibility.

These pollutants, and specifically those for which road transport is the main source, tend to occur in higher concentrations:

- Around busy roads;
- At congested junctions or where traffic is idling;
- In urban areas (especially areas in valleys), in summer during sunny weather with little wind in suburban and rural areas; and
- In winter with still, foggy weather which allows pollutants to accumulate.

It should also be noted that shorter car journeys (i.e. the school run or trips to the shops) produce higher concentrations of pollutants than longer ones proportionally. This is because vehicle engines do not have a chance to heat up fully and do not work at full efficiency when working over shorter distances.

National Atmospheric Emissions Inventory - www.naei.org.uk

Policy and Guidance Context

National

National air quality policy comes in the form of the Local Air Quality Management Policy Guidance Note LAQM. PG(03) (2003), which provides guidance and assists local authorities in working towards meeting the UK air quality standards and objectives (more detail on this can be found below).

LAQM. PG(03) (2003) also provides guidance on the development of local and regional air quality strategies. Chapter 5 of this 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;
- To set out measures to maintain or further improve areas with existing air quality as well as seeking to improve areas with poor air quality; and,
- To follow 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 the LAQM document to consult with the National Society for Clean Air (NSCA) documents “Air Quality Action Plans: Interim Guidance for Local Authorities” and “Air Quality: Planning For Action”. These documents advise that in setting objectives in place and targets within schemes and initiatives that they 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 has committed itself to reduce 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. Some of these cuts will come from the transport sector with agreements with European car manufacturers to increase fuel efficiency and for the Government to invest in transport, aiming to cut congestion and pollution.

Regional

There are a number of regional policies in the Regional Spatial Strategy for the West Midlands (RSS11) (June 2004) relating directly to transport and therefore have a positive impact upon air quality. Policies include increasing the awareness of “alternative travel choices” and reducing current levels of car use (Policy T4) and encouraging more walking and cycling journeys (Policy T3).

Other policies within RPG11 that have positive implications for air quality include, reducing the need to travel (Policy T2), improving access to public transport and providing attractive alternatives to the private car (Policy T5), putting in place Park & Ride schemes where viable (Policy T6) and addressing the issues of road freight, tackling problems with through traffic and encouraging the movement of freight away from the roads (Policy T10).

Local

On a local level, the Warwickshire Structure Plan 1996 – 2011, in line with the regional spatial strategy, also contains policies relating to transport, which have the potential to impact positively on air quality. Policy T1 aims to “reduce the impact of traffic on residential areas and the countryside whilst recognising the travel needs” and “encourage industry to develop distribution arrangements, including the use of rail, pipeline and canal, which minimise environmental damage.”

Other policies within the Warwickshire Structure Plan seek to promote alternative modes of transport, encourage the use of public transport, improve facilities for walking and cycling, reduce the number of short car journeys and encourage an overall modal shift.

Part IV of the Environment Act 1995 Local Air Quality Management, Policy Guidance LAQM. PG(03), DEFRA, 2003

Climate Change: The UK Programme, DETR, November 2000

Air Quality in Warwickshire

Air quality across the county is largely of good quality. There are a few areas however, where air quality is not as good. In some areas Air Quality Management Areas have had to be declared or will soon be declared by the relevant district and borough councils due to predicted exceedences, in all cases, of the UK nitrogen dioxide objective. In each of these Air Quality Management Areas road transport is the foremost contributor to elevated air pollution levels and the main problem in exceeding the nitrogen dioxide objective.

The existing (and potential) AQMAs are located in the following parts of Warwickshire:

North Warwickshire Borough

A declared AQMA for NO₂ at Coleshill, North Warwickshire. This AQMA has been in place since 1st March 2001 and relates to one relevant residential property adjacent to junction 4 of the M6. The AQMA is bounded by Stonebridge Road, Coleshill Heath Road, the M42 and the M6 and relates directly to the traffic on these major trunk roads. The AQMA was declared for a marginal exceedence (42 µg/m³) of the annual NO₂ objective (40 µg/m³).

It is possible that the AQMA may be revoked in the near future, although continued monitoring, as set out in the North Warwickshire Air Quality Action Plan, will dictate the possible timescales of this. This monitoring programme will also assess the possible influence of the new M6 Toll Road on the AQMA.

Rugby Borough


An AQMA for exceedences of the NO₂ objective came into force across the entire urban area of Rugby on 16th December 2004 and is bounded by the M45, M6, A45, minor roads to the west of Long Lawford and the southern boundary with Daventry District Council. Air quality problems in Rugby are directly related to a large number of commuter vehicles and HGVs travelling through the town centre.

Exceedences of the NO₂ objectives (with concentrations of between 40 and 44 µg/m³) for the objective year of 2005 are predicted to occur:

- Next to the gyratory in the centre of Rugby
- Next to and approaching junction of Bilton Rd with the gyratory
- Next to and approaching junction of Lawford Road with the gyratory
- Next to and approaching junction of Dunchurch Rd with the gyratory

It is on the basis of these predicted exceedences that the Rugby AQMA has been declared.

It is also possible that exceedences of the NO₂ objective could occur in the centre of the village of Dunchurch,

although at present the highest predicted 2005 concentration is reported  as being 40 µg/m³ at the façade of a property closest to the central crossroads in the village.

Warwick District

There are a number of areas in Warwick District where potential exceedences of the 2005 NO₂ objective are occurring. As a result of this three AQMAs were declared in December 2004 over the following areas:

- Leamington Spa around Bath Street, High Street and Clemens Street. The highest predicted concentration at a roadside property is 56.9 µg/m³ and the lowest predicted concentration is 49.4 µg/m³.
- Warwick town centre, where exceedence of the 2005 NO₂ objective have been predicted in High Street, Jury Street, Church Street and Castle Street junction. The highest predicted concentration is at the corner of Jury Street and Castle Street (55.7 µg/m³).
- Barford, where the highest 2005 concentration (59.1 µg/m³) is predicted to occur around Church Street and Bridge Street.

Nuneaton and Bedworth Borough

There is currently a possibility that an AQMA may be declared around Leicester Road Gyratory, Weddington Road/ Old Hinckley Road and Old Hinckley Road/ Leicester Road in Nuneaton and Bedworth Borough. Modelling predicts the highest 2005 concentrations to occur at the junction of Weddington Road and Old Hinckley Road, with a value of 47.8 µg/m³. This road network is known to be particularly congested and recent works have been carried out to ease the flow of traffic. It is possible that the ambient air quality in the immediate area surrounding Weddington Road and Old Hinckley Road may improve slightly due to a freer flow of road traffic.

Stratford-on-Avon District

There are currently no AQMAs in Stratford-on-Avon and no current or predicted potential for exceedences of any of the key pollutant objectives to occur in the district. Monitoring and modelling studies are currently on going.

There are a number of other air quality issues or potential issues that will need to be observed and monitored closely. It is partly the purpose of this Strategy to assist areas such as this and ensure that the air quality does not degrade further and fail to achieve national objectives. The Strategy also works to assist areas that have already declared AQMAs to help meet the UK standards for air quality again.

If policies and action plans to improve and maintain air quality in Warwickshire are not put in place then problem areas are likely to degrade further and areas that are seen as potential future problems may become real and significant problems in the near future. 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.

Air Quality Challenges

There are a number of challenges involving air quality in Warwickshire that will need to be addressed in the immediate future and that this Strategy seeks to go towards tackling. These are as follows:

- Discerning whether movement of congested traffic to other areas is merely moving the entire problem, including air quality, to other areas;
- Continuing monitoring in areas that potentially may emerge as significant air quality problem areas;
- Solving existing or potential air quality problems related to main 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;
- Increased road traffic in the county associated with increased use of Coventry Airport;
- Dealing with town centre traffic, (both commuter and visitor/ tourist traffic in towns such as Warwick, Leamington Spa, Rugby and Nuneaton) where many air quality problems occur, including the presence of HGVs in town centres;
- School related traffic (shorter car journeys are the most polluting as the engine does not reach its full efficiency in only a few miles); and
- Assessing the impact the newly opened M6 Toll will have on the AQMA at Coleshill. The real affect of this will not be fully realised for a number of years, as the road needs to become established. Continued monitoring of air quality in the area for the foreseeable future will help establish any improvements or otherwise in air quality at Coleshill.

Rugby Borough Council Detailed Air Quality Assessment Final Report, Faber Maunsell, June 2004

Warwick District Council Local Air Quality Management – Detailed Assessment Report, August 2004

The Air Quality Strategy

The vision of Warwickshire 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 quality of life for all.

The overall aim of the Air Quality Strategy is to work to improve areas of existing air quality problems, maintain areas with good air quality and to promote and support practices, activities and lifestyles, including modes of transport that can achieve this. The Air Quality Strategy also aims to support and promote all transport policies that go towards improving the county's air quality as a whole.

The Air Quality Strategy seeks to present a number of broad ranging policies, highlighting the air quality problems specific to Warwickshire, which inform the Action Plan's specific schemes and initiatives.

The major themes of the Air Quality Strategy are:

- To improve areas with poor air quality and maintain those areas that currently experience good air quality
- To encourage sustainable forms of transport, which reduces reliance on private cars and minimises emissions to air; and
- To promote awareness of alternative travel choices.

Air Quality Strategy Policies

Policy AQ1 – Improving poor air quality

Warwickshire County Council will work in partnership with the five district and borough councils in meeting the UK air quality objectives, focusing on existing Air Quality Management Areas and areas where pollutant concentrations are close to exceeding the national objectives, to achieve good air quality.

Schemes and initiatives put in place to tackle poor air quality, by reducing the impact of road traffic on air quality, will assist in improving quality of life across Warwickshire.

Warwickshire County Council will also make a commitment to increase its own awareness of air quality issues, in order to assist in improving air quality. The County Council will take greater involvement in local and regional air quality action groups.

Policy AQ2 – Maintaining areas of good air quality

Good air quality will continue to be enjoyed by areas without any existing air quality problems and the County Council will seek continuance of this.

A proactive approach will be undertaken in assessing air quality in the county to assure that potential future air quality problems are taken into account.

Policy AQ3 – Education and information

The County Council aim to promote, educate and inform as widely as possible about air quality, transport choices and their implications for air quality and health.

The County Council will place the LTP Air Quality Strategy on the Warwickshire website on a dedicated air quality page, also providing other air quality information. The page will be updated with relevant information on a regular basis and will be related to the transport pages of the existing website.

The Council will promote the implementation of Travel Plans amongst companies and schools in the county. Reducing dependency on cars, especially in congested areas, will be a key focus.

Warwickshire County Council will actively encourage its staff members to travel to work and work related activities through the use of public transport or by cycling or walking.

Policy AQ4 – Strategy Review

The LTP Air Quality Strategy will be reviewed at regular intervals, keeping it up to date with the latest air quality information in the County, advances in air quality knowledge and best practice techniques and 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 in the Strategy.

Progress on addressing air quality issues within the County will be reported annually through the LTP Annual Progress Report.

Policy AQ5 – Integration of air quality and transport planning goals

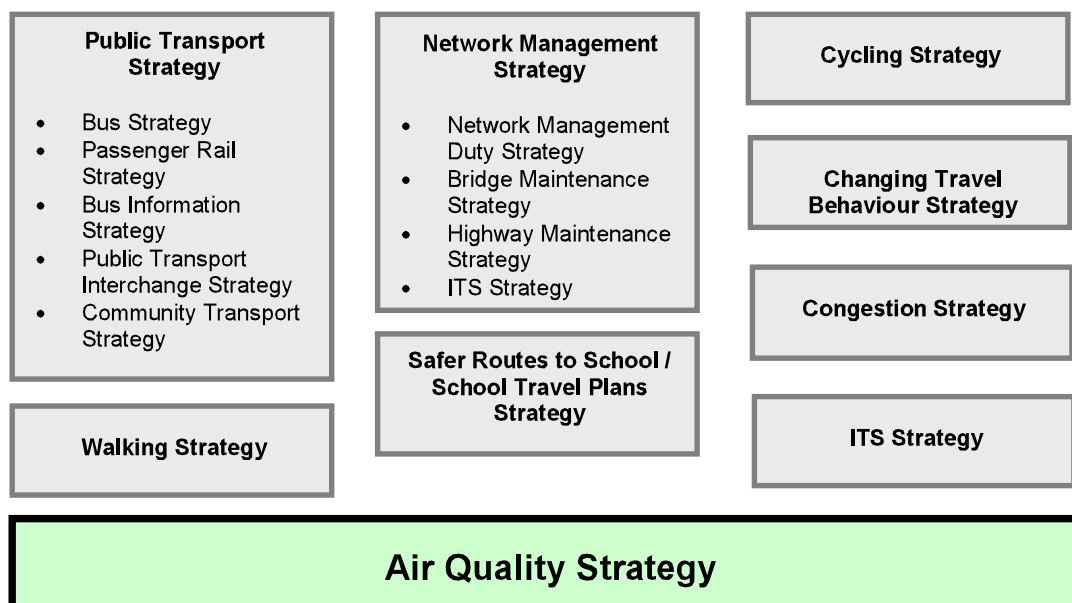
Warwickshire County Council will promote the use of public transport, seeking to provide better public transport with better accessibility and increased safety and security in order to reduce dependency on private vehicles. The Council will aim towards limiting road traffic growth, particularly in areas with existing poor air quality.

The Council will actively promote cycling and walking as alternative modes of transport to the car, especially for shorter journeys.

Freight vehicles will be encouraged, wherever possible, to travel on designated freight routes only. Drivers will be encouraged in this with the provision of a dedicated Lorry Route Map for the county.

The Council will promote the use of cleaner vehicles and cleaner fuels.

The specific contribution of the LTP strategies and policies to improving air quality is detailed within the mode and delivery strategies that can be found in Annex 2 of the LTP. The diagram below highlights the key links between the Air Quality Strategy and these other strategies.



Constraints to Delivering the Strategy

There are a number of constraints on the delivery of the Air Quality Strategy due to transport schemes that are already planned and are being implemented or are due to be implemented in the near future. Constraints also exist where control of certain roads, such as the motorways through the county, are outside of the control of the County Council.

In terms of planned schemes, the Leamington Urban Mixed Priority (LUMP) scheme around the Parade, Victoria Terrace and Bath Street in Leamington Spa, which was initiated in March 2005, is currently in place. This involves traffic signal management to promote smoother traffic flow. This scheme in itself may have a positive impact on air quality in this area (although monitoring and modelling work will have to be carried out to confirm this), however, with the scheme so recently in place it is unlikely that further transport-related schemes could be initiated in Leamington presently or in the near future.

With regard to the motorways running through Warwickshire, these and any schemes related to them, are the responsibility of the Highways Agency and are not under the control of the County Council. The Highways Agency currently has no works planned within Warwickshire in the near future, however the County Council will maintain regular contact with the Highways Agency to ensure it is fully aware of any future potential developments.

The Action Plan

Actions for delivering the Air Quality Strategy are as follows:

AQA1 - Improving poor air quality

Improving air quality in the County will include assisting the districts and boroughs in drawing up Air Quality Action Plans as required (i.e. if and when Air Quality Management Areas are declared) and providing support in carrying out the Plans.

Aside from this, regular and on-going communication with the districts and boroughs, as well as surrounding authorities and other parties such as the Highways Agency, will be carried out to ensure full awareness of all air quality issues.

The County Council will seek to implement traffic management schemes where town centre air quality is poor. This includes Leamington Spa, Warwick, Rugby and Nuneaton.

Air quality monitoring will be carried out in support of the district and borough councils, in order to foresee any potential air quality problems, improve the local and regional air quality data set and to improve the knowledge and understanding of the air quality situation in the county.

The County Council has recently published an HGV route map for Warwickshire, which aims to take road freight vehicles away from sensitive areas, such as residential areas where possible, and onto more appropriate routes.

Aim to operate a “cleaner” council fleet by introducing alternative fuel vehicles, as they become economically viable. The council currently operates 344 vehicles, of which 222 are diesel, 94 are petrol (largely motor scooters used in a “Wheels To Work” scheme) and 28 are rebated diesel. The council currently purchase fleet vehicles based on the carbon dioxide performance of the vehicle.

AQA2 - Maintaining areas of good air quality

Maintaining on-going communication with the district and borough councils to ensure full awareness of potential future air quality issues.

Initiation and promotion of an HGV route map for the county, encouraging goods vehicles to remain on designated routes.

AQA3 - Education and information

Increasing public awareness of road transport-related air quality issues, through a number of initiatives, including a dedicated air quality page on the Warwickshire County Council website.

Promote the use of public transport and alternative methods of transport to the private car, including TravelWise initiatives and Travel Plans for schools and workplaces. Promote cycling and walking as alternative methods of transport, highlighting the health benefits of both of these.

Continued promotion of the Safer Routes to School initiative, including Walk to School Weeks throughout the county and introduce Car Free Days to the town centres of the county.

Improve route signage, particularly in town centres, in order to alert drivers to more preferable, possibly less congested routes.

It is anticipated that the Council's use of "cleaner" vehicle technology will encourage other employers in the county to make use of similar types of vehicle fleets.

AQA4 - Strategy review

The Air Quality Strategy is to be reviewed no less than once a year and is to be informed by the district and borough reviews of air quality.

AQA5 - Integration of air quality and transport planning goals

Traffic will be managed, where possible, to take account of the need to minimise impacts on local air quality. In new developments, air quality issues will be considered in all situations, including the consideration that all new developments are to have reasonable access to public transport and sufficient provision is made for pedestrians and cyclists.

Local bus services will be improved; increasing the accessibility, affordability and safety of the services. The proportion of school journeys by car will aim to be reduced from 37% in 1999 to 33% by 2006 and 24% by 2011.

The county will contribute to the national targets on greenhouse gases, which includes an overall reduction of 20% in CO₂ emissions by 2010.

Targets, Indicators and Monitoring

Targets and indicators are described below. These have been set within the context of the other LTP Strategies, which will clearly impact on air quality within the County. These include:

- Congestion Strategy;
- Sustainable Freight Distribution Strategy;
- Public Transport Strategy;
- Cycling Strategy;
- Walking Strategy;
- Safer Routes to School/ School Travel Plan Strategy;
- A Strategy for Changing Travel Behaviour; and,
- Land Use and Transportation Strategy.

Local Target/Indicator	Performance Indicator	Source of Data	Frequency of Monitoring
Target (LTP8): Reduce the number of exceedences of the national air quality standards and objectives between 2005 and 2010	Monitored and modelled pollutant levels across the County. The revocation of AQMAs.	Countywide air quality monitoring stations	Annual

Local Target/Indicator	Performance Indicator	Source of Data	Frequency of Monitoring
Local Indicator: Ensure that air pollutant levels do not exceed national standards in the County where they previously have not	Air quality assessment of major transport proposals within Warwickshire	Countywide air quality monitoring stations. Regular and continued dialogue with the District/Borough Councils	Annual

Table 2.4 Air Quality Strategy Targets and Indicators

2.6 Bus Strategy

The Transport Act 2000 places certain statutory obligations on local authorities including that to prepare and include a Bus Strategy in their LTP.

Under Section 110 of the Act, the Bus Strategy must contain the authority's general policies as to how best to carry out its functions,...in order to secure that:

- Bus services meet such of the transport requirements of persons within the authority's area as the authority considers should be met by such services;
- Bus services are provided to the standards to which the authority considers that they should be provided; and
- Additional facilities and services are provided, as the authority consider should be provided."

Warwickshire's first LTP contained a Bus Strategy. This has been reviewed and updated for the second LTP and is contained in Annex 2.

2.7 Transport Asset Management Plan - Progress Report

Introduction

The County Council manages the maintenance of the transport asset in Warwickshire in accordance with its published highway maintenance policy (April 2002) and the annual maintenance plan. These set out:

- The way in which the transport network is currently being maintained;
- The planned maintenance work in the County for the year ahead; and
- An assessment of where maintenance work will be required in future years.

The highway maintenance policy was last reviewed as a consequence of a best value review in 2001. In line with the requirements of the Provisional LTP guidance, and as part of our desire for continuous improvement, the County Council is now in the process of developing a Transport Asset Management Plan (TAMP) for Warwickshire. As part of this process, and to inform the development of the Provisional LTP, each of our maintenance policy areas have been reviewed to identify where improvements can be made to ensuring that the money which we allocate to maintenance is spent in the most cost effective way.

Our Bridge Maintenance, Highway Maintenance, Network Management Duty and Intelligent Transport Systems Strategies can be found in Annex 2 of the LTP. These set out how we currently manage and maintain a number of key elements of the transport asset within Warwickshire, and how this approach has evolved over time to ensuring that we achieve efficiency and value for money in all our maintenance work.

The Value of Producing a TAMP

The County Council recognises the value of producing a TAMP as a more wide-ranging, holistic approach to addressing issues beyond the traditionally core areas of road and bridge maintenance. Although the County Council has a current set of processes for identifying where and why we spend resources to maintain the transport asset, there are a range of uncertainties and unresolved issues that it would be advantages for us to address in developing a formal TAMP.

The table below provides details of the types of asset that we consider form part of the overall transport asset of the County:

Asset
Carriageways of the public highway
Footpaths (including the public Rights of Way network)
Cycleways
Structures
Street Lighting
Illuminated and Non-Illuminated Signs
Traffic Signals
Pedestrian Crossings
Drainage channels
Highway verges
Trees that fall within the limits of the public highway
Road markings
Safety fences
Other fences and hedges
Winter Maintenance assets
Intelligent Transport Systems
Public Transport Interchanges
Park and Ride sites
Street furniture

Table 2.5 Components of the Transport Asset in Warwickshire

Through the Midlands Service Improvement Group (structural maintenance team) we have recently joined with other authorities within the West Midlands to commission consultants to help us develop our TAMP. This has been particularly useful in helping to identify:

- The timescale required for developing a quality TAMP (between 18 months and 2 years);
- The resource needs to support the preparation of the TAMP (between 2-2,500 person hours); and
- Lessons to be learnt from other authorities' asset management plans.

In terms of learning from others, it is clear that a number of asset management plans that have been produced to date have focussed more on providing a factual background rather than giving a rationale for why money is being spent. It is our view that a large glossy document taking many hours to produce is likely to be seen as a static document that will not be reviewed for several years, whereas a more practical document will be more useful to us in informing how the Authority can utilise its resources more efficiently and cost effectively. In many respects, the annual highway maintenance plan that the County Council produce provides a large amount of the factual background information to inform the development of the TAMP.

The County Council has noted the work of the County Surveyors Society and the Local Authority Technical Advisors Group in producing a framework for preparing a TAMP. The County Council will be using this advice as part of the process, albeit within a 'Warwickshire' context. It is recognised that a good quality TAMP will assist the Authority in understanding the value and liability of the existing asset base, and allow decisions to be made that do not compromise its value for future generations.

Progress in producing a Transport Asset Management Plan

Work on the preparation of the Warwickshire TAMP began during 2004. An officer steering group has been established which meets on a regular basis to develop and oversee the preparation of the TAMP. A first draft of the document was completed in March 2005. A substantial effort however will need to be made over the coming months to progress the production of the TAMP in order for it to form an integral element of the Final LTP. The Plan will also play a key role in supporting the forthcoming requirement in 2006 for Whole Government Accounting (WGA). As such, the preparation of the TAMP will allow a greater scrutiny to be made of the value for money of maintenance activities against other local transport spending within the County.

LTP Asset Management Targets

The principle targets relating to asset management that are set in the LTP are:

- Principal Road condition (BVPI96);
- Non-Principal Classified Road condition (BVPI97a);
- Unclassified Road condition (BVPI97b);
- Footway condition (BVPI187); and
- Casualty reduction targets (BVPI99).

Indicators relating to bridge condition and public satisfaction on the delivery of our key maintenance activities will supplement these targets. A discussion of how these targets have been identified and the degree to which they are stretching/achievable can be found within Annex 1 of the LTP.

Whole-Life Maintenance Costing

Highway Maintenance

Although Warwickshire has always strived to ensure that the highway assets were maintained in the most cost effective way, improvements were introduced as a result of a 2001 best value review of highway maintenance. Using the condition and surfacing records built up over the past 20 years, a substantial amount of activity was undertaken to identify where maintenance work was required and the most cost effective treatments to return the assets to their desired condition. All work required on carriageways was identified, assessed and costed three years ago, and a five year rolling structural maintenance programme was introduced (this will be extended to a 10 year programme on the advice of our consultants). A provisional programme of footway work has been drawn up, although the full assessment of footways is still in progress. Carriageway surface dressing and footway slurry sealing work has been increased to ensure the life of these assets are extended where this is cost effective. The success of this approach has been shown by the recent improvements in our best value performance indicators.

The work to identify necessary future programmes of work is being extended to include all highway assets including street lighting, drainage and signs.

Bridge Maintenance

A Code of Practice for Bridge Maintenance is due to be launched in September 2005. The County Council has been actively involved in the development of this Code of Practice through the CSS Bridges Group. The Code will include recommendations for a long term Structures Asset Management Plan, which will include consideration of whole life maintenance. The Code will detail specific actions to be taken by Highway Authorities in meeting these recommendations, which we will adopt. The County Council is presently identifying how the asset management regime for highway structures should be developed and intends to have an initial plan in place by 2006.

Integrated Transport Schemes

For small schemes funded through the Integrated Transport block funding (e.g. pedestrian crossings), it is inappropriate to undertake a detailed assessment of the whole-life maintenance cost of the capital asset. However, for many other schemes, the County Council enters into agreements with others to ensure that the long-term maintenance liabilities (and their associated risks) are managed efficiently. Examples of where this has been undertaken during the first LTP period include:

- The provision of capital grants to Parish Councils for new bus shelters, on the agreement that they procure and maintain the facility for a fixed period of time;
- Entering into agreements with bus shelter providers (e.g. Adshel) as part of the implementation of Quality Bus Corridors (QBC);
- Entering into agreements with bus operators as part of the implementation of Quality Bus Initiatives (QBI);
- Providing enhancements to rail station facilities (e.g. interchange improvements, provision of Real Time Information screens) which are then handed over to the Station Facility Operator (SFO) for maintenance as part of their standard leasing arrangements with Network Rail; and
- Improvements to street lighting funded by the provision of advertising on lamp columns.

Whole-life maintenance costing issues have recently been considered as part of the design for the Park and Ride site at Bishopton in Stratford-upon-Avon. The choice of materials for the large paved area of the facility will be a key consideration in balancing the capital cost of the scheme against its long-term maintenance implications.

Major Schemes

The SPARK major scheme to improve public transport provision in Warwick and Leamington Spa has been assessed over a 40-year period for its on-going maintenance implications. Any other major scheme bids submitted during the LTP period will be assessed using the same methodology.

Cross Boundary Working

As noted above, the County Council is working with the Midlands Service Improvement Group to develop a consistent approach to the preparation of Transport Asset Management Plans across the region.

The preparation of the TAMP will be undertaken in consultation with the nine adjoining authorities to Warwickshire (Staffordshire, Leicestershire, Northamptonshire, Oxfordshire, Gloucestershire, Worcestershire, Coventry, Solihull and Birmingham). There are a number of examples of important corridors between an adjoining authority and Warwickshire where a more co-ordinated approach to maintenance would be of benefit, both operationally and in resource terms.

2.8 Countryside and Rights of Way Improvement Plan - Progress Report

Introduction

Section 60 of the Countryside and Rights of Way Act 2000 requires all local highway authorities to prepare a Rights of Way Improvement Plan (ROWIP). In the longer term, the ROWIP will be incorporated into local transport planning and a definite link established between the ROWIP and LTP. The Government recognises that full integration will not be in place until 2010 onwards. However, in the meantime local authorities are required to submit a short report outlining:

- Progress in preparing the Rights of Way Improvement Plan;
- The objectives for improving the rights of way network;
- A statement of policy; and,
- improvements and proposals linked to the delivery of transport objectives and shared priorities for transport.

Progress in preparing the Rights of Way Improvement Plan

Informal consultation has been carried out with Local Access Forum, parishes, users and the general public. Many organisations with an interest in access and the countryside have also been consulted. A discussion draft ROWIP was prepared at the end of May 2005.

We feel that the term "Rights of Way Improvement Plan" does not reflect the scope of the plan, and we have therefore called the plan a "Countryside Access and Rights of Way Improvement Plan" (CAROWIP). This incorporates both the rights of way network, which includes paths in urban areas, and access to other parts of the countryside, which are not served by rights of way. This includes country parks, greenways and access land.

It is intended that targets within the CAROWIP will also be reflected in the various LTP strategies, most notably the Walking, Cycling and Road Safety Strategies. This will inevitably lead to some duplication, but provides the clearest way of indicating actions and priorities, and makes a substantial step towards full integration of the LTP and CAROWIP.

The Draft CAROWIP will go out to consultation in Autumn 2005 in parallel with the Provisional LTP.

Objectives for improving the rights of way network

In the past, Warwickshire has had few policies governing the rights of way work. Nevertheless, considerable progress has been made towards the ongoing target of making rights of way easy to use for members of the public. The preparation of the CAROWIP offers an opportunity to present in a more formal way the working practices that have guided our work over previous years, as well as introducing new ways of working in support of CAROWIP targets.

We have a number of duties relating to public rights of way, as well as many powers, which can be used at our discretion. It is the prioritisation of the duties combined with the exercise of the powers that give us the flexibility to seek improvements both to the coverage of the network and its condition. We are using the CAROWIP process to increase the transparency of our processes and develop consensus on our approach and priorities.

In addition to the rights of way network, we own and manage several country parks and greenways throughout Warwickshire, and it is our intention to include reference to those within the CAROWIP as they provide a valuable stepping stone between the urban area and the wider countryside. Other access opportunities will also be referenced, such as canal towpaths and registered common land (which will become publicly accessible later in 2005 by virtue of the Countryside and Rights of Way Act 2000).

Intention of Warwickshire County Council

It is the intention of Warwickshire County Council to:

Assert and protect the rights of the public in the use and enjoyment of rights of way within the County.

Although this is our primary duty and we strive towards a fully recorded and easy to use network, we recognise that resources are limited. As such, we are aiming to target those resources where they will have the most impact, whilst still remaining responsive to the day-to-day needs of the public.

Work towards a fully legally defined network

The Definitive Map and Statement was last issued in 1998, and there have been almost 200 changes to the network since that time. By continuing with our programme to record the information digitally, we will reduce the time needed in future to transcribe the routes from one base map to another and free up more time for other work, as well as reducing the likelihood of errors arising from future issues of the Definitive Map and Statement. We will be recording, for the first time, principles that will guide our handling of creations, diversions and extinguishments, as well as reinforcing our existing priority programme for dealing with evidential orders.

Make the network more accessible to greater numbers of people whilst maintaining the rural, untouched nature of the network

Targeted improvements to the physical aspects of the network, such as gates, signing and surfacing, enable a greater number of people to enjoy the routes. Promotion of routes using appropriate material will enable us to reach out to a wider cross section of the community.

Work towards a more connected and relevant network

The network we have today in Warwickshire originates from the historic network used by people without access to cars. In general, people were prepared to travel further on foot, and routes were linear linking villages and hamlets, and tended to take the most direct route. Today the users of the network are more likely to want circular routes, and pleasant scenery, plus other amenities such as parking, views and refreshments. In addition, tarmaced roads which link the rights of way network are often denied to non-motorised users because they are too busy or the traffic is too fast. By managing existing verges and seeking additional links as an alternative to the tarmac road, as well as looking at the connectivity of the rights of way network, we can hope to fill in the missing links and to help the network serve the needs of modern users.

Promote the rights of way network

The network is a much under-used resource. Although Warwickshire is a popular tourist destination, visitors rarely look outside the honey pot areas such as Shakespeare's Stratford and Warwick Castle. By providing the right sort of information, and organising events such as the Warwickshire Walking Festival, we can raise the profile of Warwickshire as a county worth exploring. There is also a role in providing information to the public about the wider countryside and responsible use of the network, and educating both children and adults about the rural environment.

Encourage the use of the rights of way network by walkers and cyclists as an alternative to the car

There are obvious health benefits to be gained from exercise, and encouraging people to walk and cycle in a recreation setting, whether it be along rights of way or in our country parks, can both lead to a healthier lifestyle and provide a safe location to teach children (and adults) that cycling and walking can be fun. This in turn can build people's confidence and encourage them to consider walking and cycling in their daily lives, rather than using the car. By promoting and publicising rights of way in the urban fringe we can encourage people to explore the countryside on their doorstep rather than automatically driving somewhere else.

In all of these areas we seek to work with, rather than against, land managers and wherever possible we will look to partnership working to provide effective solutions.

The CAROWIP has therefore been divided into several key themes that reflect the above objectives. These are:

- Accessibility and Inclusion;
- Education;
- Health;
- Legal Record;
- Paths on the Ground;
- Network and Network Connectivity;
- Strategic Access Developments and Promotion; and
- Tourism.

Improvements and proposals linked to the delivery of transport objectives and shared priorities for transport

The following action points, amongst others, within the CAROWIP also tie in with LTP objectives. Many of them are also reflected in the Walking, Cycling and Road Safety Strategies:

- 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;
- Inspect all routes surrounding centres of population and improve signing and infrastructure;
- Develop a programme of surface improvements for inter town/village and other utility paths;
- Develop a programme of surface improvements for access to school routes;
- Work in partnership with Safer Routes to School Officers to develop and secure improvements to the utility path network;
- Identify and use key sections of roadside verge to create safe links for all non-motorised users (NMUs);
- Identify key equestrian and cycling links and desired links and prioritise and secure them;
- Establish safer crossings of major roads, 'LTP heavy traffic routes', other roads and railway lines for NMUs;
- Ensure that all classes of NMUs are catered for in the design of road crossings and road junctions;
- Identify where the use of surfaced roads forms a significant part of the path network;
- Work with others to improve the safety of NMUs where the use of surfaced roads forms a significant part of the path network;
- Identify important utility routes especially in rural or smaller communities;
- Improve and promote the use of utility paths within communities in line with sustainable transport objectives;
- Identify important routes in path network for access to schools;
- Develop two new greenways – Kenilworth to Berkswell and Leamington Spa to Rugby;
- Identify other potential greenways;
- Assess potential for Quiet Roads scheme in Warwickshire;
- Improve public transport to Warwickshire County Council Country Parks and other walking and cycling gateway sites and 'start points';
- Promote recreational routes from major junctions with the public transport network;
- Review and develop links from Warwickshire County Council country parks and other recreational sites to adjacent countryside and rights of way;
- Support and assist the development of Sustrans routes and those working in partnership to provide significant additions to the network;
- Develop a series of stile free circular routes with leaflets explaining the health benefits, timed circuits, etc from centres of populations;
- Organise an annual healthy cycling promotion campaign and associated events;
- Promote the opportunities for safe cycling in country parks and greenways and bridleways;
- Promote family cycling on named trails;
- Promote a cycling culture by encouraging families and young children to go cycling;

- Promote cycle routes from residential areas to the wider countryside access network and specific sites and provide cycle storage; and
- Identify improvements to the utility path network, devise priorities and seek funding, e.g. lighting, surfacing, barriers, etc.

2

The Core Strategies

3 The Area Strategies

3.1 Introduction

This section of the LTP contains the Area/Corridor Plans for the seven parts of the County. The areas have been defined by the predominant travel movements rather than around the five District/Borough administrative boundaries, and are illustrated in Figure ??.

The seven areas are as follows:

- The North/South corridor, encompassing the strategic travel movements between Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick;
- Northern Warwickshire, comprising Atherstone, Polesworth, Coleshill and their rural hinterland;
- The urban areas of Nuneaton and Bedworth;
- Eastern Warwickshire, comprising the urban area of Rugby and its large rural hinterland to the west and north;
- The urban areas of Warwick, Leamington Spa, Kenilworth and Whitnash, along with the market town of Southam;
- Southern Warwickshire, comprising the urban area of Stratford-upon-Avon and its rural hinterland; and,
- Western Warwickshire, incorporating Alcester, Studley, Bidford-on-Avon and Henley-in-Arden.

The Area Plans expand on the issues outlined in Part 1 of the LTP, and provide details of local issues relevant to each location. They have been drafted within the context of the mode/delivery strategies reproduced in full in Annex 2 of the LTP.

Each Area Plan describes:

- The demographic and transport context of each area;
- The specific problems and opportunities of each area;
- The strategy to address the problems and opportunities; and,
- The measures and proposals that have been identified to deliver the strategy.

3.2 The North/South Corridor

Introduction

This chapter of the Local Transport Plan covers the area shown in Figure XX. The North/South Corridor 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/demands that exist between Warwickshire and Coventry emphasise the importance of the corridor in the social and economic life of the sub-region.

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 Walsgrave, Warwick and George Elliot (Nuneaton). The corridor also includes the Coventry to Nuneaton Regeneration Zone, the Coventry/Solihull/Warwick High Technology triangle, and a number of significant proposed or potential development/regeneration 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 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 north Coventry, Nuneaton and Bedworth. This is an area that has traditionally been associated with a number of industries such as engineering, manufacturing and mining. Over the last 20 years these sectors have experienced economic decline, which in turn has had a profound effect on local communities. Conversely, over the same timescale the areas to the south of Coventry have successfully attracted modern industries such as IT and computing. As such, their economic base continues to grow.

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 between the north and south of the corridor.

It is predicted that travel patterns and demands in the corridor will continue to increase, particularly with the pressures from further development within both 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 and Leicester.

In developing the proposals for the North/South Corridor, the County Council has worked in close partnership with Coventry City Council, Solihull Metropolitan Borough Council, Centro (the West Midlands Passenger Transport Executive) and Leicestershire County Council in order to be compatible with their LTP proposals.

The Overall Context

A discussion of the overall context of the North/South corridor can be found in the urban area chapters covering Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash respectively.

Conclusions

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 fulfil 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 major 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.

Travel Patterns

A discussion of travel patterns within the North/South corridor can be found in the urban area chapters covering Nuneaton/Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash respectively.

Transport Problems and Opportunities

A Fairer More Accessible Transport System

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 in this corridor, particularly during peak travel periods and in the main urban areas in the south is a problem and needs to be addressed through implementation of the SPARK major scheme in Warwick/Leamington Spa. There is also an issue of accessibility, with 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 rural/hinterland areas of the corridor experience a lack of convenient public transport that constrains peoples' access to jobs, training, health and leisure facilities.

Full Employment and A Strong Sustainable Economy

Transport has a key role to play in supporting the local, 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 earlier in this part of the LTP, there is a need to provide a better socio-economic balance between the north and south of the County. 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 major development pressures within the corridor, including new residential, employment and leisure facilities in all the main centres and to key trip generators, along with the major regeneration initiatives in the Coventry – Nuneaton Regeneration Zone and the Solihull/Coventry/Warwick High Technology triangle.

One of the key issues within the North/South corridor is congestion that is presently confined to peak travel periods. 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;
- A46/C32 Stoneleigh Road/B4115 Stoneleigh interchange;
- A46/A452 interchange at Thickthorn near Kenilworth
- A46/A4177/A425 Stanks Island, west of Warwick;
- M6/M69/A46 (M6 Junction 2) near Ansty; and
- A444/M6 (M6 Junction 3) south west of Bedworth.

The performance of these junctions has been considered within the Coventry/Solihull/Warwickshire Transportation and Regeneration Study, and measures to improve their efficiency and reliability have been identified in conjunction with the Highways Agency. A high quality national, regional and local highway network is vital to supporting the economy of the sub-region and the County.

Reduction of Transport Impact on the Environment

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 (Nuneaton, Bedworth, Kenilworth, Leamington Spa and Warwick). The effect of through traffic on those town centres also has an adverse impact in terms of congestion, noise and air quality.

The density of the population and the level of activity in the North/South corridor are set to grow over the next 5-10 years and will create an increasing demand for transport. These demands will ultimately 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 requirement to change in Coventry. A through public transport service would enable a free-flow between where people live and the opportunities for work and leisure, without a resultant detrimental impact on congestion.

Improving the Safety and Security of People while Travelling

Continued safety improvements will form an important part of the North/South corridor strategy. 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 North/South corridor are set out within the Nuneaton and Bedworth and Warwick, Leamington Spa, Kenilworth and Whitnash Urban Area chapters respectively.

Fear of crime can often deter people using public transport, walking or cycling particularly during the evening and at night. The Strategy will address issues of crime and safety on the transport system by initiatives including:

- CCTV on board public transport vehicles (including bus and rail);
- 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.

Integration of Transport

Opportunities for the physical integration of transport within and between modes are most prevalent within the urban areas of Nuneaton, Bedworth, Kenilworth, Leamington Spa and Warwick, at the following locations:

- Nuneaton Bus Station;
- Mill Street in Bedworth;
- Kenilworth Clock;
- Leamington Spa Parade and Parish Church;
- Warwick Market Street; and
- Nuneaton, Bedworth, Leamington Spa, Warwick and Warwick Parkway rail stations.

Key interchange points within Coventry include Pool Meadow Bus Station, the railway station, Walsgrave Hospital, The Arena, and the two bus-based Park and Ride sites to the north and south of the city centre respectively.

The County Council 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 master plan proposals in Nuneaton, Bedworth and Kenilworth, and multi-organisation input to the Coventry/Solihull/Warwickshire Transportation and Regeneration Study.

Conclusions

In summary, the main transport problems in the North/South corridor are

- The need to improve the availability and quality of public transport within the corridor, particularly in terms of allowing through journeys to be made;
- The effect of congestion on the highway network during the peak period at a number of key junctions on the motorway and trunk road network;
- The anticipation of more general congestion in the future due to traffic growth;
- The effect of major new residential, employment and leisure development pressure in all the main centres in the corridor and their associated transport impacts;
- The changes in work and travel patterns including the lengthening of the peak hours period;
- The environmental effect of more vehicles on residential areas caused by lack of enforcement of parking measures in the main centres;
- The need to maximise opportunities afforded by the key interchange points within the corridor; and
- The number of casualties resulting from road traffic accidents within the corridor.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in the corridor by:

- Improving facilities for pedestrians, cyclists and motorcyclists, particularly within the urban areas of the corridor;
- Implementing a step-change in the quality of public transport between the north and south of the corridor to provide a high quality through service;
- Promoting better public transport services (bus, rail, community transport and taxis/private hire vehicles), particularly to act as feeder services to the key strategic public transport improvements in the corridor;

- Managing and controlling land use development and particularly the impacts of major new development or regeneration within the corridor;
- Improving the integration of transport and land use planning to enable sustainable development within the corridor area, by reducing the need to travel and steering new development to accessible locations;
- Promoting alternatives to car use and promoting road safety;
- Addressing the need for casualty reductions measures in key corridors and at specific locations where known problems exist;
- A programme of maintenance of the highway network, including bridges;
- A programme of traffic management and highway improvements particularly in the centres of Nuneaton, Bedworth, Kenilworth, Leamington Spa and Warwick; and
- Identifying the medium/long term transport needs of the sub-region (including the North/South corridor) to assist the regeneration of the Coventry to Nuneaton Regeneration Zone and the Solihull/Coventry/Warwick High Technology triangle.

The remainder of this chapter sets out the key proposals that are likely to come forward in the North/South corridor during the lifetime of this LTP.

Transport and Development/Regeneration

Coventry/Solihull/Warwickshire Transportation and Regeneration Study

The Coventry/Solihull/Warwickshire Partnership commissioned the Coventry/Solihull/Warwickshire Transportation and Regeneration Study in 2004. The partnership is made up of the local Chamber of Commerce, the Universities, Warwickshire County Council, Coventry City Council, Solihull Metropolitan Borough Council, the health sector, business and communities, Advantage West Midlands and the Learning and Skills Council. The partnership includes a Transport Forum, and provides support to both the Coventry – Nuneaton Regeneration Zone and the Solihull/Coventry/Warwick High Technology triangle.

The study steering group was made up of the following organisations:

- Coventry/Solihull/Warwickshire Partnership;
- Warwickshire County Council;
- Coventry City Council;
- Solihull Metropolitan Borough Council;
- West Midlands Regional Assembly;
- Advantage West Midlands;
- Government Office for the West Midlands;
- Highways Agency; and
- Centro.

The main study was commissioned following the preparation of a Scoping Report, and was intended to provide:

- An understanding of the committed economic development within the sub-region and the associated impacts on transport infrastructure;
- Identification of the current economic, social, transport and environmental problems within the sub-region;
- An assessment of the options for improving current and future travel conditions;
- A strategic level appraisal of the selected preferred measures identified in the study;
- Identification of a preferred transport strategy which best meets the needs of the sub-region to 2021; and
- A significant background and context for the preparation of the next Local Transport Plan submissions for Warwickshire and the West Midlands, and any future review of the West Midlands Regional Spatial Strategy/Regional Transport Strategy.

Underlying the study were the concepts of economic and environmental sustainability, against which a fundamental part of the option assessment was undertaken within the study.

The study was undertaken against an established policy context at a national, regional, sub-regional and local level, including the Transport White Paper, the Highways Agency Targeted Programme of Improvements, the SRA RUS and RPA assessments, and District/Borough Local Plan proposals.

A Wider Reference Group of 170 organisations was established as part of the study process. The group met a number of times during the study to debate and inform the development of the preferred set of transport measures for the sub-region.

A key element of the study was the use of the West Midlands Strategic Transport Model PRISM (Policy Responsive Integrated Strategy Model). The model was expanded beyond the boundary of the West Midlands conurbation to cover Nuneaton, Bedworth and Kenilworth, and key transport corridors from the study area towards Warwick, Leamington Spa and Rugby.

A summary of the measures that were included in the preferred option test is set out in the table below **(this is currently in the process of being tested)**.

Option
Heavy Rail
Increase the frequency of trains between Leamington Spa and Birmingham, via Solihull to 3 trains per hour
Provide a new train service from Leamington Spa to the East Midlands with stops at Kenilworth, Coventry, Bedworth and Nuneaton, with an hourly service in each direction
Expansion of rail station car parks
Light Rapid Transit
Proposals for Light Rapid Transit between Coventry and Nuneaton are being tested separately by Centro
Bus Rapid Transit
Combined Bus Rapid Transit from Nuneaton to Kenilworth via Bedworth, The Arena, Coventry City Centre, Park and Ride South, and Warwick University
Additional Bus Rapid Transit route from Coventry to Ansty via Walsgrave Hospital
Improved Bus Services
High quality bus network improvements within Coventry
Express bus service from Leamington Spa to Coventry via Stoneleigh/NAC
Improved express bus service from Coventry to Warwick via Kenilworth
Express bus service between Coleshill Interchange and the NEC/BIA complex
Motorways
Widen M6 to 4 lanes from Junction 2 to 3 including junction upgrades
Widen M42 to 4 lanes between M40 and M6 including junction upgrades
Provide a new junction on the M42, south of junction 6, to improve access to Birmingham International Airport and relieve junction 6
Upgrade M42 junctions 4 and 5, M6 Junction 1, M1 junction 19 and M40 junction 15

Option
Active Traffic Management on M6 and M42 where not widened
Trunk Roads
Provide a new junction on A46 Coventry Bypass to access Walsgrave Hospital
Upgrade all junctions on A46 to grade separation standard (e.g. A46/A428 TGI Friday junction)
Coventry
Extend A444 Phoenix Way southwards from Binley Road to London Road/Cheylesmore Bypass
New single carriageway “north-west” distributor road from A45/A4114 west of Coventry to M6 junction 3
New single carriageway “south-west” distributor road to access development sites to south/west of Coventry from A46 at Stoneleigh to A45, including a dedicated junction to Warwick University
Other Schemes
Local highway improvements in Nuneaton (Nuneaton Development Project Phase 3)
Bypasses for Knowle, Dorridge, Hockley Heath and Balsall Common
Improved local road access to major development sites
Park and Ride/Car Pooling
Extension of Bus Park and Ride Schemes in Coventry to 4 Sites
Expansion of rail station car parks
New Park and Share (Car Pooling) Car Park at M6 junction 2
Demand Management
Parking Restraint and Increased Charges in Town Centres
Roadspace Reallocation
Priority Vehicle Lanes on Congested Dual Carriageways
Extensive Red Route Network on main urban roads
Interchange and Integration
Improved public transport interchange and ticketing arrangements
Soft Measures
Extensive introduction of Travel Plans
Walking and Cycling Improvements

Table 3.1 Coventry/Solihull/Warwickshire Transportation and Regeneration Study – Preferred Option Test

Major Development Sites

As set out above, the Coventry/Solihull/Warwickshire Transportation and Regeneration Study has considered the transport needs and requirements of a number of key development/regeneration sites within the sub-region. The relevant sites within or near to Warwickshire are as follows:

- Camp Hill Regeneration;
- Bermuda/Griff;
- George Elliot Hospital;
- Keresley (Prologis Park);
- Coventry Arena;
- Walsgrave Hospital;
- Ansty;
- National Agricultural Centre, Stoneleigh;
- Coventry Airport, Baginton;
- Warwick University; and
- Peugeot, Ryton.

These sites are discussed individually in the following paragraphs, along with the measures that are required to improve their accessibility and mitigate their impact on the transport network.

Camp Hill Regeneration

The residential area of Camp Hill in the north west of Nuneaton has benefited from a substantial regeneration over the last five years. While some improvements have been made to improve the accessibility of the area to other parts of the Borough, there is a need for this area of the North/South Corridor to experience better strategic links by public transport to Coventry, Warwick University, Leamington Spa and Warwick. The North/South Public Transport Options Study has looked at the access needs of this area, and has considered the feasibility of extending the bus rapid transit network to Camp Hill as a short loop around the residential area.

Bermuda/Griff

The Nuneaton and Bedworth Local Plan has identified a number of sites around Bermuda and Griff to the south of Nuneaton for further employment provision. Transport measures to support this development are as follows:

- The provision of a dedicated stop on the Bus Rapid Transit Route between Coventry and Nuneaton; and/or
- Provision of a new station at Bermuda/Griff on the Coventry – Nuneaton railway line; and
- Provision of a dedicated cycle link between Bermuda/Griff and Nuneaton town centre.

George Elliot Hospital

A new bus interchange at George Elliot Hospital in Nuneaton has recently been opened, which was partly funded by the County Council. This has improved bus interchange and passenger waiting facilities at this important location. Further transport measures to support access to the hospital include:

- The provision of a dedicated stop on the Bus Rapid Transit Route between Coventry and Nuneaton; and
- Provision of a dedicated cycle link between the hospital and Nuneaton town centre.

Keresley (Prologis Park)

Towards the northern edge of Coventry City and extending into Warwickshire, the former Coventry Colliery has been redeveloped as a major business park/distribution centre. The site, which is managed by Prologis, is served by the A444 and a single track freight rail line. A number of Section 106 agreements have been signed which provide for significant bus improvements to the site in conjunction with a number of employment related travel plans. Coventry City Council has considered an extension of the bus rapid transit proposals to Prologis Park, but the route has not been identified as a priority within the early stages of the network development.

Coventry Arena

A 32,000 capacity football and events stadium is in the process of being constructed north of Coventry city centre. The site of the stadium lies adjacent to the A444 and close to the Nuneaton-Coventry railway line, and includes a District Centre comprising retail outlets and leisure facilities and associated car parking (2000 spaces).

Although the development is located within Coventry, substantial transport demand and impacts are likely to be experienced in Warwickshire, particularly on match days and when events are being held at the site.

In order to reduce congestion and increase safety, the transport demand generated by the Arena needs to be addressed through:

- The provision of a dedicated stop on the Bus Rapid Transit Route between Coventry and Nuneaton; and/or
- The provision of a new station on the Coventry – Nuneaton rail line.

Walsgrave Hospital

Walsgrave Hospital is located on the eastern edge of the city of Coventry and is a new 'Super-hospital' that has been funded under the private finance initiative (PFI) scheme. The existing hospital site has been expanded to incorporate a number of NHS uses from other sites including the Coventry and Warwickshire Hospital. The hospital will serve a large part of the Coventry and Warwickshire sub-region, and is due to open in Autumn 2006.

The key improvements that are required to address the issues raised by this development are:

- An enhancement in the frequency of the key bus services serving Walsgrave Hospital; or
- Extension of the Bus Rapid Transit network within Coventry to serve Walsgrave Hospital and the major employment site at Ansty in Warwickshire;
- Improvements to the existing highway access to the Hospital off the A46 Coventry Eastern Bypass; or
- Provision of a new dedicated grade-separated junction off the A46 Coventry Eastern Bypass between the A46/M6/M69 junction and the existing highway access off the A46.

Ansty

The site at Ansty is located immediately to the south east of the A46/M6/M69 junction, and comprises of 50 hectares of land that is currently allocated as a Major Investment Site (MIS) in both the Warwickshire Structure Plan and the Rugby Borough Local Plan. There is currently no firm commitment for a single end-user for the site.

The key improvements that are required to address the issues raised by this development if it were to come forward in the future are as follows:

- Extension of the Bus Rapid Transit network within Coventry to serve Walsgrave Hospital and the major employment site at Ansty in Warwickshire;
- Provision of a dedicated site access from the site onto the A46, at the junction of the A46/M6/M69;
- Improvements to local bus services from Warwickshire; and
- Improvements to walking and cycling facilities to/from the site.

National Agricultural Centre, Stoneleigh

The National Agricultural Centre (NAC) at Stoneleigh is home to the National Farmers Union (NFU) national headquarters, and currently hosts the Royal Show and the Town and Country Show. The Royal Agricultural Society of England is proposing to develop and refurbish Stoneleigh Park providing exhibition, hotel, conference facilities, showground facilities, a business innovation park, a visitor centre, leisure and ancillary retail and catering facilities, a national equine centre and livestock facilities. The proposed development of the site will be likely to have a substantial impact on the local and trunk road network, which will need to be mitigated by the following improvements:

- Improvements to the A46 Stoneleigh Interchange;
- Provision of a route from the A46 to a new main entrance on the west side of the NAC;
- Signalisation of the A46/A452 Thickthorn Roundabout;

- Improvements to the junction of the A429 Kenilworth Road/Stoneleigh Road/Gibbet Hill Road and other local road improvements; and
- Improvements to public transport services and infrastructure, including consideration of a new express bus service from Leamington Spa to Coventry via the NAC (subject to its impact on existing commercial services in the Leamington Spa to Coventry corridor).

Coventry Airport, Baginton

The operators of Coventry Airport at Baginton in Warwickshire have recently proposed significant improvement and expansion of their facility. These are subject to a Public Inquiry, currently in progress at the time the Provisional LTP is due for submission. The County Council submitted to the local planning authority, Warwick District Council, that the proposals should not be approved until the District Council is satisfied that:

- The proposal would be compatible with the Government's new national air transport policy;
- Assessments of noise impacts on the local community are adequate and demonstrate that those impacts identified would be acceptable, and
- The Highways Agency has confirmed the acceptability of the proposal in relation to surface access onto the A45 and the impact on the A45/A46 Tollbar End junction.

Should the Airport be given permission to expand its service portfolio, the following improvements are likely to be sought:

- Preparation of an Airport Surface Access Strategy;
- Improvements to the A45/A46 Tollbar End roundabout;
- Improvements to public transport accessibility, both to/from Coventry and Warwickshire; and
- Improvements to walking and cycling facilities.

Warwick University

The County Council is aware that Warwick University intend to publish a consultation master plan in Autumn 2005 on the proposed expansion of their facilities. In advance of this, the County Council has entered into preliminary discussions with the University over the access requirements of the proposed expansion. Specific problems that are being discussed include the following:

- The impact of the proposed expansion on the A46 Stoneleigh Interchange, albeit with the provision of an upgraded junction at this location as part of the expansion of the National Agricultural Centre;
- The impact of increased traffic flows at the Stoneleigh Road/Dalehouse Lane roundabout;
- The impact of increased traffic on Stoneleigh Road, and at the junction of the A429 Kenilworth Road with Stoneleigh Road and Gibbet Hill Road (located within Coventry City);
- In light of the above issues, the need for either an upgrade of Stoneleigh Road and the junction at Gibbet Hill, or the provision of new highway infrastructure to improve access to the University from the A46;
- The need for improved public transport provision to the University, particularly from Leamington Spa and Coventry city centre;
- The need for improved pedestrian and cycle facilities; and
- Other measures such as the need for a revision to the established University Travel Plan.

Given the location of the University on the Warwickshire/Coventry boundary and the likely impact of the proposed expansion on access from the A46, the County Council intend to work in partnership with Coventry City Council and the Highways Agency to identify a coherent transport strategy to support the expansion of the University.

Peugeot, Ryton

The Peugeot car plant is located to the South East of Coventry on the outskirts of the village of Ryton-on-Dunsmore. It is a major employer within the Coventry/Warwickshire sub-region. The plant is accessed from the A423 and the A45, and is located close to the A45/A46 Tollbar End Junction.

Any future (re) development of this site should be supported by the following improvements:

- Improvements to the A45/A46 Tollbar End roundabout;
- Improvements to the public transport accessibility of the site, both to/from Coventry and Warwickshire; and
- Improvements to walking and cycling facilities.

Air Quality

A full discussion of air quality issues within the main urban areas of the corridor can be found in the Nuneaton and Bedworth and Warwick/Leamington Spa/Kenilworth/Whitnash Urban Area chapters respectively.

Public Transport

A' Step Change' in Public Transport

A need for a step change in the quality and provision of public transport in the North/South corridor has been identified. The County Council in partnership with Coventry City Council, and Centro (West Midlands Passenger Transport Executive) will investigate 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 will include investigating a combination of bus, guided bus, heavy rail, light rail or other innovative public transport system.

THIS WILL NEED TO BE REVIEWED IN LIGHT OF THE OUTCOME OF THE NORTH/SOUTH PT STUDY

Improvements for Cyclists

The Sustrans National Cycle Network Route 52 covers the length of the North/South corridor from Warwick - Kenilworth - Coventry - Bedworth - Nuneaton. Many sections of the route have already been implemented, and the County Council is working in partnership with Sustrans to complete this route in full. This would provide a number of valuable inter-urban links within this corridor as well as forming part of the town 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 transported by road. A large amount of both short and long distance road based freight haulage is through movements that have no link to Warwickshire. This is primarily due to the number of motorway and trunk roads that transverse the County (i.e. M6, M40, M69, A5 and A46). In line with the County Council's Sustainable Freight Distribution Strategy and the Warwickshire Freight Quality Partnership, a lorry map of the County 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 affect of lorries driving through the area, including a number of key towns and villages. The County Council supports the proposal to develop a Regional Lorry Map for the whole of the West Midlands.

The main generator of rail freight in the north-south corridor area is the Murco oil terminal which is located on the Nuneaton - Coventry line at Bedworth. Potential new freight growth within the strategy area lies with the new freight generator Prologis Park (former Coventry Colliery).

Motorway/Trunk Road Issues

The County Council supports the Highways Agency's A46/M5/M50 Route Management Strategy, and the proposals to fully resolve the problems at the M40/A46 junction at Longbridge.

The M1 to Birmingham Route Management Strategy covered five key routes, including the A45 between the M45 and the A46 at Stivichall, and the A46 Coventry Eastern Bypass between the A45/A46 at Tollbar End and the M6 at Junction 2. The draft RMS was produced by the Highways Agency in 2002, and the final version has now been published.

The RMS proposed a significant improvement to the A45/A46 junction at Tollbar End, which is now being pursued by the Highways Agency with a view to implementation by 2010/11 (see below). Completion of these works along with the improvement at M40 Junction 15 (Longbridge) will leave most of the junctions on the A46 between the M69 and Stratford-upon-Avon free-flowing. The exceptions to this are the two junctions on the A46 Coventry Eastern Bypass, these being the A46/A428 TGI Friday junction near Binley Woods, and the A45/A46 interchange at Stivichall. The latter junction has recently been improved by the Highways Agency, and now includes a segregated slip lane from the A45 west to the A46 south. Grade separation of the A46/A428 roundabout has been considered as part of the Coventry/Solihull/Warwickshire Transportation and Regeneration Study, although its technical feasibility is still to be established by the Highways Agency.

A45/A46 Roundabout – Tollbar End, Coventry

Tollbar End is an important junction that links the A45 with the A46 and a number of local roads (including access to Coventry Airport).

The roundabout at Tollbar is currently traffic signal controlled (except the B4110 and Rowley Road accesses). The roundabout suffers from congestion particularly at peak times and this is likely to increase in view of local developments and traffic growth on the trunk road network.

The Highways Agency has responsibility for the A45/A46 Tollbar End junction, and is currently in the process of preparing a major improvement scheme for the roundabout. These are likely to include a grade separation of the A45/A46, which will relieve congestion for local traffic that will continue to use the main roundabout.

The scheme is due to be delivered by the Highways Agency by 2010/11.

A46/M40/A429 (M40 Junction 15) – Longbridge, Warwick

Longbridge is strategic junction on the M40 where it meets the A46 and the A429 south of Warwick, and comprises a grade-separated roundabout with six access/egress points.

A recent interim junction improvement has been built to provide additional circulatory carriageway width, and revised signal timings. The Highways Agency (HA) as part of its A46/M40/A40 Route Management Strategy is developing longer term plans for a full segregation of the A46 from the M40. The scheme is due to be delivered by the Highways Agency by 2010/11.

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 configured as two 'T' junctions at the top of the on/off slip roads. This arrangement can lead to congestion, particularly given the strong east-west flow of traffic on the Stoneleigh Road.

As part of the expansion of the NAC, this interchange will be upgraded with two small roundabouts to replace the existing 'T' junction configuration. This will significantly increase the capacity of this interchange throughout the day.

A46/A452 Roundabout – Thickthorn, Kenilworth

The A46/A452 roundabout at Thickthorn lies just to the south east of the town of Kenilworth, and provides the principal access from the A46 to Kenilworth and Leamington Spa. 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, this roundabout will be signalised. This will significantly increase the capacity of this junction throughout the day.

A46/A4177/A425 Stanks Roundabout, Warwick

The A46/A425/A4177 Stanks roundabout is located to the West of Warwick, and provides access to Warwick town centre via the A425, Warwick Parkway via the A4177 and Old Budbrooke Road, and Hatton/Solihull via the B4177.

The roundabout suffers from heavy congestion, particularly at peak periods. One of the key contributory factors for this is the number of car borne commuters going to and from Warwick and the close proximity of the IBM entrance and Warwick Parkway to the junction.

The Highways Agency's A46 Route Management Strategy (RMS) has acknowledged that there a study of the issues affecting the junction should be undertaken, with a view to upgrading it in due course.

The County Council will continue to work in partnership with the HA to develop proposals to enable the junction to offer better access for all modes, relieve congestion, and maintain good access to Warwick Parkway station.

M6 Junction 2 –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. The Coventry/Solihull/Warwickshire Transportation and Regeneration Study recommended that this section of the M6 be upgraded to four lanes in each direction. It is envisaged that much of this capacity enhancement can be achieved through implementation of Active Traffic Management measures, although some localised widening to accommodate the necessary refuges may be required. This may prove particularly challenging where the motorway is elevated, albeit on an embankment.

Junctions 2 and 3 themselves also experience related congestion throughout the day. The Coventry/Solihull/Warwickshire Transportation and Regeneration Study recommended that both these junctions be upgraded as part of the above scheme. This would benefit access into north Coventry and onto the A444 towards Bedworth and Nuneaton.

3.3 Northern Warwickshire

Introduction

This section of the Local Transport Plan covers the area shown in Figure ??, which includes the towns of Atherstone, Polesworth, Coleshill and Kingsbury, and their surrounding rural hinterland. The area covered by this section is similar to the administrative boundary of North Warwickshire Borough, however it excludes certain parts of the Borough to the east and south. These are predominantly included within the North-South corridor (see section ??). Its socio-economic characteristics however are represented by statistics related to North Warwickshire Borough.

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 this part of Warwickshire, the County Council has worked in close partnership with Staffordshire County Council, Leicestershire County Council, Birmingham City Council, Solihull Metropolitan Borough Council and Coventry City Council in order to be compatible with their 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 cars is low in the area, however public transport usage is also relatively low with significant numbers of people working outside the area.

The Overall Context

Population

The population of the Borough in 2003 was 61,800, up 5.8% since 1971. This shows that the population has grown significantly less than the average growth of population for Warwickshire as a whole.

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 2.4% up to 2021 compared to 13% for the County as a whole.

Social Issues

The mean household income in North Warwickshire Borough is £29,000. This is well below the average in Warwickshire and is the second lowest District/Borough in the County. 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 Economy

The number of jobs in the Borough fell sharply during the late-1990's and despite a return to growth the total number of jobs remains significantly below the 1998 level. The current unemployment rate in North Warwickshire Borough is 1.4%, which compares favourably to a countywide level of 1.6% and a regional figure of 2.9%. Over two-thirds of the population of the Borough aged between 16 and 65 are economically active in employment.

The Environment

Despite its former status as a mining area, this part 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 and the Coventry Canal. The Borough is also home to the Belfry Golf Course.

Conclusions

Northern Warwickshire exhibits some similarities to the County as a whole, however there are a number of significant differences. The key issue within this area is the need for transport and accessibility to support the long term economic vitality and viability of the main towns of Atherstone, Polesworth, Kingsbury and Coleshill. Access from the rural areas of the Borough is also considered to be important, particularly in supporting access to employment and services.

Travel Patterns

Road Traffic Growth

Average traffic growth on the local highway network in Warwickshire over the 10 years to the end of 2002 was 9%. However, traffic growth is not uniform across the County. Over this 10 year period there was little traffic growth in Kenilworth and Bedworth, 8% growth in Stratford, 10% growth in Warwick and Leamington and 15% growth in Nuneaton and Rugby. The County and Borough Councils will aim to ameliorate the impact of this growth in vehicular traffic through the securing of appropriate measures through the land use planning system, and the implementation of the strategies contained within this LTP.

Modal Split

The modal split in North Warwickshire Borough as illustrated by journeys to work is set out in the table below. There is a heavy reliance on the private car, and, to a lesser extent, walking. Use of public transport are relatively low, but has improved over the lifetime of the first LTP.

	Car	Public Transport	Bicycle	Walk
North Warwickshire Borough	75.3%	4.5%	1.3%	7.3%
Warwickshire	71.2%	4.7%	2.9%	9.7%
English Shire Counties	66.8%	7.6%	3.1%	10.1%

Table 3.2 North Warwickshire Borough - Journey to Work Modal Split (Source: 2001 Census)

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

	Car	Public Transport	Bicycle	Walk
North Warwickshire Borough	35%	17%	1%	47%
Warwickshire	37%	15%	4%	43%
UK	30%	14%	1%	46%

Table 3.3 North Warwickshire Borough - Journey to School Modal Split (Source: WCC)

Transport Problems and Opportunities

Major employment sites are located in the centre of the area's market towns with retail and office based work prevailing and at a number of industrial sites including Hams Hall, Birch Coppice, Kingsbury Link, Coleshill North and Holly Lane in Atherstone. Large single employer sites Kingsbury Oil Terminal and Daw Mill Colliery. Current statistics suggest that a large number of people work outside the area and a majority rely on cars for the journey.

Doctor's surgeries are located in the major settlements but for hospital care a trip out of the area to Coventry, Nuneaton, Sutton Coldfield or central Birmingham is needed.

Secondary schools at Polesworth, Atherstone and Coleshill are supported by a number of local primary schools. In some of the area pupils may be transported to out of Borough schools if this is nearer or particular educational requirements are considered. Free school transport is provided for those pupils who live beyond the statutory maximum walking distance

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

The area has a comprehensive network of trunk and county roads that facilitate the use of the car for the journey to work and leisure. 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 and Kingsbury and providing links to the main employment sites which 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. Local travel, particularly cycling and walking is 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 CCTV systems and better lighting of transport facilities. At present the various modes of transport for travel are not joined together in a way that allows travellers to make use of alternatives to the private car. Better interchange facilities at bus and rail stations give the opportunity to change travel habits by allowing complex journeys to be made that are currently only possible by car.

In 2004, there were 414 road casualties in North Warwickshire Borough, with:

- 102 killed or seriously injured; and
- 312 slightly injured.

The number of people killed or seriously injured on Warwickshire's roads has reduced significantly in recent years. However, North Warwickshire Borough has experienced an increase in the number of people killed or seriously injured since 1998. The figures for Warwickshire as a whole reflect a higher level of deaths and serious injuries in rural areas than in urban and therefore, the predominantly rural characteristics of North Warwickshire Borough probably explain the poorer safety record than across the County as a whole.

In summary, the main transport problems in Northern Warwickshire are:

- The lack of public transport services in certain parts of the Borough, particularly the rural areas;
- Heavy flows of traffic on the trunk road and motorway network, and the resulting environmental impacts of noise and air quality;
- The lack of integration between modes, particularly at public transport interchanges; and
- The numbers of casualties resulting from road traffic accidents.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists;
- Continuing the implementation of the Safer Routes to School initiative;
- Promoting better public transport services (bus, rail and community transport), both in the towns and rural areas of the Borough;
- Improving facilities for transport interchange at key bus and rail facilities (including the delivery of Coleshill Parkway);
- Improving the management and condition of the transport asset of the area;
- Continued maintenance of the highway network, including bridges;
- Integrating land development proposals with accessibility improvements;
- Securing the provision of Travel Plans in relation to major new development, and encouraging existing large trip generators to adopt their own Travel Plans;
- Controlling and managing car parking provision, and improving the enforcement of parking regulations;
- Promoting alternatives to the use of the private car; and
- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist.

The remainder of this chapter sets out the key proposals that are likely to come forward in Northern Warwickshire during the lifetime of this LTP.

Schemes in Progress

Commitments in the 2000 LTP included opening rail stations at Coleshill, Kingsbury and Arley. Given the current position of the rail industry, it is likely that of these three schemes, only Coleshill Parkway will open in the near future. This will include the delivery of an integrated set of public transport measures over a large part of the area and deliver a local Park and Ride site for trips to Birmingham and towns to the east of Nuneaton. New bus services to the NEC and Birmingham International Airport have delivered greater accessibility despite the artificial barriers created by the motorway network.

The upgrading of Atherstone bus station is seen as essential to gaining maximum benefit from the service improvements that have been delivered on the Atherstone to Nuneaton corridor. The opening of the M6 Toll should allow traffic patterns on nearby roads to stabilise after congestion during the construction of this major scheme.

The remainder of this chapter sets out the key proposals that are likely to come forward in Northern Warwickshire during the lifetime of this LTP. Table xx, at the end of this section, summarises the specific improvements planned for this area for the period 2006 to 2011, along with their contribution to addressing the strategic and local priorities that were highlighted in Part 1 of the LTP.

Transport and Development

Transport and the Local Plan

During the lifetime of the Local Transport Plan the planning framework will change from structure and local plans to the use of local development frameworks. This will affect the way by which development is controlled and land released for housing, employment and transport facilities. There is a well established Green Belt surrounding the urban areas which has been protected by Local Plans. These are currently being reviewed, but it is anticipated that similar levels of protection will continue to be applied. This will concentrate future development within or close to the established urban areas and will tend to intensify the effect of additionally generated traffic near the major settlements. The North Warwickshire Local Plan was put on deposit in 2003/3004, and includes certain land that is designated for transport matters. The sites for Coleshill Parkway and the proposed station at Kingsbury are protected from future development within the Local Plan.

Market Town Initiative

The aim of the market town initiative is to regenerate the environment and attractiveness of local centres. Coleshill, Atherstone and Polesworth have been identified as three of a number of market town schemes within Warwickshire. A number of improvements have been identified that will positively affect the transport system in these towns. These include the following:

Coleshill:

1. Provision of a Bus Information Point (BIP) within the town centre;
2. General bus stop improvements, including the provision of new flags, timetable cases and shelters;
3. Church Hill Enhancement Scheme;
4. Coleshill Parkway (due to open in 2006);
5. Implementation of a programme of dropped kerbs;
6. Gateway features on key approaches to the town centre;
7. Improvements to the Green Man Junction (subject to the outcome of the impact of the M6 Toll on local traffic);
8. Improvements to the local cycle network;
9. Landscaping improvements at Parkfield Road junction;
10. Provision of traffic management measures on High Street (subject to the outcome of the impact of the M6 Toll on local traffic); and
11. Provision of a new pedestrian crossing, as part of the School Safety Zone.

Atherstone:

1. Improved enforcement of parking restrictions within the town centre;
2. Provision of improved pedestrian access between the town centre and the Coventry Canal; and
3. Improvements to Atherstone railway station.

Polesworth:

1. Implementation of measures to address speeding traffic within the town centre; and
2. Improvements to parking facilities and the pedestrian environment on Bridge Street, particularly at the junction with the B5000.

Air Quality

An Air Quality Management Area (AQMA) has been identified by North Warwickshire Borough Council in conjunction with the County Council and the Highways Agency. The AQMA is located at the junction of M6 and the A446 (and lies in close proximity to sections of the M42 and M6 Toll) and is therefore primarily related to pollution from road transport on the trunk road and motorway network. An Action Plan has been put together by the Borough Council in order to address the level of pollutants in the AQMA. There is only one residential receptor located within the boundary of the AQMA.

Public Transport Improvements

Internal links

Internally the public transport network in Northern Warwickshire provides reasonable links to the main communities of Atherstone, Polesworth, Kingsbury and Coleshill. The lack of services however between Kingsbury and Coleshill is a significant issue. The link between Atherstone and the villages to the east has been strengthened by the increase in frequency of route 48 to every 20 minutes. Arriva operations in the west of the area have been scaled down in recent years causing reductions in frequency. A significant proportion of the area enjoys links to Birmingham International Airport and the NEC, but travel to Coventry is difficult from a significant section of the area. The bus station at Atherstone is in need of re-development, and work is currently underway to address this. The majority of local bus services are provided by operators from adjoining areas, which occasionally can cause operational difficulties.

In general, links to the villages north of the A5 are poor, whilst links between east and west usually involve a change of buses in Atherstone. Some areas in the south of the area have no link to Atherstone, despite having services to Coventry and Nuneaton. Evening and Sunday services generally rely on subsidy from the County Council, and as such operate at minimum levels. Bus information points (BIP) have been introduced in Kingsbury, Polesworth and Coleshill in a bid to improve traveller information.

Community transport plays a key role in fulfilling travel demands, with flexibly routed bus services in key areas and fully responsive transport provided by a number of voluntary organisations. A brokerage for marrying demand to resources for specialist transport has been successfully established.

External Links

External links from the area focus on bus services to the nearby centres of Nuneaton and Tamworth. Rail access is currently only available at Atherstone and Polesworth, both of which have a limited service to Tamworth, Lichfield and Nuneaton. The upgrading of the West Coast Main Line is likely to restrict any increase in the number of trains that can call at Atherstone and Polesworth. In the short term the replacement of these trains by buses has occurred and the County Council will seek the re-instatement of the trains at the earliest opportunity (this is due to take place in June 2005). Therefore access to the national rail network usually involves a trip by car or bus to Tamworth or Nuneaton. Connections between modes at these remote locations are poor, particularly for those seeking to use public transport for their whole journey. The bus route from Kingsbury to Birmingham has recently seen a major reduction in frequency. The introduction of the 'Primeline' service on the Atherstone to Nuneaton route and an accompanying increase in frequency has generated a 20% increase in patronage and created a through service to Coventry.

Proposed Bus/Rail Improvements

The County Council will continue to support the existing minimum level of bus service provision and the development of a greater degree of flexible, demand responsive bus and taxi services, in order to sustain and increase level of access to key facilities and thus reduce social exclusion.

The development of Quality Bus Corridors will focus on two major routes in Northern Warwickshire over the next five years:

- Nuneaton to Tamworth via Atherstone; and
- The strategic link between Tamworth, Kingsbury, Hams Hall, Coleshill and Birmingham International Airport (BIA)/National Exhibition Centre (NEC) and points further south.

The improvements will include new bus shelters where appropriate, raised kerbs for easy boarding and a brand image for each route.

The County Council, in conjunction with other stakeholders in the region, will continue to pursue the provision of increased accessibility to public transport and the creation of strategic links to major essential facilities outside the area. The aim of this is to provide a valid alternative to the private car for longer journeys within the area and to nearby large towns. These improvements will seek to maximise the benefit from the improvements to bus service provision between Atherstone and Nuneaton.

A new network of fully accessible bus services will be provided to Coleshill Parkway. The aim of these service improvements will be to ensure that the majority of villages and towns to the south of the A5 will have a bus link to the interchange at Coleshill/Hams Hall. It is the intention to provide the following four services:

- Nuneaton to BIA/NEC via Arley, Hams Hall and Coleshill;
- Atherstone to BIA/NEC via Baddesley, Kingsbury, Hams Hall and Coleshill;
- Tamworth to BIA/NEC via Kingsbury, Hams Hall and Coleshill; and
- Sutton Coldfield to Coleshill Parkway via Water Orton and Hams Hall.

Each service will be operated by the latest low floor, easy access buses, which will connect with the national rail network at Coleshill Parkway and at Birmingham International Rail Station. Improvements to passenger information and bus stops at key locations will form part of the scheme.

A new dedicated coach link between Coleshill Parkway and BIA will also be provided to run in parallel with the conventional bus services set out above. The aim of this link will be to make public transport a valid alternative long distance access to BIA, particularly from the East Midlands.

By making complex journeys to BIA possible by public transport, the County Council is aiming to reduce pressure on the strategic and local road network.

The County Council will continue to pursue a scheme to provide a new station at Kingsbury. The site of the station is protected in the North Warwickshire Borough Local Plan.

Community Transport

Enhanced facilities for community transport passengers will be provided at Atherstone bus station as part of the proposed improvements to this facility.

The County Council will investigate demand responsive and flexible services as feeder services into key transport corridors and existing/future Quality Bus Corridors.

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. This includes the countywide 'Wheels to Work' moped loan scheme.

Opportunities will be sought to support or introduce schemes that, operated in the community and voluntary sector, can achieve the benefits of partnership working.

Taxis/PHVs

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.

Improvements for Pedestrians and Cyclists

Walking and cycling are the most effective means of making local journeys in a sustainable way.

The County Council, in conjunction with other stakeholders in the region, will seek to improve pedestrian and cycling facilities to and from BIA in order to provide more sustainable access for employee related trips. The County Council will continue to promote and investigate the provision of an effective cycle link between Coleshill and BIA.

To make maximum use of the cycling facilities installed at Coleshill Parkway, the identification of a cycle route will be identified to provide employees at Hams Hall with a dedicated link from the interchange.

Safer Routes to School

Safer Routes to Schools will continue to be introduced in the area as opportunities arise. The scattered communities in the area mean that a high proportion of pupils travel by bus or car. The Safer Routes to School effort will concentrate on the clusters of schools in Coleshill, Atherstone and Polesworth.

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

The principle of decriminalising parking is understood to be the most effective way of ensuring that parking restrictions are followed and adhered to. This is in the early stages of development in the Borough, however it is likely that a joint scheme with neighbouring Boroughs is the most practical way forward given the relatively small settlements in the area. Specific local issues that decriminalisation will need to address are parking in Kingsbury and Hartshill. Parking in the vicinity of the Coleshill Parkway and Hams Hall will require specific management and control, as well as ongoing monitoring. The Borough Council has a policy of providing free off street parking within its town centres to encourage the local economy that may affect the viability of a stand-alone decriminalisation scheme.

Highway Improvements and Traffic Management Measures – County Roads

Introduction

The extensive local road network supports a number of disparate demands. Peak demand caters for work based journeys and school trips. There is also a degree of traffic rat-running to avoid congestion on the trunk road and motorway networks. This was particularly noticeable whilst the construction of the M6 Toll was undertaken.

In some town centres traffic is constrained with some junctions operating above capacity. For example, in Coleshill the 'Green Man' junction (B4114/B4117) in the centre of the town is currently running at 25% above capacity during peak periods. Off-peak the trips are usually local in nature and support the local economy in the main towns of the area. Policies are in place for maintenance of the highway and street lighting, whilst the Borough Council and some Parish Councils are currently responsible for maintaining the majority of street furniture, although bus shelters may be owned and maintained by a number of agencies. The ongoing need for a bypass of Dosthill will continue to be examined in conjunction with Staffordshire County Council. The County Council will continue to work in partnership with other bodies to improve access to large sporting events at The Belfry.

Coleshill/Hams Hall

To reduce the need for road travel into Birmingham and the West Midlands conurbation, the West Midlands Regional Transport Strategy recognised the need for a strategic rail served Park and Ride site in the Northern Warwickshire area. The current preferred option is to pursue an expansion of Colehill Parkway in the future to ensure minimum disruption to local roads.

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.

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

B4114/B4117 Junction

The County Council will consider the feasibility of signalising the B4114/B4117 Green Man junction in Colehill town centre in order to improve safety and reduce congestion at peak times of the day.

A51 Dosthill Bypass

The County Council, in conjunction with North Warwickshire Borough Council, Tamworth Borough Council and Staffordshire County Council, will identify the need for, and benefits of, a bypass of Dosthill on the A51. This will enable an informed position to be taken on the economic case for the road in advance of any funding bid being made.

Freight

The County Council is seeking a freight quality partnership with hauliers and is identifying routes that should be used for freight movements passing through the area. The Hams Hall International Freight Terminal continues to grow and as such acts as a railhead for containerised freight from a wide area. The opening of the Birch Coppice Industrial Area, although rail served, has added pressure on the road network from freight movements.

Motorway/Trunk Road issues

The trunk road and motorway network is relatively extensive in this part of the County. The M6, M6 Toll, M42 and A5 are major through corridors that also serve local needs. Equally, they also present a barrier to other local traffic and separate some communities from much needed facilities. The M6 Toll Road is having a positive effect on the distribution of local traffic in the Colehill area, however more needs to be done to encourage use of the link between M6 and M6 Toll Road for traffic to Hams Hall. The A446 in the south west of the area is proposed to be de-trunked in the near future with the County taking responsibility for its ongoing maintenance and improvement.

M1 to Birmingham Route Management Strategy

The M1 to Birmingham Route Management Strategy covered five key routes, including the A5 from M1 Junction 18 to Weeford Island (A5/A38) near Lichfield. The draft RMS was produced by the Highways Agency in 2002, and the final version has now been published.

The main element identified for the A5 in the short term was a review of its function as an appropriate route for abnormal loads.

Major improvements to the A5 in the longer term such as increasing capacity by widening to dual-two land carriageway between the M42 and M69, and solutions to bottlenecks at the M69 and A47 Longshoot were identified as possibilities (subject to further study) during the development of the RMS. However, it will be necessary for a long term strategy for the A5 to be developed in due course, which may or may not identify the need for major improvements along the Warwickshire/Leicestershire section of the route.

The County Council will be happy to work with the Highways Agency to identify a longer term strategy for the A5.

3.4 Nuneaton and Bedworth Urban Area

Introduction

This section of the Local Transport Plan covers the area shown in Figure ??, which 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 section ?? of this part of the LTP.

This part of Warwickshire has strong links with a number of towns and cities located outside the County, including Hinckley and Coventry. Strong travel demand also exists towards Leicester, Solihull and Birmingham. In developing the proposals for this part of Warwickshire, the County Council has worked in close 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

The resident population of Nuneaton and Bedworth Borough as measured in the 2001 Census was 119,132. The Borough had a significantly slower rate of population growth than the average for England and Wales between 1991 and 2001 with a 1.4% growth in the Borough, compared to a 2.5% growth for England and Wales as a whole. The Borough has a slightly younger population than the Warwickshire average, with 37.4% of the population under 30. There has been a considerable increase in the elderly (75-84) and very elderly (85+) age groups since 1991, with these age groups increasing by 24 and 42 per cent respectively.

Nuneaton and Bedworth performs relatively poorly on the new 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 the lowest of the districts and boroughs and includes a larger proportion of low income households (i.e. those earning less than £10,000 per annum). However the Borough has experienced improvements in its performance relative to the County, with Nuneaton and Bedworth seeing the largest increase in mean income in the county since 1988, from £19,800 to £25,700.

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 6-9% not having access.

As measured by the Index of Multiple Deprivation, the County has 37 areas (at the Super Output Area level) that fall amongst the worst 30% deprived in England. The majority of these (70%) are within Nuneaton and Bedworth Borough. Two Super Output Areas (SOAs) – within Bar Pool ward and Camp Hill ward - feature in the worst 10% of the SOAs in England. An additional 11 SOAs are within the worst 20% nationally and a further 13 are within the worst 30%.

Nuneaton and Bedworth Borough has the highest unemployment rate across the County at 2.6%. However this remains favourable when compared to the national rate of unemployment at 3.7%. Along with other parts of the County, the Borough has enjoyed falling unemployment rates over recent years. However there are some signs now that the claimant count is starting to rise in some District/Boroughs, increasing most in Nuneaton and Bedworth and Rugby over the past twelve months.

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 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 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 traversed by the Coventry Canal.

Travel Patterns

Road Traffic Growth

Over the last 10 years traffic levels in the Nuneaton urban area, as recorded by outer cordon traffic surveys, have increased by around 15%. This is higher than average increases across the County as whole, which is just over 9%.

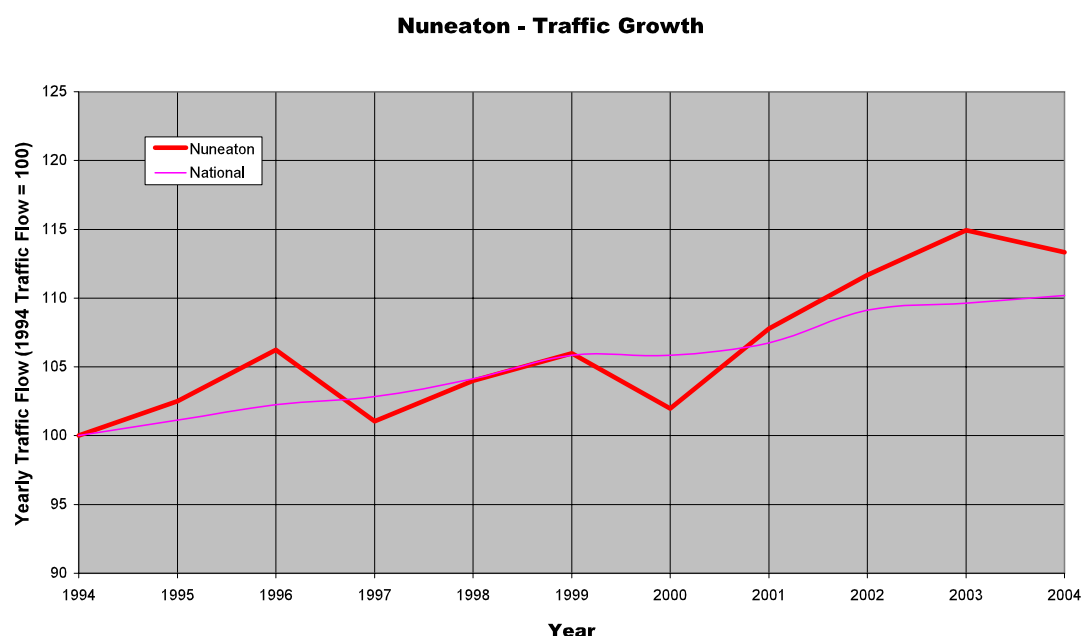


Figure 3.1 Nuneaton Traffic Growth 1994 - 2004

The high proportion of out-migration for employment by Borough residents partly explains this. The County and Borough Councils will be looking to slow the growth in vehicular traffic over coming years through a combination of the implementation of the strategies in this LTP to encourage alternative modes to the car and, through implementation of wider regeneration strategies for Nuneaton, securing additional and more diverse employment opportunities within the Borough to reduce the level of out-migration for employment.

In contrast, traffic levels in Bedworth have remained constant over the last 10 years.

Bedworth - Traffic Growth

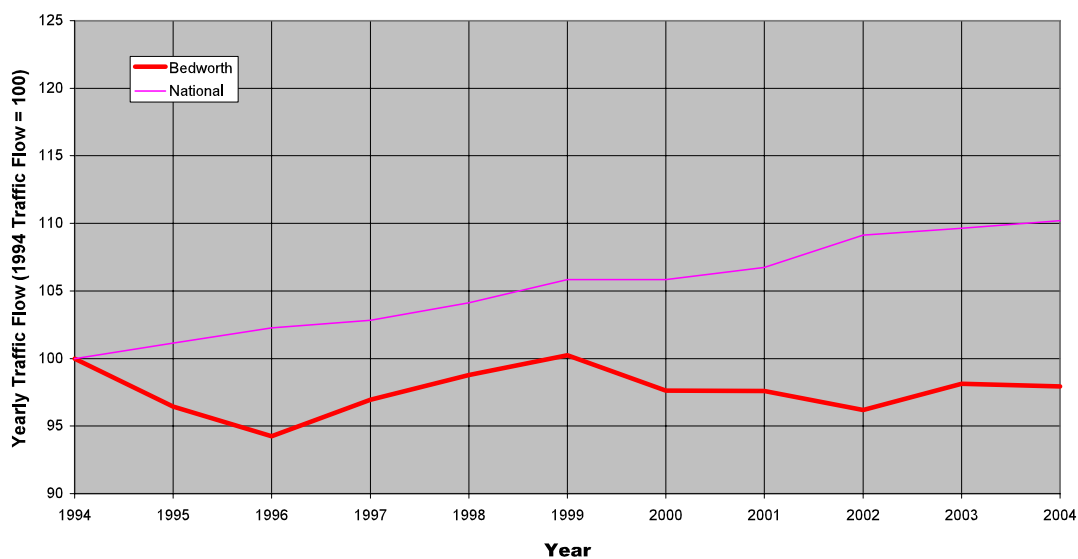


Figure 3.2 Bedworth Traffic Growth 1994 - 2004

Modal Split

Table xx below 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 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 are a lower proportion of people working at home than the County average (6.9% compared to 9.7%).

	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%

Table 3.4 Nuneaton and Bedworth Borough – Journey to Work Modal Split (Source: 2001 Census)

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.
- 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 xx below shows a summary of modal split for the journey to school. Recent years have shown an increase the proportion of children travelling to school by car, in line with national trends.

	Car	Public Transport	Bicycle	Walk
Nuneaton and Bedworth Borough	36%	5%	3%	56%
Warwickshire	37%	15%	4%	43%
UK	30%	14%	1%	46%

Table 3.5 Nuneaton and Bedworth Borough – Journey to School Modal Split (Source: WCC)

The school run 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 Fairer, More Inclusive and Accessible Transport System

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 areas of the Borough, the growing percentage of elderly population and the rural catchment within this part 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 which afford good access to the strategic road network but that historically have not been well served by public transport. This issue was highlighted in a recent Citizens' Panel Survey (Warwickshire County Council, April 2004), with Nuneaton and Bedworth respondents identifying 'More convenient through routes to destinations' as the most influential factor in encouraging greater use of public transport.

Opportunities to improve transport and movement to the key town centres within the area will be sought over the plan period. The emerging Masterplan for Nuneaton and Bedworth Town Centres has identified a number of access improvements to support the regeneration of the two towns. 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 borough residents to Nuneaton and Bedworth town centres is also important to maintain good accessibility.

Within the urban area, the physical alignment of transport infrastructure serves to reduce 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 explored.

A lack of convenient public transport services in rural parts of the area continues to be identified as an issue with borough residents. Opportunities to improve travel choice for rural communities will be explored, including developing more flexible public transport services.

A Full Employment and a Strong, Sustainable Economy

Within the Borough there are a number of locations, especially in peak hours, where road capacity and the pattern of road use result in slow and unreliable journeys. The majority (60 per cent) of respondents in the recent Citizens' Panel Survey considered 'Congestion on the road network in the main urban areas' as a major problem in Nuneaton and Bedworth.

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. Although a countywide problem, measures to address increasing levels of congestion within the Borough are particularly important because of the emphasis in the Regeneration Zone's strategy 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.

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 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 life of the 2000 LTP. For example, Phases 1 & 2 of the Nuneaton Development Project has provided new cycle and pedestrian facilities around the southern and eastern section of the ring road, together with junction improvements at Queens Road. Further opportunities to ensure ease of access will be taken forward during the life of this Local Transport Plan.

Finally, 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 (particularly rail 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 new Coventry Arena site.

A Reduction of Transport Impact on the Environment

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. Detailed air quality monitoring carried out in recent years has shown that there are predicted exceedences of nitrogen dioxide in the Leicester Road Gyratory area and the Borough is currently considering whether to declare an Air Quality Management Area in response to this. The implementation of measures in this LTP will be the principal means of helping to achieve the air quality objectives and we will engage with Nuneaton and Bedworth Borough Council in developing LTP proposals aimed at improving air quality.

A detailed air quality assessment has also been carried out in the Longford Road area close to the M6 in response to findings that suggested that nitrogen dioxide levels were being marginally exceeded. A review of monitoring results has since shown that the exceedence is unlikely to be met. The Borough will continue to monitor this area closely to ensure that the air quality does not worsen further and slip below national objectives.

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 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 located 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 routing via more suitable routes.

Proposals to introduce Decriminalised Parking Enforcement (DPE) will improve the 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.

To improve the safety and security of people when they are using the transport system

In 2004, there were 368 road casualties in Nuneaton and Bedworth Borough, with:

- 49 killed or seriously injured; and
- 319 slightly injured.

Continued improvements in road safety form an important part of the transport strategy for the Borough. 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). A Child Casualty Task Group has been formed to progress this area of work.

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. We will address problems of crime and safety in and around transport through initiatives such as onboard CCTV cameras on buses, 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 car parks.

Integration of Transport

Opportunities for the physical integration of transport within and between modes are most prevalent within the urban areas of Nuneaton and Bedworth, particularly at Nuneaton Bus Station, on Mill Street in Bedworth, and at Nuneaton and Bedworth railway stations. Improvements to Nuneaton Bus Station form part of the third phase of the Nuneaton Development Project.

The Borough Council and the County Council work closely together in terms of integrating their policies and plans, not least in terms of land use and transportation planning. The two authorities are currently working together in relation to a number of significant developments within the urban areas of the Borough, including the preparation of a master plan for the two town centres.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists, particularly within the urban areas of Nuneaton and Bedworth;
- Continuing the implementation of the Safer Routes to School initiative, both in the urban and rural areas;
- Promoting better public transport services (bus, rail and community transport), both in urban and rural areas of the Borough, including a 'step change' in the quality of public transport in the North/South corridor;
- Improving facilities for transport interchange at the railway stations and bus station/main bus thoroughfares in Nuneaton and Bedworth;
- Exploring the provision of new transport interchanges, including rail stations and the provision of Park and Ride facilities;
- Improving the management and condition of the transport asset of the area, giving priority to traffic management in the centres of Nuneaton and Bedworth and measures to minimise the impact of through traffic on the Borough;

- Continued maintenance of the highway network, including bridges;
- Integrating land development proposals with accessibility improvements;
- Securing the provision of Travel Plans in relation to major new development, and encouraging existing large trip generators to adopt their own Travel Plans;
- Controlling and managing car parking provision, and giving a high priority to improving the enforcement of parking regulations;
- Promoting alternatives to the use of the private car; and
- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist.

The remainder of this chapter sets out the key proposals that are likely to come forward in Nuneaton and Bedworth during the lifetime of this LTP. The implementation of measures to assist in the regeneration of the area, including the town centres, remains one of the key priorities for the Local Transport Plan.

Transport and Development

A Master Plan for Nuneaton and Bedworth Town Centres

Warwickshire County Council and Nuneaton and Bedworth Borough Council commissioned consultants in August 2003 to prepare a Master Plan for Nuneaton and Bedworth town centres, helping 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 master plan considered proposals for transport improvements and enhancements to local streets and public spaces. To ensure ease of access to the town centres, the following access improvements are proposed:

- Improving pedestrian and cycle linkages to town centres;
- 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 are being 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. The proposed bus bridge (see below) allows greater flexibility in redesigning the bus station layout. 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 station and rail station.

Vehicular restrictions along Mill Street, Bedworth – to assist connectivity between the town centre and redevelopment proposals outlined in the emerging masterplan to the north of Mill Street, 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 proposal would 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 site. Consideration will also be given to reducing the amount of through traffic, including the contribution of access improvements onto the A444 to reducing the amount of northbound traffic routing via the town centre.

Air Quality

In accordance with the Air Quality Strategy, we will continue to work with Nuneaton and Bedworth Borough Council to monitor and develop specific action plans to address the possible designation of an Air Quality Management Area (AQMA) in Nuneaton town centre, including exploration of the potential for incorporating measures to monitor air quality and limit traffic flow if appropriate.

Safety

To improve the safety of people while travelling we will:

- Pursue the introduction of road safety measures designed to tackle specific accident hot spots/routes, including tackling the problem of the significantly higher incidence of road casualties in disadvantaged communities in West Nuneaton.
- Promote high quality secure parking in town centres; and
- Enhance the real and perceived safety of bus travel by introducing on-vehicle CCTV in future Quality Bus Initiative (QBI) schemes and encouraging bus operators to specify on-vehicle CCTV or other appropriate safety measures on new orders of vehicles.

Public Transport Improvements

A 'Step Change' in Public Transport

The need for a 'step change' in public transport in the North/South Corridor is discussed in more detail in section ?? of this part of the LTP.

Bus

In line with the Bus Strategy, the County Council will work with bus operators in Warwickshire to develop further Quality Bus Corridors (QBCs). The QBC concept has proved successful during the life of the first LTP in increasing patronage on key 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.

In the short/medium term, the following routes will be upgraded to QBC:

- Grove Farm – Stockingford – Nuneaton;
- Atherstone – Hartshill – Nuneaton;
- Long Shoot – Nuneaton;
- Nuneaton – Attleborough – Red Deeps – George Eliot Hospital; and
- Bedworth – Bulkington – Nuneaton.

In addition, the Arley/Birchley Heath to Nuneaton route is proposed to be upgraded as part of the Quality Bus Initiative (QBI). The QBI concept seeks to increase the number of low-floor buses on high demand tendered bus services.

Recognising that real and perceived safety can act as a deterrent to bus use, we will seek to enhance the safety of bus travel by introducing 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.

To help improve bus service reliability and punctuality, we will develop traffic management and on-highway priority measures. In the short term this includes:

- Bedworth bus lane upgrade;
- Nuneaton bus bridge – this is a new bus-only bridge across the River Anker from the bus station to the Bond Gate/Bond Street corner. The bridge will give buses direct access in and out of Nuneaton bus station, thereby avoiding a major area of congestion in the town centre. Construction of the bus bridge will also allow greater

- flexibility in any plans to rationalise the bus station site as part of wider town centre development proposals; and
- Development of 'intelligent' traffic management systems and priority measures consistent with the Intelligent Transport Systems Strategy.

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, walking and cycling;
- Improvements at Nuneaton bus station in conjunction with redevelopment proposals for the site;
- Improved bus interchange at George Eliot Hospital;
- Improvements to the main bus thoroughfare in Bedworth along Mill Street; and
- Provision of Bus Information Points (BIPs) in Nuneaton and Bedworth town centres.

Rail

The rail stations in Nuneaton and Bedworth town centres provide access to the regional and national rail network. Despite relatively good rail connections, rail use within the Borough is the lowest in the County, accounting for only 0.6% of trips for journeys to work. Low levels of rail use can be attributed to a number of factors, including:

- Limited service operation, especially for Bedworth;
- No intermediate stations within the urban area which restricts the opportunity of using rail to access local services and facilities and necessitates a journey to the town centre to connect with rail services;
- Poor connectivity between rail stations and town centres in both Nuneaton and Bedworth; and
- Poor arrival facilities at both stations.

The existing heavy rail service between Coventry and Nuneaton is currently replaced on a temporary basis by buses, although these are due to be reinstated in June 2005. When reinstated, due to track constraints at Nuneaton, the service will operate as a shuttle service only, serving Nuneaton, Bedworth and Coventry. Previously, through trains from the East Midlands operated. Reinstatement of these would need track works at Nuneaton, including the provision of a dive-under facility at the south end of the station to remove at-grade movements of train services to/from the Leicester line.

In line with the passenger rail strategy, we will seek to provide new stations on the rail network, including strategic park and ride/parkway stations, where they provide significant transport and other benefits. Within the Borough this includes, in the medium term:

- Galley Common/Kingswood Road area;
- Bermuda; and
- Hawkesbury area.

In the short to medium term, and in conjunction with proposals in the emerging master plan for Nuneaton and Bedworth town centres, we will seek to provide better links between Nuneaton rail/bus stations and the town centre and Bedworth rail station and the town centre. We will also seek to improve arrival and waiting facilities at Nuneaton and Bedworth rail stations.

To support the provision of employment sites in west Nuneaton, we will investigate the scope for rail freight access to and from the Judkins Quarry site, possibly as part of the upgrading of the West Midlands to Felixstowe freight route via Nuneaton.

Community Transport

Enhanced facilities for community transport passengers will be provided at Nuneaton and Bedworth Rail 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 investigate demand responsive and flexible services as feeder services into key transport corridors and existing/future Quality Bus Corridors.

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. This includes the countywide 'Wheels to Work' moped loan scheme.

Taxis and Private Hire Vehicles

Enhanced facilities for taxis and private hire vehicles will be provided at Nuneaton and Bedworth Rail Stations and other 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. This could include developing a taxibus service in Nuneaton to act as a demand responsive feeder to rail services.

Improvements for Pedestrians and Cyclists

Pedestrians

A number of improvements to the pedestrian environment have been delivered through the lifetime of the first LTP. This includes enhanced pedestrian crossing facilities around Nuneaton's ring road and an extension of the pedestrian priority area in the main shopping area of the town. The emerging master plan for Nuneaton and Bedworth town centres has identified additional improvements to the pedestrian environment and quality of public space. These include:

- Improved pedestrian links to Nuneaton and Bedworth town centres, including:
- Further enhancements to the north and south west of Nuneaton town centre (proposed as part of Phase 3 of the Nuneaton Development Project);
- A new north-south pedestrian priority routes between Bond Street and Corporation Street; and
- An improved pedestrian environment along Spitalfields with enhanced connections to the Miners' Welfare Park.
- An improved pedestrian link from Nuneaton train station to the town centre;
- An improved pedestrian link from Bedworth train station to the town centre;
- An improved pedestrian environment in the town centres, including:
- Reducing the penetration of vehicles through the existing pedestrianised areas in Nuneaton; and
- Improved pedestrian priority in Mill Street/Leicester Street, Bedworth as part of the comprehensive redevelopment proposals emerging from the town centre master plan;

In addition to improving access to and within town centres, pedestrian improvements will be focused on improving links to key services and facilities. The prioritisation of improvements will be informed by the new local accessibility audits as part of the Accessibility Planning agenda. The broad principle is to identify key walking routes to local centres, employment areas, schools and public transport interchanges and the barriers to walking along these routes, including severance, safety and security issues. With limited resources for implementing physical improvements, the focus is likely to be on addressing severance issues, identifying any low cost improvements to these key routes and attracting complementary funding from maintenance, street lighting and Safer Routes to School programmes.

Cyclists

A number of improvements to encourage cycle use and improve the environment for cyclists have been implemented over the life of the first LTP. This includes dedicated cycle routes such as the Wem Book Trail and canal towpath route, improved safety for cyclists at junctions through provision of Advanced Stop Lanes and improved crossing points, including a number on the ring road in Nuneaton.

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. To maximise available funding for cycle infrastructure schemes we will link in with other LTP programmes (e.g. Safer Routes to School) and partnership initiatives as well as seeking to attract funding arising from new development.

We 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 seek to improve cycle facilities (e.g. secure cycle parking/changing facilities) at key employment destinations; and
- Actively promoting and marketing cycling to encourage more people to cycle for short journeys. Work is already underway on production of town cycle maps for Nuneaton and Bedworth.

Powered Two Wheelers

The provision of motorcycle parking will be reviewed to assess the need to introduce new facilities in Nuneaton and Bedworth town centres and at railway stations.

Safer Routes to School

Opportunities to deliver further Safer Routes to School schemes in this area will be identified during the lifetime of this LTP.

Parking

Parking Provision

There is currently sufficient car parking in the town centres to meet peak period demand. However utilisation levels vary between car parks and this can lead to a perception of difficulties with car parking. In conjunction with development proposals outlined in the emerging master plan for Nuneaton and Bedworth town centres, the opportunity will be taken to rationalise current (predominantly surface level) car parks by provision of high quality multi-storey car parking designed to current best practice guidelines in terms of design and security issues.

The provision of motorcycle parking will be reviewed to assess the need to introduce new facilities in Nuneaton and Bedworth town centres and at railway stations.

Parking management, including decriminalisation

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 full decriminalisation of parking enforcement (DPE) within the Borough is therefore proposed within the first two years of the LTP to address these issues. In addition, we are currently exploring the expansion of residents parking schemes, particularly in locations likely to be affected by displacement of commuter and shopper vehicles following greater enforcement under DPE.

To ensure ease of access to car parks, the signage and access strategy to off-street parking facilities will be reviewed and the implementation of Variable Message Signing (VMS) to inform driver routing and choices will be investigated. This would be of particular benefit in Nuneaton by reducing circulatory traffic using the ring road whilst searching for spaces.

Park and Ride

The new rail proposals outlined earlier in this section offer the potential to explore the provision of park and ride in the medium term. Possible locations include:

- Galley Common/Kingswood Road area;
- Bermuda; and
- Hawkesbury area.

In addition, we will explore the provision of park and ride to cater for the high two-way demand for travel movements between the town centre and business/industrial/leisure sites on the southern edge of Nuneaton.

Highway Improvements and Traffic Management Measures – County Roads

A444/Newtown Road Improvement

The County Council will investigate the feasibility of providing a revised junction at A444/Newtown Road to cater for all direction movements. This would be particularly beneficial in diverting through traffic away from Bedworth town centre, in accordance with the aims and objectives of the town centre master plan, in particular redevelopment proposals in the vicinity of Mill Street/George Street Ringway.

Traffic management Improvements

We will pursue the development of SCOOT and UTMC based measures to control traffic flow and limit growth in congestion, whilst also providing priority for pedestrians, cyclists and public transport services. In addition, we will explore the possibility of introducing individualised marketing techniques, focusing on peak hour movements within the Borough.

Freight

Following the implementation of decriminalised parking enforcement, we will review the existing loading restrictions to ensure the enforcement of existing loading bay provision, with a view to pursuing the implementation of restricted loading periods and access routes in Nuneaton and Bedworth town centres.

We will carry out a review of current signing on arterial routes and, where necessary, 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.

To support the provision of employment sites in west Nuneaton, we will investigate the scope for rail freight access to and from the Judkins Quarry site, possibly as part of the upgrading of West Midlands to Felixstowe freight route via Nuneaton.

Motorway and Trunk Road Issues

M6 Junctions 2 and 3

Issues in relation to these two key junctions on the M6 north of Coventry are covered in the North/South Corridor.

Route Management Strategies

M1 to Birmingham Route Management Strategy

The M1 to Birmingham Route Management Strategy covered five key routes, including the A5 from M1 Junction 18 to Weeford Island (A5/A38) near Lichfield. The draft RMS was produced by the Highways Agency in 2002, and the final version has now been published.

The main element identified for the A5 in the short term was a review of its function as an appropriate route for abnormal loads.

Major improvements to the A5 in the longer term such as increasing capacity by widening to dual-two land carriageway between the M42 and M69, and solutions to bottlenecks at the M69 and A47 Longshoot were identified as possibilities (subject to further study) during the development of the RMS. However, it will be necessary for a long term strategy for the A5 to be developed in due course, which may or may not identify the need for major improvements along the Warwickshire/Leicestershire section of the route.

The County Council will work in partnership with the Highways Agency and Leicestershire County Council to resolve the problems of congestion and safety on the A5, particularly at the A5/A47 junction north of Nuneaton (The Longshoot) and the A5/M69 junction near Hinckley.

3.5 Eastern Warwickshire

Introduction

This section of the Local Transport Plan covers the area shown in Figure ??, which includes the urban area of Rugby and the surrounding rural hinterland. The area covered by this section is similar to the administrative boundary of Rugby Borough, however it excludes certain parts of the Borough to the north and west. These are predominantly included within the North-South corridor (see section ??).

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

The Overall Context

Population

The population of the Borough in 2003 was 89,200, up 5.6% since 1971. This is less than half the growth for the County as a whole and the lowest growth of the five District/Boroughs.

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. The West Midlands Regional Spatial Strategy also identifies Rugby as a potential growth area in the medium to long term. The impact of these predicted increases, coupled with the continuing change in household structure and composition will provide a significant challenge for the transport system in the area. The focus for the sustainable development of Rugby itself will require investment in all forms of transport, including public transport, pedestrian and cycling facilities, and new highway infrastructure. Enhancements to the existing highway network will also be required to improve the management of the transport asset.

Socio-Economic Issues

The mean household income in Rugby Borough is close to the average in Warwickshire. The Borough as a whole performs well in terms of the Index of Multiple Deprivation, however there are four Wards in the Rugby area that fall within the 30% worst deprived Wards in England (2004).

The trend in job numbers in the Borough has followed the overall trend across the County. In common with other areas, the number of jobs fell during the early years of the 1990's, however in the last ten years there has been steady sustained growth across the majority of sectors of the local economy. The current unemployment rate in Rugby Borough is 1.6%, which compares to a countywide level of 1.5%.

The long term vitality and viability of Rugby town centre continues to be a major issue for the Borough Council and the Town Centre Company. The development of the pilot Rugby BID (Business Improvement District) project is aimed at securing the long term vitality and viability of the town centre, both in terms of meeting existing and future needs. Further details of the BID can be found later in this section of the Plan.

The Environment

This part of the County has a number of environmental assets, including Draycote Water, the Oxford Canal and the River Avon. The fabric of the town of Rugby includes Rugby School, several historic churches, and a number of parks and gardens.

Conclusions

Eastern Warwickshire exhibits many similarities to the County as a whole, however there are a number of significant differences. These are:

- The proposed growth of the urban area of Rugby envisaged within the existing Local Plan, and in the medium/longer term by the Regional Spatial Strategy; and
- The ongoing need to secure the long term economic vitality and viability of Rugby's town centre.

Travel Patterns

Road Traffic Growth

The growth of vehicular road traffic in Rugby has followed national trends in recent years. The area has experienced slightly higher growth than some of the other main towns in the County due to recent housing and employment development at Cawston and Coton respectively. Additional growth in vehicular traffic is expected in the area as further development comes forward, both in terms of allocated and windfall sites. The County and Borough Councils will aim to ameliorate the impact of this growth in vehicular traffic through the securing of appropriate measures through the land use planning system, and the implementation of the strategies contained within this LTP.

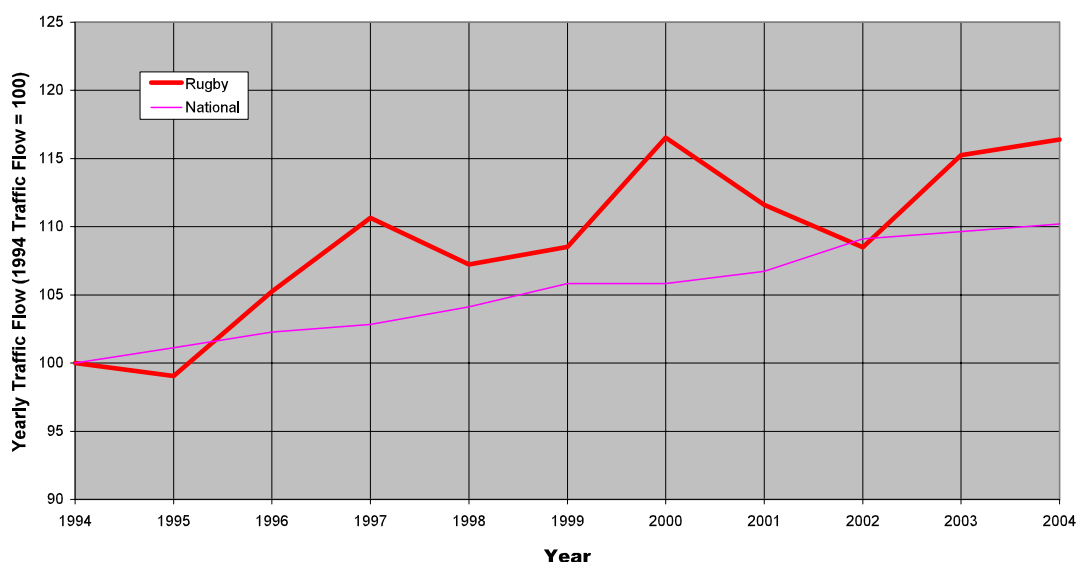
Rugby - Traffic Growth

Figure 3.3 Rugby traffic Growth 1994 - 2004

Modal Split

The modal split, illustrated by journeys to work in Rugby Borough, is set out in the table below. There is a heavy reliance on the private car, and, to a lesser extent, walking. Use of public transport are relatively low, but have improved over the lifetime of the first LTP. Modal split for the journey to work in the Borough is similar to the picture for the County as a whole. The car remains the dominant form of transport for travelling to and from work.

	Car	Public Transport	Bicycle	Walk
Rugby Borough	70.2%	4.8%	4.0%	10.0%
Warwickshire	71.2%	4.7%	2.9%	9.7%
English Shire Counties	66.8%	7.6%	3.1%	10.1%

Table 3.6 Rugby Borough - Journey to Work Modal Split (Source: 2001 Census)

The table below shows a summary of school travel patterns in the Borough. The modal split for school journeys in the Borough is similar to the modal split in Warwickshire as a whole, with a strong reliance on the car and walking.

	Car	Public Transport	Bicycle	Walk
Rugby Borough	36%	19%	4%	40%
Warwickshire	37%	15%	4%	43%
UK	30%	14%	1%	46%

Table 3.7 Rugby Borough - Journey to School Modal Split (Source: WCC)

Transport Problems and Opportunities

A Fairer, More Accessible Transport System

Rugby Borough exhibits many of the same problems in terms of achieving an inclusive, accessible system as the rest of the County. The large rural hinterland of the area with its dispersed (and in some cases sparse) population, mean that it is difficult to serve with convenient and frequent public transport provision. The wide range of travel destinations that the area experiences does however provide a challenge to meeting travel demand in this part of the County.

The topography and morphology of the area (and particularly Rugby itself) lends itself to the development of a core network of walking and cycling routes linking key trip attractors. Opportunities for integration with new development in the urban area are also strong. The County Council will continue to work with the key bus operators in the area to improve inter and intra-urban services to serve the town centre and its hinterland.

Full Employment and a Strong, Sustainable Economy

Transport has a vital role to play in ensuring that Rugby achieves its full economic and social potential. The committed and proposed development in the urban area (including the redevelopment of the former Alstom and Livestock Market sites) is vital to the regeneration of the town; these need to be supported by the provision of appropriate access improvements for all modes.

In the absence of the proposed Rugby Western Relief Route (RWRR), the urban area continues to suffer from congestion in both the morning and evening peak travel periods. Whilst the problem exists throughout the urban area, it is particularly acute in the commercial and industrial areas of the town to the north of the railway line. The nature of the railway line in dividing the town in two means that just four roads carry the majority of north-south traffic movements, one of which has a finite capacity due to it being controlled by traffic lights.

Whilst there is a perception that congestion is a problem within Rugby, the town centre generally experiences reasonably good average journey speeds even within the peak period. However, as set out above, conditions in the town are likely to deteriorate over time as further committed and proposed development comes forward across the urban area. A key issue that will need to be resolved during this LTP period will therefore be how to manage this increased demand for road space, and what infrastructure and policy instruments will be required to be brought in Rugby to support its long term regeneration and growth.

Ease of access to Rugby's town centre is currently adversely affected by a lack of enforcement of parking restrictions. The County Council is currently working with Rugby Borough Council to finalise a scheme to decriminalise parking within the town. The scheme is to be implemented during this LTP period.

Finally, the implementation of the West Coast Route Modernisation and improvement to Rugby Railway Station are vital to maintaining and enhancing the town's connections to and from London, the Midlands and the North West.

Reduction of Transport Impact on the Environment

Many parts of the urban area and particularly the town centre are currently adversely affected by the scale of vehicular traffic, including:

- The town centre of Rugby, specifically on North Street/Church Street (which splits the main retail area of the town into two) and around the Warwick Street Gyratory;
- In residential areas on the periphery of the town centre because of the lack of enforcement of parking in Residents' Parking Schemes, and of 'rat-running' traffic avoiding local congestion; and
- In the large rural area of Eastern Warwickshire, in terms of the volume, speed and nature of vehicles (particularly the movement of lorries).

Indications from Rugby Borough Council have suggested that an Air Quality Management Area is likely to be identified during this LTP period covering the whole of the urban area of Rugby. This issue is discussed in more detail later in this chapter.

Improving the Safety and Security of People While Travelling

In 2004, there were 445 road casualties in Rugby Borough, with:

- 95 killed or seriously injured; and
- 350 slightly injured.

Fear of Crime issues in the area are predominantly focused on Rugby town centre, and tend to be linked to the use of public transport (including buses and taxis) in evenings and at the weekend.

Integration of Transport

Opportunities for the physical integration of transport within and between modes are most prevalent within the urban area of Rugby, particularly on the main bus thoroughfare within the town centre (Church Street/North Street) and at Rugby railway station. Whilst these opportunities have to some extent been realised on Church Street/North Street, there are still difficulties in terms of physical interchange between modes at the Railway Station and the links to the Town Centre. Improvements to these circumstances are likely to arise during this LTP period when the Railway Station is improved as part of the West Coast Route Modernisation works in 2008. Added value projects to support the Rugby BID (Business Improvement District) will target improvements to the links between the Station and the town centre.

The Borough Council and the County Council work closely together in terms of integrating their policies and plans, not least in terms of land use and transportation planning. The two authorities are currently working together in relation to a number of significant developments within the urban area of Rugby, including the preparation of a masterplan for the redevelopment of the former GEC/Alstom site near to the railway station. It is likely that further joint working will be required once the long term sub-regional role of the area has been clarified within the West Midlands Regional Spatial Strategy.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists, particularly within the urban area of Rugby;
- Continuing the implementation of the Safer Routes to School initiative, both in the urban and rural areas;
- Promoting better public transport services (bus, rail and community transport) throughout the Borough;
- Improving facilities for transport interchange at the railway station and on the main bus thoroughfare in the town centre (i.e. North Street/Church Street);
- Securing the provision of the Rugby Western Relief Route in full to reduce traffic congestion within the town centre;
- Improving the management and condition of the transport asset of the area;
- Continued maintenance of the highway network, including bridges;
- Integrating land development proposals with accessibility improvements;
- Securing the provision of Travel Plans in relation to major new development, and encouraging existing large trip generators to adopt their own Travel Plans (including schools);
- Controlling and managing car parking provision, and giving a high priority to improving the enforcement of parking regulations;
- Promoting alternatives to the use of the private car;

- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist; and
- Identifying the medium/long term transport needs of the area to support the delivery of the Rugby Borough Local Plan/Development Framework, the pilot Business Improvement District (BID) scheme, and the potential significant growth of the town identified in the West Midlands Regional Spatial Strategy.

During the next five year LTP period, the County Council (in conjunction with its stakeholders) will undertake:

- A study to develop the transport strategy for the town centre to take advantage of the increased capacity released on the highway network by the delivery (in full) of the Rugby Western Relief Route; and
- A major transport study of the urban area to identify the medium/long term transport/accessibility needs in relation to the growth of the area envisaged by the Local Plan and the West Midlands Regional Spatial Strategy.

The remainder of this chapter sets out the key proposals that are likely to come forward in Eastern Warwickshire during the lifetime of this LTP. The implementation of measures to maintain and enhance the economic vitality of Rugby town centre remains one of the key priorities for the Local Transport Plan.

Rugby Town Centre Business Improvement District (BID) Pilot Scheme

The County Council, Rugby Borough Council and the Rugby Town Centre Company are currently developing a pilot Business Improvement District (BID) scheme for a large proportion of Rugby's town centre. The main purpose of the BID is to raise a sustainable source of funding for area-wide improvements, with the emphasis on developing business lead partnerships that initiate, invest and manage projects at a local level. The Warwickshire/ Rugby BID is unique in the UK, in that it is the only pilot where the County Council, Borough Council and Town Centre Company are all signatories to the scheme.

The BID initiative has strong links to the national agendas of addressing liveability and quality of life issues. To complement the main improvements that the BID will yield, the Pilot Team has identified a number of 'Added Value' projects. These include:

- Public Realm improvements across the BID;
- Street lighting and signage enhancements; and
- Links to wider LTP schemes.

The specific LTP schemes that complement the BID proposals are:

- North Street/Church Street enhancement;
- Improvements to bus stop infrastructure and information;
- Improvements to signage on Evreux Way, the Warwick Street Gyratory, Hillmorton Road and Clifton Road;
- Improvements to the links between the railway station and the town centre;
- Pedestrian/cycle improvements; and
- Decriminalisation of parking enforcement.

These schemes and proposals are described in more detail in the relevant sections below.

Promotion of the BID will continue during 2004 and 2005, culminating in a vote on the pilot scheme in September 2005. Subject to the result of the BID, the intention is to begin implementing the main elements of the scheme from April 2006 for an initial 5-year period up to 2011.

Transport and Development

Existing Local Plan Sites

The current Rugby Borough Local Plan identified significant development within the main urban area at Cawston (residential), Coton Park (residential/employment) and Swift Valley (employment). To date, the Cawston and Swift Valley developments have been substantially completed. Coton Park (near M6/A426 junction) has been partially completed. The remaining parts of these sites will be completed during the lifetime of this LTP. These three sites have provided contributions towards the Rugby Western Relief Route, and improvements to M6 Junction 1 (Coton Park only).

The redevelopment of the former Alstom/GEC and Borough Council owned Livestock Market sites form a key element of the Local Plan review, currently being undertaken by Rugby Borough Council. The sites are located in the vicinity of Rugby Railway Station, to the immediate north and south of the West Coast Main Line respectively. A Masterplan for the area has been developed by the owners of the former Alstom/GEC site (St. Modwen Properties), in conjunction with the Borough and County Council. The Masterplan proposes a mix of uses incorporating residential, industrial, and retail development, along with a college and a significant amount of public open space.

To support the Masterplan, a number of transport/accessibility improvements are proposed. These include:

- The provision of a Link Road between the A426 Leicester Road and Mill Road to serve the redevelopment of the former Alstom/GEC site. With the implementation of suitable signing and other traffic management measures, this route could act as a relief route to the Boughton Road between the town centre and the north of Rugby;
- Delivery of a number of junction improvements in the vicinity of the Masterplan area;
- Contribution towards new and enhanced bus services and bus infrastructure to serve the site;
- Provision of enhancements to the Black Path, including a shared pedestrian/cycle facility over the West Coast Main Line;
- Provision of a number of new pedestrian/cycle routes into and through the site, including links to the railway station and local schools; and
- Commitment to the implementation of a Travel Plan linked to the main employment related developments on the site.

A large proportion of the Masterplan will be implemented during the LTP period. It is anticipated that the transport/accessibility improvements will be brought forward through a series of Section 106/278 agreements with the developers of the site.

Longer Term Development of Rugby

The West Midlands Regional Spatial Strategy (RSS) identifies Rugby as a potential sub-regional growth area. This issue however is subject to further assessment as part of the forthcoming partial review of the RSS. The County Council will input to this assessment in due course, not least in terms of commenting on the need for transportation and accessibility improvements to complement any significant expansion of the urban area of Rugby.

Resolution of capacity issues at M6 Junction 1 (M6/A426) will be required with the Highways Agency prior to any further major development coming forward in Rugby. A more detailed discussion of these issues can be found later in this chapter.

The recent long term masterplanning exercise undertaken jointly by the Rugby Town Centre Company, the Borough Council and the County Council, highlighted the potential for a significant expansion of the town through the redevelopment of the former BT Radio Station site to the east of the existing urban area of Rugby. Whilst the site currently has no formal planning status either at a regional or local level, its brownfield status and single ownership mean that its redevelopment potential is likely to remain into the next LTP period and beyond.

Air Quality

Rugby Borough Council has recently declared an Air Quality Management Area (AQMA) covering the whole of the urban area of the town. This designation has been caused by an exceedence NO₂ levels due to high traffic levels on the main routes into the town centre, around the Warwick Street Gyratory, and on Church Street/North Street. The main reason for declaring the whole of Rugby town centre as an AQMA is to identify air quality as a

strategic issue that needs to be addressed through the Local Transport Plan. The measures described elsewhere in this section of the LTP describe how the County Council and its stakeholders intend to address the air quality issues within the town centre. These include improvements to public transport, walking and cycling facilities, and delivery of the Rugby Western Relief Route.

Public Transport Improvements

Bus

In line with the Bus Strategy, the County Council will work with Stagecoach in Warwickshire to bring forward a Quality Bus Corridor (QBC) on the Service 1 corridor between Hillmorton and Rugby town centre. Low floor easy-access buses operating on a 10-minute frequency will replace the existing service, which is currently operated using step-entry minibuses. The County Council, as Highway Authority will upgrade the bus stop infrastructure and information provision on the route to complement the improved vehicle and frequency enhancements provided by the operator.

An Inter-Urban Quality Bus Corridor will be developed on the route from Rugby to Coventry via Wolston and Binley.

Stagecoach has indicated that it intends to improve the existing Service 4 QBC (Brownsover to the town centre) through increased frequency of services and new low floor easy-access buses. This will build on the investment made during the first LTP period in the original QBC by the County Council and the bus operator.

A Quality Bus Initiative (QBI) is proposed for the Rugby - Clifton - Newton route.

Improvements to the North Street/Church Street Bus Information Point (BIP) will be implemented during this LTP as part of the County Council's Public Transport Interchange Strategy. This will be undertaken as part of the 'Added Value' schemes to the Rugby BID project. Further Bus Information Points will be brought forward in the future as part of the bus-rail interchange at Rugby Railway Station (see below) and possibly on Corporation Street.

The County Council will continue to work with the rail industry, bus operators and the Borough Council to develop proposals for a bus-rail interchange at Rugby Railway Station as part of the West Coast Route Modernisation project. This interchange will incorporate the facilities that would be provided at a standard Bus Information Point. It is envisaged that the interchange improvements will be undertaken as part of the proposed upgrade of the railway station, which is due to be completed by 2008 (see below).

Rail

Rugby Railway Station

For a number of historical reasons, Rugby enjoys a level of rail service provision far in excess of other towns of a similar size. Its location on the West Coast Main Line means that it has good links to London, the Midlands, the North West and Scotland. The retention of these links is vital to the long term vitality and viability of the town's economy.

The County Council, in conjunction with Rugby Borough Council has played an active role in the development of the proposals for the Rugby area as part of the West Coast Route Modernisation project. This has included providing input on issues in relation to the proposed reconstruction of the railway station and the associated revised track layout. This work is due to be substantially undertaken during the next three years, with a target completion date of Summer 2008. This will mean that revised service changes can be accommodated in the December 2008 timetable.

The West Coast Route Modernisation works will have an impact during the lifetime of the LTP on the nature of service provision that Rugby will experience. Virgin West Coast train stopping patterns will be simplified to provide a broadly hourly service in each direction to London and Liverpool, with some additional services in the peak periods. The main change however will be the loss of the through Silverlink County stopping service from Birmingham

New Street to London, with most services terminating at either Milton Keynes or Northampton. Central Trains will provide an Inter Regional Express services from Birmingham to Northampton using high speed electric Desiro units that will call at Coventry and Rugby, as well as a number of intermediate stations.

The County Council will continue to lobby key members of the rail industry for the early reinstatement of through stopping services from London to Rugby. The County Council will also continue to lobby for improvements to the capacity of the rail network in the Rugby – Coventry – Birmingham – Wolverhampton corridor for passenger and freight services.

The County Council will continue to work with the rail industry, bus operators and the Borough Council in the short/medium term to develop proposals for a bus-rail interchange at Rugby Railway Station as part of the West Coast Route Modernisation project. The redevelopment of the former Livestock Market site to the immediate south of the Railway Station will be undertaken so as to be complimentary with the development of the interchange facility.

A number of dedicated pedestrian/cycle links will be provided from the redevelopment of the former Alstom site to the Railway Station. These will include an upgrade of the Black Path and the provision of a shared pedestrian/cycle bridge over the West Coast Main Line.

Improvements to the pedestrian/cycle links between the Railway Station and the town centre will be implemented as part of the 'Added Value' schemes to the Rugby BID project.

The County and Borough Councils will work with the rail industry to identify suitable locations for car parking (including appropriate access/egress arrangements) to serve Rugby Railway Station. Specific issues in relation to car park design and possible decking of existing station car parks will be a matter for the Borough Council to consider as Local Planning Authority.

Rugby East Parkway

As set out the County Council's Passenger Rail Strategy, a new station to the east of the existing Rugby urban area is promoted in the medium term as a major Parkway facility, which would act as a 'Gateway' to the West Midlands from the South East of England and continental Europe. The preferred location for this facility would be in the vicinity of where the 'fast' and 'slow' lines of the West Coast Main Line diverge east of Hillmorton.

Whilst it is the County Council's view that a stand-alone facility could be justified at this location, an opportunity may arise to provide a station of this nature as part of any potential long term redevelopment of the former Rugby Radio Station site. The County Council will continue to review this situation and work with stakeholders and rail industry representatives accordingly.

Community Transport

Enhanced facilities for community transport passengers will be provided at Rugby Railway Station consistent with the aims set out in the Public Transport Interchange Strategy. Enhanced facilities and information will also be provided where appropriate at all existing/new Bus Information Points.

The County Council will investigate demand responsive and flexible services as feeder services into key transport corridors and existing/future Quality Bus Corridors, including Service 4 (Brownsover to the town centre) and the Rugby – Coventry inter-urban bus route.

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. This includes the 'Easyrider' service that currently operates in Rugby, and the countywide 'Wheels to Work' moped loan scheme.

Taxis and Private Hire Vehicles

Enhanced facilities for taxis and private hire vehicles will be provided at Rugby Railway Station and other 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. This could include developing a taxibus service in Rugby to act as a demand responsive feeder to rail services.

Improvements for Pedestrians and Cyclists

Pedestrians

During the lifetime of this LTP, the County Council, in conjunction with the Borough Council will bring forward proposals to improve conditions for pedestrians within Rugby, including on North Street/Church Street and other key routes into the town centre. Other pedestrian improvements within the area will be identified as opportunities arise.

Provision of a pedestrian footpath on Bilton Lane will be brought forward as part of a Safer Route to School from Long Lawford to Bilton High School (see below).

A number of pedestrian routes will be provided/upgraded within the redevelopment of the former Alstom/GEC and livestock market sites. This will include an upgrade of the existing Black Path, which will provide direct access for both pedestrians and cyclists from the redevelopment to the railway station and Rugby town centre.

Cycling

During the first LTP period, a significant expansion of the cycle network within the urban area of Rugby has been undertaken. The inter-urban Sustrans National Cycle Network (NCN) route from Leamington Spa to Rugby (Route 41) was also recently completed in Summer 2005.

During this LTP period, the following cycle routes will be investigated and/or implemented in conjunction with Sustrans and/or Rugby Borough Council:

- Improved cycle access to Rugby town centre (Feasibility Study completed 2005/6);
- Hillmorton to Rugby town centre;
- Routes to and within the redevelopment of the former Alstom and livestock market sites (developer funded);
- Birmingham – Coventry – Rugby – Northampton (Sustrans NCN Route 53); and
- Sustrans Rugby – Leamington Spa (Newbold Comyn) turn braid route (utilising the former Rugby to Leamington Spa railway line).

The Safer Routes to School schemes outlined below will also contribute towards the expansion of the urban cycle network of Rugby over the next five years.

Shared Pedestrian/Cycle Links

A number of dedicated pedestrian/cycle links will be provided from the redevelopment of the former Alstom site to the Railway Station. These will include an upgrade of the Black Path and the provision of a new shared pedestrian/cycle bridge over the West Coast Main Line.

Improvements to the pedestrian/cycle links between the Railway Station and the town centre will be implemented as part of the 'Added Value' schemes to the Town Centre BID project.

The proposed improvements on North Street/Church Street will benefit pedestrians and cyclists in this corridor, and will improve access to the town centre by these modes.

Safer Routes to School

Three Safer Routes to School schemes are proposed within Rugby during the lifetime of this LTP. These are:

- Brownsover to Avon Valley School (shared pedestrian/cycle path);

- Cawston to Bilton High School (shared pedestrian/cycle path); and
- Long Lawford to Bilton High School (pedestrian footpath only).

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

Recent studies on parking within Rugby have highlighted the on-going abuse of parking regulations and the lack of effective enforcement within the town. This 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 full decriminalisation of parking enforcement within the Rugby urban area is therefore proposed by the end of 2006/7 to address these issues. It is envisaged that the proposal will contribute towards the long term economic vitality and viability of the town centre, as well as improving the policing of Limited Waiting areas and Residents' Zones.

Issues in relation to car parking at Rugby Railway Station are covered earlier in this section.

Highway Improvements and Traffic Management Measures – County Roads

Rugby Western Relief Route

The Rugby Borough Local Plan proposes substantial development at Coton Park, Swift Valley and Cawston in the South West – North corridor of the town. A new section of highway, known as the Rugby Western Relief Route, has been identified as critical to supporting these developments and reducing traffic congestion in Rugby town centre.

The preferred route of the Western Relief Route is from the A426 Avon Mill roundabout to Potford's Dam has been established, and would provide a strategic link between the M6/A426 in the north and the A45/M45 in the south.

Planning permission for the preferred route has been granted, but Compulsory Purchase and Side Road Orders were not granted for the scheme following a Public Inquiry in 2003. As a result of representations by the County Council, the Secretary of State decided to reconvene the Public Inquiry in early 2005. The Inspectors' decision on the result of the Inquiry is due in Autumn 2005.

Church Street/North Street

Church Street/North Street runs in a north west to east direction through Rugby, and provides the main highway access into the core retail and business centre of the town. It is also acts as the principal thoroughfare for bus services passing through or terminating in Rugby. During the last LTP period, a number of small improvements were made to Church Street/North Street, including:

- Designation of the corridor as a 20mph zone;
- Provision of cycle lanes;
- Relocation of the taxi rank; and
- Improvements to the quality of the bus shelters and information provision at all key stops on the route.

It is the County Councils ultimate aspiration to pedestrianise Church Street/North Street, or to downgrade its status to be more sympathetic to pedestrians, cyclists and other vulnerable users. An alternative possibility if full pedestrianisation is not acceptable would be to make the corridor one way in a north west direction. However,

without the Rugby Western Relief Route in place, any significant alteration to this corridor is not possible because of the impact it would have on traffic conditions on the Warwick Street Gyratory, and the distribution of traffic around the town generally. Issues in relation to bus penetration of the town centre would also need to be resolved prior to a scheme coming forward.

The Strategy for this LTP in relation to the North Street/Church Street corridor is therefore:

- Retain the current conditions on North Street/Church Street, and make some improvements to the corridor as an 'Added Value' project to the Rugby BID (2005/6), e.g. designation of North Street/Church Street as the main town centre Bus Information Point (BIP);
- Ensure that none of the works to be undertaken as the supporting project to the BID preclude the longer term aspirations for the route (i.e. full or partial pedestrianisation) (2005/6);
- Undertake a study to develop the strategy for the town centre to take advantage of the increased capacity released on the highway network by the delivery of the Rugby Western Relief Route, including identification of a number of options for Church Street/North Street (2006/7); and
- Consult with key stakeholders and the public on the options for Church Street/North Street and identify a preferred scheme (2007/8).

As stated above, the earliest date for completion of the Western Relief Route is 2008. It is therefore possible that a major improvement may be able to begin on site towards the end of the LTP period.

Warwick Street Gyratory

The Warwick Street Gyratory is located to the south west of the town centre, and provides a significant highway interchange between the A4071, A428 and A426 (i.e. the three key routes that traffic into or across the urban area of Rugby). The Gyratory is currently one way in a clockwise direction, and is partially signalised. In the short/medium term, the County Council intend to review the operation of the Gyratory, and consider the possibility of improvements for pedestrians, cyclists and buses, in terms of:

- Provision of new or enhanced pedestrian crossings;
- Provision of cycle lanes, advance cycle stop facilities and safety measures for cyclists;
- Provision of new or enhanced traffic signals and signage; and
- Provision of measures to assist public transport.

In the longer term, the County Council will consider the feasibility of further improvements to the Gyratory, including the possibility of making it two-way operationally. Options for the improvement of the Gyratory will be identified as part of the study of highway capacity in the town centre generated by the completion of the Rugby Western Relief Road.

Should the Western Relief Route be complete by 2008 as planned, a major improvement of the Gyratory may be able to begin on site towards the end of the LTP period. It is also anticipated that the completion of the Western Relief Route will have a positive impact on the air quality issues that have been highlighted as a problem at the Gyratory.

A426 Newbold Road Improvement

An improvement line along the Newbold Road (to the north west of the town centre) has been safeguarded by the County Council for a number of years. The principal aim of the scheme was to dual Newbold Road between Corporation Street/Evreux Way and Leicester Road/Avon Mill, and thus complete the remaining non-dual section of the A426 north-south corridor. Whilst the scheme would potentially increase capacity and improve safety at a number of junctions, it would also create severance between residential areas and the town centre. Despite the provision of additional capacity on Newbold Road, congestion at the Evreux Way roundabout would be likely to remain a problem. The scheme would also require the acquisition of a number of residential and business properties, along with the provision of a widened bridge under the West Coast Main Line. In light of these issues, the County Council has decided not to pursue the scheme any further through the LTP process.

In place of the scheme described above, the County Council will investigate a more modest scheme to enhance capacity and improve safety in the corridor, particularly at the junction of Newbold Road and Wood Street. Improvements for pedestrians, cyclists and other vulnerable road users will also be considered within the scheme, along with environmental enhancements to improve the image of this important gateway to Rugby town centre.

Bilton Bypass

An improvement line along the A4071 Bilton Road has been safeguarded for a number of years by the County Council. The scheme would provide a short bypass to the north of the main street through Bilton village centre, and would improve the environmental quality of the area as well as improving safety.

Whilst there are issues in relation to the acceptability of the scheme in terms of its proximity to a number of residential properties, the County Council will continue to safeguard the route and pursue the scheme through the LTP process. The need for the bypass will be reviewed following the completion of the Rugby Western Relief Route, when traffic levels on the A4071 are predicted to fall substantially.

B4429 Ashlawn Road/Barby Road/Onley Lane Improvement

The County Council will keep under review the need for an improvement of the junction of Ashlawn Road/Barby Road/Onley Lane, located to the south of Rugby town centre. The B4429 Ashlawn Road provides a key link between the A4071 Bilton Road and the A428 Hillmorton Road, and effectively provides a bypass for traffic passing through the town centre in an east-west direction. It is also a key route to Ashlawn School. Barby Road/Onley Lane provides an important link from Rugby town centre to Barby and Daventry in Northamptonshire.

There have been 8 personal injury accidents at this junction in the last 5 years, consisting of 7 slight and 1 serious.

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 and a partial bypass of 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 (around 8,000 AADT) and the structural condition of the existing bridge, there is little justification at present for the scheme to be progressed. It is also predicted that following the construction of the Rugby Western Relief Route, a further 3,000 vehicles per day will transfer away from the A428.

It would seem appropriate within these circumstances to review the scheme in consultation with local stakeholders and interest groups following the construction of the RWRR.

Freight

Rugby – Southam Cement Works Rail Line

During the first LTP period, the County Council entered into discussion with Rugby Cement to discuss the potential to recommence the movement of cement by rail from Southam Cement Works, situated on the truncated Rugby – Leamington Spa railway line. Despite the best efforts of all parties involved, the discussions concluded that the proposal is not viable in economic terms within the current climate.

The County Council will keep the proposal to reopen the line under review, particularly within the context of the proposed Rugby Western Relief Route (see earlier).

Daventry International Railfreight Terminal (DIRFT)

Daventry International Railfreight Terminal (DIRFT) is located just outside the County boundary near Crick in Northamptonshire, and provides a regionally significant road/rail freight interchange. The site, which has recently received permission from Daventry District Council for a substantial expansion, is located close to the M1 and A5, and has daily rail departures to Scotland and the Continent.

The County Council will seek to take advantage of the proximity of DIRFT to Warwickshire in encouraging the movement of goods by rail rather than road, in line with the policies set out in the Sustainable Freight Distribution Strategy (see Part 2 of the LTP).

Motorway and Trunk Road Issues

M6 Junction 1

Junction 1 of the M6 north of Rugby provides the principal access to the urban area from the Midlands and the North. The A426 Leicester Road provides access to and from the motorway, and is dual carriageway throughout from the Newbold Road/Avon Mill roundabout. Over recent years, this corridor has become more heavily used as development has taken place along the Leicester Road and at Coton Park, close to the motorway junction.

Incremental improvements have been made to Junction 1 to maintain and improve the capacity of the interchange with the A426. These works have included changes to the circulatory carriageway and slips, signalisation and signing improvements.

Notwithstanding these recent improvements at the junction, resolution of the long term capacity issues at this location is required with the Highways Agency prior to any further major development coming forward in Rugby that would materially impact traffic levels on the A426 Leicester Road corridor.

M1 Junction 19 Improvement

Located just outside the County in Leicestershire, M1 Junction 19 provides a strategic highway interchange at the 'crossroads of the country' between the M1, M6 and A14. The current configuration of the junction does not allow all movements to be made (e.g. M1 north to A14 east). The existing junction also integrates with a number of local roads and suffers from congestion throughout the day.

In May 2004, the Highways Agency submitted a formal TR111 notice to the County Council giving intention to undertake a major upgrade of Junction 19. This will provide an all movements roundabout to replace the current junction configuration.

The main benefit for the County Council should be a reduction in traffic at M6 Junction 1 in terms of less traffic using the A426 Rugby Road from Junction 20 of the M1 to cut across to the M6, and from M1 north to A14 east traffic no longer needing to use M6 Junction 1.

The Highways Agency has indicated that the work to improve Junction 19 will be complete by 2010.

Route Management Strategies

M1 to Birmingham Route Management Strategy

The M1 to Birmingham Route Management Strategy covered five key routes, including the A5 from M1 Junction 18 to Weeford Island (A5/A38) near Lichfield. The draft RMS was produced by the Highways Agency in 2002, and the final version has now been published.

The main element identified for the A5 in the short term was a review of its function as an appropriate route for abnormal loads.

Major improvements to the A5 in the longer term such as increasing capacity by widening to dual-two land carriageway between the M42 and M69, and solutions to bottlenecks at the M69 and A47 Longshoot were identified as possibilities (subject to further study) during the development of the RMS. However, it will be necessary for a long term strategy for the A5 to be developed in due course, which may or may not identify the need for major improvements along the Warwickshire/Leicestershire section of the route.

The County Council will be happy to work with the Highways Agency to identify a longer term strategy for the A5, including both the A5/A47 Longshoot junction and the A5/A426/Gibbet Lane roundabout at Gibbet Hill north of M6 Junction 1.

A5 Route Management Strategy – M1 Junction 9 to M1 Junction 18

A draft RMS for this section of the A5 was published for public consultation in 2004. The final RMS is due to be published shortly. There are no significant issues raised within the draft strategy at M1 Junction 18 east of Rugby.

3.6 Warwick, Leamington Spa, Kenilworth and Whitnash Urban Area

Introduction

This section of the Local Transport Plan covers the area shown in Figure ??, which includes the towns of Warwick, Leamington Spa, Kenilworth and Whitnash, and the market town of Southam. The area is similar to the administrative boundary of Warwick District, although a small part of Stratford-on-Avon District is also included. This area forms the southern end of the North/South Corridor, which is covered in section ?? of the LTP.

The area is located in the heart of Warwickshire and has good strategic links to a number of other parts of the County such as Stratford-upon-Avon and Rugby. Regional links to Coventry and the East Midlands via the North-South corridor, and Birmingham and Solihull via the rail and trunk road networks are also good. The area also benefits from goods links to Banbury and London via the M40 corridor and rail services on the Birmingham – Marylebone line.

In developing the proposals for this part of Warwickshire, the County Council has worked in close partnership with Coventry City Council and Solihull Metropolitan Borough Council in order to be compatible with their LTP proposals.

The Overall Context

Population

The resident population in this part of Warwickshire is growing, as illustrated in the table below.

Town	Population in 1991	Population in 2001	% Change
Warwick	22,709	25,434	+12.0
Leamington	42,335	45,114	+6.6
Kenilworth	21,966	23,219	+5.7
Whitnash	7,385	7,798	+5.6
Southam	5,304	6,509	+22.7
Warwick District	118,300	125,931	+6.5

Table 3.8 Warwick District - Resident Population Characteristics

Between 1981 and 2001, the area has experienced a considerably higher rate of population growth than the average for England and Wales. Warwick District has seen a 9.4% growth compared to 4.9% for England and Wales as a whole (and 6% for Warwickshire).

Warwick District has seen the greatest increase in the number of households in Warwickshire, with an increase of just over 14% since 1992.

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% per cent respectively. This mirrors national trends for population age.

At 4.45 (persons/ha), population density in Warwick District is second highest of the Districts/Boroughs within Warwickshire and almost double the county figure of 2.56. However, the area has a far lower density of population than the highest Borough (Nuneaton and Bedworth), which has a density of 15.09.

A summary of the District's performance against the new Census health indicators is set out in the table below:

	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%

Table 3.9 Warwick District - Performance Against the new Census health indicators

Socio-Economic Issues

In socio-economic terms the area is above the average for the County. Mean household income in Warwick District is the highest of the districts and boroughs at £35,200. This has risen faster over the last four years than in any other District/Borough within Warwickshire or the UK average. The proportion of low income households (i.e. those earning less than £10,000 per annum) is 10.6%, which is the third highest percentage of the five Warwickshire District/Boroughs and compares well with the national figure of 14%.

As measured by the Index of Multiple Deprivation, the County has 37 areas (at the Super Output Area level) that fall amongst the worst 30% deprived in England. Only five of these are within Warwick District, with four being in Leamington Spa and one in Warwick.

The unemployment rate within Warwick District (2004 levels, as measured by the Claimant count) was 1.3%. There has been a gradual fall in unemployment rates over recent years, reflecting national trends, although the County-wide rate has remained fairly static.

The Environment

The environment of 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 home to the River Avon and the Grand Union Canal.

Although much of this part of the County 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

Average traffic growth in Warwickshire over the 10 years to the end of 2002 was 9%. Over this 10 year period there was little traffic growth in Kenilworth, whilst there was a growth of 10% in Warwick and Leamington Spa. In the face of a growing population and economic prosperity of this area, it can be expected that traffic and congestion will continue to grow without a prominent intervention to promote alternative modes of transport to the car.

Kenilworth - Traffic Growth

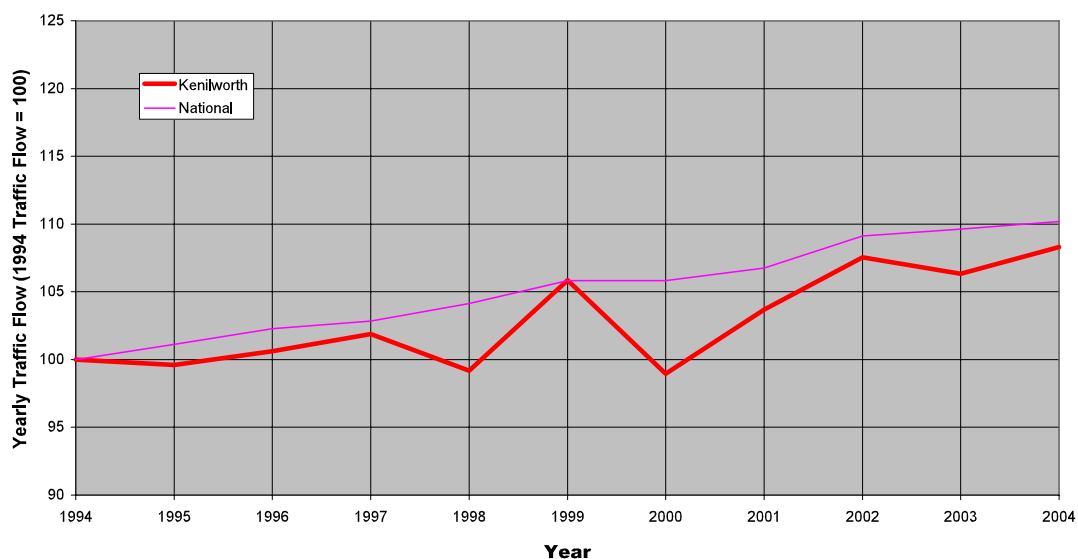


Figure 3.4 Kenilworth Traffic Growth 1994 - 2004

Warwick - Traffic Growth

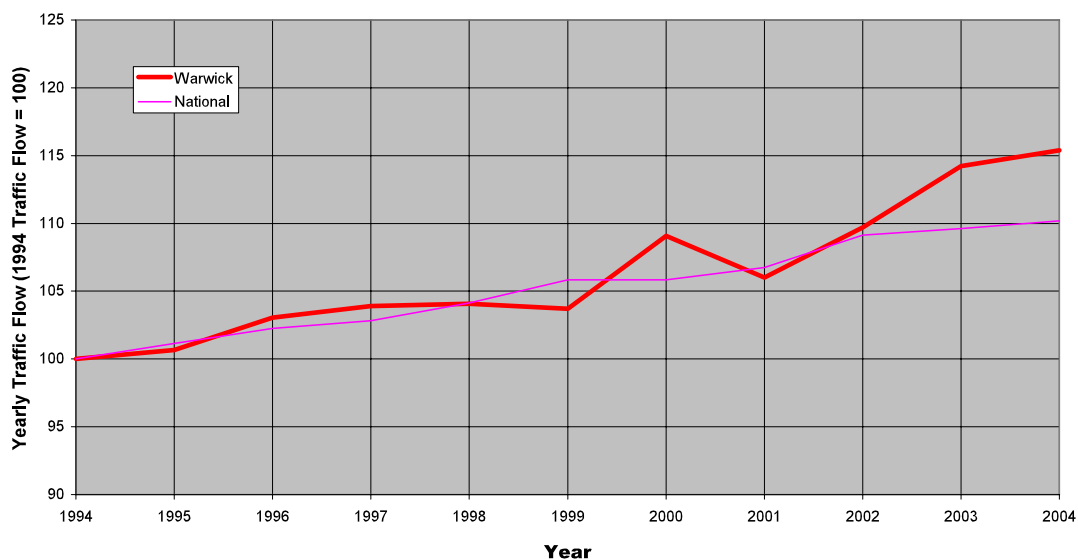


Figure 3.5 Warwick Traffic Growth 1994 - 2004

Leamington Spa - Traffic Growth

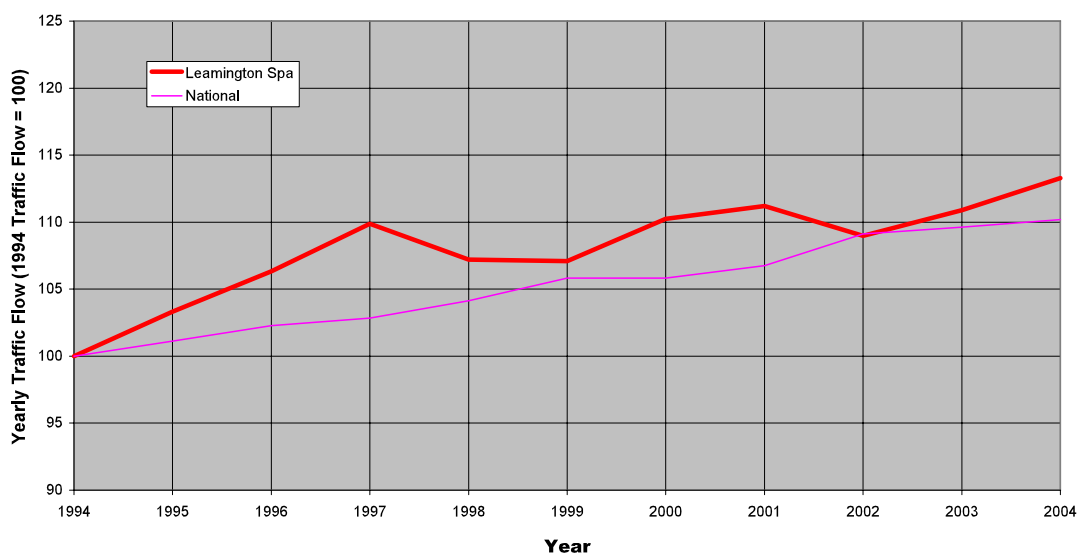


Figure 3.6 Leamington Spa Traffic Growth 1994 - 2004

Modal Split

Travel by car is the main mode of transport across the County, although in Warwick District the percentage using this mode is lower than in the other four areas. However, at 68.8% of journeys to work, car use is significantly higher in the area than nationally (61%).

Over 11% of people walk to work in Warwick District, compared to only 7.3% in North Warwickshire Borough, which is probably a reflection of the more urban nature of Warwick District.

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 appears likely to be attributable to the high number of accessible railway stations with good links to employment opportunities.

The proportion of people working at home reflects the County average of 9.7%.

	Car	Public Transport	Bicycle	Walk
Warwick District	68.8%	5.3%	3.5%	11.2%
Warwickshire	71.2%	4.7%	2.9%	9.7%
English Shire Counties	66.8%	7.6%	3.1%	10.1%

Table 3.10 Warwick District – Journey to Work Modal Split (Source: 2001 Census)

The Journey to School

Table xx below shows a summary of modal split for the journey to school. Recent years have shown an increase the proportion of children travelling to school by car, in line with national trends. 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.

	Car	Public T.	Bicycle	Walk
Warwick District	39%	9%	8%	43%
Warwickshire	37%	15%	4%	43%
UK	30%	14%	1%	46%

Table 3.11 Warwick District – Journey to School Modal Split (Source: WCC)

At 39%, the level of car use for the journey to school in Warwick District is the joint highest in the County, equalling that in Stratford on Avon. There are a number of private schools in Warwick that draw in pupils from a wide area, which accounts for the heavy reliance on the car. On the other hand, the numbers of children cycling to school in Warwick District is more than double that of anywhere else within the County. This is due to the high density of population in the Warwick/Leamington Spa/Whitnash urban area, meaning that a high proportion of children live within cycling distance of their school. The County Council has helped to facilitate cycling to schools by providing local cycle routes to Warwick schools.

Transport Problems and Opportunities

A Fairer, More Inclusive and Accessible Transport System

Car ownership for most households in the strategy area is generally high, so impediments to accessing services mainly relate to congestion on the highway network and limitations in the availability and access to viable alternative means of transport. However, limited access to alternative means of transport to the car is a particularly pertinent issue for those groups of residents who have lower than average levels of car ownership or access. These are typically the mobility impaired, the growing elderly population, and the young.

The bulk of the population living in the urban areas of the wider strategy area also live within easy walking and cycling range of their local services, including public transport routes and major public transport interchanges (no point in the urban area is more than 2 miles from the town centre).

In the urban areas bus service coverage is geographically quite comprehensive, although the location of some key public services such as Warwick Hospital and some education and employment centres on the periphery of the urban area limits the number of direct bus services. However, service frequency and reliability, although improving through the introduction of high frequency low floor buses on some routes, can be below desirable standards and is often hampered by congestion. Access to the national rail network is good in Warwick, Leamington Spa and the villages around Warwick Parkway, but less easily accessible for other areas, particularly Kenilworth and Southam.

Communities in the rural areas can be subject to limited access to alternatives to the car, particularly where bus services are often not commercially viable. Good opportunities exist to work with what are typically active and motivated communities to minimise access barriers. Over the period of the first LTP, a number of initiatives have been pursued through community-based schemes, including car-sharing databases, taxi buses, flexi-bus and the Wheels-2-Work initiatives. By working in partnership with other authorities and community groups, further opportunities can be explored over the period of this LTP.

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 by providing new or enhanced crossing points exist Kenilworth through the town centre redevelopment proposals, in Leamington Spa through the potential redevelopment of sites to the south of the canal, and in Warwick through the development of Safe Routes to School initiatives and Sustrans cycling routes.

Ensuring ease of access to the town centres throughout the strategy area by all modes is important for their future 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 all affect ease of access. Some opportunities to improve access have been identified over the life of the first LTP, such as proposals for a traffic management scheme in Warwick town centre and a mixed priority demonstration project for the Department for Transport in the central area of Leamington Spa. Further opportunities to ensure ease of access will arise and can be taken forward during the life of this LTP. This will involve community and stakeholder consultation, the review and development Decriminalised Parking Enforcement, the regeneration of Kenilworth town centre and developer funded infrastructure improvements.

A Full Employment and a Strong, Sustainable Economy

Parts of the strategy area are subject to some of the worse congestion in the County, both on the strategic road network and within the urban areas. The close proximity of the M40, A46 and A45 to Warwick and Kenilworth has a significant effect on the urban areas, where some traffic seeks alternative quicker routes through the town centres in order to avoid congestion. Significant congestion exists at Longbridge (M40 Junction 15) and Tollbar End (A46/A45 junction). While proposals to address the problems at these locations are discussed in greater detail within the North/South Corridor chapter, a significant improvement to their operation is particularly important in maintaining the attractiveness of the area for new investment and to maintain its current status as a prestigious location for a number of major company HQs.

There are significant employment areas in the south of Warwick and Leamington Spa and congestion on the local road network is an issue for both employers and employees. Measures to address this should be sought in order to maintain and enhance the attractiveness of existing and future employment development areas in south Leamington and South West Warwick.

Some opportunities to improve road capacity exist within the area; these can either be used to provide priority for public transport, ease congestion or provide environmental relief. However, within the urban areas the density of often historically valuable buildings can often limit the scope to improve road capacity or ability to undertake new road construction. This consequently limits the opportunities to improve the balance of infrastructure provision towards alternative modes without removing some of the traffic capacity for private vehicles. In order to maintain a publicly acceptable and economically and environmentally sustainable transport system, a balance must be struck between the traffic demands of existing land use and future development proposals, the wider objectives

of the LTP, and the desired improvements to the built environment. To do this, full advantage of opportunities and solutions based on both soft and hard measures must be taken. To be successful these must involve partner authorities, major employers and the wider community.

The relatively high number of tourist attractions within the area provides a significant benefit to the local economy. However, in the case of Warwick this is not always fully exploited, as many visitors to the main tourist attraction of Warwick Castle do not visit the town or the wider area.

A Reduction of Transport Impact on the Environment

The strategy area has a number of large conservation areas, primarily in Warwick, Leamington Spa and Kenilworth. These are intended to protect the significant quantity of historically valuable building stock. There are a number of notable national and international tourist attractions, including Warwick Castle, The Royal Pump Rooms, Jephson Gardens, Warwick town centre and Kenilworth Castle. These can attract large quantities of visitors, which benefit the area in economic terms, but which can present some challenges by causing significant fluctuations in traffic generation. Due to the town centre location of many of the attractions, this can cause difficulties for managing the volume and impact of traffic in the town centres. This is further exacerbated as many tourists arrive by car, having either first visited Stratford-upon-Avon or with the intention of travelling on to there. The positive management of the 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 tourist economy.

There is a well-established Green Belt surrounding the urban areas, which is protected by its definition within the Warwick District Local Plan. The Local Plan is currently being reviewed, but it is anticipated that similar levels of protection will continue to be applied. This will concentrate future development within or close to the established urban areas and will tend to intensify the effect of additionally generated traffic on the urban environment.

There are high levels of town centre residency in all the urban areas which, combined with the mixed shopping, office and employment within easy walking and cycling distance, provide good potential for increased use of alternative modes. Modal shift or increased use of alternative modes could help limit the impact of traffic on the environment.

Warwick District Council has undertaken an air quality review and has subsequently designated three Air Quality Management Areas (AQMAs) where exceedences of NO₂ are occurring regularly. These are located in the centre of Barford, the Jury Street/High Street area of Warwick and around the junction of High Street/Bath Street/Clemens Street in the Old Town area of Leamington Spa. The air quality issues within Barford will be addressed with the forthcoming implementation of the A429 bypass (following the confirmation of the Orders by the Secretary of State in March 2004 after a successful Public Inquiry). In Warwick a scheme that could significantly improve the air quality in Jury Street and High Street has been identified in detail. However, although the initially identified approach received some support, the more detailed scheme has proved to be contentious and not well received by the public. Further consideration of a way forward to improve air quality in this area and the wider town centre will need to be undertaken during this LTP. The air quality area in Leamington Old Town will be challenging to resolve due to the limited alternative routes for traffic on the key A425 East-West corridor, the physical nature of the tall buildings and the close proximity of the railway line overbridge. However, opportunities to address this may exist through the involvement of local stakeholders, integration with other LTP capital project delivery and the development of 'soft' measures such as Travel Plan initiatives, education and awareness programmes.

Noise and vibration from high volumes of traffic can be an intrusive factor for residential areas and can detract from quality of life for those residents affected. A particular additional factor in Warwick, Leamington Spa and Kenilworth is the high number of historical 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 restrictions changes to the building structure. Furthermore the use of 'soft' stone in some buildings and structures, particularly in Warwick, can leave them more susceptible to erosion and staining, which can be further exacerbated by high volumes of traffic and resulting emissions.

A poor environment for users can adversely influence the attractiveness of walking and cycling as an alternative mode. In this part of the County, the primary environmental disincentive appears to be traffic volume. However, the significant green areas within and surrounding the urban centres potentially offer opportunities to develop routes away from the main traffic flows. In exploiting these opportunities care must also be taken to ensure that routes relate to desire lines in order to maximise the potential for modal shift, as opposed to purely catering for recreational demand. Excess traffic speed can also reduce the attractiveness of walking and cycling, particularly in creating impediments to easy crossing and by intimidating these vulnerable road users.

To improve the safety and security of people when they are using the transport system

In 2004, there were 460 road casualties in Warwick District, with:

- 75 killed or seriously injured; and
- 385 slightly injured.

Continued improvements in road safety will form an important part of the transport strategy for the area. This includes tackling the problem of the proportionally higher incidence of child road casualties.

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. Existing CCTV schemes have produced encouraging results and further opportunities to address the problem of actual and perceived crime and safety in and around transport interchanges and facilities can be sought.

Outside the urban parts of the area, the safety issues primarily relate to enforcement, education and training, publicity, engineering measures and enforcement. Inappropriate speed on rural roads, if not directly a potential accident problem can also adversely effect the environment for other road users and residents.

Integration of Transport

With three important railway stations (Warwick, Warwick Parkway and Leamington Spa), good integration between rail and other modes is key to taking full advantage of the available transport choices. Issues at Hatton and Lapworth stations are dealt with in the chapter covering Western Warwickshire. Significant improvements have recently been made at Leamington Spa Station to improve bus, pedestrian and cycle access as well as the general facilities and environment of the station. However, the orientation of the main entrance still causes difficulties for convenient and direct pedestrian access from the nearby town centre, and the close proximity of the town centre also restricts the amount of land available for car parking.

The Warwick District Local Plan is currently under review, which provides a good opportunity to improve the co-ordination of land use planning and the provision of transport infrastructure. There is significant housing development in South West Warwick which the full completion of is anticipated to fulfil the majority of the District's housing needs up to the end of the next Local Plan period (2011). The Stratford-on-Avon District Local Plan is also currently under review, and will provide similar integration opportunities during the next Local Plan period (2011).

The high influence of the trunk road network in the strategy area, interaction with multiple authorities through the North/South corridor, and the importance of the private sector in bringing forward rail proposals will require a high level of inter-agency cooperation for the successful delivery of the LTP objectives. This is particularly the case with the Highways Agency where the resolution of trunk road issues will support the delivery of environmental improvements, traffic management initiatives and provision for alternative modes.

Whilst good linkages between all policy areas are important, there are a number of linkages that have particular relevance in the towns of this area where limited and congested road space leads to high competition between different modes. Linkages that maximise the effectiveness of measures, both in financial terms and outcomes, include:

- The delivery of the Quality Cycle Corridor programme and the Safer Routes to Schools initiative, where high densities of schools share common catchments in corridors that serve areas of housing and employment;

- Tackling school travel issues and providing improvements for alternative modes to help reduce congestion;
- The delivery of Decriminalised Parking Enforcement, the distribution town centre parking and the implementation of Park and Ride;
- The delivery of bus priority, passenger information and Intelligent Traffic Systems to manage traffic more efficiently; and
- Health policies and the provision of facilities for alternative modes, including recreational facilities.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists, particularly within the urban areas;
- Continuing the implementation of the Safer Routes to School initiative, both in the urban and rural areas;
- Tackling the impact of school related traffic through the provision of attractive and safe alternatives, particularly for secondary school and colleges of further education;
- Promoting better public transport services (bus, rail and community transport), both in the urban and rural parts of the area, including a step change in public transport provision in the North/South corridor;
- Improving facilities for transport interchange at the railway stations and bus station/main bus thoroughfares in the area;
- Continued maintenance of the highway network, including bridges;
- Carrying out an assessment of the accessibility needs of the community, particularly for disadvantaged areas or groups;
- Securing the provision of Travel Plans in relation to significant new development and encouraging existing large trip generators to adopt their own Travel Plans;
- Integrating land development proposals with accessibility improvements;
- Minimising traffic generation by encouraging new development in locations well served (or that have the potential to be well served) by a range of modes;
- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist;
- Controlling and managing car parking provision, giving a high priority to improving the enforcement of parking regulations;
- Ensuring that sufficient short stay parking is available at a cost and convenience to support a vibrant town centre economy and measures to improve the efficiency of the existing highway network;
- Exploiting the linkage opportunities between the delivery of Decriminalised Parking Enforcement, the distribution of town centre parking and the delivery of Park and Ride to maximise the economic benefit to the town centres whilst reducing the impact of traffic;
- Maximising linkages between health policies and the provision of facilities for alternative modes, including recreational facilities;
- Working with Warwick District Council to identify an strategy and action plan to tackle air quality issues; and
- Reducing speeds in the urban areas in order to improve the environment for residents and vulnerable road users.

The remainder of this chapter sets out the key proposals that are likely to come forward in Warwick/Leamington Spa/Kenilworth/Whitnash during the lifetime of this LTP.

These are covered under the following headings:

- Warwick, Leamington Spa and Whitnash;
- Kenilworth;
- The market town of Southam; and
- Other general area issues and improvements.

Warwick, Leamington Spa and Whitnash

Although Warwick, Leamington and Whitnash are three distinct towns with their own separate character, in transport terms, they can be considered as being similar to a single urban area.

During the previous LTP a preferred approach to traffic management in Warwick town centre based on preliminary investigations was identified. Subsequently detailed proposals to limit the impact of traffic on the town centre, improve pedestrian, cycle and public transport facilities as well as linkages between Warwick Castle and the town centre were developed. These were presented through a public consultation process, but their wholesale implementation was not well supported. Consequently, a package of interim traffic management measures was identified and endorsed by the County Council for implementation. Further consultation on additional traffic management measures will be undertaken during this LTP. The outcome of these consultations will also influence the development and implementation of other future transport works in Warwick.

Leamington Spa has benefited from a successful bid to be one of the first five Urban Mixed Priority Route demonstration projects for DfT. The principle objective has been to reduce casualties, however the project is also taking the opportunity to adopt an holistic approach to implementation which is including the resolution of a number of maintenance issues. Following a successful reception at consultation supported by a high level of stakeholder involvement in the development of the scheme, the first stage of construction will commence in 2005/06 and be completed by 2006/07.

Pedestrian improvements

As detailed in the County Council's Pedestrian Strategy, measures will focus on the provision of safe and convenient crossing points to facilitate easy pedestrian movement and address safety issues. Specific areas where improved crossings, routes and priority will be sought, include:

- Improving the linkages to and from the employment and retail areas in South Leamington in the vicinity of Tachbrook Park Industrial Estate and the Shires Retail Park;
- Improving the linkages between Leamington Spa Station and the town centre;
- An improved route between Warwick town centre and Warwick Station;
- Improved links between the town centre and the employment areas of Warwick Technology Park and the Wedgnoek and Lower Cape industrial areas; and
- The provision of new or significantly improved major pedestrian facilities at or on:
 - Gallows Hill/Banbury Road junction, Warwick;
 - Saltisford/Vittle Drive junction, Warwick;
 - Warwick Road/Rugby Road, Leamington Spa;
 - The Parade, Leamington Spa;
 - High Street/Tachbrook Road, Leamington Spa;
 - High Street/Bath Street, Leamington Spa;
 - Adelaide Road/Avenue Road, Leamington Spa; and
 - Avenue Road/Station Approach, Leamington Spa.

Cycle improvements

Cycle route investment will be focused within the urban areas except to complete the Sustrans strategic routes between:

- Warwick and Kenilworth;
- Warwick and Stratford-upon-Avon; and
- Leamington Spa and Rugby.

A further route between Bishops Tachbrook and South Leamington will also be investigated.

Promotional work will include the publication of a cycle route map and guide for Warwick and Leamington Spa.

Within the urban areas the further implementation of the cycle route network will focus on completing separate North-South routes, one through Warwick and one through Leamington Spa and Whitnash. The East-West corridor linking the Warwick and Leamington via Emscote Road will also be developed. Specific measures will include:

- The completion of the Safer Routes to Schools link from Aylesford Secondary School to Woodloes Park. The completion of the Sustrans routes from the A429 Stratford Road to Warwick Railway Station and on to Kenilworth will share some sections of the SRS route;
- The completion of a cycle route from Warwick town centre to Warwick Technology Park and on to the employment areas of Tachbrook Park and Heathcote;
- The completion of the Tachbrook Road cycleway from Queensway to High Street;
- The completion of the East-West corridor link to Leamington Spa; and
- Provision of improved cycle parking within each of the three town centres.

Public Transport – SPARK Major Scheme

As set out in Part 1 of the LTP, there is a need for a step-change in public transport provision in the Warwick/Leamington Spa area to address the problems of congestion and accessibility. An Annex E major scheme under the title of 'SPARK' is being submitted with this LTP. SPARK (Leamington **SPA** and Wa **R** wic **K**) will provide the 'step-change' in public transport that is key to implementing an integrated transport system that will deliver both LTP objectives and a number of policy imperatives within Warwick District. The scheme will aim to meet and exceed the best practice standards for transport provision achieved in Europe and elsewhere. The scheme is built around the backbone of the existing rail route through the area and utilises the three local stations at Leamington Spa, Warwick and Warwick Parkway, which will be developed as a local 'metro'. A Superbus high quality system will link the proposed Park and Ride site in South Leamington/Warwick to the town centres, Warwick Hospital, key interchanges and the local bus network. The emphasis will be on quality and coverage, and the will focus on the following key elements in achieving its objectives for an integrated transport system:

- Network branding and promotion;
- Information provision;
- Efficient routing;
- Simple ticketing systems and a clear tariff structure;
- Integrated timetabling;
- Supporting infrastructure provision;
- Quality of service; and
- Town centre parking management.

Some of the measures that the SPARK scheme may utilise include:

- A branded integrated public transport network;
- New state-of-the-art accessible buses;
- Greater public transport coverage, frequency and hours of operation;
- Simplified fare structures and increased hours of operation;
- Real-time information displays at key points and interchanges;
- Real-time service information available on mobile phones;
- A taxibus from the rail stations to the town centres and Warwick Castle;
- Bus priority at key junctions using intelligent traffic management technology;
- New bus terminal arrangements in Warwick town centre;
- Improved transport interchange on the north side of Leamington Station; and
- A Park and Ride site to serve both Leamington Spa and Warwick.

Other Public Transport Improvements

Other public transport related initiatives in the Warwick, Leamington Spa and Whitnash include:

- Improvements to the pedestrian and cycle links to Warwick and Leamington Stations;
- Improved cycle and powered two wheeler parking at Warwick and Leamington Stations;
- Improved bus services between Whitnash and Lillington, and Whitnash and Warwick Hospital;
- Additional car parking at Leamington Spa Station;
- Warwick Station – Real Time Information Displays and Taxibus;
- Warwick Parkway – Additional car parking and Taxibus;
- Cubbington to Leamington Quality Bus Corridor (QBC);
- The introduction of a Quality Bus Initiatives (QBI) on the following corridors:
- Leamington Spa – Tachbrook – Kineton – Stratford QBI;
- Hatton Park – Warwick – Heathcote – Leamington QBI;
- Lillington – Leamington Spa QBI;
- Improved bus information provision at Warwick Bus Interchange, Leamington Spa Parade and Leamington Spa Rail Station; and
- Working with partners to ensure minimum service levels at rail stations.

Parking

As detailed in the County Council's Parking Strategy, Decriminalised Parking Enforcement (DPE) is being pursued throughout Warwickshire and will result in a significant improvement in parking enforcement. In implementing DPE in Warwick, Leamington Spa and Whitnash, we will work closely with Warwick District Council. The implementation of DPE will be designed to compliment the LTP policies of altering the balance of long and short stay parking provision in the town centres, and by moving long stay parking provision to the peripheries and short stay closer to the centres in order to aid economic vitality. Implementation will include:

- A comprehensive review of existing on and off-street parking stock, charges and length of stay, signing and information - altering as demanded or justified;
- A review of the business case to determine the extent to which on-street parking charges may need to be applied; and
- The review and alteration of residents parking schemes in order to control displacement of parking onto residential streets.

The public transport SPARK initiative (see above) includes proposals for the development of a Park and Ride facility at Greys Mallory near the M40 (Junctions 13 and 14) to serve Warwick and Leamington Spa. Consequently, the delivery of a scheme in this area will be pursued during this LTP. Care will be taken to ensure that the delivery of park and ride and DPE will be complementary.

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 free, secure and centrally located parking provision, both on and off-street.

School Travel

There is a cluster of independent and state schools in Warwick, that together have a considerable impact on traffic levels in term time, particularly during the morning peak period. The independent schools tend to draw from a wide catchment area and, although bus services are provided, levels of travel by car are still high. In order to tackle this we will investigate the feasibility, and, if feasible, progression of a pilot Drop and Ride scheme to serve the schools of Warwick. In addition to other suitable sites around Warwick, this could utilise the proposed park and ride site at Greys Mallory to the south of Warwick and Leamington Spa.

In addition to the completion of the Aylesford – Woodloes SRS cycle link, other measures to tackle the impact of school travel and improve the safety of those traveling will be pursued as and when identified. For example, we will seek to implement 20 school travel plans within Warwick, Leamington Spa and Whitnash over the period of the LTP.

Air Quality

The County Council will work with Warwick District Council to develop and implement an action plan to tackle the three Air Quality Management Areas (AQMAs).

Highway Improvements and Traffic Management Measures

Due to the historic nature of the road network in Warwick and Leamington Spa, there is little scope to significantly improve highway capacity within the urban area. As such, the highway network will be managed through:

- Continued support for major improvements to junctions 13, 14 and 15 on the M40, where existing congestion can affect travel habits and route choice with adverse consequences for Warwick and Leamington Spa;
- Continued support for improvements to the A46/A45 Tollbar End improvements as discussed on the North-South Corridor chapter;
- The use of Intelligent Transport Systems in Warwick and Leamington Spa to manage traffic flow and limit increases in congestion, whilst also improving conditions for pedestrians, cyclists and public transport users;
- The pursuit of improvements to the Portobello Bridge on the A445 Emscote Road corridor between Warwick and Leamington Spa in order to resolve a number of structural issues, improve safety and provide improved facilities for pedestrians and cyclists;
- The promotion and development of Travel Plans with new and existing major traffic generators;
- Seeking improvements for tourist information and access particularly from the south via the M40 and trunk road network; and
- Investigating the feasibility of a tourist shuttle between Stratford-upon-Avon and Warwick Castle to encourage visitors into Warwick town centre, but without generating additional car movements.

Kenilworth

Kenilworth Town Centre Redevelopment

During the first LTP period, the County Council, Warwick District Council and Kenilworth Town Council have come under increasing pressure from businesses and citizens within Kenilworth to bring forward improvements to the town centre. In response to this, the County, District and Town Council agreed to prepare a Town Centre Action Plan to set out the way forward for Kenilworth over the next 5-10 years.

A number of options were put forward in a wide-ranging consultation exercise, which was undertaken during 2004 to establish public opinion and support for a variety of schemes and proposals. Central to the consultation was the provision of a new supermarket in the town centre, and associated improvements to the Talisman Square shopping centre. Provision of a single 'One Stop Shop' for advice on District/County services (Kenilworth Connection), relocated community facilities and a new police station also formed part of the consultation.

Response to the consultation was comprehensive and generally supportive of the proposals. A number of comments were received regarding the likely traffic and transport impact of the development options.

The County Council has tested the traffic impact of a number of development scenario options on the transport network of the town. Key issues in relation to traffic and transport that have emerged are:

- Changes to traffic management to cater for access to the town centre as well as access for the wider town;
- Access for HGVs making deliveries to the town centre;
- On and off-street parking provision;
- Improvements for pedestrians, including the provision of pedestrian priority streets;
- Improvements for cyclists;
- Bus service and infrastructure provision; and
- Retention of accessibility options from the town centre to the proposed site of Kenilworth Railway Station.

Measures to address these issues are linked to the implementation of the development proposals and will be pursued as these are brought forward.

It is anticipated that the Kenilworth Town Centre Action Plan will form a key input to the preparation of the District Council's first Local Development Framework for the area in the next five years. The County Council will continue to work in partnership with the District and Town Councils during this LTP period to develop and implement the Town Centre Action Plan.

Walking and Cycling

Many improvements to the pedestrian environment are linked to the town centre re-development, including facilities on Station Road.

The following cycle routes will be pursued:

- Completion of the Sustrans cycle route from Warwick through Kenilworth and on to Coventry;
- Improvements to the East-West links from the town centre across the railway line as part of the development of the railway station proposals; and
- The delivery of a cycle link from Kenilworth to Warwick University.

Public Transport

The County Council is also committed to pursuing the provision of a new station to serve Kenilworth on the Leamington Spa to Coventry rail line. The preferred site for the new station is located near to the town centre off Priory Road, and has been identified in the Second Deposit Draft Warwick District Local Plan. It is envisaged that the station would include parking facilities, a Kiss and Ride drop-off point, taxi provision and bus/rail interchange facilities. A network of cycleways and footways will provide links with the local residential areas and the town centre. Delivery of the station is dependent on identifying and securing the required capacity in the rail network and, as detailed in the North/South Corridor Strategy, work to do this will continue during this LTP with a view to full delivery of the station.

Parking

Decriminalised Parking Enforcement will be implemented in Kenilworth as part of the proposals for Warwick District (see above)

Southam Market Town Initiative

Southam is a thriving market town in Stratford-on-Avon District, located approximately mid-way between Leamington Spa and Daventry in Northamptonshire. Over recent years, the town has benefited from the formation of the 'Vision 4 Southam' Partnership, which is taking a lead in developing regeneration initiatives to improve the town. Over the period of the LTP we will work with Stratford-on-Avon District Council, Vision 4 Southam, and other partners to develop a package of measures to address transport issues in Southam and its environs. If feasible and justified these may include:

- The development of Flexibus and other similar services to build on existing service provision and links to urban centres and feeder corridors;
- A mobility audit of the town centre, including an accessibility review of local car parking facilities (particularly disabled parking);
- Footway widening and streetscape improvements;
- Pedestrian and cycle crossings;
- Improved cycle parking;
- Provision of traffic calming and/or gateway features;
- Safer Routes to Schools, including a better pedestrian crossing on Welsh Road East and at a number of junctions on the main High Street;
- Improved safety and layout of bus stops within the town centre (in conjunction with local operators and bus users);
- Improved signing to the local canal network and Millennium Cycle Network; and
- Information provision and education.

Other General Area Issues and Proposals

Highway Improvements and Traffic Management Measures – Barford Bypass

The need for a bypass of Barford on the A429 between Warwick and Wellesbourne was identified in the 2000 LTP, with the principle objective of reducing the environmental impact of vehicular traffic on the village of Barford. Following a Public Inquiry and favorable recommendation by the inspector, funding and final approval was secured in late 2004 and early 2005. The scheme, comprising of primarily of approximately 1.95km of single carriageway highway to the west of the village, will commence in April 2005 and should be completed by the end of 2006/07 or early 2007/08.

Coventry Airport

The operators of Coventry Airport at Baginton in Warwickshire have recently proposed significant improvement and expansion of their facility. These are subject to a Public Inquiry, currently in progress at the time the Provisional LTP is due for submission. The County Council submitted to the local planning authority, Warwick District Council, that the proposals should not be approved until the District Council is satisfied that:

1. The proposal would be compatible with the Government's new national air transport policy;
2. Assessments of noise impacts on the local community are adequate and demonstrate that those impacts identified would be acceptable, and
3. The Highways Agency has confirmed the acceptability of the proposal in relation to surface access onto the A45 and the impact on the A45/A46 Tollbar End junction.

Should the Airport be given permission to expand its service portfolio, the following improvements are likely to be sought:

- Preparation of an Airport Surface Access Strategy;
- Improvements to the A45/A46 Tollbar End roundabout;
- Improvements to public transport accessibility, both to/from Coventry and Warwickshire; and
- Improvements to walking and cycling facilities.

Warwick University

The County Council is aware that Warwick University intend to publish a consultation master plan in Autumn 2005 on the proposed expansion of their facilities. In advance of this, the County Council has entered into preliminary discussions with the University over the access requirements of the proposed expansion. Specific problems that are being discussed include the following:

- The impact of the proposed expansion on the A46 Stoneleigh Interchange, albeit with the provision of an upgraded junction at this location as part of the expansion of the National Agricultural Centre;
- The impact of increased traffic flows at the Stoneleigh Road/Dalehouse Lane roundabout;
- The impact of increased traffic on Stoneleigh Road, and at the junction of the A429 Kenilworth Road with Stoneleigh Road and Gibbet Hill Road (located within Coventry City);
- In light of the above issues, the need for either an upgrade of Stoneleigh Road and the junction at Gibbet Hill, or the provision of new highway infrastructure to improve access to the University from the A46;
- The need for improved public transport provision to the University, particularly from Leamington Spa and Coventry city centre;
- The need for improved pedestrian and cycle facilities; and
- Other measures such as the need for a revision to the established University Travel Plan.

Given the location of the University on the Warwickshire/Coventry boundary and the likely impact of the proposed expansion on access from the A46, the County Council intend to work in partnership with Coventry City Council and the Highways Agency to identify a coherent transport strategy to support the expansion of the University.

Freight

The development of countywide freight routes through the Freight Quality Partnership will be supported and the need and opportunity out of town HGV parking facilities explored.

As part of the process of identifying and publishing Freight Quality Corridors through the Freight Quality Partnership the need for environmental weight restrictions will be reviewed.

In order to minimise any disruption to the operation of town centres during peak traffic periods and to improve the environment for shoppers, the potential for restricted delivery periods will be explored with Warwick District Council, Town Councils, traders and other stakeholders within the main towns.

Community Transport and Rural Access

During this LTP community transport initiatives will develop and build on existing transport brokerages, Dial-a-Ride schemes, Car share schemes and moped loan schemes as part of the countywide strategy to support local needs and levels of demand. We will seek to secure on-going funding commitments to support Rural Transport Partnerships. We will also seek opportunities to deliver new demand responsive community transport facilities.

Travel Plans

The County Council intends to pilot a Car Share Database from its offices in Warwick, which will also be open to other businesses in the area. If this proves to be successful, it is likely that the scheme will be made available for use by the general public.

Hatton

The village of Hatton on the A4177 Warwick to Solihull road has recently been subject to significant expansion due to a number of allocated housing developments. As part of the development and delivery of wider transport initiatives such as improvements to Warwick Parkway and the SPARK project, measures to improve access to transport will be sought. Additional parking capacity is proposed at Hatton Station on the Birmingham to London Marylebone line as part of the joint Warwickshire County Council/Chiltern Railways 'Five Stations Strategy'.

Motorway/Trunk Road issues

The County Council supports the Highways Agency's A46/M5/M50 Route Management Strategy, and the proposals to fully resolve the problems at the M40/A46 junction at Longbridge.

The M1 to Birmingham Route Management Strategy covered five key routes, including the A45 between the M45 and the A46 at Stivichall, and the A46 Coventry Eastern Bypass between the A45/A46 at Tollbar End and the M6 at Junction 2. The draft RMS was produced by the Highways Agency in 2002, and the final version has now been published.

The RMS proposed a significant improvement to the A45/A46 junction at Tollbar End, which is now being pursued by the Highways Agency with a view to implementation by 2010/11. Completion of these works along with the improvement at M40 Junction 15 (Longbridge) will leave most of the junctions on the A46 between the M69 and Stratford-upon-Avon free-flowing. The exceptions to this are the two junctions on the A46 Coventry Eastern Bypass, these being the A46/A428 TGI Friday junction near Binley Woods, and the A45/A46 interchange at Stivichall. The latter junction has recently been improved by the Highways Agency, and now includes a segregated slip lane from the A45 west to the A46 south. Grade separation of the A46/A428 roundabout has been considered as part of the Coventry/Solihull/Warwickshire Transportation and Regeneration Study, although its technical feasibility is still to be established by the Highways Agency.

3.7 Southern Warwickshire

Introduction

This section of the Local Transport Plan covers the area shown in Figure ??, which includes the towns of Stratford-upon-Avon and Shipston-on-Stour, and their surrounding rural hinterland. Southern Warwickshire is formed of the majority of Stratford-on-Avon District, excluding the western area (see the section on Western Warwickshire) and the town of Southam (see the section covering Warwick/Leamington Spa/Kenilworth/Whitnash). Its socio-economic characteristics however, are represented by statistics related to Stratford-on-Avon District.

Southern Warwickshire has strong demand for travel links with Warwick, Leamington Spa, Birmingham, Redditch, and Banbury. The County Council has worked in close partnership with Birmingham City Council, Gloucestershire County Council and Oxfordshire County Council during the development of proposals for this part of Warwickshire.

The Overall Context

Population

The population of the District in 2003 was 115,200, up 20.5% since 1971.

Forecasts by the Office for National Statistics suggest that this trend will continue and that the District's population will increase between 2005 and 2011 by more than the average for Warwickshire.

Social Issues

The mean household income in the District is above the Warwickshire average.

The District as a whole performs well in terms of the Index of Local Deprivation. However, there are variations within the District, with some areas having relatively high levels of deprivation in terms of access to goods and services due to their rural characteristics.

The Economy

Stratford-on-Avon District is the best performing district in the County in terms of employment change. The trend in job numbers in the District has seen an increase since the early 1990s. There has been rapid growth over the last 10 years.

The Environment

This part of the County has a number of environmental assets, including the historic town of Stratford, the River Avon and the Burton Dassett hills. The southern edge of the area lies in close proximity to the Cotswolds Area of Outstanding Natural Beauty (AONB).

Travel Patterns

Road Traffic Growth

Average traffic growth on the local highway network in Warwickshire over the 10 years to the end of 2002 was 9%. However, traffic growth is not uniform across the County. Over this 10 year period there was little traffic growth in Kenilworth and Bedworth, 10% growth in Warwick and Leamington and 15% growth in Nuneaton and Rugby. Stratford experienced 8% growth over the period although growth has increased recently.

Stratford On Avon - Traffic Growth

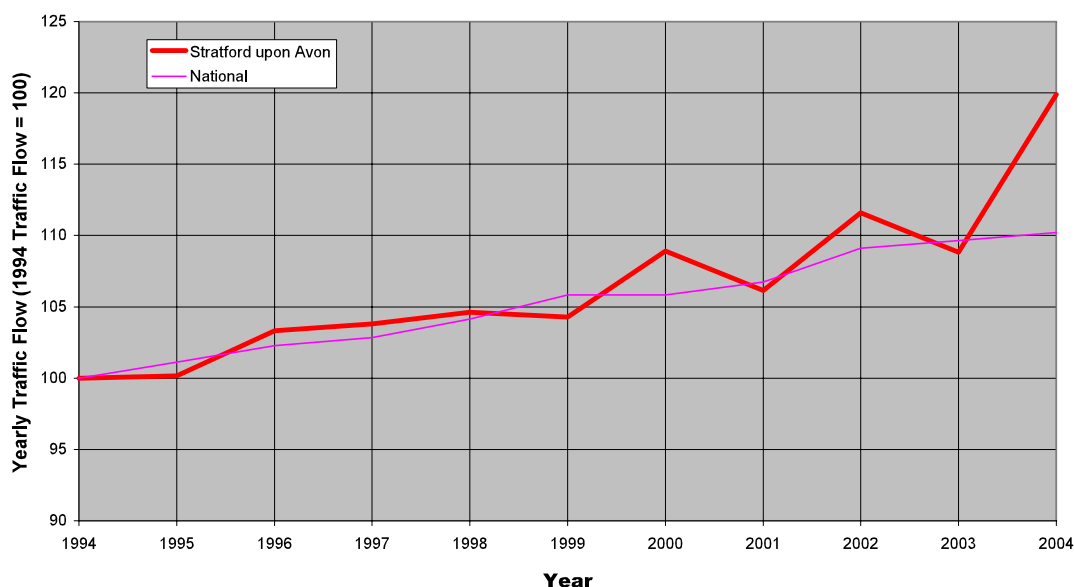


Figure 3.7 Stratfordon Avon Traffic Growth 1194 - 2004

Modal Split

The modal split for the journey to work in Stratford-on-Avon District is generally similar to that of Warwickshire as a whole, with the car being the dominant form of transport for travel to work. However, use of public transport is significantly lower than in any other district of Warwickshire, and only a third of that of shire counties as a whole.

	Car	Public Transport	Bicycle	Walk
Stratford District	70.4%	3.0%	2.6%	9.4%
Warwickshire	71.2%	4.7%	2.9%	9.7%
English Shire Counties	66.8%	7.6%	3.1%	10.1%

Table 3.12 Stratford District – Journey to Work Modal Split (Source: 2001 Census)

The table below shows a summary of school travel patterns in the District. The modal split for school journeys in the Borough is similar to the modal split in Warwickshire as a whole, with a strong reliance on the car and walking.

	Car	Public Transport	Bicycle	Walk
Stratford District	39%	26%	1%	31%
Warwickshire	37%	15%	4%	43%
UK	30%	14%	1%	46%

Table 3.13 Stratford District – Journey to School Modal Split (Source: WCC)

Transport Problems and Opportunities

Southern Warwickshire is a relatively prosperous part of the County. That prosperity however brings pressures in term of growth that needs to be recognised and managed.

A Fairer, More Accessible Transport System

Southern Warwickshire exhibits many of the same problems in terms of achieving an inclusive, accessible system as the rest of the County. The large rural hinterland of the area with its dispersed population is difficult to serve with convenient and frequent public transport. The County Council will continue to work with the principal bus operators in the area to improve intra and inter-urban services to serve Stratford town centre and its hinterland.

Full Employment and a Strong, Sustainable Economy

Good access to and within Stratford-upon-Avon is vital to maintain its role as a world-renowned tourist destination.

Increasing congestion in Stratford town in coming years, due to increasing car usage and predicted changes in population and employment, would militate against this unless the Stratford Transport Strategy, involving the provision of appropriate access improvements for all modes, is implemented over the forthcoming LTP period and beyond.

One barrier to the improvement in accessibility has been a lack of enforcement of parking restrictions across the District, and particularly within Stratford-upon-Avon itself. This lack of enforcement has resulted in long term parking (i.e. parking by commuters) restricting opportunities for short stay parking (i.e. parking by shoppers). This problem has recently been addressed by the introduction of decriminalised enforcement of parking regulations (DPE) throughout Stratford District.

Reduction of Transport Impact on the Environment

Within Stratford-upon-Avon, traffic causes adverse impacts in terms of noise, visual intrusion and pollution, especially in Bridge Street, High Street, Guild Street, on the Bridgeway gyratory system, and along the Arden Street/Grove Road route that circumvents the town centre. The environment of some residential areas also suffers from 'rat running' traffic and inappropriate on-street parking by lorries and other vehicles. Elsewhere, abuse of residents' parking schemes is now being addressed by DPE.

While tourism within Stratford-upon-Avon brings a number of benefits to the local economy, it also causes problems in certain residential areas of the town. A large number of vehicles (including coaches) travel on unsuitable, minor roads through the Shottery area to Anne Hathaway's Cottage, whilst the Old Town area is affected by traffic visiting Holy Trinity church (where Shakespeare is buried).

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

Improving the Environment and Safety of People While Travelling

In 2004, there were 485 road casualties in Stratford-on-Avon District, with:

- 113 killed or seriously injured; and
- 372 slightly injured.

The number of people killed or seriously injured on Warwickshire's roads has reduced significantly in recent years and the figures for Stratford District reflect this.

Integration of Transport

At present there is no integration between bus and rail services at Stratford railway station. This issue however is to be addressed by the provision of a new bus/rail interchange linked to the proposed redevelopment of the former cattle market site (as described below). Some cycle parking has been provided at the station in recent years, but further provision is required to meet demand.

Conclusions

In summary, the main transport problems in Southern Warwickshire are:

- The lack of public transport services in rural areas;
- Regular congestion on the highway network at some locations in Stratford-upon-Avon, with the potential for more congestion in the future;
- The difficulty in balancing ease of access to Stratford town centre and its nationally important tourist sites with limiting the environmental impact of vehicles on those areas;
- The adverse environmental impact of vehicles on residential areas within Stratford-upon-Avon;
- The numbers of casualties resulting from road traffic accidents; and
- The lack of bus/rail integration at Stratford-upon-Avon railway station.

The Strategy

General

The Countywide Strategy outlined in Part 2 of the LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists, particularly within the urban area of Stratford-upon-Avon;
- Continuing the implementation of the Safer Routes to School initiative;
- Promoting better public transport services (bus, rail and community transport), both in the urban and rural areas;
- Promoting better bus and rail facilities, including the development of a bus/rail interchange at Stratford-upon-Avon railway station;
- Promoting better rail services and facilities, including the development of a new Parkway station at Bishopton;
- Provision of a further park and ride site to serve the southern and eastern approaches to Stratford-upon-Avon;
- Continued maintenance of the highway network, including bridges;
- Integrating land development proposals with accessibility improvements;
- Securing the provision of Travel Plans in relation to major new developments, and encouraging existing large trip generators to adopt their own Travel Plans;
- Controlling and managing car parking provision, and continuing to give a high priority to the enforcement of parking regulations;
- Promoting alternatives to the use of the private car;
- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist;
- Implementing a programme of traffic management and highway improvements, including a Stratford Western Relief Road (subject to the outcome of the Local Plan Inspectors Report).

The remainder of this chapter sets out the key proposals that are likely to come forward in Southern Warwickshire during the lifetime of this LTP.

Stratford Transport Strategy

A transport strategy for Stratford upon Avon was developed through numerous studies and a process of consultation with stakeholders and the public during 2002 and 2003, and was the subject of a Major Scheme Bid in the 2003 LTP Annual Progress Report. Although this was not accepted, the County Council has already been able to implement some elements of the strategy, giving priority to the introduction of measures to maintain and enhance

the economic vitality of Stratford town centre. These include a comprehensive Urban Traffic Management and Control System and Decriminalised Parking Enforcement (DPE) with charging for on-street parking. The objectives of these measures are to:

- Reduce traffic circulation and improve safety;
- Improve the turnover in short-stay on-street parking spaces;
- Provide real-time information for car parks and ensure that car parks are used efficiently;
- Provide demand-responsive traffic signal control; and
- Provide on-line routing advice.

The Southern Relief Road Eastern Extension, linking the A422 Banbury Road with the A3400 Shipston Road, has also recently been completed and provides access to the major new Bridgetown housing development and some relief to the congested A3400 Clopton Bridge. A motorcycle park, one of the first in the country, has also been provided recently within the town centre.

The remainder of this chapter sets out the key proposals that are likely to come forward in Southern Warwickshire during the lifetime of this LTP. Table xx, at the end of this section, summarises the specific improvements planned for this area for the period 2006 to 2011, along with their contribution to addressing the strategic and local priorities that were highlighted in Part 1 of the LTP.

Schemes denoted 'STS' form part of the agreed package of measures within the Stratford Transport Strategy.

Transport and Development

Transport and the Local Plan

Stratford District Council's Local Plan Review, which was the subject of a public inquiry in 2004, supports the proposals in the Stratford Transport Strategy, and also provides for the securing of funding where appropriate through developer contributions. In turn the strategy addresses the traffic impacts of the development proposals included in the Local Plan Review.

Other Development Opportunities

The former MOD base at Long Marston on the Warwickshire/Gloucestershire border has recently been purchased by St. Modwen Properties plc. The County Council and Stratford District Council are in the early stage of discussions with St. Modwen over the future redevelopment of the site. The site, which is rail connected, is likely to require improvements to its accessibility, not least in terms of improvements to public transport penetration and enhancements to the local highway network.

Market Town Initiative

The aim of the market town initiative is to regenerate the environment and attractiveness of local centres. Shipston-on-Stour has been identified as one of a number of market town schemes within Warwickshire. A number of improvements have been identified that will positively affect the transport system in this town. These include the following:

1. Improved town centre signage for visitors;
2. Investigation of a potential re-launch of the Red Route leisure cycle facility;
3. Improvement to transport facilities and services for local residents to access leisure facilities in the Stour Valley; and
4. Improvements to the layout of bus stop facilities within the town centre (subject to local stakeholder consultation and consensus building).

Air Quality

There are currently no known problems with air quality within this part of Warwickshire. Monitoring of air quality within Stratford-upon-Avon town centre will continue to be undertaken by Stratford District Council.

Public Transport Improvements

Bus

Inter-Urban Quality Bus Corridors

Inter-urban bus services linking Stratford to the other main towns within Warwickshire, and to important destinations in neighbouring counties, require improvement. Therefore it is proposed to develop a Stratford-Wellesbourne-Warwick-Leamington Spa Quality Bus Corridor (QBC) in the short to medium term, and a Stratford-Solihull- BIA/NEC-Coleshill-Tamworth QBC in the medium term.

Bus Information Points

It is proposed to provide Bus Information Points in the centre of Kineton, Wellesbourne and Shipston-on-Stour in the short to medium term. A Bus Information Point will also be provided at the proposed bus/rail interchange at Stratford-upon-Avon railway station (see below). The provision of Real Time Information Displays at the station will also be investigated.

Low-floor buses

The number of low-floor buses on the Stratford-Kineton-Tachbrook-Leamington service will be increased in the short term via a Quality Bus Initiative.

Stratford town centre service (STS)

A high frequency Stratford town centre shuttle service, linking tourist destinations and using environmentally friendly vehicles, is proposed.

Rail

Bishopton Parkway

The development of a new parkway-style station in the Bishopton area on the North Warwick Line, which connects Stratford and Birmingham, is proposed in the County Council's Passenger Rail Strategy. This facility, located alongside the bus-based park and ride site that is due to open early in 2006, would also provide access to the recently improved Stratford-Leamington Spa-London service, which is now operated by Chiltern Railways. Although a previous study commissioned by the County Council only identified limited potential for a parkway facility, changes in circumstances since then (including the revised operation of the Stratford-London service and the near-capacity operation of nearby Warwick Parkway) now appear to favour its viability in the short/medium term.

Station Improvements

Station improvements on the Stratford-Leamington Spa line will be delivered via a Quality Rail Partnership involving the County Council and Chiltern Railways. A number of station improvements on the North Warwick Line are also proposed.

Service Improvements

An enhancement of services on the North Warwick Line has recently been secured. Further improvements to the frequency of local passenger services between Stratford and Leamington Spa and services on the Cotswold Line between Hereford, Worcester, Evesham, Moreton-in-Marsh and London will also be sought. Although located wholly outside the County, the Cotswold Line provides an important rail-head for people living in this part of Warwickshire given the proximity of stations at Evesham, Pershore and Moreton-in-Marsh to the County boundary.

Reopening of the Stratford – Honeybourne line

The possibility of reopening the former railway line connecting Stratford-upon-Avon and Honeybourne has been raised in the past by the rail industry as an alternative route between the Midlands and the South West. The County Council has previously expressed concern over the potential environmental and road traffic effects of this proposal within Stratford-upon-Avon, particularly given:

- The proximity of the route to a substantial number of residential properties; and
- The likely impact on the Evesham Place roundabout and the A4390 Seven Meadows Road.

Unless there are local benefits to the scheme, it is unlikely that the County Council would be able to support such a proposal if it were to be promoted in the future by the SRA or its successor.

Community Transport

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

The County Council will investigate demand responsive and flexible services as feeder services into key transport corridors and existing/future Quality Bus Corridors.

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. This includes the countywide 'Wheels to Work' moped loan scheme.

Opportunities will be sought to support or introduce schemes that, operated in the community and voluntary sector, can achieve the benefits of partnership working (e.g. the Back & 4th Transport Brokerage scheme in Stratford-upon-Avon).

Taxis/PHVs

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.

Stratford Bus/Rail Interchange (STS)

A new bus/rail interchange at Stratford railway station will be provided as part of the redevelopment of the Cattle market site. The interchange will include a layover facility and thereby avoid the need for bus layover to take place in Wood Street, which currently causes congestion. Progress on this scheme is subject to the findings of the Local Plan Review Inquiry Inspector.

It is proposed to provide a Bus Information Point at the bus/rail interchange at Stratford station. The provision of Real Time Information Displays at the station will also be investigated.

Improvements for Pedestrians and Cyclists**Pedestrians****Bridge Street Pedestrian/Environmental improvement scheme (STS)**

Bridge Street is the widest and most important shopping street in Stratford town centre, with transverse parking on both sides of the road but relatively narrow pavements. There is a large flow of pedestrians using this route both for shopping purposes and as an important thoroughfare between the riverside parking areas, other shopping streets and Shakespeare's Birthplace in Henley Street. Current conditions for pedestrians are inadequate; the

on-street parking is intrusive and the volume of pedestrians can exceed the capacity of the pavement. Passengers waiting at bus stops contribute to congestion on the pavements and there are no bus shelters (due to a lack of space). The road has a poor accident record and frequent and unsafe double parking impedes the traffic flow, which in turn affects the environmental quality of the area.

The proposed pedestrian/environmental improvement scheme has in the past been the subject of a consultation exercise and has the unanimous support of stakeholders. It would involve a significant reallocation of road space through the narrowing of the carriageway and very considerable widening of the pavements. Two-way traffic would be maintained, but with features to slow traffic, allow several pedestrian crossing points, and ensure far better bus stop facilities. The scheme would contribute greatly to improving the quality of experience of the principal town centre street for residents, shoppers and tourists alike, with possible features including seating, kiosks, trees, and pavement cafes.

High Street and Waterside/Southern Lane (STS)

Further pedestrian priority measures in High Street and Waterside/Southern Lane, involving widened footways and also closure to traffic during part of the day, will be progressed if and when the Western Relief Road is constructed.

Bridgeway/Bridgefoot traffic signals (STS)

A signalled crossing at the Bridgeway/Bridgefoot junction on Stratford's gyratory system is being provided as a high priority. This will provide a safe crossing of the main barrier between the major car parks and town centre and thereby improve the accessibility of the centre.

Pedestrian bridge over the Stratford- Birmingham railway line at Bishopton (STS)

This would link residential and employment areas on both sides of the railway, especially serving a major new housing development at The Avenue.

Cycling

Pedestrian/cycle link between Birmingham Road and Alcester Road (STS)

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 scheme to provide improved facilities for cyclists on Birmingham Road in Stratford-upon-Avon will be developed and implemented during the LTP period.

Tiddington Road, Stratford-upon-Avon

The County Council will keep under review the need for improved cycle provision between Tiddington and Stratford-upon-Avon town centre.

Warwick – Stratford-upon-Avon

During the next five years, the County Council will establish a new cycle route between Stratford-upon-Avon and Warwick (via Loxley) as part of the Sustrans network within Warwickshire.

Safer Routes to School

Opportunities to deliver further Safer Routes to School schemes in this area will be identified during the lifetime of this LTP.

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**Bishopton Park and Ride Site (STS)**

A 750 space park and ride site is currently being developed at Bishopton, close to the A46/A3400 roundabout to the north of Stratford. The necessary land has been acquired and it is hoped that the site will be open by the end of 2005/start of 2006.

Equipment will be installed to link the site to Stratford UTMC's car park management and route advisory systems, which will provide constant monitoring of its occupancy and activate variable message signs on the approaches to Stratford from the east, north and west (A46(E), A3400, A46(W) respectively) to advise on the number of spaces available and encourage use of the facility.

Bus services will be run at a 15 minute frequency from the site to Stratford town centre, and will be given priority at traffic signals on the way by the PRISM system. In future, when the bus/rail interchange at Stratford railway station is completed, some of the services will stop there on their way to and from the centre.

These services, delivering a large number of car-borne workers, shoppers and tourists swiftly to town centre destinations, will complement the stricter control of illegal on-street parking in the town centre now occurring under DPE. A 5-10% reduction in the volume of traffic entering the town centre on the Alcester, Birmingham and Warwick Roads is expected, and these reductions will lead to substantial decongestion benefits.

There is space to extend the Bishopton site to a total of 1000 spaces in the future, should demand begin to outstrip the current maximum number of spaces. 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.

Highway Improvements and Traffic Management Measures – County Roads**Stratford Leisure Centre Link Road (STS)**

A new access into Stratford Leisure Centre car park, which would reduce congestion on the Bridgeway gyratory system, is currently being progressed.

Stratford Western Relief Road (STS)

A new road linking the A46/A422 Wildmoor roundabout with the B439 Evesham Road is proposed to reduce traffic in Stratford town centre and Shotton village and provide access to housing developments identified in the District Council's Local Plan Review. It would also provide access to a new coach and car park for Anne Hathaway's Cottage, one of the world-renowned sites associated with William Shakespeare. Progress on this developer-funded scheme is subject to the outcome of the Local Plan Review Inquiry Inspector.

Highway Improvement Line Protection

It is proposed to protect a strip of land along the north-south corridor between Evesham Place and the Birmingham Road for possible future 'transport purposes', in particular walking, cycling and bus services.

A429/B4035 Portobello Crossroads

The County Council will keep under review the need for a further improvement of the A429/B4035 junction (Portobello Crossroads) to improve safety.

Traffic Management Improvements

A signal controlled crossing at the junction of Bridgeway/Bridgefoot (STS) on the Stratford gyratory system to improve pedestrian amenity and safety and accessibility and provide regulation of the traffic merge is currently being progressed. It will provide a safe crossing of the main barrier between the major car parks and town centre.

The Stratford UTMC system will be extended to provide CCTV coverage and formal links to provide information to radio stations, and to exchange data with other information providers such as the TCC system and MATTISSE.

Various traffic management measures including right turn bans, one-way systems, speed limit changes, traffic calming and rationalisation of signage will be introduced within Stratford-upon-Avon town centre as appropriate. Some of these measures will be introduced through the Safer Routes to School and casualty reduction initiatives

Further Stratford Transport Strategy Schemes

It is possible that two further schemes in the Stratford strategy could be implemented within the next five years, although the timescale is dependent upon the progress made by the Royal Shakespeare Company in redeveloping its principal theatre. The first is a proposed new access to the Recreation Ground car park, which would reduce congestion at peak times and provide a route into the town centre for the southern Park and Ride service. The second, a proposed pedestrian/cycle bridge over the River Avon near the Royal Shakespeare Theatre, would link the terminus point of the park and ride service directly with the theatres and town centre. It would also link the theatres directly with the existing Recreation Ground car park and provide a safe alternative to Clopton Bridge for cyclists crossing the river.

Motorway/Trunk Road issues

The County Council supports the Highways Agency's proposals to fully resolve the problems on the national trunk road network at the M40/A46 junction at Longbridge, where an interim improvement scheme has recently been implemented. Although this junction falls outside the boundary of Southern Warwickshire, the M40/A46 junction forms a key entry point to the area.

The County Council also supports the Highways Agency's M69/A46/M5/M50 Route Management Strategy. It will continue to press for the major improvement scheme for the A46 between Stratford and Alcester, which was approved at public inquiry in 1994, to be reinstated in the Government's Targeted Programme of Improvements. The County Council supports Gloucestershire County Council's proposal for a similar improvement to the A46 between Evesham and Ashchurch.

3.8 Western Warwickshire

Introduction

This section of the Local Transport Plan covers the area shown in the Figure ?? which includes the towns of Henley-in-Arden, Studley and Alcester. The key transport corridor in the area is the A46/A435, which connects Evesham, Alcester, Studley, Redditch with Birmingham and the West Midlands conurbation. Western Warwickshire is formed of the western part of Stratford-on-Avon District and the north west part of Warwick District. Its socio-economic characteristics however are represented by statistics related to Stratford-on-Avon District.

Western Warwickshire has strong travel links with Birmingham, Solihull, Redditch, Worcester and Evesham. The County Council has worked in close partnership with Birmingham City Council, Solihull Metropolitan Borough Council and Worcestershire County Council during the development of proposals for this part of Warwickshire.

The Overall Context

Population, Social Issues and The Economy

These are discussed in detail in the section of the LTP covering Southern Warwickshire.

The Environment

This part of the County has a number of environmental assets, including the Ragley estate and Coughton Court near Alcester, and the National Trust properties at Baddesley Clinton and Packwood. The southern edge of the area lies in close proximity to the Cotswolds Area of Outstanding Natural Beauty (AONB).

Travel Patterns

Road Traffic Growth and Modal Split

These are discussed in detail in the section of the LTP covering Southern Warwickshire.

Transport Problems and Opportunities

A Fairer, More Accessible Transport System

Western Warwickshire exhibits many of the same problems in terms of achieving an inclusive, accessible system as the rest of the County. The County Council will continue to work with the key bus operators in the area to improve inter-urban services and those serving villages, and to press for further service improvements on the Shakespeare line between Stratford-upon-Avon and Birmingham.

Full Employment and a Strong, Sustainable Economy

Increasing congestion in the A435 corridor, due to heavier car usage and the predicted growth in population and employment, will be difficult to militate against unless the appropriate solution of a bypass for Studley is implemented.

Due to its important tourist attractions and environmental quality, the area will continue to attract large numbers of visitors by car, public transport and chartered coaches

Reduction of Transport Impact on the Environment

The major environmental problem in Western Warwickshire due to the impact of transport occurs in the A435 corridor, which connects the M5/M50 with Evesham, Alcester, Studley, Redditch and the West Midlands conurbation. 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 due to high traffic volumes containing a large number of HGVs.

The impacts felt in the remaining small towns and villages in Western Warwickshire are mainly related to through traffic and high vehicle speeds.

Improving the Environment and Safety of People While Travelling

These are discussed in detail in the section of the LTP covering Southern Warwickshire.

Integration of Transport

Opportunities for the physical integration of transport within and between modes are most prevalent within the three main towns of the area (Henley-in-Arden, Studley and Alcester), along with certain rail stations such as Hatton and Lapworth.

The District Council and the County Council work closely together in terms of integrating their policies and plans, not least in terms of land use and transportation planning.

Conclusions

In summary, the main transport problems in Western Warwickshire are:

- Limited public transport services in rural areas;
- The environmental impact of vehicles on the settlements located along the A435 corridor; and
- The numbers of casualties resulting from road traffic accidents.

The Strategy

General

The Countywide Strategy set out in Part 2 of this LTP will be implemented in this area by:

- A continued focus on improving facilities for pedestrians, cyclists and motorcyclists, particularly within the three main towns of the area;
- Continuing the implementation of the Safer Routes to School initiative, both in the main towns and the rural areas;
- Promoting better public transport services (bus, rail and community transport) throughout the District;
- Improving facilities for transport interchange within the three main towns and at key railway stations;
- Securing the provision of the Studley Bypass to remove traffic from towns and villages which the A435 currently passes through;
- Improving the management and condition of the transport asset of the area;
- Continued maintenance of the highway network, including bridges;
- Integrating land development proposals with accessibility improvements;
- Securing the provision of Travel Plans in relation to new development, and encouraging existing large trip generators to adopt their own Travel Plans (including schools);
- Controlling and managing car parking provision, and giving a high priority to the enforcement of parking regulations;
- Promoting alternatives to the use of the private car; and
- Promoting road safety, and implementing casualty reduction schemes in corridors and at specific locations where known problem exist.

The remainder of this chapter sets out the key proposals that are likely to come forward in Western Warwickshire during the lifetime of this LTP.

Transport and Development

Transport and the Local Plan

Stratford District Council's Local Plan Review, which was the subject of a public inquiry in 2004, supports the safeguarding of that part of the line of the Studley Bypass that lies within Warwickshire.

Market Town Initiative

The aim of the market town initiative is to regenerate the environment and attractiveness of local centres. Alcester has been identified as one of a number of market town schemes within Warwickshire. A number of improvements have been identified that will positively affect the transport system in this town. These include the following:

1. Pedestrianisation and parking improvements around the Town Hall;
2. Pedestrian movement and parking improvements in the High Street;
3. Traffic management and pedestrian access improvements at the junction of Evesham Street, Swan Street, Seggs Lane and Priory Road;
4. Pedestrian and traffic management improvements in the main town centre and around Safeways car park;
5. A wayfinding and tourism sign programme in the town and its immediate hinterland; and
6. Implementation of a network of walking and cycling routes for local people and visitors.

Air Quality

There are currently no known problems with air quality within this part of Warwickshire. Monitoring of air quality in the A435 corridor will continue to be undertaken by Stratford District Council.

Public Transport Improvements

Bus

It is proposed to provide Bus Information Points in the centres of Alcester and Studley in the short to medium term.

Rail

The Shakespeare line provides a service between Stratford-upon-Avon and Birmingham calling at a number of local stations including Henley-in-Arden. The line is also used by Chiltern Railway services on the Stratford-upon-Avon to Leamington and London route. In addition, Vintage Trains operate tourist leisure services during the summer months of the year.

The County Council is a member of the local promotion group for the line and jointly funds the services of a part-time Community Rail Officer for the line. The West Midlands Rail Utilisation Strategy proposes increases to the train service on this line which the County Council supports. The County Council is committed to improving facilities at stations along the line and is committed to funding the installation of real time passenger information systems at Henley and Stratford and the provision of improved passenger information at other stations. The Council is working with the Promotion Group to install community noticeboards at all stations. Longer term projects may include helping to fund improvements to station platforms where longer or higher platforms are needed and the provision of a new ticket office at Henley, should the station have a staff presence again. A more significant ambition is to provide a new station at Bishopton for park and ride travellers.

Additional car parking is proposed at Lapworth and Hatton stations on the Birmingham-Marylebone line as part of the County Council and Chiltern Railways 'Five Stations Strategy'.

Community Transport

Enhanced facilities for community transport passengers will be provided at key interchanges consistent with the aims set out in the Public Transport Interchange Strategy. Enhanced facilities and information will also be provided where appropriate at all existing/new Bus Information Points (e.g. Alcester).

The County Council will investigate demand responsive and flexible services as feeder services into key transport corridors and existing/future Quality Bus Corridors.

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. This includes the countywide 'Wheels to Work' moped loan scheme.

Taxis/PHVs

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.

Improvements for Pedestrians and Cyclists

Pedestrians

The County Council will promote improvements for pedestrians to support the regeneration of its market towns, including Alcester. These could include improvements to the quality of the street scene or measures to address safety issues.

Cycling

The County Council supports the 'Bikes to Alcester' scheme that is currently being developed by Advantage Alcester. Whilst the County Council is not directly funding the proposed improvements within Alcester (funding has been obtained from elsewhere), assistance is being provided in the form of route identification and development, including route assessments and safety audits. The main elements of the proposals are a series of eight routes that will link Alcester and its immediate surrounding area with the National Cycle Network. The County Council is considering providing funding towards one of the proposed routes as it has the potential to offer a Safer Route to School for local children.

Safer Routes to School

Opportunities to deliver further Safer Routes to School schemes in this area will be identified during the lifetime of this LTP.

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

The decriminalisation of parking enforcement was introduced in Stratford District in 2004/5, and covers the majority of the smaller towns and villages in Western Warwickshire (excluding those that fall within Warwick District).

Highway Improvements and Traffic Management Measures – County Roads

The County Council supports the provision of the Hockley Heath Bypass (the southern end of which lies within Warwickshire), and will continue to protect the line of the route on behalf of Solihull Metropolitan Borough Council.

Motorway and Trunk Road Issues

A435 Corridor – Revocation of Bypass Orders

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

The Highways Agency in the past recognised these problems and a Studley Bypass Scheme was designed and the necessary orders made in 1993, following a Public Inquiry in 1991/92. However, just prior to implementation, the scheme was withdrawn from the National Road Programme and the Agency now intends to revoke their previously made orders. At a public inquiry in January 2004 the County Council challenged the case put forward for revocation. However, following the Inquiry Inspector's recommendation that Revocation Orders should be made, and the endorsement of this by the First Secretary of State and the Secretary of State for Transport, the revocation process has now being formally initiated.

A435 Detrunking and the Halcrow Study

Following the revocation of the line and side road orders, the Government intends to de-trunk the A435 between Alcester Bypass and the M42. The County Council is very disappointed at the revocation decision and concerned about the proposed detrunking, both of which significantly reduce the prospects of relief for the communities lying on the A435. In 2000 the Council commissioned Halcrow to carry out a comprehensive reassessment of the transport problems in the A 435 corridor and assess alternative solutions. Both GOWM and the Highways Agency contributed to the costs of the study and were represented on the steering group.

When the study, which employed extensive public consultation and a GOMMS-style assessment, reported in January 2001, it found that there was no satisfactory low cost transport solution which might be delivered by the Council within the framework of conventional funding arrangements if the A435 were to be detrunked. A long bypass, either to the east or to the west of Studley, was confirmed as the appropriate solution to the environmental

problems experienced in the A435 corridor. The Council would be unable to fund both the development and construction costs of such a bypass scheme. The former could be between £2 million and £4 million, and the latter could reach nearly £50 million, presenting insuperable funding problems as a Council scheme advanced via the normal LTP process. The Council has received no response to its case that funding options outside the LTP process should be made available in the special circumstances of detrunking.

The County Council has in the past supported the principle of detrunking the A435 route providing that a satisfactory and deliverable solution can be established between Alcester and Mappleborough Green. It is now clear that such a solution does not exist, and therefore the County Council can no longer agree to detrunking.

The provision of Studley Bypass is supported by Worcestershire County Council.

A46 Stratford- Alcester

The County Council supports the Highways Agency's M69/A46/M5/M50 Route Management Strategy. It will continue to press for the major improvement scheme for the A46 between Stratford and Alcester, which was approved at public inquiry in 1994, to be reinstated in the Government's Targeted Programme of Improvements. The County Council supports Gloucestershire County Council's proposal for a similar improvement to the A46 between Evesham and Ashchurch/M5.

M42 Active Traffic Management

The County Council supports the trialling of Active Traffic Management (ATM) on the M42, and will work in partnership with the Highways Agency to monitor its impact and future roll-out on other key motorway corridors in the West Midlands.

4 The Delivery Strategy

4.1 The Strategy

Introduction

The plans and policies set out in this Local Transport Plan (LTP) present a long term strategy for the development of transport in Warwickshire. It will take much longer than the 5 year life of this LTP to achieve all of these planned objectives and improvements.

This delivery strategy covers the period of this LTP which runs from 2006 to 2011. It sets out the proposed allocation of resources and how this allocation relates to the priorities and targets set out in the LTP.

Capacity to Deliver and Value for Money

It is essential that best use is made of available resources. The County Council has entered a number of partnerships that are aimed at providing the resources necessary to deliver planned programmes and achieving best value from available resources.

The largest expenditure on transport is maintenance. High importance is therefore placed on getting value for money from this expenditure. Our maintenance programme is delivered through a long term partnership contract with Carillion. It is a target price contract which will achieve continuous improvement through progressive reduction in target prices.

The level of staff resources and the range of expertise available in house to a local authority are necessarily limited. The County Council has therefore entered a long term partnership contract with ARUP for consultancy services. Through the partnership the County Council is able to draw on the expertise and resources of an international consultancy.

Warwickshire has developed a close working relationship with the Rail industry and bus operators. Through this good working relationship we have a track record of developing improvements to bus and rail services which encourage good will and investment from the private sector to complement public sector investment.

It is essential to supplement the outcomes from transport capital investment by use of "soft measures". Such measures will include training, education and provision of information. For example it is a condition that schools should develop a travel plan before capital investment is made on safer routes to school. It is our intention that capital investment in improved infrastructure will be complemented by such "soft measures". Available revenue budgets for soft measures will be supplemented by top slicing a small percentage of capital budgets with the top sliced funding being spent on associated capital schemes.

A study to review of the effectiveness of transport investment in Warwickshire and other similar highway authorities was commissioned to inform this delivery strategy and target setting. The results of this study have been used to inform the choice and weighting of measures in the delivery strategy.

Resources

The main capital resource available for delivery of improved transport infrastructure will be LTP allocations. In December 2004 Government published provisional planning guidelines for Local Transport Capital for the period 2006-7 to 2010-11. The figures for Warwickshire are given in Table xx below.

LTP Resources						
	2006-07	2007-08	2008-09	2009-10	2010-11	Total
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)

LTP Resources						
Maintenance	8.580	8.752	9.190	9.649	10.132	46.303
Integrated Transport	4.376	4.376	4.596	4.826	5.068	23.242

Table 4.1 LTP Resources

Additional funding through unsupported Prudential Borrowing may be available where capital resources are required for projects that will generate an income capable of servicing the debt charges. Two examples where additional capital may be available through unsupported Prudential Borrowing are the introduction of decriminalisation and on street charging for parking and construction of park and ride facilities.

Opportunities to bid for additional capital resources will be pursued wherever possible. A major bid to Advantage West Midlands (AWM) for planned improvements in Stratford is planned. Warwickshire has been successful in the past in securing challenge funding from Government for the Urban mixed priority scheme in Leamington and UTMC in Stratford. We will continue to bid for challenge funding when appropriate.

We will continue to require that developers should fund improvements necessary to mitigate the impact of new development. The level of investment from this source will vary depending on development activity. Over the three years 2002-03 to 2004-05 the average investment from developer funding was just over £3M per year.

Revenue funding is an important resource for transport expenditure. It is a key element of maintenance expenditure with just under £14M spent from revenue in 2004-05. There is also around £3M per year of revenue expenditure on transport education, training and publicity, traffic management including traffic signs and signals, traffic safety, transport planning and data collection and analysis. Revenue surpluses from decriminalisation of parking and on street charging for parking will be utilised to support transport projects.

Warwickshire has been very successful in securing major scheme funding over the last five years. There are two major schemes with full approval and two with provisional approval.

- Nuneaton Development Project will be largely complete by April 2006 so will not feature significantly during the life of this LTP.
- Barford bypass will be completed by the end of 2006-07. Major scheme funding will be available in 2006-07 to contribute to completion of the scheme.
- Rugby Western Relief Road is a provisionally accepted major scheme which will deliver very substantial benefits for Rugby. Approximately £14M of developer funding and £8.06M of major scheme funding is available to the scheme.
- Coleshill Parkway is a provisionally accepted major scheme, comprising a multi-modal interchange and new railway station. It will provide a focus for public transport in North Warwickshire and a gateway from North Warwickshire to the West Midlands. £3.75M major scheme funding, £1.4M S106 developer funding and £2.7M other private sector funding from our rail industry partner is available.
- Major scheme bids are being prepared for new two projects to achieve a step change in the provision and quality of public transport in Warwick and Leamington and in the Nuneaton-Coventry Leamington and Warwick corridor.

Delivery to meet LTP Objectives and Priorities

This LTP sets out objectives for improvements to transport that will guide investment priorities over the next five years. Investment will be directed to schemes aimed at supporting the four shared priorities for transport and also to some specific objectives set out in the Area Chapters of the LTP.

Delivery of the shared priorities will be achieved through a variety of transport initiatives. Table xx below sets out a subjective assessment of the relative importance of different transport initiatives to each of the shared priorities.

Contribution of Integrated Transport Schemes to Shared Priorities				
	Safety	Accessibility	Congestion	Air Quality
Public Transport	YY	YYY	YY	YY
Community Transport	Y	YYY		
Park & Ride		Y	YY	YY
Road Safety - Casualty Reduction Schemes	YYY			
Cycle Infrastructure	YY	Y	Y	Y
Walking Infrastructure	YY	YY	Y	Y
Traffic Management and Road Improvement schemes	Y		YY	Y
ITS	Y		YY	YY
Safer Routes to School	YY	YY	YY	Y
Parking including Decriminalisation of Parking		Y	YYY	YY
Barford bypass	YY	Y	YYY	YYY

Table 4.2 Contribution of Integrated Transport Schemes to the Shared Priorities

Outline Allocation of Resources

The allocations set out in Appendix C of the Cabinet Report assume that the LTP resources available are in line with the planning guidelines issued by DfT in December 2004. Additional resources such as developer resources and unsupported Prudential Borrowing are included where these have been secured.

Allocation of funding above the Planning Guidelines

The Full Guidance on Local Transport Plans states that additional integrated transport funding up to 25% above 'planning guidelines' may be available for authorities producing high quality LTPs. Warwickshire's final LTP to be submitted in March 2006 will include details of how the LTP delivery programme and LTP targets would differ if funding above planning guidelines were available. An outline of where priorities would be for utilising any additional funding.

Road Safety - We are not able to stretch our casualty reduction targets with funding at 'planning guideline' levels. A first priority for use of additional integrated transport funding would be casualty reduction. We are confident that additional funding in this area will enable us to stretch our current targets.

Accessibility - to be added

Congestion - to be added

Air Quality - to be added

Area Specific - to be added

4.2 LTP2 Annex E Submissions

Introduction

This section of the LTP provides details of:

- Existing major scheme submissions that were made during the first LTP period, whose full approval has either been accepted by DfT or which remain outstanding as at July 2005;
- Major scheme proposals that form part of this Provisional LTP submission; and
- Further major scheme submissions that are planned to come forward during the second LTP period.

These three areas are covered individually below.

Existing Major Scheme Bids

Coleshill Parkway

The County Council has still to apply for full acceptance of Coleshill Parkway, subject to the outcome of scheme assessment that is being undertaken by the Strategic Rail Authority. Subject to the satisfactory resolution of these processes, construction of the station could begin later this year, with the aim of opening the facility in time for the Winter timetable in December 2006. As well as improving access to the national rail network, the facility will enhance connections to Birmingham International Airport and the National Exhibition Centre.

Barford Bypass

The scheme received full acceptance from DfT in December 2004. Construction is due to begin during Summer 2005, with a view to opening in Spring 2006.

Nuneaton Development Project (Phase 3)

Phases 1 and 2 of the Nuneaton Development Project were completed during the first LTP period. A bid to cover increased costs associated with the project was made to DfT in 2004. An outcome on the decision of this bid is still awaited. Delivery of Phase 3 of the project will be subject to the outcome of public consultation and approval of the additional funding.

Rugby Western Relief Road

The County Council was successful in getting the Public Inquiry reopened during 2005. Subject to the outcome of the Inspector's Report, the County Council may be in a position to seek full acceptance for the scheme in October 2005. This would allow construction of the scheme to begin some time in 2006.

Further details of our progress with these four schemes can be found in the 2004/5 Annual Progress Report.

Major Scheme Bids - The Provisional LTP

This Provisional LTP submission is accompanied by a bid for the SPARK major public transport scheme. A summary of the scheme is set out below. The full Annex E bid can be found in the separate submission which accompanies the Provisional Plan.

SPARK Major Scheme

To be added

Further Major Scheme Bids planned for submission during LTP2

Two further major scheme bids are planned for submission during the second LTP period. These are as follows:

1. **Step-Change in Public Transport in the North/South Corridor** between Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick. The details of what the scheme will consist of is subject to the outcome of the North/South Public Transport Options Study. The bid is likely to be submitted in either March or July 2006, and may be made in conjunction with Coventry City Council and Centro (the West Midlands PTE); and
2. **Intelligent Transport Systems** - subject to the successful operation and monitoring of the Stratford-upon-Avon Urban Traffic Management and Control (UTMC) scheme, it is proposed to bring a similar major traffic management scheme forward in one of the other urban areas of the County. This would either be in Warwick/Leamington Spa, Rugby or Nuneaton. It is unlikely that an ITS major scheme bid would be submitted before 2007/08.

Our progress and timescale for developing these major scheme bids will be reported in the Final LTP submission in March 2006, and in subsequent LTP Annual Progress Reports.

5 Glossary of Terms and References

Definition	Acronymn / term	Description
Accident Hot Spots		Location where there has occurred 6 or more accidents over 3 years, either within 20m of a junction or over a 100m stretch of road
Accessibility		The ease with which an individual can access services and facilities that he or she needs or desires. It encompasses the entire journey chain from the origin to the destination and reflects the ability of individuals to reach and use transport services and infrastructure as well as life enhancing facilities and services
Active Traffic Management	ATM	A range of measures to reduce congestion, improve road safety, improve journey time reliability and reduce traffic management costs for routine maintenance utilising latest electronic message signs to supply better in-journey information, with overhead gantries enabling individual lane control and the use of variable speed limits. Other initiatives to enhance safety include CCTV, automatic queue and accident detection equipment and emergency refuges
Air Quality Management Areas	AQMA	Area designated by local authority where there is a potential risk of exceeding guidelines concerning air pollutants
Annual Progress Report	APR	Annual report to DfT submitted by Highways Authorities as part of the LTP process
Appraisal		Assessment of scheme, strategy or policy in order to determine financial cost/benefit and can include the degree of compliance with a range of other criteria
Areas of Outstanding Natural Beauty	AONB	Areas designated within the Land Use Planning System subject to special laws and protection
Best Value		A legal obligation, set out in the Local Government Act 1999, that places a duty on councils to ensure that they deliver services with regard to "Economy, Efficiency and Effectiveness"
Automatic Number Plate Recognition	ANPR	A system to detect and capture images of a vehicle passing a particular point. These images are then processed to 'read' the vehicle's number plate
British Waterways		Public corporation responsible for managing inland waterways in England, Scotland and Wales

Definition	Acronym / term	Description
Bus Priority		Generic term for measures designed to give buses priority over other traffic
Bus Quality Partnerships	BQP	Voluntary or statutory agreements whereby operators improve buses and services and the local authority improves infrastructure
Bus Rapid Transit	BRT	High quality bus provision incorporating a variety of priority and information benefits
Bus Service Operators Grant		Mechanism whereby bus operators receive fuel duty rebate
Capacity Constraints		Situations where specific areas of the transport network are unable to meet demand
Capital Funding		Financial resources that are available for one-off, infrastructure projects as against revenue resources that are spent over a period of time
Centro		The marketing name for the West Midlands Passenger Transport Executive, who are responsible for promoting and developing public transport across the West Midlands metropolitan area
Concessionary Fares		Scheme to provide compensation to bus operators who suffer loss of revenue as a result of providing reduced fares to vulnerable groups
Congestion Charging		Generic term for direct charging for the use of roads. Also known as road user charging
Cost Benefit Analysis	CBA	Analysis which quantifies in monetary terms as many of the costs and benefits of a proposal as feasible, including items for which the market does not provide a satisfactory measure of economic value
Coventry Rapid Transit	CRT	Proposed transport scheme that would use tram-like, high quality vehicles running both on and off street and connecting locations to the north and south of Coventry (see also BRT)
Cyclists' Touring Club	CTC	Campaign group representing cyclists
Daventry International Rail Freight Terminal	DIRFT	A major distribution and manufacturing complex and intermodal rail freight interchange situated just outside the County boundary in Northamptonshire
Decriminalised Parking Enforcement	DPE	Circumstance where the responsibility for parking enforcement is transferred from the Police to the Local Authority

Definition	Acronym / term	Description
Demand Management		Generic term for measures designed to manage or deter the demand for travel.
Department for Transport	DfT	Central government department with responsibility for transport headed by a Secretary of State
Detrunking		Process whereby responsibility for a trunk road is transferred from the Highways Agency to the local Highways Authority and the road loses its Trunk Road designation
Developer Funding/Developer Contributions		Financial support obtained from developers used to mitigate the adverse effects of the development usually via a S278 agreement for highway improvements or S106 agreement for sustainable transport or other improvements
Dial-a-Ride		Scheme to provide 'on demand' transport services to people unable to access services or employment via the mainstream providers. Similar to Flexibus
Disability Discrimination Act	DDA	Legislation ensuring rights of access for disabled people
Environment Agency	EA	Government agency responsible for protecting and improving the environment in England and Wales
Environmental Impact Assessment	EIA	Procedure and management technique that ensures that the likely effects of new development on the environment are fully appraised and taken into account before the development is allowed to go ahead.
Flexibus		Scheme to provide 'on demand' transport services to people unable to access services or employment via the mainstream providers. Similar to Dial-a-Ride
Franchise		Area designated under the Railways Act 1993 over which operators are licenced to run services
Freight Operating Company	FOC	Company which is licensed for operating freight trains on the national rail network
Government White Paper on Transport		<i>The Future of Transport</i> Command Paper specifying the government's proposals for the development of transport to the year 2030
Highways Agency	HA	An Executive Agency of the Department for Transport responsible for operating, maintaining and improving the strategic road network in England on behalf of the Secretary of State for Transport
Home Zones		Locations within urban areas where physical alteration of streets and roads force motorists to drive with greater care and at lower speeds. Home Zones are

Definition	Acronymn / term	Description
		an attempt to strike a balance between vehicular traffic and everyone else who uses the street, the pedestrians, cyclists, business people and residents
Index of Multiple Deprivation	IMD	A measure of deprivation based on the idea of distinct dimensions or aspects of deprivation and disadvantage that can be identified and measured separately. These aspects of deprivation and disadvantage are experienced by individuals living in an area
Integrated Transport		This refers to the whole public transport network. The phrase is often used to indicate a wish to see greater co-ordination between the different modes and operators working within the same mode
ISO 9000		Recognised 'Standard' for Quality Management Systems and procedures
ISO 14001		Recognised 'Standard' for Environmental Management Systems and procedures
Journey Runs		Specific repeat journeys on set routes that are timed to provide data for traffic management purposes
Light Rail		Tram/Metro type of railway designed and engineered on a more lightweight scale than traditional rail
Local Agenda 21	LA21	A set of plans and strategies encouraging local co-operation and action in promoting a sustainable future
Local Authorities	LAs	Division of local government comprising Counties and District/Boroughs
Local Plans		Detailed land use plan to guide development at district/borough level, including proposals for specific sites. Along with along with the Structure Plan, it forms the county's Development Plan
Local Transport Plan	LTP	Five year plan which sets out transport strategy, a programme of work, targets and procedures for monitoring progress
Local Safety Schemes	LSS	Engineering measures introduced to address safety problems in a specific location, often identified from analysis of Accident Hot Spots
Long Stay Car Parking		Parking with a duration of 4 hours or over usually associated with commuting or the workplace rather than shopping

Definition	Acronym / term	Description
Low Floor Bus		Bus with a low body to facilitate easy access for mobility impaired passengers or those with luggage etc
Major Schemes		Term used within the LTP process to describe a transport scheme valued at over £5million. Funding for such schemes is applied for separately via a submission under Annex E to the LTP Annual Progress Report
MATTISSE		Mattisse is a traffic and travel information wholesaler for the Midlands. It collects information on public and private transport from a range of sources and presents it in a form which is easy to use. Mattisse is a partnership between local authorities and transport operators with innovative contracting and procurement processes. It enables up to the minute travel information to be exchanged easily between transport authorities, allowing them to respond more quickly and efficiently to travel problems
MORI Poll		Survey carried out by Market Opinion and Research International, the largest independently-owned market research company in Great Britain.
Motorways		Strategic roads administered on behalf of the DfT by the Highways Agency
Mobility Impaired		People with physical, sensory or mental impairment
Multi-Modal Study	MMS	The Department's programme of Multi-Modal Studies arose from the Government's <i>A New Deal for Trunk Roads in England</i> , published in July 1998. This proposed a series of studies to develop sustainable long-term solutions to problems identified on key parts of the strategic road network
Network Management		Duty imposed by the Traffic Management Act 2004 on local traffic authorities to secure expeditious movement of traffic on their road networks, and to facilitate the expeditious movement of traffic on other authorities' networks
Network Rail		Not-for-divided company which owns and operates the majority of the rail infrastructure of Great Britain
Off-Street Car Parking		Parking provision in off-street car parks, owned and operated by the local authority or private sector
On-Street Car Parking		Parking provision 'on the road' and is the responsibility of the Highways Authority
Option Values		The worth of a service to non-users who, nonetheless, place a value on its availability

Definition	Acronym / term	Description
Park and Ride		Scheme whereby vehicles are parked at a remote location and occupants complete the journey to their destination via a dedicated bus service
Partnership Working		Proceedure whereby local authorities or other groups agree a series of specific measures to work together in an efficient, trusting and co-operative manner.
Planning Policy Guidance	PPG	Guidance issued by central government to direct the manner in which local authorities operate the Land Use Planning System
Powered Two Wheelers	PTW	Motorcycles, scooters and mopeds
Primary Route Network	PRN	Motorways, Trunk Roads and other primary routes identified to be of regional strategic importance.
Private Hire Vehicles	PHV	Vehicles licensed by the local authority that can only respond to pre-arranged bookings and cannot park on Licensed Taxi Ranks or in the street plying for hire
Private Non-Residential	PNR	Private off-street parking spaces provided for purposes other than residential parking
Public Consultation		Measures to confer with individuals, groups and other stakeholders
Public Transport Information 2000	PTI 2000	This project established a network of regional call centres to provide details of all bus and coach services through a single national telephone enquiry number (Traveline)
Quality Contracts		Mechanism introduced by the Transport Act 2000 whereby local authorities can, in effect, take control of bus operations in a specified area
Quality Bus Initiative	QBI	Specific bus routes (normally tendered services) where the local authority purchase new vehicles to operate the service
Quality Bus Corridors	QBC	Specific bus routes where Quality Partnerships have been agreed (see below)
Quality Partnerships		Voluntary or statutory agreements whereby operators improve the quality of the vehicles and the local authority improves infrastructure
Quiet Lanes / Greenways		Quiet Lanes and Greenways are initiatives which aim to give better mobility and access for people on foot, bike or horseback or for people with disabilities. Greenways are designed for shared use and largely exclude motorised vehicles. They are in and around towns, cities and the countryside.

Definition	Acronym / term	Description
		Quiet Lanes are minor rural roads, already lightly trafficked where extra traffic measures will improve their attractiveness for non-motorised users
Reallocation of Roadspace		Generic term for measures designed to increase roadspace for sustainable transport by reducing the amount of roadspace available to other traffic
Regional Development Agency	RDA	RDAs are responsible for setting and implementing regional economic development agendas. The West Midlands RDA is <i>Advantage West Midlands</i>
Regional Transport Strategy	RTS	Sets out the necessary transport and investment policies needed to achieve the transport objectives of the Regional Spatial Strategy
Revenue Funding		Financial resources allocated over a period of time, usually to fund on-going initiatives or costs
Rights of Way	RoW	Minor public highways that exist for the benefit of the community at large. They are usually footpaths, bridleways or byeways
Road User Charging		Generic term for direct charging for the use of roads. Often used to imply charging to tackle congestion, also known as congestion charging
Road Traffic Reduction Act 1997	RTRA	Act of Parliament to require local authorities to prepare reports relating to the levels of road traffic in their areas
Rural Bus Subsidy Grant		Ring-fenced funding for rural bus services
Safer Routes to School	SRS	Programme of schemes designed to increase safety for children on the journey to school and encourage more use of sustainable modes
Seamless Journeys		Integrated trips that utilise one or mode of transport where interchange is accomplished smoothly and with minimal delay / inconvenience
Selective Vehicle Detection	SVD	Technology, normally utilised for buses, that detects the target vehicle and sets traffic signals etc to allow priority passage
Severance		The degree to which people using non-motorised modes (pedestrians - cyclists and equestrians) are faced with barriers to accessing goods and services

Definition	Acronymn / term	Description
Shopmobility		Charity scheme to assist with shopping that normally provides manual and powered wheelchairs and scooters to anyone with a mobility problem
Short Stay Car Parking		On or off-street car parking designated or priced to facilitate a turn over of vehicles with a stay of up to approximately 3 hours
Site of Special Scientific Interest	SSSI	Nationally important sites for wildlife or earth science where proposed development must be given special scrutiny
Social Exclusion		Circumstances where people or places suffer from a series of problems such as unemployment, discrimination, poor skills, low incomes, poor housing, high crime, ill health and family breakdown
Regional Spatial Strategy (formerly Regional Planning Guidance)	RSS	Part of the national planning system. Its main purpose is to provide a long term land use and transport planning framework for the Region in order to guide the preparation of local authority development plans and local transport plans
Statutory Undertakers		Organisations licensed by the government under the New Roads and Street Works Act 1991 to excavate roads, verges and footways. They include all electricity, gas, water, telephone, cable, television and other telecommunication companies
Strategic Environmental Assessment	SEA	A broad appraisal of the environmental impact of plans and programmes with a view to promoting sustainable development
Strategic Plan for Warwickshire		Community strategy for the county. Its overriding aim is to improve the quality of life for Warwickshire people and to do this by ensuring that a whole range of public agencies work together
Strategic Rail Authority	SRA	Government agency with responsibility for developing strategic programmes for the rail network
Structure Plan		Strategic land use plan produced at at county level, along with the district Local Plans it forms the county's Development Plan
Surface Access		Arrangements for access to a location by modes other than air transport
Sustainability		Extent to which conduct meets the needs of the present without compromising the ability of future generations to meet their own needs

Definition	Acronym / term	Description
Sustainability Appraisal		Assessment of the degree of sustainability
Sustrans		A charity that works on practical projects to encourage people to walk, cycle and use public transport
Taxis		Vehicles licensed by the local authority which may sit on Licensed Taxi Ranks or ply for hire
Through-Ticketing		Arrangements whereby a single ticket will allow passage over several stages and/or operators of a public transport journey
Traffic Calming		Generic term for measures to slow and/or discourage traffic and improve safety
Traffic Commissioner		Licensing authority for passenger carrying and goods vehicles
Traffic Management Act 2004		Act of Parliament that introduced Network Management Duty, Traffic Managers and increases in powers available to local authorities operating Decriminalised Parking Enforcement
Traffic Manager		Statutory appointment under the Traffic Management Act 2004 whereby local traffic authorities have a duty to secure the expeditious movement of traffic on their road networks, and to facilitate the expeditious movement of traffic on other authorities' networks
Traffic Modelling		Methodology for replicating and predicting traffic across a road network undertaken by computer software packages
Train Operating Company	TOC	Company holding a franchise to operate train services under the terms of the Railways Act 1993
Trans European Network	TEN	Strategic transport and communications networks across the European Union, designated because of their importance for the future development of Europe
Transport Act 1985		Act of Parliament that introduced deregulation of the bus industry
Transport Act 2000		Act of Parliament that introduced the LTP process, Quality Bus Partnerships and Quality Bus Contracts
Transport Assessment	TA	Method of analysing the effects on the transport network as a result of new development
Transport Economic Efficiency tables	TEE	Tool for presenting the results of cost benefit analysis of transport schemes based on the DfT's standard software tools, TUBA, COBA and QUADRO

Definition	Acronymn / term	Description
Transport User Benefits Appraisal	TUBA	DfT software tool for predicting a financial benefit or loss to users as a result of transport improvement schemes
Travel Plans		A package of measures tailored to the needs of individual employers or schools and aimed at promoting greener, cleaner travel choices by reducing reliance on the car
Travelwise		Generic term for measures to reduce society's dependence on car use by: raising awareness of environmental, health, economic and social effects of car use; changing attitudes towards car use; promoting more sustainable modes of travel, and lifestyles which require less travel; encouraging action to change travel behaviour and reduce unnecessary car use.
Trip Rates		A measure of the number of traffic/people movements to and from a location for a given trip rate parameter.
Trunk Roads		Strategic roads which, along with motorways, are managed on behalf of the government, by the Highways Agency rather than the local highway authority
Urban Traffic Management and Control	UTMC	An approach to the use of Intelligent Transport Systems sponsored by DfT which aims to manage traffic through a range of electronic and technical initiatives
West Midlands		The standard planning region comprising the seven Metropolitan Authorities (Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton), the four Shire Counties (Shropshire, Staffordshire, Warwickshire and Worcestershire) and the three Unitary Authorities (Herefordshire, Stoke on Trent and Telford and Wrekin)
Wheels to Work		A generic name for schemes to help young, unemployed and disadvantaged people get into work, by providing short-term scooter loans, or sometimes providing additional services, such as driving lessons
Workplace Car Park Charging		Scheme whereby a Local Authority levies a tax on private parking spaces provided by employers

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7 Annex 1

7.1 Local, Regional and National Context

Policy Context

National Policy

The White Paper on the Future of Transport

Last year's Government White Paper on Transport, 'The Future of Transport' (July 2004) sets out the current thinking on the development of the UK transport network up to 2030. This document builds on the themes and proposals set out in the Government's 10 Year Transport Plan (2000), but recognises a number of key changes in priorities. The transport strategy set out within the White Paper is built around three central themes:

- Sustained capital investment over the long term;
- Improvements in management of the transport network, with a particular emphasis on 'locking in' the capacity benefits of any improvements; and,
- Recognising that we cannot build our way out of the problems that are faced on the highway network, and that doing nothing is not an option.

Key elements of the strategy of the White Paper include:

- Enhancing the road network to provide capacity where it is needed;
- Central Government leading the debate on road pricing;
- Exploiting the potential of new technology for improving the management of traffic and the information which motorists receive during their journey;
- Ensuring that costs within the rail industry are kept under control and that stability is retained in the long term;
- Implementation of the proposals contained within the Rail Utilisation Strategies and the longer term Regional Planning Assessments;
- Development of more congestion charging schemes to improve the flow of traffic;
- Encouraging more roadspace to be made available for buses;
- Provision of demand responsive services to meet accessibility needs where conventional bus services cannot be supported;
- Promotion of School and Workplace Travel Plans, and personalised journey planning information; and,
- Improvement of local environments to encourage walking and cycling, particularly for trips to school.

The Provisional LTP has been produced within the context of this national transport strategy.

Sustainability

One of the key objectives underlying Government policy is the principle of sustainability, which relates to balancing the needs of today without compromising the needs of future generations. The Government's document, 'A Better Quality of Life: A Strategy for Sustainable Development in the UK' (May 1999) sets out the four key principles of sustainability:

- Social progress which recognises the needs of everyone;
- Effective protection of the environment;
- Prudent use of natural resources; and,
- Maintenance of high and stable levels of economic growth and employment.

Transport has an important role to play in addressing sustainability, particularly through reducing congestion, improving local environments, and encouraging healthier and safer lifestyles. This can include:

- Promoting walking and cycling as alternatives to the private car, particularly for short journeys;
- Developing travel plans for school and business related journeys; and,
- Using promotional campaigns to influence travel behaviour and change 'hearts and minds'.

The County Council is firmly committed to the principle of sustainability in all its duties and functions.

Strategic Environmental Assessment

The EC Directive on Strategic Environmental Assessment (SEA) came into force in June 2001. The UK Government incorporated the SEA requirements into law in July 2004. The guidance requires national, regional and local authorities to carry out a Strategic Environmental Assessment of certain plans and programmes they prepare. This includes the 2006 Final LTP submission.

The Directive signalled a change in the way that elements of the environment and wider sustainability issues are considered within plan making in the public sector.

In the context of this background, the County Council has prepared a draft Environmental Report based on a Strategic Environmental Assessment of the Provisional LTP, the results of which are set out in Annex 2 of this submission. The Environmental Report will be consulted on in parallel with the Provisional LTP during Autumn 2005.

The Traffic Management Act 2004

The Traffic Management Act 2004 places a duty on all local transport authorities to manage their road network with a view to "securing the expeditious movement of traffic on the authority's road network and facilitating the expeditious movement of traffic on road networks for which another authority is the traffic authority."

The objective of the network management duty is to ensure that all local authorities take action to reduce or minimise congestion, while considering the needs of all road users.

The benefits of better management of the road network are:

- Congestion and pollution is reduced;
- Business can operate more efficiently through the quicker and more
- Reliable delivery of goods and services;
- People are able to access their destinations more easily, saving time and money;
- Public transport can operate more easily, potentially further relieving congestion on the road by maximising the use of the existing network;
- More is made of the investment represented in the existing asset, and,
- The need for more radical solutions is reduced.

This duty requires the existing road network to be managed better. The County Council therefore recognise the need to identify current and future causes of congestion and disruption, and to plan and take action accordingly.

Planning Policy Guidance Notes: PPG13 'Transport' and PPG6 'Town Centres and Retail Development'

The Provisional LTP accords with national Planning Policy Guidance contained in PPG13 'Transport' and PPG6 'Town Centres and Retail Development'.

LTP Preparation Guidance 2004

This Provisional LTP has been produced in response to the Full Guidance on Local Transport Plans: Second Edition, published by the Department for Transport in December 2004.

Regional Policy

The Regional Spatial Strategy for the West Midlands

The Regional Spatial Strategy for the West Midlands was published in June 2004.

Through the development of the Regional Spatial Strategy, four main challenges have been identified for the West Midlands Region. These are:

- **Urban Renaissance** - developing the Major Urban Areas of the Region in such a way that they can increasingly meet their own economic and social needs in order to counter the unsustainable outward movement of people and jobs;
- **Rural Renaissance** - addressing more effectively the major changes which are challenging the traditional roles of rural areas and the countryside;
- **Diversifying and modernising the Region's economy** - ensuring that opportunities for growth are linked to meeting needs and that they help reduce social exclusion; and
- **Modernising the transport infrastructure of the West Midlands** - and thus supporting the sustainable development of the Region.

The overall Spatial Strategy can be broadly summarised as enabling all parts of the Region to sustainably meet their own needs, in a mutually supportive way. There is also a strong emphasis on protecting and enhancing the environmental assets of the Region, and where appropriate making economic use of them.

In the Major Urban Areas (MUAs) of Birmingham/Solihull, the Black Country, Coventry and the North Staffordshire conurbation, more development opportunities will be created to retain and attract people and investment. In other areas, new development will be focused on the Region's other large settlements and in particular the five sub-regional foci of Hereford, Rugby, Shrewsbury, Telford and Worcester.

The Spatial Strategy identifies the need for Coventry to build upon its reputation as a forward-looking city which, along with Solihull and Warwickshire, can help create an important growth engine for the Region which links to the growing parts of the South East and East Midlands regions. The Spatial Strategy states that the major Shire towns and areas beyond the MUAs should continue to act as a focus for new investment to support wider regeneration and help meet the economic, social and cultural needs of the surrounding rural areas. The historic heritage of Warwick and Leamington Spa are specifically identified, along with the continued development of Rugby where there is the potential and infrastructure to attract new investment.

The Spatial Strategy objectives are as follows:

- To make the MUAs of the West Midlands increasingly attractive places where people want to live, work and invest;
- To secure the regeneration of the rural areas of the Region;
- To create a joined-up multi-centred Regional structure where all areas/centres have distinct roles to play;
- To retain the Green Belt, but to allow an adjustment of boundaries where this is necessary to support urban regeneration;
- To support the cities and towns of the Region to meet their local and sub-regional development needs;
- To support the diversification and modernisation of the Region's economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion;
- To ensure the quality of the environment is conserved and enhanced across all parts of the Region;
- To improve significantly the Region's transport systems;
- To promote the development of a network of strategic centres across the Region; and
- To promote Birmingham as a world city.

The Regional Transport Strategy

The Regional Transport Strategy (RTS) is an integral and essential element of the Spatial Strategy; indeed many key elements of the latter can only be realised if the necessary transport and investment policies set out in the RTS are implemented.

The aim of the RTS can be summarised as providing a strategic framework to:

- Ensure better integration between transport policies and priorities and the wider Spatial Strategy;
- Bring together the outcomes of the multi-modal studies affecting the Region; and
- Steer the development of the Region's LTPs

These aims are put into practice via 12 policies. **Policy T1** provides the essential framework for the RTS, concentrating on improving accessibility, reducing the need for travel, expanding travel choice and addressing congestion while improving safety and protecting the environment. The remaining policies are focused more on delivery, translating into specific guidelines and priorities for investment.

Policy T2 focuses on reducing the need to travel by encouraging sustainable locational decisions for new development, supporting technological alternatives to travel and supporting the provision of goods and services locally. Walking and cycling improvements are facilitated in **Policy T3** while **Policy T4** promotes travel awareness. This embraces a specific recommendation for LTPs to include the following targets for School and Workplace Travel Plans:

- 50% of schools to have a School Travel Plan by 2006 and 100% by 2011; and
- 30% of all employees to work in organisations with a Workplace Travel Plan by 2011 and 50% by 2021.

Public transport improvements are covered in **Policy T5** which sets out an integrated hierarchy of services with highest priority afforded to the MUAs followed by other areas but in all cases the aim is to achieve a frequent, affordable, secure and attractive public transport service.

Policy T6 focuses on strategic Park and Ride, identifies the development of possible locations to the north of Wolverhampton and outside Worcester and lays down a set of criteria for assessing other locations.

Car parking issues are addressed in **Policy T7**. This prescribes PPG13 as the basis for setting Car Parking Standards for new development. The use of car parking management techniques to reduce congestion and encourage more sustainable forms of travel is also recommended.

Local authorities are encouraged to bring forward road user charging in the more congested city centres by 2011 as one of the demand management measures highlighted in **Policy T8**.

Policy T9 sets up a series of measures to manage and develop the Region's strategic road network and issues concerning freight are covered in **Policy T10** including the role of local freight strategies in LTPs.

Policy T11, which addresses airports policy, although written prior to the Aviation White Paper and scheduled to be updated, identifies the continuing role of Birmingham International as the Region's principal airport and stresses the requirement of satisfactory surface access developments to accompany any future growth. Use of Coventry Airport by charter or scheduled passenger flights should be subject to the availability of public transport to serve the airport.

Finally, **Policy T12** provides details of the wide range of schemes for which investment is required in order to implement a programme of delivery in order to attain the objectives of the Regional Transport Strategy and thence the Regional Spatial Strategy.

The Region's Transport Delivery Plan, published in March 2005, focusses on the priorities for investment identified in Policy T12 and identifies which agencies are responsible for the projects, the estimated costs, and timescale information.

The Regional Economic Strategy

The West Midlands Economic Strategy, *Delivering Advantage*, has been produced by the Regional Development Agency, Advantage West Midlands within the framework of the West Midlands Regional Concordat. It covers the period 2004 - 2010 and is consistent with various other regional documents including the Regional Spatial Strategy.

The importance of transport to the economy is acknowledged implicitly throughout the Economic Strategy and its role underlies many of the challenges identified. Developing the Visitor Economy, for example, is highlighted as a powerful tool to assist economic development and regeneration in urban and rural economies, however good transport links will be essential for the potential of such visions to be realised.

More specifically, the transport challenge is identified as one of five key areas to be addressed with the highest priority in order to create conditions for growth. The Regional Transport Strategy, which has been developed within the Spatial Strategy has identified priorities for transport investment. Delivery of the RTS is being championed by the Regional Assembly's Transport Partnership, which has produced a Transport Priorities document, *The Transport Priorities for the West Midlands*.

The approach to transport in *Delivering Advantage* is based on supporting implementation of the RTS and requiring regional partners to focus on delivering all elements of the plan for investment and to take the lead on national, regional and local priorities. It is acknowledged that lack of funding will be an issue and emphasis is therefore also given to developing ways in which alternative financial support may be secured.

Within the 45 point Action Plan contained in the Strategy, the action related to transport summarises the broad aim to champion the delivery of the Regional Transport Strategy and the regional transport priorities. This is supported by four specific actions:

- Develop the Regional Assembly Transport Partnership as a focus of advocacy, lobbying on transport priorities, research and support in improving the region's transport system;
- Ensure the RTS is consistent with the aims of *Delivering Advantage*;
- Refresh and republish the Transport Priorities document in the light of RTS; and
- Examine and implement regional actions based on the results of a national study into innovative ways of funding the delivery of transport priorities.

The Way Forward

The County Council will continue to be proactively involved in the ongoing development and review of the Regional Spatial Strategy for the West Midlands. The LTP will be reviewed to ensure consistency with this Strategy as it develops.

Multi-Modal Studies

Three of the Government's Multi-Modal Studies that were undertaken during the first LTP period are of relevance to Warwickshire. These are:

- West Midlands Area Multi-Modal Study (WMAMMS);
- West to East Midlands Multi-Modal Study (W2EMMMS); and
- London to South Midlands Multi-Modal Study (LSMMMS).

Each of the studies and their relevance to Warwickshire are summarised below:

West Midlands Area Multi-Modal Study (WMAMMS)

The final report of the West Midlands Area Multi-Modal Study was published in October 2001. The study considered the future of transport in the West Midlands conurbation (excluding Coventry) over a period of 30 years up to 2031. The study recommended a strategy that would transform the area's transport infrastructure and the way in which people in the conurbation travel. It also provided a framework for sustainable regeneration and growth of the area to support the Regional Spatial Strategy.

The overall aim of the strategy recommended by the study was to reduce congestion, improve safety, reduce the impact of transport and the environment and provide sustainable alternatives to the car. To achieve this, the study identified the need for major investment in all forms of transport, including walking, cycling, public transport and highway infrastructure.

The study concluded that road, rail, Metro, bus, walking and cycling all have a role in satisfying the future demand for the movement of people and goods through and within the conurbation. However, as well as infrastructure improvements, the study identified the need for a significant change in travel behaviour through initiatives to change 'hearts and minds'. Future charging for the use of congested roads was recommended in the longer term to support these measures.

In terms of specific improvements recommended by the study, the following are of relevance to Warwickshire:

- Improved facilities for walking and cycling;
- Bus improvements, including Super Showcase routes;
- Major heavy rail improvements, including capacity enhancements between Coventry, Birmingham and Wolverhampton;
- Improvements to suburban rail services; and
- Widening of the M42 between Junctions 3A and 7.

West to East Midlands Multi-Modal Study (W2EMMS)

The final report of the West to East Midlands Multi-Modal Study was published in August 2003. The overall recommended strategy consists of a phased, integrated package of measures that would need to be implemented as a whole in order to achieve the overall beneficial impact. Given the need for strong cross-boundary working between the East and West Midlands region, the focus of the public transport improvements concentrated on providing strategic bus and coach services, together with improvements to key interchanges.

Three packages of measures were developed during the study to meet the study objectives, all with varying levels of public transport and highway improvements. From the assessment of the three packages it became clear that few major new transport schemes (such as widening of significant lengths of motorway) would be needed. The majority of the long distance highway routes in the study area were thought to have adequate capacity for the expected future number of traffic movements, although a number of junctions were identified as requiring improvement. In addition, the study forecasted that the rail network would generally accommodate increased use by the provision of longer trains and certain capacity improvements

Consultation during the study to identify a preferred package of measures reinforced the importance of improving public transport, whilst supporting a degree of highway improvements to overcome specific congestion bottlenecks. These would need to be supported by demand management and behavioural measures, along with better modal interchange facilities.

In terms of specific improvements recommended by the study, the following are of relevance to Warwickshire:

- Improvements to the A5 around Nuneaton and Hinckley, and between the M42 and the M69;
- Provision of the A51 Dosthill Bypass (south of Tamworth);
- Upgraded services on the Nuneaton - Coventry rail line and/or light rail;
- Delivery of Coleshill Parkway; and
- Capacity enhancements to the rail line between Coventry, Birmingham and Wolverhampton.

No significant rail schemes (such as the International Link between Whitacre Junction and Birmingham International) were proposed in the short/medium term due to deliverability and funding issues.

London to South Midlands Multi-Modal Study (LSMMMS)

The final report of the London to South Midlands Multi-Modal Study was published in February 2003. The study covered a significant area from Rugby and Corby in the north, Milton Keynes in the west and Cambridge in the east. It included the M1, A5, A1(M), A14 and M11 corridors, and part of the M25 north of London. It also included the West Coast Main Line, Midland Main Line and East Coast Main Line.

In terms of specific improvements recommended by the study, the following are of relevance to Warwickshire:

- Improvements to the A14 from the M1/M6 to Cambridge;
- Expansion of rail services on existing north-south rail services;
- Measures to reduce the over reliance on the car and encourage use of public transport, including better bus/rail integration and a number of new parkway stations.

West Midlands Rail Utilisation Strategy (RUS) and Regional Planning Assessment (RPA)

The SRA has undertaken and are continuing the development of a number of 'Route Utilisation Strategies' aimed at identifying the best use of capacity at key 'pinch-points' on the rail network in the short to medium term. In addition, work has also started on the preparation of a Regional Planning Assessment for the West Midlands that will take a medium to long term view of future demand for improved rail services and infrastructure. The new structure for the railways set out in the White Paper *'The Future of Rail'* envisages that both these activities will continue although they will be undertaken by different organisations, most probably, Network Rail and the DfT respectively.

A draft of the West Midlands Route Utilisation Strategy was published in February 2005 at the start of a 12 week consultation period.' The final version is due to be published in Summer 2005. The draft of the West Midlands Regional Planning Assessment is due in late Spring 2005 with a similar period of consultation.

The findings of the final versions of both these documents will impact on the future of the rail network at a national, regional and local level.

Sub-Regional Policy

The West Midlands Regional Spatial Strategy recognises the specific dynamics and priorities of the Coventry/Solihull/Warwickshire Sub-Region. The Sub-Region has a number of unique transport needs which are not provided for within improvements to the numerous radial corridors which emanate from Birmingham and the West Midlands conurbation. These include the North/South Corridor between Nuneaton, Coventry and Leamington, and access to Birmingham International Airport.

Coventry City Council, Solihull Metropolitan Borough Council and Warwickshire County Council have agreed a Memorandum of Understanding to promote a co-ordinated approach to transport provision in the Sub-Region. The three authorities meet regularly to discuss existing and future provision of transport in the area, and discuss co-ordinated responses to key national and regional policy documents.

Over the last five years, two key sub-regional studies have been undertaken to develop a number of multi-modal improvements to transport and accessibility. These are summarised below:

Coventry Area Network Study (CANS)

The County Council in conjunction with Centro and Coventry City Council commissioned the Coventry Area Network Study (CANS) Study in June 2001. The purpose of the study was to develop an appropriate public transport strategy for the city and the key cross-boundary corridors namely, Coventry-Bedworth-Nuneaton, Coventry-Rugby and Coventry-Kenilworth-Leamington-Warwick. The Final Report on the study was published in January 2002.

Two strategic options were generated for the study area. One comprised a greatly improved network of bus services across the City and the key cross-boundary corridors and the other comprised a three line light rail network, including a route to Bedworth and Nuneaton involving shared running on the heavy rail line.

The study assessed the comparative merits of each option in respect of the main corridors in the study area. The institutional issues surrounding cross-boundary planning were also considered.

A demand forecasting model was developed to establish the modal shift that each strategy would achieve and to appraise how successful each would be in meeting LTP targets.

Broad cost estimates were prepared for the two strategies.

The main findings and recommendations of the study were:

- Bus services should be retained as the core of the public transport network for the next 10 years and beyond. A comprehensive improvement of bus services across the study area should be implemented;
- The Study proposes the following measures to improve bus services:
 1. Expansion of Bus Showcase network;
 2. Expansion of bus priority measures;
 3. Revision of the bus network to provide new links and better penetration of city centre and catchment areas;
 4. Increased frequencies;
 5. Improved vehicle standards;
 6. Improved public information; and
 7. Ticketing integration.
- Light rail (LRT) is worth investigating in more detail in the Coventry-Bedworth-Nuneaton corridor, as the potential exists for track sharing with heavy rail services. This could provide an opportunity for implementing improved rail services at a lower capital cost than either on-street LRT or conventional rail services, whilst providing a better service than heavy rail could achieve. The study did look at a three route LRT network but the Coventry-Nuneaton track-share is the only option with the potential to be viable in the medium term;
- If pursued, an LRT scheme in this corridor could be used to provide a link between Coventry railway station, city centre and bus station;
- In the longer term an LRT scheme could be pursued in the Coventry-Kenilworth-Leamington corridor subject to available track capacity;
- Park & Ride could contribute to modal shift for trips into Coventry City Centre, and sites could be developed to serve other towns in the study area. However, this would be a supporting measure to the proposed strategy and could not alone form the basis of achieving policy objectives;
- As part of any public transport strategy steps should be taken to ensure that special needs transport can be integrated into an improved bus or LRT network;
- An officer group should be created to integrate transport planning across the Coventry/Centro and Warwickshire boundary. This group should lead the planning of all public transport service developments in line with the recommendations set out below.' Subject to discussion with Government Office-West Midlands, consideration should be given to formalising this arrangement to strengthen bids for funding;
- Public transport improvements on the scale required to achieve modal shift objectives will entail changes that substantially impact on residents and businesses in the study area. Implementation of the proposed strategy will require public approval. A communication programme will be needed to explain the need for change, describe the policies that are proposed, and seek involvement in the planning process;
- An on-going, whole area 'partnership' should be created to manage the delivery and improvement of bus services;
- Locating development in corridors that support high frequency public transport services would support an effective public transport strategy. Site layout should provide easy access to stops; and,
- Capital funding should be pursued through the LTP process. Additionally, discussions should be held with DfT to establish what funding options would be available if there were a proven case that a revenue-funded strategy would provide best value.

Birmingham International Airport North East Catchment Area (BIANCA)

The purpose of the BIANCA Study was to develop a sustainable access strategy for trips between the 'north east' catchment area and Birmingham International Airport (BIA) and The National Exhibition Centre (NEC). The north east catchment area comprises the bulk of the East Midlands including Derby, Nottingham and Leicester as well as local areas such as Nuneaton and Tamworth.

BIA is the fifth largest passenger airport in the UK. The NEC alongside the airport is a unique facility in the UK attracting a wide range of shows and exhibitions through the year. Both developments are forecast to increase their business significantly in the future and have sustainable travel policies to encourage the use of public transport to minimise the impact on the strategic and local highway network.

The County Council managed the study process on behalf of a steering group comprising representatives of Birmingham International Airport, Centro, Solihull Metropolitan Borough Council, The National Exhibition Centre, The West Midlands Regional Assembly Transport Forum, Birmingham City Council, Government Office for the West Midlands, Advantage West Midlands and The County Council.

The study was required to address the options for improving access from the north east catchment to BIA and the NEC and to recommend a strategy for the short, medium and long term. The existing public transport network from the study area is focused on Birmingham City Centre and Coventry, although rail services provide direct access through Birmingham International Station concentrated on the South East to North West corridor. From most parts of the north east catchment area an interchange between public transport services is required, whereas the motorway and trunk road network provides relatively good access by car and taxi. Hence the current public transport modal split to BIA and the NEC from the study area is low.

A consultation with industry stakeholders and a range of interest groups was undertaken together with an analysis of existing services, transport patterns and results of previous studies.

Following the consultation and analysis, eight options for improving access from the north east catchment were defined. The options involved a mixture of bus, coach and rail services and infrastructure improvements building on the do-minimum scheme involving the development of Coleshill Parkway and four local bus services through the site serving the local area and BIA/NEC.

A study specific linked-spreadsheet model was created based on the do-minimum 2001, 2011, 2021 and 2031 public transport models from the West Midlands to East Midlands Multi-modal Study. Economic, social and environmental costs and benefits of the options were estimated and used to assess the financial and economic viability of the options in the different evaluation years.

Other Studies within the Sub-Region

A number of other studies have recently been undertaken within the Sub-Region specifically to inform the development of the second LTP. These are:

- Coventry/Solihull/Warwickshire Transportation and Regeneration Study;
- Coventry - Nuneaton Light Rail Study; and
- North/South Corridor Public Transport Options Study.

Further details of this work are set out in the relevant Area/Corridor chapters.

Local Policy

Warwickshire Structure Plan 1996-2011

The policies and proposals of the Warwickshire Structure Plan 1996-2011 (published in August 2002) are consistent with the LTP. A summary of the main transport policies is set out in the table below:

Policy	Summary of key elements
T1 Transport Objectives	Promotion of the integration of land use and transport planning to improve accessibility and the physical relationship between where people live and work. Promotion of alternatives to use of the car for certain journeys, particularly walking, cycling and public

Policy	Summary of key elements
	transport. Identification of the links between transport and economic vitality. Reduction of the environmental impact of traffic and transport.
T2 Transport Targets	Targets identified for reducing car usage across the County, including growth in peak-hour vehicular traffic in the North/South corridor and the major urban areas, the journey to school/college, cycling trips in the major urban areas, public transport patronage and private car traffic levels in the main town centres. These have subsequently been refined through the LTP process.
T3 Transport Corridors	Promotion of improvements to the choice and quality of transport in the main transport corridors, i.e. commuting corridors into the West Midlands conurbation, the North/South corridor, and the main urban areas of the County. Securing of funding towards improvements from major development that generate significant transport demands.
T4 The Impact of Development on the Transport System	Local Plans to provide a framework consistent with Policy T1 and the targets in Policy T2 to ensure that the needs of people to access new development are fully met, and that legal agreements to secure the necessary financial contributions are put in place.
T5 Influencing Transport Choice	Promotion of greater transport choice through Travel Plans, Maximum Parking Standards for new development, Town Centre parking provision (short stay vs long stay) and travel promotion (e.g. Travelwise).
T6 Traffic Management	Securing consistency of traffic management measures within the context of the overall objectives and targets of the plan, with particular priority to the needs of pedestrians, cyclists, public transport, mopeds, small motorcycles and the mobility impaired.
T7 Public Transport	Promotion of improvements to public transport services and facilities (to both existing and new development) as a genuine alternative to the private car. Identification of bus-based Park and Ride schemes north of Stratford-upon-Avon (Bishopton) and south of Leamington, to serve both Warwick and Leamington town centres. Identification of new railway stations at Warwick Parkway (opened in Autumn 2000), Kenilworth, Arley and/or Galley Common, Coleshill/Hams Hall and Kingsbury.
T8 New Roads	New roads will only be built where the objectives of Policy T1 cannot be achieved in any other way, and where they are necessary to facilitate significant improvements in safety, environmental quality, economic activity or conditions for public transport and other road users. Identification of the following strategic road schemes: Stratford Southern Relief Road Eastern Extension (opened Summer 2004), Barford Bypass, Rugby Western Relief Route and Studley Bypass.

Policy	Summary of key elements
T9 Balancing Development with Transport Capacity	Development identified in Local Plans should be located wherever possible where there is capacity within the existing transport network or where there are firm proposals to improve the transport network.
T10 Developer Contributions	Securing developer contributions towards public transport, pedestrian and cycling infrastructure, along with highway and traffic management schemes which provide access to or support development and regeneration.
T11 Rail Freight Facilities	Local Plans should safeguard existing and committed rail freight depots. Where economically feasible, large scale new industrial development should make provision for the bulk movement of goods, raw materials and waste by alternatives to road haulage.
T12 Air Travel	Clarification of the role of Birmingham International and Coventry Airports within the West Midlands and Warwickshire respectively, including criteria for their expansion. Identification of the circumstances where recreational flying and training and helicopter activity is appropriate within the County.
T13 Motorway Service Areas	Local Plans should not provide for any additional motorway service areas (MSAs) in the County.

Table 7.1 Warwickshire Structure Plan - Summary of Transport Policies

District/Borough Council Local Plans

The five District/Borough Councils in Warwickshire either have an adopted Local Plan, or are in the process of reviewing their Plan. The County Council will continue to work with the District/Borough Councils as they develop their first Local Development Frameworks (LDF) to ensure consistency is achieved with both the Structure Plan and the LTP.

Local Air Quality Management Action Plans

At present, there is only one established Air Quality Management Action Plan (AQMAP) within the County at the M6/M42/A446 south of Coleshill in North Warwickshire. An AQMAP is currently in production for the whole of the urban area of Rugby following designation of an AQMA in late 2004. Based on our understanding of existing and emerging problems within Warwickshire, further Action Plans are likely to come forward within Warwick District and Nuneaton and Bedworth Borough during the second LTP period.

Further details on air quality issues can be found in the Air Quality Strategy in Part 2 of this document.

The Transport Network of the Region and the Sub-Region

The Region

Warwickshire is part of the West Midlands region, which is made up of seven Metropolitan Borough/City Councils, two Unitary Authorities and five Shire Counties. Warwickshire is located on the eastern boundary of the West Midlands Region, and adjoins both the East Midlands and South East Regions. The LTP therefore has taken account of a number of cross-boundary issues to ensure synergy with the transport objectives and proposals in these areas.

During the period of the first LTP, a full review of Regional Planning Guidance for the West Midlands (now known as the Regional Spatial Strategy) has been undertaken, including the Regional Transport Strategy and the Regional Economic Strategy. The West Midlands Local Transport Plan was resubmitted to Central Government in 2003 following the completion of the West Midlands Area Multi-Modal Study (WMAMMS). A further review has been undertaken to update the West Midlands LTP to 2005.

The County Council maintain strong links with all adjacent local authorities, in the West Midlands, the East Midlands and the South East. Particular regard is placed on the importance of improving the links between Warwickshire and Coventry, Solihull, Leicestershire (Hinckley), Worcestershire (Redditch), Gloucestershire (Evesham), Oxfordshire (Banbury), Northamptonshire (Daventry and Northampton) and Staffordshire (Tamworth).

The Sub-Region

Key transport infrastructure within the Region and Sub-Region that impacts on Warwickshire is as follows:

- The motorway network of the West Midlands, particularly the M1, M6, M40, M42, M45 and M69;
- Key trunk routes including the A5, A14, A45, A46, A435 and A446;
- Important motorway/trunk route interchanges at Longbridge (M40/A46/A425), Toll Bar End (A45/A46) and M1 Junction 19 (M1/M6/A14);
- The West Coast Main Line (London Euston to Birmingham via Rugby and Coventry, and the Trent Valley Line to the North West);
- The Birmingham - London Marylebone rail line, which serves Solihull, Warwick Parkway, Warwick and Leamington Spa;
- Birmingham International Airport (located in Solihull Metropolitan Borough); and
- Coventry Airport (located near Baginton in Warwick District).

Meeting the aims and objectives of this LTP in terms of providing an efficient and accessible transport system across Warwickshire and the rest of the Sub-Region is therefore important in terms of:

- Achieving the development of the West Midlands regional economy as a whole;
- Addressing the socio-economic problems of those areas of the County and the Sub-Region in need of regeneration (be they areas, towns or individual Wards); and
- Helping relieve the pressures placed on the Sub-Region by further development, particularly in the more prosperous areas.

The Transport Network of Warwickshire

The Highway Network

The County has an established highway network. As noted above, the County is a focal point for the national motorway and trunk road network. The A46 and A444 both act as key routes in the North-South corridor which link Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa, Warwick and Stratford-upon-Avon. The A46 also provides a strategic link between the East Midlands (M1/M69) and the South West (M5). Other key routes in the County include:

- A452 between Kenilworth, Leamington Spa and the M40;
- A428 linking Coventry with Rugby;
- A45 between Coventry, Dunchurch and Daventry;
- A445 linking the Warwick/Leamington Spa area with Rugby;
- A425 linking Leamington Spa with Southam and Daventry;
- A429 linking Warwick with Moreton-in-Marsh and Cirencester;
- A426 between Southam, Rugby, the M6 and Leicester;
- A446 between the M6/M42 and the A38 (N);
- A422 between Stratford-upon-Avon and Banbury;
- A3400 between south east Birmingham, Stratford-upon-Avon and The Cotswolds;

- A4177 linking Warwick with Solihull; and
- A422 linking Stratford-upon-Avon and Alcester with Worcester.

The Public Transport Network

Bus

A number of inter-urban movements in the County are served by bus, which are predominantly provided on a commercial basis by a variety of operators. There are bus services linking the urban areas in the North/South corridor, i.e. Nuneaton, Bedworth, Coventry, Kenilworth, Leamington Spa and Warwick. Separate bus services between Leamington Spa, Warwick and Stratford-upon-Avon allow through journeys to be completed, albeit with a change of bus.

Inter-urban bus services operate on the following main corridors:

- Coventry - Kenilworth - Leamington Spa - Warwick;
- Leamington Spa - Warwick - Stratford-upon-Avon;
- Birmingham - Birmingham International Airport - Coventry - Rugby;
- Rugby - Southam - Leamington Spa;
- Stratford-upon-Avon - Henley in Arden - Shirley - Birmingham;
- Tamworth - Atherstone - Nuneaton;
- Tamworth - Kingsbury - Birmingham;
- Coleshill - Water Orton - Birmingham;
- Leicester - Hinckley - Nuneaton - Bedworth - Coventry;
- Rugby - Daventry - Banbury;
- Stratford-upon-Avon - Evesham; and
- Alcester - Studley - Redditch.

In addition to the above, the County also has:

- Local services of varying quality and frequency operating within the main towns;
- Reasonably good bus services linking many of the smaller towns with the main urban areas; these also provide reasonably good 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 nor the services linking the smaller towns with the main urban areas.

The County Council financially supports a number of these services, including the provision of evening and Sunday services.

Full details of the County Council's Bus Strategy can be found in Annex 2 of the LTP.

Rail

Warwickshire has a mixture of inter-city, cross-country and local rail services that meet a variety of travel demand 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. Local stopping services between Birmingham and Northampton also serve Coventry and Rugby. A local stopping service on the Trent Valley line between Nuneaton and Stafford serves Atherstone and Polesworth, albeit at a two-hourly frequency.

Services to London Marylebone and Birmingham Moor Street/Snow Hill are provided from Leamington Spa, Warwick, and Warwick Parkway. Direct services from Stratford-upon-Avon to London Paddington are also provided which call at Warwick and Leamington Spa.

Nuneaton is served not only by long distance services on the WCML, but also Birmingham to East Midlands/East Anglia and Coventry - Nuneaton (via Bedworth) services. Water Orton is also served by a number of services between Nuneaton and Birmingham.

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

Although passing outside the administrative boundary of the County, 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, between Leamington Spa and Stratford-upon-Avon, and between Stratford-upon-Avon and Birmingham Snow Hill. Some services to Birmingham Snow Hill extend to Stourbridge, Kidderminster and Worcester.

A new railway station at Coleshill is due to open in 2006. This will be served by train services between Birmingham, Nuneaton and Leicester.

There are currently no through rail services in the North/South corridor (including connection to Warwick and Stratford-upon-Avon), nor is there a rail station at Kenilworth.

Full details of the County Council's Rail Strategy can be found in Annex 2 of the LTP.

The Pedestrian Network

Apart from footpaths that form part of the public highway, the County Council provides the following facilities for pedestrians:

- Pedestrian priority areas, particularly within town centres;
- Pedestrian-only areas;
- Off-road pedestrian/cycle routes;
- Byways, footpaths and bridleways, particularly in the rural parts of the County;
- Pedestrian signage; and
- Pedestrian crossings and footbridges.

The County Council's Walking Strategy sets out our proposed approach to improving facilities for pedestrians. The Strategy can be found in Annex 2 of the LTP, which includes the types of measures that the County Council intend to bring forward during the lifetime of the LTP.

The Cycling Network

The existing Cycle Network in Warwickshire is made up of a combination of facilities that have been provided in partnership by the County Council, the five District/Borough Councils and Sustrans (the promoters of the National Cycle Network). These facilities include:

- On-road cycle lanes;
- Off-road cycle lanes (adjacent to the highway);
- Junction treatment and traffic management to make cycling safer, e.g. advance cycle-stop lines;
- Off-road cycle tracks, including Byways Open to All Traffic (BOATs);
- Signage for cyclists; and
- Secure cycle parking provision, particularly at public transport interchanges and within town and local centres.

The Public Rights of Way Network

Warwickshire has a network of public rights of way extending to a total of 1,750 miles, made up as follows:

- 1450 miles of public footpath, available for the public to use on foot;
- 300 miles of public bridleway, available for the public to use on foot, riding or leading a horse and on a bicycle (provided that cyclists give way to walkers and horse-riders)
- 1 mile of byway open to all traffic.

The County Council is pursuing the development of multi-use trails within the county and is currently preparing its Countryside Access and Rights of Way Improvement Plan (see Part 2 of the LTP).

Travel Patterns within Warwickshire

General Patterns of Movement

Within Warwickshire, the main travel movements occur 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 North Warwickshire and the West Midlands conurbation. Parts of Southern and Western Warwickshire also experience a strong demand for travel towards Redditch, Birmingham and the Black Country.

Road Traffic Growth

Nationally, road traffic has increased by 19% between 1990 and 2003.

Average traffic growth in Warwickshire over the 10 years to the end of 2002 was 9%. See Figure XX. However, traffic growth is not uniform across the County. Over this 10 year period there was little traffic growth in Kenilworth and Bedworth, 8% growth in Stratford, 10% growth in Warwick and Leamington and 15% growth in Nuneaton and Rugby.

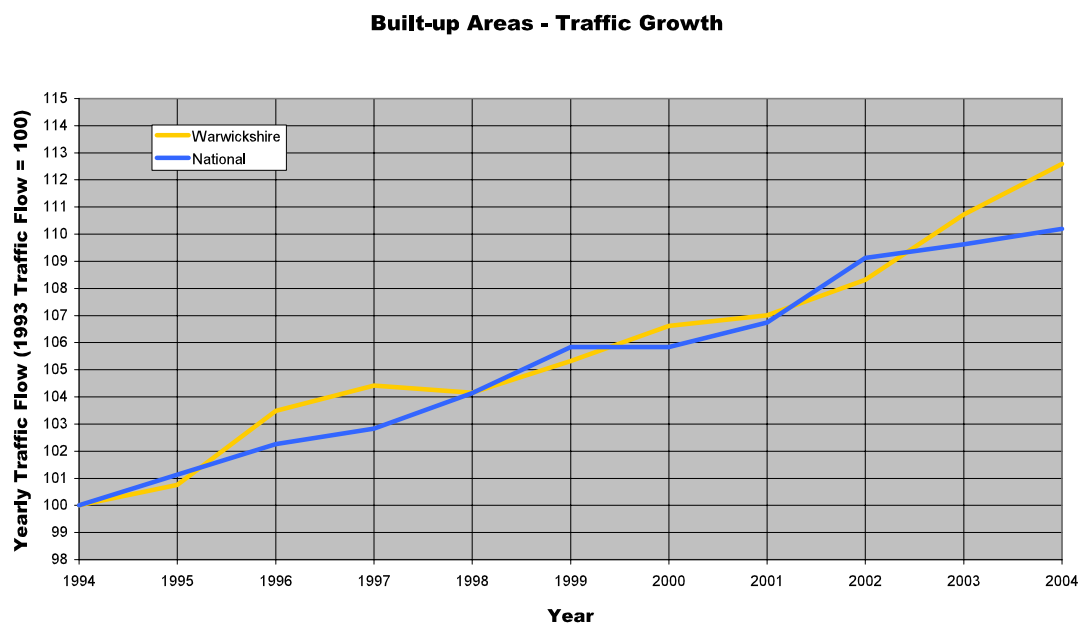


Figure 7.1 Built-up Areas Traffic Growth 1994 - 2004

The County Council has developed a number of transport models that cover the main urban areas of Warwickshire. These are used to assess current problems and anticipate future areas of concern. Based on outputs from these models, the forecasted reduction in average journey speeds during the peak periods up to the year 2011 is likely

to be highest in the urban areas of Warwick, Leamington and Stratford-upon-Avon. Our forecasts suggest that these areas may experience a reduction in peak speeds of over 10%. The measures in this LTP are aimed at alleviating the impact of increasing traffic across the County, with a particular emphasis on the urban areas.

The Journey to Work

The main journey to work movements in the County are shown in Figure XX (based on data from the 2001 Census). The length of journeys to work continues to increase as people choose to live and work further apart. This has been reflected in a decline in the levels of self-containment, in other words the proportion of people living and working within the same District or Borough. Figure xx highlights the importance of North-South and East-West movements, the importance of Birmingham and the West Midlands conurbation to Warwickshire, and the insignificance of administrative boundaries in people's travel movements.

On average, Warwickshire residents live 13.7km from their workplace. 53% of all journeys to work are less than 10 km and 71% less than 30 km.

The car is the clear dominant mode of transport for the journey to work. However, as the table below demonstrates, there are significant differences across the County.

Area	Car	Public Transport	Bicycle	Walk
English Shire Counties	66.8%	7.6%	3.1%	10.1%
Coventry	65.0%	13.3%	2.8%	10.7%
WARWICKSHIRE	71.2%	4.7%	2.9%	9.7%
North Warwickshire Borough	75.3%	4.5%	1.3%	7.3%
Nuneaton and Bedworth Borough	73.4%	5.9%	2.8%	9.3%
Rugby Borough	70.2%	4.8%	4.0%	10.0%
Stratford-on-Avon District	70.4%	3.0%	2.6%	9.4%
Warwick District	68.8%	5.3%	3.5%	11.2%

Table 7.2 Modal Split within Warwickshire (Source: 2001 Census)

The Journey to School

The use of the private car for school travel has increased dramatically in the UK over the last 25-30 years. This has been due to a number of factors, including:

- Rising car ownership, and families with more than one car;
- Fears over child road safety and personal security issues;
- The multiple nature of trips made in the morning peak period (e.g. combined school and work-related trips);
- School admission policies and catchments

The tables below highlight the UK and Warwickshire context in relation to travel to school patterns.

National Modal Split	Walk	Cycle	Bus	Car	Other
UK - 2003	46%	1%	20%	30%	2%
UK - 1975/76	61%	4%	22%	12%	1%

Table 7.3 Modal Split - Travel to School: National (Source: Office of National Statistics)

Warwickshire Modal Split	Walk	Cycle	Bus	Car	Other
Primary Schools	44%	1%	5%	49%	1%
Secondary Schools	41%	6%	30%	21%	2%
All Schools	43%	4%	15%	37%	1%

Table 7.4 Modal Split - Travel to School: Warwickshire (Source: WCC)

By comparing the two tables, it can be seen that car usage for the journey to school is higher in Warwickshire than in the UK as a whole.

Road and Rail Freight

Due to its location within the Country, Warwickshire experiences a high level of through freight traffic movement, both in terms of the road (M6, M40, M42 and A46) and rail (West Coast Main Line, Midlands to the South Coast) networks.

Nationally, road freight increased between 1990 and 2003 by 17%. Whilst rail freight decreased during the mid 1990's, privatisation has seen levels grow, consolidate, and then grow further, leading to an overall increase of 19% since 1990. However, over 80% of all freight nationally is carried by road. Whilst through movements on the West Coast Main Line provide a large amount of rail freight traffic in the County, movements from the Midlands to the East Anglian and South Coast ports (i.e. Felixstowe and Southampton respectively) are also important.

Whilst there are a number of small and medium sized rail freight facilities across the County which predominantly serve specific sites or railheads, the facilities at Hams Hall Rail Freight Terminal (in North Warwickshire Borough) and Daventry International Rail Freight Terminal (DIRFT) in Northamptonshire provide dedicated multi-modal freight access.

Changing Travel Patterns

Transport planning has for many years focused on providing physical measures and improvements to address specific travel demands and their associated problems. However, in recent years there has been a greater emphasis placed on promoting changes to travel behaviour based on a 'Hearts and Minds' approach. These generally seek to promote the idea that greater personal responsibility should be taken by individuals in assessing the likely impacts of their travel behaviour. The County Council is fully committed to such an approach, and actively promotes initiatives such as Travelwise, Safer Routes to School and Bike to Work Week. Many of these activities also have other benefits such as personal health and safety, as well as positively impacting on modal shift. They also support the County Council's commitment towards long term sustainability for both the current and future generations.

7.2 Targets and Monitoring Tables

7.3 LTP2 Finance Forms

7.4 Strategic Environmental Assessment of the LTP

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1 Introduction

The Provisional Local Transport Plan comprises two separate documents, the main document and Annex 2.

This document is **Annex 2**, a separate, stand-alone document which forms part of the LTP. It contains full versions of all Warwickshire's topic and mode-based strategies, except the strategies that relate to the Government's Shared Priorities for Transport, delivering accessibility, tackling congestion, better air quality and making roads safer, which are included in Part 2 of the main LTP document.

The **main LTP document** contains five sections. Part 1 describes the LTP process, our Visions, Principles and Objectives, and the key issues facing the County now and in the future. Our Strategy is provided in Part 2, in the form of four objective sections that relate to the Shared Priorities along with statements of progress on our emerging Transport Asset Management Plan and Rights of Way Improvement Plan. Details of how the Strategy is applied across the areas of the County are contained in Part 3. Resources and allocations for the delivery of the LTP are described in Part 4. Annex 1, which is bound as part of the main document, sets out the context of the LTP in terms of the existing transport network in Warwickshire and the current national, regional and local policy environment. It also contains a full set of tables illustrating our targets and monitoring arrangements, the finance forms, and the report of the Strategic Environmental Assessment of the LTP.

The full LTP and all strategies are also available on the County Council's web site (www.warwickshire.gov.uk).





1

Introduction





2 Aviation (Surface Access Strategy)

Introduction

The purpose of Warwickshire's Aviation (Surface Access) Strategy is to set out our approach to the issue of improving access to the two major airports that lie within or close to the County boundary. 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 Aviation (Surface Access) Strategy, therefore, is concerned primarily with access to Birmingham International and Coventry airports.

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.

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 over the next five years and beyond, to ensure that the needs of both passengers and freight / cargo operators, are addressed in a planned, integrated and sustainable manner.

This document outlines:

- The objectives of the strategy;
- A brief overview of the relevant policy framework;
- The context for Birmingham International and Coventry Airports;
- The Aviation (Surface Access) Strategy developed in response to this context;
- Constraints on delivering the Strategy;
- The Action Plan for delivery, and proposed schemes and measures; and
- Monitoring and review of the Action Plan.

The Action Plan is a realistic implementation mechanism in the light of the constraints, with a monitoring and review process against set targets.

Aviation (Surface Access) Strategy Objectives

The starting point for this Aviation (Surface Access) Strategy is the overall transport objectives of the Local Transport Plan 2005 that have been developed to reflect national, regional and local policy. These are:

- To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts;
- To improve the safety and security of people when they are using the transport system; and
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

Policy Overview

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP. The Government's White Paper '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 White Paper supports further expansion of

2

Aviation (Surface Access Strategy)

Birmingham International Airport to provide the new runway capacity that is predicted to be required by 2016. The Regional Transport Strategy supports the expansion of Birmingham and calls for a target of 20% trips to the airport by public transport.

Significant development of Coventry Airport is not envisaged in the White Paper. In 1995, the Warwickshire Structure Plan set a target for implementation of a surface access strategy for the airport once a threshold for passenger aircraft movements was reached.

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 9 million passengers last year. It provides passenger and cargo flights, principally to British and European destinations although the number of long-haul routes is increasing steadily. The airport also has some facilities for recreational flying and training. The airport has recently undergone an expansion of both runway capacity and passenger facilities. 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, coach, rail and taxi services in a single facility; and,
- The provision of SkyRail, a fixed-link public transport system between the railway station, the multi-modal interchange and the main passenger terminal.

BIA has recently instigated a planning review in order to develop a new Master Plan outlining its strategy for accommodating the expansion outlined in the White Paper. In the interim, BIA has issued a High Level Statement of Intent that confirms its desire to extend the existing runway and develop a second runway subject to addressing environmental issues and providing mitigation measures.

The Master Plan Review includes consideration of a wide range of surface access improvements to support the proposed expansion. The County Council is an important stakeholder in this work, and inputs to the process accordingly. The Council's continued development of a new multi modal interchange at Coleshill Parkway on the Birmingham to Nuneaton railway line is closely linked to further development at the airport (and NEC).

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.

Coventry Airport

Coventry Airport is considerably smaller than BIA and is 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. Two carriers (Thomsonfly and Hapag-Lloyd) are currently providing flights to a range of destinations on the continent including Amsterdam, Cologne/Bonn and Naples.

The Warwickshire Structure Plan Policy T12 sets a threshold (1000 passenger air transport movements PATMs) for when a Surface Access Strategy for the Airport is to be implemented. This has been exceeded and improvements to surface access to Coventry Airport for passengers is particularly important, given that the new airport owner-operators are seeking a further expansion in the number of passengers carried. The County Council will establish a partnership with Coventry City Council, Centro and the Airport operators to consider the issues related to surface access.

Problems and Opportunities

Surface access to BIA and Coventry airports has a number of associated problems and opportunities. These are summarised below.

Problems

- The predominant mode of access by passengers and employees to both BIA and Coventry Airport is by car. Public transport mode share at BIA is currently 12.8% for passengers, and 13.6% for employees;

- 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;
- There is currently very limited public transport access to Coventry Airport;
- Whilst bus and rail access to BIA is generally good, public transport access from the North East Catchment Area (i.e. Derby/Nottingham/Leicester) is generally poor and needs improvement;
- Commercial night-time public transport provision to Coventry Airport and BIA is constrained by shift working patterns;
- Access to Coventry Airport and BIA by walking and cycling is currently limited, although a number of improvements at BIA have been identified as part of the master planning exercise;
- 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 at Coventry Airport and BIA generally arrive at these facilities by road (HGV), albeit predominantly at night.

Opportunities

- Highway access to BIA should be 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 major works proposed at the A45/A46 Toll Bar End roundabout. This is due to be completed by 2010;
- Public transport access to BIA will be further improved through the implementation of the existing 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 are to be implemented by BIA as part of the continuing commitment to the Surface Access Strategy;
- The development of a Surface Access Strategy for Coventry Airport should identify the need for a step-change in public transport (bus) provision (services and infrastructure), as well access improvements for cyclists and pedestrians.
- The recent introduction of a Coventry Airport Express Bus Service linking the airport with Coventry Railway Station, Coventry city centre and Pool Meadow bus station may help to encourage less car trips; and,
- The introduction of a Green Travel Plan for Coventry Airport can reduce reliance on the private car/increase use of public transport and cycling and walking to access the airport.

The Strategy

The overall vision of Warwickshire County Council's Aviation (Surface Access) 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 the Warwickshire's Local Transport Plan 2005'

The Aviation (Surface Access) Strategy Policies

Details of the specific policies are set out below. Their relationship to the objectives of the Warwickshire Local Transport Plan 2005 is shown in **Table 1**.

Policy ASA 1 – 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 surface access provision to the main aviation facilities in or near the County.

Policy ASA 2 – Quality of Surface Access

2

Aviation (Surface Access Strategy)

To meet the overall aim of the Aviation (Surface Access) 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:

- a. Accessible
- b. Available
- c. Acceptable
- d. Simple to Use

QUALITY OF SURFACE ACCESS

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, 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 ASA 3 – Preparation and Implementation of Airport Surface Access Strategies

The County Council will continue to work in partnership with Birmingham International Airport and Solihull Metropolitan Borough Council to develop and implement its Airport Surface Access Strategy.

In line with the requirements of Policy T12 of the Warwickshire Structure Plan, the County Council will require an Airport Surface Access Strategy to be prepared and put into effect at Coventry Airport to cater for passenger air transport movements to and from this facility.

Policy ASA 4 – Public Transport Access to Birmingham International Airport from the North East Catchment Area

In line with the recommendations of the Birmingham International Airport and the National Exhibition Centre: Improving Access from the North East Catchment Area (BIANCA) Study, the County Council will work with the BIA and other stakeholders to deliver the following public transport improvements:

Between 2004 – 2011:

- Access to the Airport and The NEC from the study area will be improved by providing the Dedicated Integrated Coach Link between BIA/NEC and Coleshill Parkway (assuming implementation of that scheme) and by developing and supporting direct express bus/coach services – especially to locations that are not rail served;
- In addition, the bus network will be improved for commuters – by securing the hourly service to Tamworth and developing demand responsive services and/or extending the hours of operation of existing services; and
- Within this period further investigation will be undertaken of the improvement of Birmingham – Leicester – Peterborough (Stansted) services and the International Connection option in terms of alternative service patterns, finances/economics and funding of the schemes.

Between 2012 – 2021:

- The Dedicated Integrated Coach Link and direct coach services will continue to operate and the additional hourly Birmingham – Leicester – Peterborough (Stansted) rail service will be introduced. The timetable of the Dedicated Integrated Coach Link may need to be improved to meet all of the trains calling at Coleshill Parkway;
- In addition this period would involve the development of the International Connection scheme through the phases of detailed design and Transport & Works Act process (dependent on West Coast Route Modernisation programme); and
- The local bus network will be incrementally improved to widen the catchments area and improve the attractiveness of the service timetables.

Between 2022 – 2031:

- Removal of the Dedicated Integrated Coach Link to Coleshill Parkway and the direct coach services and the introduction of direct rail access through the implementation of the International Connection (see below); and
- Further incremental improvement of the local bus network.

Background Information 1

THE INTERNATIONAL CONNECTION.....

.....is a new piece of railway line between Whitacre Junction (on the Birmingham – Nuneaton line east of Coleshill) and Hampton-in-Arden (on the Birmingham – Coventry line) which would allow direct rail services to be provided from the East Midlands and East Anglia to Birmingham International Airport. The provision of this link was a Long Term recommendation of the BIANCA Study.

Policy ASA 5 – The Role of Coleshill Parkway in affording access to Birmingham International Airport

As set out in Policy ASA 4, Coleshill Parkway will provide a key access point to Birmingham International Airport (BIA). The Interchange will not however provide any function as a remote check-in or parking facility for BIA. Appropriate car park management measures will be put in place as part of the scheme, to ensure that air passengers do not use the facility for these purposes.

2

Aviation (Surface Access Strategy)

The Action Plan

The Aviation (Surface Access) 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. 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.

ASA Action A1 - Partnership

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.

The County Council will work with its 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.

For each specific initiative set out in the Actions below, the likely timescale for delivery is identified as short, medium or long term. For the purposes of this strategy, short term will be the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period from 2016 onwards.

ASA Action A2 - Quality of Service

Action	Schemes & Measures	Timescale
Enhance facilities for airport passengers at public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Coleshill Parkway	Short
	Birmingham International Railway Station/BIA	Medium
	Coventry Railway Station/Coventry Airport	Short / Medium
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.	Work in partnership with local authorities, airport owners, bus operators, train operators and community transport providers to improve integration between services.	On-going
Improve pedestrian and cycling routes to aviation facilities consistent with the standards set out in the Walking and Cycling Strategies.	Work in partnership with local authorities, airport owners, bus operators, train operators and community transport providers to improve integration between services.	On-going

Table 2.1 'Accessible'



Background Information 2

COLESHILL PARKWAY

Coleshill Parkway will comprise a new rail station and car park, a rail/bus/pedestrian/cycle/taxi/car interchange and an adjoining new bridge at Station Road, Coleshill, for pedestrians, cyclists and buses crossing the Birmingham-Nuneaton rail line. The station will include facilities for taxi pick-up and set-down as part of the multi-modal access to the new railway station. Facilities will include a dedicated taxi rank, covered waiting area and appropriate signage.

Action	Schemes & Measures	Timescale
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.	Work in partnership with local authorities, airport owners, bus operators, train operators and community transport providers to improve the coverage of services.	On-going

Table 2.2 'Available'

Action	Schemes & Measures	Timescale
Improve public transport services to aviation facilities in terms of reliability and punctuality so as to improve passenger confidence	Work in partnership with local authorities, airport owners, bus operators, train operators and community transport providers to improve the reliability and punctuality of services.	On-going
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.	Coleshill Parkway Birmingham International Railway Station/BIA Coventry Railway Station/Coventry Airport	Short Medium Short/Medium

Table 2.3 'Acceptable'

Action	Schemes & Measures	Timescale
Provide information that should be readily available, easy to understand, and simple to use.	Continue to maintain the public transport information pages on the County Council's website.	On-going

2

Aviation (Surface Access Strategy)

Action	Schemes & Measures	Timescale
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.	Work in partnership with local authorities, airport owners, bus operators, train operators and community transport providers to develop integrated ticketing proposals.	On-going

Table 2.4 'Simple to use'

ASA Action A3 - Preparation and Implementation of Airport Surface Access Strategies

Action	Schemes & Measures	Timescale
Continue to work with BIA, Solihull MBC and other stakeholders to deliver the existing BIA Airport Surface Access Strategy.	Travelwise Staff Ticketing Initiative.	On-going
	Develop through-ticketing proposals.	On-going
	Improved off-site bus shelters.	By 2005
	Bus branding livery for all dedicated Airport bus services.	By 2005
	Provide public transport revenue support.	On-going
	Marketing and promotional activity.	On-going
	Minor road improvements.	On-going
	Improvements to M42 J6.	Short
	Develop and implement a comprehensive cycleway and footway network throughout the site.	On-going
	Cycle promotion.	On-going
Work with BIA, Solihull MBC and other stakeholders to develop and implement a revised BIA Airport Surface Access Strategy to support the proposed expansion of the airport.	Improved bus information.	
	These are currently being identified by Arup on behalf of BIA as part of the BIA master planning work	Short term for revised Airport Surface Access Strategy. Medium/long term for implementation of schemes and measures



Action	Schemes & Measures	Timescale
Work with Coventry Airport, Warwick District Council and other stakeholders to develop and implement an Airport Surface Access Strategy for Coventry Airport.	Schemes and measures to be identified to improve access to Coventry Airport by car, public transport, cycling and walking.	By end of 2005 to develop and agree an Airport Surface Access Strategy

Table 2.5 ASA Action A3

ASA Action A4 - Public Transport Access to Birmingham International Airport from the North East Catchment Area

Action	Schemes & Measures	Timescale
Improve public transport provision to Birmingham International Airport from the North East Catchment Area	<p>Introduce Dedicated Integrated Coach Link between BIA/NEC and Coleshill Parkway.</p> <p>Develop and support direct express bus/coach services to locations that are not rail served.</p> <p>Improve the bus network for commuters by securing the hourly service to Tamworth and developing demand responsive services and/or extending the hours of operation of existing services.</p> <p>Investigate improvements to Birmingham – Leicester – Peterborough (Stansted) services and the International Connection.</p>	2004-2011 (Short)
	<p>Continue to operate the Dedicated Integrated Coach Link.</p> <p>Improve the timetable of the Dedicated Integrated Coach Link to meet all trains calling at Coleshill Parkway.</p> <p>Introduce additional hourly Birmingham – Leicester – Peterborough (Stansted) services.</p> <p>Develop the International Connection scheme through detailed design and Transport & Works Act.</p>	2012-2021 (Medium/Long)

2

Aviation (Surface Access Strategy)

Action	Schemes & Measures	Timescale
	Make incremental improvements to the bus network to widen the catchment area and improve the attractiveness of the service timetables.	
	Remove the Dedicated Integrated Coach Link and bus/coach services, and replace with through rail services using the International Connection. Make further incremental improvements to the local bus network.	2022-2031 (Long)

Table 2.6 ASA Action A4

ASA Action A5 - The Role of Coleshill Parkway in improving access to Birmingham International Airport

Action	Schemes & Measures	Timescale
Implement the recommendations of the BIANCA Study.	As per ASA Action A4.	As per ASA Action A4.
Introduce a car park management scheme at Coleshill Parkway to discourage its use as a remote check-in/parking facility for BIA.	Coleshill Parkway	Short

Table 2.7 ASA Action A5

Targets and Monitoring

Monitoring the delivery of the actions outlined in the Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis (at least annually) to make certain that the Action Plan is achieving the desired outcome.

The monitoring, benchmarking and measuring of targets will allow changes to be identified, incorporated and updated in due course.

Table xx below sets out the main targets and performance indicators that will be used to assess progress with the Aviation (Surface Access) Strategy.

Targets	Performance Indicator	Source of Data	Frequency of Analysis
Achieve an overall public transport mode share of 20% by December 2005 for all journeys to BIA	Percentage mode share of trips made by passengers and employees to BIA	Birmingham International Airport	Annual

Targets	Performance Indicator	Source of Data	Frequency of Analysis
Achieve an overall public transport mode share by month/year for all journeys to BIA as per target currently being identified by BIA as part of the master planning exercise	Percentage mode share of trips made by passengers and employees to BIA	Birmingham International Airport	Annual
Achieve an overall public transport mode share by month/year for all journeys to Coventry Airport as per target to be identified as part of the development of an Airport Surface Access Strategy	Percentage mode share of trips made by passengers and employees to Coventry Airport	Coventry Airport	Annual

Table 2.8 Aviation (Surface Access Strategy) Targets & Performance Indicators



2

Aviation (Surface Access Strategy)



3 Changing Travel Behaviour Strategy

Introduction

Obtaining community commitment is essential to achieving the objectives of this Strategy and, in particular to achieving the changes in travel habits that it envisages. Promotional activities offer an opportunity to achieve these changes, indeed, they are an essential part of the overall strategy.

Objective

The main objective of this strategy is to reduce the impact of the car on the environment by promoting and encouraging different ways of travelling.

The Strategy

Introduction

We are particularly targeting the journey to school, the journey to work and travel for work. Trips to school or work account for a significant number of journeys each day. Many school trips are relatively short and could be made on foot or by bicycle. The number of car trips to work could also be reduced by car sharing or using public transport.

We will work towards the above objective by using Travel Plans and the Safer Routes to Schools initiative, supporting both by the TravelWise campaign.

Travel Plans

A reduction in road traffic will be sought by:

- Implementing measures from the latest Green Transport Plan for County Council staff to continue to set an example to others;
- promoting the development and implementation of Travel Plans for major traffic generators such as schools, colleges, universities, District Councils, major employers (employing over 50 people), hospitals, major out of town retail developments and leisure facilities; and,
- requiring the development and implementation of Travel Plans for new non-residential development proposals which would be major traffic generators or attractors.

Transport Plan for the County Council

We are implementing our second Green Transport Plan for the County Council to continue to set an example to other organisations and to gain experience of the practical difficulties organisations will face in implementing a plan in order that we can advise them how to overcome them.

The Plan contains either firm proposals or proposals for further investigation for the journey to work, employee conditions of service, business travel and the Council's vehicle fleet. The objectives of the Plan are:-

- to reduce the number of journeys to work by car;
- to reduce the use of all forms of motorised transport for County Council business;
- to increase the use of low emission and clean fuel vehicles in the Council fleet; and,
- to implement a Travel Plan that will be embraced by staff.

Target

To implement all measures in the 2004 Plan by 2009 and renew the Plan

3

Changing Travel Behaviour Strategy

Travel Plans for Existing Major Employers and New Developments

Policy PR1 - Existing major employers in the county will be encouraged to adopt travel plans and those applying for planning consent will need to adopt WCC's 2003 Practice Note on Travel Plans for Developers in Warwickshire.

Interest in the issue to date has been expressed by District Councils and the local Health Authority. It is proposed to focus initially on these public sector organisations. Other significant traffic generators will also be targeted, including retail, leisure and tourist sites. At present, the County Council only has powers to compel existing employers to implement sustainable transport initiatives when they apply for planning permission. However, we will continue to promote travel plans to all organisations as a means of reducing car usage. We will offer advice and encouragement to those organisations expressing an interest in drawing up a travel plan, and will liaise with them and with public transport operators to maximise the effectiveness of their plans. The knowledge gained in implementing our own Green Transport Plan will help us to understand the problems other employers will face.

Policy PR2 - Travel Plans will be required as a planning condition or obligation for new developments whenever appropriate including all non-residential developments that fulfil the requirements for a Transport Assessment.

They should consider the traffic implications of journeys by staff to and from work, business travel, travel by visitors, people's safety and security when travelling by various modes, deliveries, travel by contractors and the use of fleet vehicles.

Each Travel Plan must comply with our Practice Note for Developers in Warwickshire. Our Practice Note specifies:

The Target

Car/employee ratio of 58 to 65% for new developments. Existing developments, where the above can not be applied, must achieve a 10% reduction in the car/employee ratio over that which existed before the development took place.

The Contribution

£4.50 per day for each employee car by which the target is missed, plus a further 10% of the contribution is added for administration charges.

Monitoring Requirements

The occupier must carry out monitoring within one month of the occupation date and the 1st, 2nd, 3rd and 4th anniversaries of that date. The occupier must have the information audited and supply it to WCC.

Provisions for speculative developments

Target, contribution and monitoring apply separately to each occupier and must be included in S106. Preliminary plan required for planning application.

Target

To achieve the adoption of Travel Plans for at least fifteen non-residential developments every year.

School Travel Plans & Safer Routes to Schools

Details of existing patterns of travel to school are given in the Safer Routes to School/School Travel Plans Strategy.

School Travel Plans & Safer Routes to Schools are designed to reduce car use for the school journey, thereby reducing traffic congestion and pollution, especially in urban areas. As well as benefiting from a safer journey to school, children will benefit from improvements in health and independence as a result of reduced dependence on cars for the journey to school.



Policy PR3 - All schools and colleges (including independent schools) will be encouraged to adopt School Travel Plans and the Safer Routes to Schools initiative. Those that complete a Travel Plan can apply to the DfT to receive funding to implement some of their Travel Plan proposals.

We will enter into partnerships with schools to deliver these programmes. School Travel Plans can only be implemented when an active partnership exists. The Safer Routes to Schools initiative is likely to be more successful when applied to schools that are active partners.

The Safer Routes to Schools initiative is a key element of Warwickshire's Road Safety Strategy, a key element in the Cycling and Walking Strategies and included in the County Council's developers' design guide "Transport and Roads for Developments: The Warwickshire Guide 2001."

The School Transport Advisory Group (STAG) suggests a national target for 2010 to reduce the level of car use to that recorded in the mid 1980's (16%). School journey data for this date is not available for Warwickshire, but the 1999 survey indicates that current levels of car usage are above national levels (37% compared to 29% nationally). Using STAG's target as a guide and bearing in mind the need to reverse the current upward trend in car trips, the following targets have been set.

Target

We will seek to reduce the proportion of school journeys undertaken by car from 37% in 1999 to 33% by 2006 and 24% by 2011.

TravelWise

Policy PR4 - The TravelWise campaign will be continued to support the implementation of Safer Routes to Schools and Travel Plans and to promote the use of sustainable transport.

The main aims of the Warwickshire TravelWise campaign are:

- to raise the awareness of the environmental, economic and social benefits of travelling by foot, bike, motorcycle and public transport;
- to encourage socially responsible car use;
- to promote more sustainable modes of travel and lifestyles which require less travel; and,
- to increase the number of walkers, cyclists, motorcyclists, public transport users and car sharers.



3

Changing Travel Behaviour Strategy



4 Countryside Strategy

Background

Despite the focus of population within the main towns and settlements of the County, a significant part of Warwickshire is rural or deep rural in nature. The movement away from the provision of rural services in small towns and villages and the centralisation of key facilities such as health, along with the need for access to jobs and training has resulted in low levels of accessibility by modes other than the car.

Key issues

The main transport issues facing those who live, work and visit the countryside are:

- Difficulties of **travelling and poor accessibility** to goods and services, particularly for those without access to cars; and
- The **impact of traffic** - on the special character of the countryside, particularly the speed and volume of vehicular traffic and the movement of goods by lorry.

The Strategy

The strategy to achieve the objectives of increasing accessibility and reducing the impact of traffic is based upon a number of elements:

- Improved Public Transport;
- Easier access to work for all;
- The provision of facilities for freight transport;
- Traffic management;
- Control of land development; and
- Improved facilities for walking, cycling and horse riding.

The LTP contains detailed strategies covering each of these elements that come together to provide a unified and co-ordinated approach to the management of transport issues in the countryside.

In applying of the principles underlying the whole LTP to the countryside, we are particularly seeking:

- **Community Involvement** in the strategy for the countryside. We have consulted many organisations who have a particular interest in the countryside during the preparation of this LTP; and
- To establish **Partnerships** which go beyond local authority boundaries - for example, the County Council is a member of the Cotswolds AONB Partnership.

Public Transport Provision

More details about public transport provision in the countryside are given in the Public Transport, Community Transport, Bus, Bus Information, and Network Management strategies, contained in this section of the LTP.

A high priority will be given to the provision of public transport in the countryside in order to help address the problems of people without access to cars and provide a viable alternative for those with cars.

Access to work

Issues of poor accessibility are often exacerbated in rural areas due to the lower levels of public transport provision and larger distances between where people live and employment opportunities. Warwickshire's Accessibility and various other strategies address the issue.

Management of Traffic Impacts

4

Countryside Strategy

The overall strategy to control the impact of traffic on the countryside seeks:

- To reduce the impact of vehicular traffic on towns and villages in the countryside;
- To balance the desire to take measures to restrict the impact of lorries on the environment of the countryside with the needs for the movement of freight; and
- To improve conditions for vulnerable road users such as walkers, cyclists and horse riders on selected country lanes by the provision of footways, bridleways or traffic calming while accommodating vehicular access needs.

The main means of reducing the impact of traffic on the countryside will be the introduction of traffic management measures, for example traffic calming to reduce the speed of vehicles.

Land Use

The Warwickshire Structure Plan advises only limited development in rural areas, which, in conjunction with the Land Use and Transportation Strategy, will help to ensure that new development does not lead to a deterioration of conditions in rural areas.

Walking, cycling and horse riding

Improved facilities for walking, cycling and horse riding will include the implementation of traffic management measures to make these modes safer and more attractive, the provision of new pedestrian and cycle infrastructure, and the opening up and promotion of public rights of way.

The Market Towns

We will continue to work with Advantage West Midlands, the Countryside Agency, District/Borough Councils and Town Councils to achieve regeneration of the market towns of Warwickshire (i.e. Coleshill, Atherstone, Polesworth, Southam, Alcester and Shipston-on-Stour). This work includes ongoing consultation with established partnerships including particular stakeholders and the wider community.

The key issues in the market towns are:

- To reduce the impact of vehicular traffic on the environment of the town centres;
- To improve conditions for pedestrians in the town centres, sometimes in order to encourage new uses e.g. street markets, events and entertainment;
- For improved public transport to serve both the towns themselves and connect adjacent rural areas to the towns (including for example community transport and taxi buses);
- For central Bus Information Points in the market towns;
- To build upon each town's uniqueness; and
- To ensure that each market town is the hub for the rural economy.

Recreation and Tourism

Countryside recreation can make a positive contribution to peoples' health, well-being and quality of life. Therefore, the main elements of the strategy for Countryside Recreation include working in partnership with other interested groups to provide:

- More opportunities for safe and easy walking, cycling and horse riding by identifying networks of Greenways, bridleways and footpaths;
- More information to tell people what is available; and
- More facilities that can be used without a car.

In providing more opportunities for safe and easy walking, cycling and horse riding:

- Whenever possible routes will be designed to start and finish in towns and villages to maximise use;



- Further routes may be provided in the most attractive countryside, possibly starting and finishing in Country Parks or locations served by public transport;
- Whenever possible routes will be designed to link with the National Cycling Network;
- Greenways will be designed to provide links between towns and the countryside, including the towns and countryside outside Warwickshire e.g. Coventry, Redditch etc.;
- All public rights of way will be opened for use and accurate way-making introduced on the most popular sections of that network; and
- 'Easy Going Trails/Health Walks' will be provided for those who are less mobile or active.

Section 60 of the Countryside and Rights of Way Act 2000 requires all local highway authorities to prepare a Rights of Way Improvement Plan (ROWIP). Details of the County Council's progress on producing the ROWIP can be found in Part 2 of the LTP.



4

Countryside Strategy





5 Cycling Strategy

Introduction

Warwickshire County Council has for many years supported the promotion of cycling as a healthy, environmentally friendly, affordable and accessible mode of transport, publishing its first Cycle Action Plan in 1995. Since the adoption of the Government's National Cycling Strategy in 1996, national transport policy has increasingly emphasised the importance of cycling within an integrated and sustainable local transport system.

Warwickshire's first Local Transport Plan (LTP), published in 2000, included a number of policies and actions aimed at increasing the amount of cycling. The LTP cycling strategy has been instrumental in progressing the development of cycling in the county over the past five years and directing considerable investment towards new cycle infrastructure.

The production of the second Local Transport Plan in 2005 provides an opportunity to review progress towards the overall aim of increasing cycle use and to take on board relevant new policy developments and guidance in order to produce an updated cycling strategy for Warwickshire. Cycling is relevant to each of the government's 'shared priorities' for transport, which form the underlying themes of the second LTP: safer roads, improving accessibility, improving air quality and reducing congestion.

The purpose of the Cycling Strategy is to bring together in a single document the policies and actions required to further improve conditions for cycling and deliver an increase in cycle journeys in Warwickshire. The strategy sets out a framework for the further development of cycling in Warwickshire as part of the overall integrated LTP strategy.

It must be emphasised that this document forms a long-term strategy for cycling and it will not be possible to achieve everything within the life of the next Local Transport Plan or even the subsequent one. The action plan at the end of the strategy lists the key steps that the County Council will take over the short, medium and long term, to encourage more people to cycle.

This document outlines:

- The objectives of the strategy;
- The local and national policy framework for cycling;
- Problems and opportunities in the development of cycling;
- The current situation in Warwickshire;
- The strategy to developed in response of the above; and
- An action plan to guide implementation of the Cycling Strategy.

Aims and Objectives

The Cycling Strategy is a daughter document of Warwickshire's LTP and is therefore guided by the wider local transport objectives of the LTP.

The overall aim of the Cycling Strategy is encapsulated in the statement below:

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 objectives of the Cycling Strategy are as follows:

- To encourage more people to cycle instead of using their cars for short journeys;
- To develop safe, convenient, and attractive cycle route networks;
- To address real and perceived concerns regarding cycle safety;
- To integrate cycling with public transport facilities and services;
- To ensure that the needs of cyclists are considered in all new highway and development schemes;

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Cycling Strategy

- To promote the benefits and raise the status of cycling as a mode of transport; and
- To publicise and improve opportunities for recreational cycling across the County.

The goal is to get more people cycling for utility journeys – the journeys that people do everyday to school, to work, to the shops, to the rail station and to other locations and facilities. 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.

The Policy Context

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

Since the adoption of the Government's National Cycling Strategy in 1996, there have been a number of key transport policy developments emphasising the importance of cycling within an integrated and sustainable transport system.

The National Cycling Strategy provided a framework for the development of cycling, and set a challenging target to double existing levels of cycle use by the end of 2002, and to double that again by the end of 2012. Local authorities, other public bodies and private organisations were invited to set local objectives and targets that contributed to this central target. The four key elements of the strategy were making more travel sustainable, improving cycle security, promoting cycling and changing attitudes, and ensuring transport planning makes adequate provision for cycling.

The Transport White Paper in 1998 set out the Government proposals to create a better, more integrated transport system both nationally and locally. Cycling was identified as being key for achieving modal shift for short journeys up to 4 miles. The White Paper introduced the requirement for local authorities to produce Local Transport Plans, including a strategy to encourage cycling.

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.

In 2000, the Government published its 10 Year Plan for Transport up to 2010-11. This included a target to treble the number of cycling trips from their 2000 level by 2010, replacing the previous National Cycling Strategy target.

The Future of Transport White Paper, published in July 2004, outlined how the government intends to increase cycling and walking over the coming years, through a combination of local action planning, strong marketing, sharing good practice and national demonstration projects. A key development was the abandonment of the national cycle use target in favour of more focused local targets to increase cycling. Around the same time, an Action Plan for Cycling and Walking was published, detailing 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.

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 people's daily routine. 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.

The Current Situation

The National Picture

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. In Germany, 11% of trips are made by cycle and in Denmark this figure is 18%. In the UK, only 2% of secondary children cycle to school regularly compared with 60% in the Netherlands.

Despite low levels of cycle use for utility journeys, there is a strong interest in recreational cycling in the UK. Cycle ownership in the UK is also high, with around 20 million people owning a bicycle, indicating that there is clearly potential to increase the amount of cycling. This is particularly the case when it is considered that 42% of journeys are under 2 miles, and most journeys less than 5 miles. However, there are a number of perceived or actual barriers to cycling for many people, of which concern about safety when cycling in traffic is perhaps the most prominent one.

Whilst most statistics have continued to point to a decline in cycling, there have been some positive signs that cycling levels may be increasing. DfT traffic statistics showed a 3% increase in pedal cycle traffic in the first quarter of 2004. Monitoring on the Sustrans National Cycle network has shown a 10% increase between 2002 and 2003.

The Local Picture - Progress to Date

Warwickshire's first Cycling Action Plan (1995) set out a number of policies and actions aimed at increasing the amount of cycling. The first LTP, published in 2000, built on this strategy and committed considerable resources to the further development of cycling in the county. Efforts have been focused on developing cycle networks in the urban areas of the county and working with Sustrans to deliver the National Cycle Network. To date, approximately 60 km of dedicated cycle lanes and cycle tracks have been implemented in the main towns. The County Council has also developed 11 leisure cycling routes throughout the county.

The needs of cyclists are now considered as part of all new highway and transport schemes and as part of the planning process for new developments, ensuring that further improvements for cyclists are secured through wider scheme delivery and the land use planning system.

The County Council, in conjunction with the five District/Borough Councils have established cycle forums in Warwick District, Nuneaton and Bedworth Borough, Rugby Borough and Stratford District, to act as a means of consultation with local cycle interest groups and other bodies involved in the development of cycling. Cycling interests are also represented on the Warwickshire, Solihull and Coventry Local Access Forum, and Warwickshire's Countryside Access Liaison Group, who will advise on production of the CAROWIP.

In 2002, the English Regions Cycling Development Team (ERCDT) completed a detailed study of cycling policy and practice of each highway authority in England, producing an overview of the state of cycling in the authority and an assessment of its performance against ten key criteria. Warwickshire received an above average assessment score within the West Midlands region in 2003. This score was further improved on in a review carried out in 2004, after the County Council embraced many of the recommendations arising from the assessment. The remaining recommended actions from this assessment have been integrated into the new Cycling Strategy.

The Citizens Panel 2004 showed that 41% of respondents thought that cycling and pedestrian facilities in the main towns had improved over the past 5 years.

Cycling in Warwickshire

Warwickshire is a relatively flat county, with towns that are generally compact and an ideal size for cycling. Most cycling takes place in the urban areas, where distances between people's homes and key services and facilities are generally short. However, monitoring has revealed a similar picture in Warwickshire to the national trend in that cycling accounts for only a small proportion of journeys.

The main sources of information on cycle use in Warwickshire are:

- Census data, produced every 10 years;
- Cordon counts carried out every two years in each of the main towns;
- Automatic cycle counters installed on all new cycle tracks; and
- Consultation process for the CAROWIP.

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Cycling Strategy

Although some increases in cycling have been recorded where new cycle facilities have been constructed, cordon count data and census data indicate an overall decline in cycling levels in Warwickshire, in line with national trends.

Cordon counts show that cyclists made up only 1% of traffic entering Leamington town centre in 2003, down from 1.1% in 2001. This figure is slightly lower for each of the other main towns in the county. However, cordon counts are not able to provide an accurate picture of cycle use in the county, because they are carried out on the main radial routes in each town on only one day every two years. Cycle use is greatly affected by seasonal variations and weather conditions, and also does not necessarily take place only on the main routes.

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. Levels of cycling to work also vary across the county (see table below).

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%

Table 5.1 Journeys to work by cycle (Source: 2001 Census)

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.

Whilst utility cycling has continued to decline, leaflet sales for the numerous leisure cycling routes throughout the county indicate that recreational cycling is increasingly popular.

A dedicated cycling questionnaire was circulated as part of the CAROWIP consultation process in 2004. Over 50% of respondents cycle in the Warwickshire Countryside at least once a week, and nearly three quarters of respondents cycle for at least an hour, with most respondents cycling from their home.

Consultation

The Citizens Panel provides useful information from the public on a wide range of transport issues, including cycling. In 2001, 51% of respondents thought improving services for cyclists were essential or very important. However, 59% of respondents never used a cycle, and only 9% were regular cycle users. When people were asked what would make them cycle or cycle more or more often, the following responses were received:

More cycle-ways segregated from other traffic	18%
More on-road cycleways	12%
Less traffic congestion	5%

More cycle-ways segregated from other traffic	18%
Improved personal safety	3%
Secure cycle parking e.g. at work, town centres	3%
Changing and washing facilities at destination	1%
Nothing	68%
Other	4%

Table 5.2 Citizens' Panel 2001

Of those who *would* consider cycling more, the majority cited cycleways segregated from other traffic as the measure most likely to make them cycle more. Whilst a significant amount of progress has been made over the past decade in developing cycle route networks, it seems likely that the greatest benefit in terms of increasing cycle journeys will be achieved at a stage when more comprehensive and connected route networks are in place, enabling cycling to be a viable mode of transport for local journeys.

The CAROWIP cycling consultation attracted 228 responses and revealed that nearly 50% of respondents would be discouraged from cycling where they had to ride along or cross fast roads, and over 60% of cyclists are discouraged by paths in poor condition. The three most popular factors that would make a recreational cycle ride more enjoyable are better surfaces, more Greenways and named / way marked routes. Awareness of the 11 recreational cycle trails varied between 20% (From Pooley Country Park) and 55% (Stratford - Welford).

Problems and Opportunities

The decline in cycling is the result of 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 that the cycling strategy must address in order to increase the amount of cycling for local journeys.

Safety

Increased traffic levels have resulted in a general deterioration in cycling conditions on many roads in the county. A recent UK study showed that the major deterrent to increased cycle use among both existing and potential users was the perception of danger and the lack of cycle friendly infrastructure. Poor driver behaviour was a particular concern raised by local cyclists during cycle forum discussions.

Addressing these safety concerns must clearly be central to the Cycling Strategy. Physical improvements to the road network as well as cycle training and promotional campaigns aimed at both drivers and cyclists are important in tackling the actual and perceived safety barriers to cycling.

Although cycling on roads is often perceived as a dangerous activity, accidents involving cyclists have in fact declined greatly over the past decade within Warwickshire. Cyclists were the road users with the largest fall in casualties. In 2003, the number killed or seriously injured was 18, which is reduction of 62% from the 1994-1998 baseline figure. However, this decline may possibly be partly attributed to the decline in cycling levels. It is also likely that many cycle accidents or near misses go unreported. Safety at junctions is a key issue, as around three quarters of cycle casualties occur at or near to junctions.

It is worth acknowledging that 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.

Cycle Security

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Cycling Strategy

Fear of bicycle theft can be a major deterrent to cycling for local journeys. Good quality cycle parking at convenient locations in town centres, at public buildings, rail stations and other public transport interchanges and local shops has a role to play in reducing theft and providing cyclists with the necessary reassurance that they will find a secure place to leave their bike at the end of the journey.

Many people are deterred from considering cycling to work or school / college due to a lack of facilities at their workplace, such as secure parking, lockers and showers. Employers can be encouraged to provide facilities for cyclists through the adoption of Travel Plans, either voluntarily or as a requirement through the planning process. School Travel Plans can also include the provision of cycle parking for pupils and staff.

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. Land use planning policies now aim to reverse this trend and encourage more sustainable forms of development that support cycling as a viable mode of transport.

However, despite the above trend, a quarter of all car journeys are under 2 miles, and around two thirds are under 5 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 4km.

Social Attitudes

In the UK, many people hold negative views of cycling as a mode of transport, and often associate cycling with low social status. 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. Changing 'hearts and minds' and improving the image and status of cycling is a difficult task, and is likely to be a long-term process. Convincing individuals that the health, fitness, cost saving and often time saving benefits that cycling can offer them outweigh the perceived disincentives is a major challenge for cycle promotion initiatives.

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 cycling has a role within the overall strategy to address this problem. 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 or cycling in combination with another mode such as the train. Cycles take up significantly less space than cars, and are therefore a far more efficient use of available road space. In addition, cycling can often be the fastest mode of transport for these short urban journeys.

Air Quality

Cycling produces no emissions or adverse affect on the environment and can therefore contribute towards air pollution reduction objectives, both locally and globally. Emissions from transport make up a quarter of UK CO₂ emissions. Whilst air quality across the county is largely of good quality, there are a few areas where Air Quality Management Areas have had to be declared or will soon be declared due to poor air quality (more details are provided in Part 2 of the LTP). 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. Improving cycling conditions along these corridors in order to encourage more people to cycle instead of using their cars for local journeys can therefore play a part in the overall strategy to improve air quality.

Health Benefits

Increasingly sedentary lifestyles, largely due to an over dependence on the car, have contributed towards a number of public health problems that are increasing at an alarming rate in the UK. Rising levels of obesity, heart disease, diabetes and strokes are now of serious concern to the health sector. The government's public health white paper recognises the value of walking and cycling as forms of physical activity which can easily be incorporated into people's daily routines. Both are activities which most people are able to do because they require no special skills and minimal financial outlay.

The Health Select Committee's report on obesity (May 2004) states:

'If the Government were to achieve its target of trebling cycling in the period 2000-2010...that might achieve more in the fight against obesity than any individual measure we recommend in this report'.

The Countryside Access and Rights of Way Improvement Plan (CAROWIP) consultation revealed that the main reason why people cycle in the countryside is for health and fitness. Capitalising on the raised public awareness of the need to do more exercise offers perhaps the greatest potential for encouraging more people to cycle, and this will be a key aspect of cycle promotion activities.

Cycling also offers wider benefits for public health, including contributing towards air pollution reduction, improving road safety, and improving social cohesion.

Social Inclusion

Improving access to key services has emerged as a major strand of the government's transport and social inclusion agenda. 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.

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 is 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.

The new local accessibility planning agenda will help identify how improvements to cycling infrastructure can improve accessibility to key services and opportunities for those groups and areas experiencing particular barriers to access.

The Strategy

Meeting the overall objective of the Cycling Strategy to increase cycle use will require a combination of elements. These can broadly be broken down into 'hard' measures to improve physical conditions for cycling and 'soft' measures to promote cycling and behavioural change, including education, training and publicity.

The following section sets out a range of policies to encourage more people to cycle. A brief discussion of each policy and the actions required to implement it is included. A list of measurable actions can be found in the Action Plan at the end of the document.

Consultation and partnership working

Policy CS1 - The County Council will consult with cycle users and other interested 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.

Cycle forums have been established in Warwick, Stratford, Nuneaton and Rugby as a means of consulting with local cyclists on general cycling matters, cycling schemes and wider strategy issues. It is also important to consult with those who currently do not cycle, as well as existing cyclists, if we are to encourage more people to take up cycling. Opinion surveys, such as the Citizens Panel, will also be used to inform the implementation of the Cycling Strategy. Public consultations are carried out on all new cycle schemes, and we are also carrying out route user surveys to obtain further qualitative data on cycling in Warwickshire.

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Cycling Strategy

Delivering the objectives of the Cycling Strategy will also require partnership working with a number of groups and organisations, including District / Borough Councils, Sustrans, local employers, schools and colleges and the health sector. This is necessary for improving infrastructure and the cycling environment, as well as for promoting cycling as a viable mode of transport.

Cycle route networks

Policy CS2 - The County Council will continue to develop cycle route networks in the main towns of the county to encourage more cycling for local journeys.

A key element of the strategy is to improve physical infrastructure for cyclists through developing coherent and connected cycle route networks. Cycling has the most potential for short journeys within urban areas, where residential areas are generally within easy cycling distance of schools, shops, town centres, rail stations and other key trip generators.

Town cycle route network plans

In consultation with local cyclists, cycle route network plans have been developed for each of the main towns in the county: Leamington Spa, Warwick, Nuneaton/Bedworth, Rugby and Stratford. The main priorities in developing the cycle network plans are to establish good cycling links serving key trip generators such as schools, colleges, employment areas, town centres, public transport interchanges and leisure centres.

The cycle network plans will be used to co-ordinate the development of future cycle routes through the LTP programme, partnership initiatives and opportunities arising from new developments. The plans are working documents and are likely to be amended in the light of further audits and reviews, new development opportunities and consultations. Whilst the plans highlight the strategic corridors where it is desirable to improve cycling conditions, traffic volumes and physical conditions may mean it is difficult to provide quality cycle infrastructure. In such cases, alternative routes away from the heavy traffic flows may be investigated and promoted. However, directness of cycle routes will also be a key consideration alongside safety issues.

The cycle network plans include proposals for off-highway cycle links through open spaces and along riversides/canal towpaths where opportunities exist. These green corridors provide convenient, attractive, traffic-free routes for both leisure and utility journeys. Development of these routes will require joint working with District and Borough Councils and other organisations such as British Waterways and other landowners.

Prioritising routes

To prioritise routes for implementation the County Council will assess the potential of each route to increase levels of cycling and contribute towards reducing congestion, improving air quality, improving road safety and improving accessibility. Now that the basic networks have been established in each town, the need to link up routes in order to develop a coherent and connected network is also a key consideration.

Safer Routes to School

Over the past ten years, the number of children walking to school has halved, while the number being driven to school has doubled. The Safer Routes to School initiative aims to encourage children to walk or cycle to school, by improving the safety of pedestrian and cycle routes.

New cycle routes developed under the Safer Routes to School project will form a significant part of each of the town cycle networks, and are often equally useful for other utility journeys, particularly for novice cyclists. Co-ordination between the development of these schemes and development of the wider cycle route network will ensure that maximum benefit is achieved.

Advisory cycle routes

A cycle route network does not consist only of cycle tracks or cycle lanes. 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 for less confident cyclists. These cycle-friendly roads will be identified and promoted as 'advisory cycle routes' where appropriate, particularly where they provide useful links to key trip generators or onto the dedicated cycle route network.

Inter-urban and rural cycle routes

Limitations on resources will make it unlikely that the County Council will be able to provide significant financial investment in smaller towns and rural areas, beyond supporting development of the National Cycle Network (see Policy CS3).

Key inter-urban routes will be identified so that improvements can be considered if and when opportunities arise and at a stage when the urban networks are more fully developed. It is necessary to first establish the basic cycle networks in the urban areas so that future inter-urban routes do not simply start and finish at the edge of built up areas, but link to a network serving a range of destinations in the urban areas.

In some cases, there may be low cost opportunities to upgrade specific public footpaths to cycleways or public bridleways (where cycling is permitted). The CAROWIP will aim to identify a range of key links and routes from urban centres to the recreational network and linking missing sections within the rural network. Each identified section will be assessed on a case-by-case basis and may include for example upgrading existing footpaths or creating new routes parallel to busy roads.

Sustrans National Cycle Network

Policy CS3 - The County Council will continue to work in partnership with Sustrans to further develop the National Cycle Network in the county and the links to adjoining areas.

Sustrans, the sustainable transport charity, have responsibility for co-ordinating the development of the National Cycle Network. The network currently extends to just over 8000 miles, and Sustrans is on target to open 10,000 miles of the network in 2005. Much of the network utilises traffic-free routes or quiet roads to encourage more people of all ages and abilities to cycle, both for leisure and for utility journeys.

There are 4 National Cycle Network routes within the Warwickshire, which have been developed or are under development through partnership working between Sustrans, the County Council and other organisations:

- NCN 5: Stratford – Birmingham (*opened 2000*);
- NCN 41: Rugby to Leamington Spa (*opened June 2005*);
- NCN 52: Stratford-upon-Avon - Warwick – Coventry – Nuneaton – Derby (*partially complete*); and
- NCN 53: Birmingham – Coventry – Rugby (*partially complete*).

The County Council recognises the importance of the National Cycle Network in the overall promotion and development of cycling. Monitoring of the National Cycle Network shows an increase in cycling journeys from 60 million journeys in 2000 to 126 million in 2003. Whilst many of these journeys are for recreational purposes, it is believed that encouraging people to cycle for leisure may lead to more people to cycling for utility journeys. The National Cycle Network routes often form the backbone of the town cycle networks and also provide valuable inter-urban cycle links. Developing links onto the National Cycle Network will be a further long-term aim of the cycling strategy.

The consideration of cycling within improvements to the wider transport network .

Policy CS4 - We will ensure that the needs of cyclists are considered in the design of all new highway schemes and that opportunities to improve the cycle friendliness of the wider transport network are maximised.

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Cycling Strategy

Cycle lanes and cycle tracks form only part of the network for cycling, and the aim is for cyclists to be able cycle safely and comfortably on the wider transport network. The County Council will improve cycling conditions where possible through traffic management and safety improvement schemes, such as traffic calming, speed reduction initiatives, advanced stop lines at junctions, contra-flow cycle lanes on one-way streets and gaps for cyclists at road closures. Providing improvements for cyclists through non-cycling schemes help to develop 'invisible infrastructure' for cycling and creates a more friendly environment.

Cycle audits

The County Council carries out formal cycle audits to assess the cycle-friendliness of all new highway schemes at various stages of design and implementation. A cycle audit is defined as 'a systematic process, applied to planned changes to the transport network, which is designed to ensure that opportunities to encourage cycling are considered comprehensively and that cycling conditions are not inadvertently made worse'.

Cycle audits are undertaken on proposed local safety schemes and measures to serve new developments as well as general road improvement schemes to ensure that cyclist's needs are considered.

In the future these audits will include the needs of recreational cyclists to ensure that highway schemes do not sever or compromise the recreational network.

Improving safety at problem locations

Cycle accident data and feedback from local cyclists / cycle interest groups can help identify particular problem locations for cyclists. This information can be used to investigate the potential for remedial action where it could address a potential safety problem or release significant suppressed demand for cycling.

Remedial action may be taken either to improve the existing highway, or to remove the cyclists from the highway e.g. "behind the hedge" schemes, or upgrading footpaths to multi-user routes where they provide a commodious alternative route.

Recreational cycling

Policy CS5 - 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. Promoting opportunities for recreational cycling is therefore an important component of the overall strategy to increase cycling.

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 has developed 11 way-marked countryside leisure routes using quiet roads, tracks, and bridleways, 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.

We intend to deliver this policy by addressing the following priorities:

Information

- Promoting safe opportunities for cycling at country parks and other attractive countryside locations within Warwickshire;
- Providing information on cycling within the county:
 - to 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.
- Working with others to provide accurate and high quality promotional material; and
- Liaising with Ordnance Survey over inclusion of promoted routes on OS maps.

Infrastructure

- Working 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;
- Maintaining and improving the path network;
- Improving the surface condition of selected routes where they provide a key link in the off road network;
- Protecting the existing networks, and evolve them to fit the requirements of the 21st century; and
- Seeking to minimise the impact of fast and busy roads on promoted recreational routes by investing in verge improvements and “behind the hedge” schemes.

Events and activities

- Promoting, developing and hosting activities that encourage cycling and local tourism;
- Working in partnership with parish councils, community and user groups; and
- Organising sporting and leisure events, such as cycle races and guided cycle rides, to promote recreational cycling and the wider benefits of cycling.

Partnership Working

- Working with others to promote opportunities for safe cycling;
- Working with Parish Councils to develop safe parking in rural areas for cyclists; and
- Working with the Highways Agency and Network Rail to improve at-grade crossings and key verges of major roads and railway lines.

Cycle parking / cycle security

Policy CS6 - The County Council will aim to 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.

Cycle parking in public places

Lack of good quality, secure cycle parking at key destinations can act as a significant deterrent to cycling, particularly for journeys that involve leaving a bicycle parked for long periods of time.

The County Council aims to ensure an appropriate supply of quality cycle parking is provided in town centres, at public buildings, suburban shopping centres, public transport interchanges and at country parks. 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. This consideration is particularly relevant for rail stations (for further details on cycle parking at public transport interchanges see Policy CS7).

Cycle parking at workplaces and schools

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Cycle trips to work and school are a key focus of the Cycling Strategy, but without adequate trip end facilities people will not consider cycling even if a dedicated cycle route is provided. The County Council will ensure that appropriate cycle parking facilities are provided at new developments through the planning process. Large employers are encouraged to provide cycle parking for employees and visitors as part of company travel plans. The Safer Routes to School programme can fund cycle parking facilities at schools and funding can also be secured from the DfT when a school travel plan is submitted. Leisure centres, doctors' surgeries and community centres are other locations where cycle parking is particularly important and we will seek to encourage provision of parking at these destinations.

Integration with public transport

Policy CS7 - The County Council will work in partnership with public transport operators to encourage and facilitate cycling as part of journeys made by public transport.

Cycling and rail travel are easily combined to enable longer journeys to be undertaken without the use of a car. Encouraging cycle use can improve access to the rail network and significantly increase the catchment areas of rail stations. The importance of 'bike-rail' journeys has been increasingly recognised by the rail industry in recent years. The Strategic Rail Authority published a Cycling Policy in November 2004, which seeks to increase the number of rail journeys that involve the use of a cycle through improved access and parking at stations, improved bike-rail integration and clearer information about services available to cyclists.

Cycle routes to stations

Good cycle links to public transport interchanges are vital to facilitate cycling as part of longer journeys. Rail stations are one of the key destinations on the town cycle route network plans, and links to stations will accordingly be given high priority in future implementation programmes. Rail stations in each of the main towns of the county are either on or in close proximity to the National Cycle Network.

Cycle facilities at stations

Of equal importance in encouraging bike-rail journeys is the provision of high quality, secure, covered parking facilities. Cycle lockers are now increasingly being installed at rail stations, as they offer complete security for commuters leaving their bikes for long periods of time. The County Council will work in partnership with train operators to improve cycle parking provision at rail stations, as well as ensuring good access within the station itself for cyclists. We will also seek to ensure that good publicity is provided for the 'bike-rail' concept and for new cycling facilities at stations.

Cycling and bus travel

Whilst cycling is most frequently combined with rail travel, facilities for cyclists will also be provided at new bus stations and major bus stops where appropriate.

Planning and new developments

Policy CS8 - The County Council will seek to ensure that all new developments support cycling as a viable and attractive mode of transport through provision for cyclists within the site itself and, where appropriate, through contributions towards wider cycling improvements in the vicinity of the site.

Land use planning has a major role to play in reducing car dependence and encouraging the use of more sustainable forms of transport. In line with national planning guidance, two specific objectives of Warwickshire's Structure Plan (1996-2011) are to reduce the distances people need to travel and to support walking, cycling and public transport as alternatives to the private car.

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.

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 for non-motorised users in the vicinity of the site, in accordance with the 'Sustainability Criteria' within the Land Use and Transportation Strategy. New developments are an important source of funding for new cycle routes and can make a significant contribution towards the development of the town cycle network plans. 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.

Provision for cyclists at new developments

The County Council seeks to ensure that new developments encourage cycling, through provision of adequate cycle parking and good cycle access within the site. The County Council's Transport and Roads for Developments document details the standards required for new road construction at new developments, including provision for cyclists and pedestrians.

Developments over a certain size are also required to produce a travel plan, in accordance with the County Council's Practice Note for Developers. A travel plan coordinator must also be appointed and a target set for the car/employee ratio to not exceed a given percentage, with alternative modes of transport promoted for the journey to work.

Training and education

Policy CS9 - The County Council will provide cycle training for children and adults to encourage safe and responsible cycling, and use educational initiatives promote a wider awareness of the needs of cyclists amongst other road users.

Cycle training

Training plays a key role in promoting safe and responsible cycling, and providing the necessary skills and confidence for cycling on today's roads.

The County Council offers both on and off-road training, training over 3500 young people every year, and cycle training is promoted extensively through exhibitions, press releases and local events. The Government has recently launched a new national standard for child cycle training, and WCC will consider how this will impact upon their training programmes and strategy.

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 is now being promoted at key large employers through the travel plan process, with the County Council leading by example by offering training for its employees.

Cycling and pedestrians

As traffic levels have risen, many people perceive cycling on busy roads as unsafe and therefore opt to cycle on pavements and public footpaths to avoid cycling in traffic. 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, but it is hoped that improving cycling conditions and providing cycle training to raise skills and confidence levels will lead to a decline in the numbers of people cycling on pavements. The County Council will also raise awareness of this issue through publicity, such as cycle map / guides and web pages.

On shared use cycle / pedestrian facilities and bridleways, the County Council will encourage responsible cycling and courtesy to pedestrians and horse riders through the cycle training programme and promotional initiatives, such as the town cycle route map / guides.

Raising driver awareness

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Cycling Strategy

Poor driver behaviour was raised as a particular concern amongst local cyclists during consultations with cycle forums. The County Council will use publicity campaigns and promotional material to encourage courteous and considerate behaviour towards cyclists, and also raise the status of cyclists as road users.

Design

Policy CS10 - The County Council will design and construct cycle facilities according to local circumstances and user requirements, utilising relevant guidelines, standards and best practice to ensure that new cycle infrastructure is of a high quality and meets best value objectives.

There are many factors influencing the type of cycle infrastructure that can be provided for cyclists along any proposed new cycle route, including traffic volumes and speeds, available road width, resource constraints, local priorities and the type of cyclists who will be using the route. The diversity of the county means that the appropriate provision is highly dependent on local circumstances.

Providing for the needs of different cyclists

When identifying the most appropriate cycling infrastructure along a particular route, we will typically consider the 'design' cyclist and the type of journeys the route is most likely to serve. There is also a need to consider those who currently do not cycle but whom we need to attract in order to increase cycling levels.

There are a number of different types of cyclists and each has their own requirements with regard to cycling facilities. Experienced cyclists generally prefer more direct on-carriageway routes, with minimum delays along the route. However, new or inexperienced cyclists may only feel confident cycling away from traffic or on quieter roads and place more emphasis on safety than directness.

Providing for the needs of different cyclists within available resources can be difficult. Most cycling takes place on the road and therefore the underlying principle is that where possible, the carriageway should be made safer for cyclists. A range of national guidance, including the recent Local Transport Note on Planning, Policy and Design for Cycling and Walking, backs this principle. However, opportunities to provide traffic-free routes, which offer a safe and attractive alternative to direct on road routes, will be maximised. Cycle routes developed through the Safer Routes to School programme and as part of the National Cycle Network will generally offer the type of cycle facilities preferred by novice cyclists and children.

Shared use cycle paths

As stated above, the County Council will aim to improve conditions for cycling on the carriageway where possible. However, road conditions or the type of cyclists likely to use a particular route may mean that on-carriageway cycle facilities are not appropriate, and provision of off-carriageway facilities alongside the road may be more appropriate.

Shared use footpaths / cycle paths can be unpopular with pedestrians and need careful consideration before they are introduced. Encouraging more walking is also a key national and local transport objective and we wish to avoid inconveniencing pedestrians when introducing new cycle infrastructure. In accordance with current guidance, the County Council will consider introducing shared-use facilities only under the following circumstances:

- Adjacent to roads with a speed limit of 40mph or more;
- As part of Safer Routes to School schemes;
- As part of National Cycle Network schemes;
- When a cycle facility is clearly desirable, but carriageway widths / conditions prohibit on carriageway cycle provision;
- Where the proposed route is not adjacent to a carriageway e.g. the need to upgrade a public footpath which crosses fields or runs between houses; or
- For key recreational routes where there is no existing surfaced pedestrian provision.

Cycle infrastructure design



Good design is of high importance when providing new cycle infrastructure that will attract more people to cycle. Whilst existing highway conditions mean that there are often many constraints on the design of cycling facilities, the County Council will consider the five core principles when designing new cycle infrastructure, in accordance with Local Transport Note 2/04:

- Convenient;
- Accessible;
- Safe;
- Comfortable; and
- Attractive.

The County Council has developed internal cycling design guidelines, 'Cycle Facilities: Standard Details and General Design Considerations'. These guidelines will be adhered to, as far as is practically possible, in the design of all new cycle schemes and within other highway schemes which involve provision for cyclists.

Maintenance

Policy CS11 - The County Council will take account of the specific needs of cyclists in maintaining the highway network and establish maintenance responsibilities at an early stage in the development of new off-highway cycle schemes.

Maintenance is an important issue for cyclists as they can be particularly affected by problems such as poor road surface condition, poor drainage and overhanging vegetation.

Highway maintenance

Highway maintenance policies have been developed to take into account the needs of all road users, and, 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; and
- 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 County Council will consider the scope for taking the key routes for cycling more fully into account in its inspection, repair and winter maintenance procedures, including the cutting back of vegetation. The forthcoming development of a Warwickshire Transport Asset Management Plan will include a review of maintenance standards. In winter 2004/5, a trial was carried out to grit cycleways in urban areas - this will be extended with increased coverage during winter 2005/6.

A hotline line for reporting carriageway and cycleway defects is publicised, and all emergency repairs are made within 24 hours. It is also important for cyclists to be considered at roadworks, including those undertaken by utility companies.

Maintenance of off-carriageway cycle routes

Maintenance considerations are also of high importance for off-carriageway routes, as poorly maintained routes are unlikely to encourage more people to cycle. We will ensure that appropriate maintenance regimes are established at the development stage of new off-carriageway cycle routes. Key issues include ensuring overhanging vegetation is cut back and that routes are swept at regular frequencies to keep them free from broken glass and other debris.

Marketing and Promotion

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Cycling Strategy

Policy CS12 - The County Council will promote cycling as a viable, attractive, sustainable and healthy mode of transport and recreational pursuit and will ensure that good quality information is available on local cycle routes and wider 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. There are a number of ways that cycling can be encouraged through 'soft' measures, including awareness campaigns, travel plans, cycling events, through publications and the media and through increased participation in recreational cycling.

There is now a stronger evidence base on the effectiveness of these soft factor interventions in encouraging a shift to more sustainable modes of transport and achieving behavioural change. We will therefore use new national best practice and guidance on the subject to explore new opportunities for developing soft measures to complement physical improvements to the cycling environment.

Workplace Travel Plans

Travel Plans are typically a package of practical measures to encourage and enable staff to choose alternatives to single-occupancy car-use. Expanding businesses and new developments are required by the County Council to adopt a Travel Plan in line with the May 2003 Practice Note for Developers in Warwickshire. Other large organisations are also encouraged to develop Workplace Travel Plans on a voluntary basis.

Travel Plans usually include measures to encourage employees to cycle to work, such as secure cycle parking, lockers and showers. Efforts to encourage the voluntary adoption of Travel Plans are currently being focused on public sector organisations such as local authorities and hospitals, which are major local employers. A new Travel Plan for Warwickshire County Council was produced in July 2004, setting out a range of new measures to encourage the use of alternative modes of transport for travel to work and business travel.

School Travel Plans

The Government aims to ensure that every school in England has a school travel plan by 2010. Warwickshire has a team of officers dedicated to working with schools to develop travel plans, which are then submitted to the DfT who allocate up to £5,000 for primary schools and £10,000 for secondary schools to implement measures inside the school grounds, such as cycle storage. 25 school travel plans were signed off in 2004/5 and it is hoped that this number will be exceeded in 2005/6.

Awareness campaigns

Cultural and attitudinal change towards cycling is needed if the potential of this mode is to be fully realised. Promotional initiatives focus on raising the status of cycling as a transport choice and overcoming the perceived barriers to cycling. There is evidence that promotional activity is most effectively targeted on those groups or individuals most likely to change their travel behaviour.

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. Other ongoing measures to raise the profile of cycling and promote the benefits it can offer include leaflets, bus advertising campaigns and regular press releases on a variety of cycling issues.

Information provision

Good quality information on local cycling opportunities and other cycling matters is important to both assist existing cyclists and to encourage those who do not currently cycle to take up cycling. Publicity for cycling includes route maps, network signage and web pages. The continuing development of the urban cycle route networks and the National Cycle Network means that there is a growing 'product' to market, making quality publicity and marketing measures increasingly important.

Health promotion



With growing public awareness of the health problems caused by sedentary lifestyles and poor diets, emphasising the health and fitness benefits of cycling offer perhaps the greatest opportunity for targeted promotional initiatives and within wider promotional activities.

Encouraging cycling as a leisure activity is important within the overall strategy, as it 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.

The Action Plan

For the purposes of this strategy, short term will be for the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

Policy	Action	Timescale
Cycle route network development	Implement next key routes in each town cycle network (see Town Cycle Network Plans for details)	Short
		Short
	Work in partnership with Sustrans to complete National Cycle Network routes 41, 52 and 53.	Short
		Medium
	Work in partnership with Sustrans to create links from the National Cycle Network to local schools.	Short
		Long
	Implement secondary routes in town cycle route networks.	Short/medium
	Identify key inter-urban routes and add these to cycle network plans to enable their consideration if the opportunity allows.	Short
		Short
	Implement key inter-urban cycle routes.	Short
	Implement safe cycle routes to all secondary schools through the SRTS programme	On-going
	Identify 'advisory' cycle routes in each of the main towns.	Short
		Short/ Medium
The wider road network	Review signage on existing cycle routes and develop signing strategy for the town cycle networks.	
	Annually review and update cycle network development plans.	
	Develop formal system for identifying the appropriate type of cycle provision for different situations.	
	Identify low cost opportunities for upgrading public footpaths to cycleways and bridleways where they will form a key link in the network.	
	Carry out a cycle audit on all new highway and development schemes.	On-going
		On-going
	Seek to remove deterrents to cycling through addressing particular problem locations for cyclists.	Short
		On-going

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Cycling Strategy

Policy	Action	Timescale
	<p>Introduce advanced stop lines at all new signalised junctions where practical.</p> <p>Ensure up-to-date cycle network development plans are distributed to relevant internal and external bodies.</p>	
Cycle parking / security	<p>Assess need for new or additional cycle parking in town centres, suburban shopping centres, public buildings, public transport interchanges and country parks.</p> <p>Investigate the potential and demand for secure cycle parking for commuters in town centres.</p> <p>Provide funding for schools to implement cycle parking initiatives.</p> <p>Establish an annual Cycle Projects Fund to enable smaller organisations to bid for funding for small-scale improvements to increase cycling.</p>	<p>Ongoing</p> <p>Short</p> <p>Ongoing</p> <p>Short/Ongoing</p>
Integration with public transport	<p>Develop programme to improve cycle parking at stations in partnership with train operators through the Five Stations Strategy.</p> <p>Complete cycle links to rail stations in the main towns and ensure maximum linkages to wider town cycle route network plans.</p>	<p>Short</p> <p>Short / medium</p>
Maintenance	<p>Review maintenance programme to identify opportunities to further take into account the needs of cyclists through development of Transport Asset Management Plan.</p> <p>Ensure maintenance responsibilities are established at an early stage of the development of new off-carriageway cycle routes.</p>	<p>Short</p> <p>Ongoing</p>
Planning and new developments	<p>Review effectiveness of Transport and Roads for Development in the provision of cycle friendly infrastructure at new developments</p>	<p>Short</p>
Recreational cycling	<p>Maintain and Improve bridleways and byways as multi-user routes.</p> <p>Continue to organise events such as Warwick town cycle races as part of the Travelwise campaign</p> <p>Continue to provide information about and new opportunities for recreational cycling.</p> <p>Develop two new Greenways.</p>	<p>Short</p> <p>Ongoing</p> <p>Ongoing</p> <p>Short</p> <p>Short/ Medium</p> <p>Ongoing</p>

Policy	Action	Timescale
	<p>Seek to minimise the impact of fast and busy roads on promoted recreational routes.</p> <p>Provide events and activities which promote and encourage cycling</p>	
Education and training	<p>Continue to provide cycle training for school children to promote safe and responsible cycling.</p> <p>Provide cycle training for adults to improve confidence of new or returning cyclists when cycling in traffic.</p> <p>Promote the availability of cycle training to major local employers.</p> <p>Ensure that cycle training provision is compatible with the proposed National Child Cycle Training Standards.</p> <p>Develop cycling awareness course for secondary schools.</p> <p>Publish cycle safety advice on the town cycle maps / guides, cycling web pages and other mediums when the opportunity arises.</p> <p>Encourage safe driving and raise driver awareness of the needs of cyclists through road safety publicity campaigns</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Short</p> <p>Short</p> <p>Short/Ongoing</p> <p>Ongoing</p>
Marketing and promotion	<p>Continue to support national cycling campaigns, such as Bike Week.</p> <p>Investigate opportunities for developing new 'soft' measures, informed by new guidance and best practice.</p> <p>Publish up to date town cycle route maps / guides for the main towns.</p> <p>Develop and regularly update cycling web pages on Warwickshire website.</p> <p>Promote the use of Country Parks and Greenways as an introduction to cycling in a safe environment.</p> <p>Monitor effectiveness of promotional initiatives.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Short/Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
Partnership and consultation	<p>Seek the views of local cyclists through regular meetings of district cycle forums.</p> <p>Conduct bi-annual route user interviews on the town cycle route networks.</p> <p>Further develop links with health sector to seek opportunities for joint initiatives.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Short / Ongoing</p> <p>Ongoing</p>

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Cycling Strategy

Policy	Action	Timescale
	Work with cycle campaign groups to promote a greater awareness of cycling.	
Monitoring	Where practical, install automatic counters on all new cycle schemes. Produce annual report on results of automatic cycle counters.	Ongoing Ongoing

Table 5.3 Cycling Strategy Action Plan



6 Land Use and Transportation Strategy

Introduction

The principle aim of the Land Use and Transportation Strategy is to encourage new development in Warwickshire to be of a sustainable nature. New development will therefore be considered within a framework that a) promotes patterns of development that make better use of land, particularly in the existing main settlements in the County; b) reduces the need to travel through 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;
- Promotes more sustainable patterns of development making better use of land in the existing main settlements;
- Reduces reliance on the car by promoting improvements to public transport, walking and cycling;
- Directs new development into the existing and/or transport corridors; and
- Maintains, improves and utilises existing links and infrastructure.

The recent policies of the West Midlands Regional Spatial Strategy (RSS11) (formerly Regional Planning Guidance for the West Midlands) focus development away from the Shire Counties towards the Major Urban Areas (MUAs); Birmingham and the Black Country, Coventry, Solihull and North Staffordshire. A consequence of development being concentrated in the MUAs may be an increase in the numbers of people traveling to and from Warwickshire. Furthermore, RSS11 also identifies Rugby as a potential growth area and demand for travel to new major developments, particularly employment, is likely to grow.

These pressures will need to be addressed and the future challenge will be to ensure that the County Council promotes sustainable development and transport links within Warwickshire. The Land Use & Transportation Strategy will contribute to addressing those issues. The remainder of this Strategy sets out:

- The Objectives of the Strategy;
- National, Regional and Local policy context; and
- The Land Use & Transportation Strategy.

The starting point for the Land Use and Transportation Strategy is the overall transport objectives of the Local Transport Plan 2005 that have been developed to reflect national, regional and local policy.

The Land Use & Transportation Strategy will contribute to achieving the key objectives in the Local Transport Plan 2005 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 Overview

National Policy

PPG1 – General Policy and Principles. In order to achieve sustainable patterns of development and to help reduce the environmental impacts of transport, local authorities should integrate their transport programmes and land-use policies in ways that help to:

- Reduce growth in the length and number of motorised journeys;
- Encourage alternative means of travel which have less environmental impact; and hence
- Reduce reliance on the private car.

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Land Use and Transportation Strategy

The key objectives for the planning system are to:

- Influence the location of different types of development relative to transport (and vice versa); and
- Foster forms of development that encourage walking, cycling and public transport use.

PPG6 – Town Centres and Retail Developments. Town centres, a term which includes city centres, town centres and suburban centres, are important to the quality of life in our towns and cities and play a key role in delivering sustainable development. The Government's objectives, therefore, are:

- To sustain and enhance the vitality and viability of town centres;
- To maintain an efficient, competitive and innovative retail sector;
- To focus development, especially retail development, in locations where the proximity of businesses facilitates competition from which all consumers are able to benefit and maximises the opportunity to use means of transport other than the car; and
- To ensure the availability of a wide range of shops, employment, services and facilities to which people have easy access by a choice of means of transport.

PPG13 – Transport. The objectives of PPG13 are to integrate planning and transport at the national, regional and local level in order to:

- Promote more sustainable transport choices for both people and for moving freight;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport cycling and walking; and
- Reduce the need to travel, especially by car

Changes to the Development Plan procedures

The government recently issued PPS12: Local Development Frameworks (LDFs), which sets out the changes to the plan-making process. Its aim is to reduce the time taken to produce plans and to make plan making itself more flexible and responsive to changing demands. Structure Plans and Local Plans are gradually being replaced by LDFs. Instead of one plan, there will be a number of plans e.g. Core Strategy, Site Specific Allocations, Area Action Plans etc and these will all form a part of the LDF.

Regional Policy

Regional Spatial Strategy (RSS11) (formerly Regional Planning Guidance for the West Midlands) was published in 2004. Policy T2 states:

“Local authorities, developers and other agencies should work together to reduce the need to travel especially by car and to reduce the length of the journeys through – encouraging those developments which generate significant travel demands to be located where their accessibility for public transport walking and cycling is maximised including close to rail and bus stations and Metro stops”

In addition, Regional Spatial Strategy seeks to promote patterns of development, which reduce the need for travel (UR4) including a more balanced provision of different uses in larger settlements including the sub-regional foci.

The specific provisions in RSS11 require the development of more sustainable patterns of development to provide a better balance between jobs, houses and other services. These developments are to be integrated with a choice of transport including public transport. Priority will be given to the improvement of services and interchanges within urban areas and the development of links with catchment areas. In rural areas, priority should be given to the development of community and public transport services, particularly those providing links from rural hinterlands to key local service centres (Policy T5D).

The Regional Spatial Strategy (RSS11) will focus development on the Major Urban Areas (MUAs) in the West Midlands, particularly Coventry, Solihull and Birmingham. The main county towns of Warwick/Leamington will continue to act as a centre for investment and assist in meeting the economic, social and cultural needs of the surrounding rural areas. The towns will also build on their traditional strengths as centres of historic heritage and tourism. In addition Rugby will act as a potential growth area for local regeneration and is a sub regional foci for development outside the MUAs.

Local Policy

The policies in the Warwickshire Structure Plan 1996-2011 are summarised in the following paragraphs. The government has carried out its intention to reform the Structure Plans and Local Plans process. However, Structure Plan policies that are in conformity with the Regional Spatial Strategy, will remain in place for a period of at least 3 years (i.e. up to 2007).

The Regional Planning Board will need to decide whether sub-regional strategies need to be produced, which will provide further detailed policy to bridge the gap between the Regional Spatial Strategy and Local Development Frameworks. In the event that these sub-regional policies do not emerge, there is scope for the Structure Plan policies to be carried beyond 2007.

Policy GD1(b)

The principal purpose of the Structure Plan is to provide for a pattern of development which promotes the greater use of public transport, walking and cycling, to avoid restricting future generations of Warwickshire residents to a style of living which depends on use of car to get to work, school, shop or for leisure.

Policy GD3

New development will be directed towards towns of over 8000 people (at 1991) because they offer the best prospect of expanding public transport and job opportunities across the community. Living in towns should be made more attractive and new housing and industry should be located within easy reach of public transport serving the main town centres in the County along with Coventry and Birmingham.

Policy T1

Where travel is necessary, through the Local Transport Plan and in considering transport related development proposals, the County Council will:

- Promote affordable transport for people on low incomes;
- Increase accessibility for disabled people and others with mobility problems; and
- Provide alternatives to using cars, giving the highest priority to improving public transport, the integration of transport and improving facilities for walking and cycling.

Policy T2

Within the context of minimising private car usage across the County, measures will be implemented to achieve the following targets:

- Restrict the predicted growth in peak period vehicular traffic to a maximum 20% of 1999 levels by 2011 (half the forecast of 40%) in the north-south transport corridor, between Nuneaton and Leamington and the major urban areas of Warwick/Leamington, Nuneaton/Bedworth, Rugby, and Stratford upon Avon (this target has been superseded - details of the revised target can be found in the Congestion Strategy (see Part 2 of the main LTP document)); and
- Significantly increase public transport patronage in the major urban areas and inter urban areas between 1999 and 2011.

Policy T7

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Land Use and Transportation Strategy

To provide a genuine alternative to the private car local plans should, within the context of the objectives in T1 and the targets set out in T2, ensure that the needs of public transport services and facilities, to serve both new and existing developments, are fully addressed through land use allocations and the determination of planning applications.

Where appropriate, Local Plans should safeguard land necessary for identified public transport facilities.

Proposals will be supported where they contribute to meeting the demand for travel to Birmingham and Coventry, as well as local and longer distance movements.

Policy T10

The County Council will seek developer contributions to be provided for public transport, pedestrian and cycling facilities to serve development and regeneration. The County Council will also require developer funding of highway and traffic management schemes that provide access to or support development and regeneration.

Problems and Opportunities

There are problems 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.

Regional Spatial Strategy supports development within the Major Urban Areas (MUAs), particularly, Birmingham, Coventry and Solihull, which have an affect on the County. In addition, the main towns of Warwick/Leamington, Nuneaton and Rugby will continue to play an important part in acting as a focus for new investment and supporting regeneration.

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. Outside the MUAs, Rugby, is a focus of new investment and regeneration particularly on the former Radio Mast site. This will bring opportunities for mixed use development including employment and housing and raise the profile of the area, and increase economic activity.

These opportunities will also bring their own challenges, such as, increased demand for travel. The proposed regeneration within the Rugby area will impact on the transport network. Many parts of Rugby and particularly the town centre are currently adversely affected by the scale of vehicular traffic. The Land Use & Transportation Strategy recognises these matters/issues and new development in Rugby, will be provided with a choice of transport including public transport, cycling and walking facilities.

Focusing development in these Warwickshire towns offers the opportunity to use the existing transport networks and the potential to a) expand the use of public transport including bus and rail; b) increase its attractiveness and c) open new stations e.g. Kenilworth; and d) encourage walking and cycling facilities. The aim of this approach is to optimise the existing concentrations of population, employment and services including public transport. By concentrating new development in the towns, this will help to achieve shorter journey distances and reverse the trend towards out of centre developments which are often difficult to reach without reliance on the car.

The Strategy

The vision of Warwickshire County Council's Land Use & 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 & Transportation Strategy is to make new development especially those with significant traffic movements as sustainable as possible through the integration of land use and transport. This can be achieved by:



- Actively promoting accessibility for all sections of the community, based on the most sustainable modes; and
- 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.

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 jobs, shopping, leisure facilities; and
- To reduce the need to travel by car.

The Policies of the Land Use & Transportation Strategy

Policy LUT 1 – Partnership

The County Council will work with the five District and Borough Councils and adjoining local authorities, developers, and other stakeholders to implement the policies set out in the Land Use & Transportation Strategy.

The County Council in partnership with District Councils, Parish Councils and others will work together towards the objectives of encouraging sustainable development through the use of national, regional and local planning guidance, including the Regional Spatial Strategy and Local Development Frameworks. The Land Use & Transportation Strategy will form the basis for the County Council and its partners, to secure funding for transport and accessibility improvements from new developments.

Policy LUT2 – Sustainable Developments

Delivering The Strategy

This section of the Strategy sets out the main actions that will be required to deliver the policies of the Land Use & Transportation Strategy. The delivery of the Land Use & Transportation Strategy involves a wide range of public and private stakeholders and partners. In some instances, delivery will be dependent on strategic decisions, which are taken at national level.

The main part of the delivery will be undertaken before or at the planning application stage where new developments will be assessed in terms of their accessibility to determine the degree of sustainability, see below.

Partnership

Partnership will play a key part in promoting new developments which are sustainable and which accord with 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.

National level:- Office of the Deputy Prime Minister (ODPM); Department for Transport (DfT); Department for Environment Food Rural Affairs (DEFRA); Strategic Rail Authority(SRA); Network Rail and Highways Agency

Regional Level:- Government Office of West Midlands(GOWM); Advantage West Midlands(AWM) and West Midlands Regional Assembly (WMRA); CENTRO.

Local level: - North Warwickshire Borough Council; Nuneaton & Bedworth Borough Council; Rugby Borough Council; Stratford upon Avon District Council and Warwick District Council.

Neighbouring Authorities: Coventry City Council; Solihull Metropolitan Council; Leicestershire County Council; Northamptonshire County Council; Oxfordshire County Council.

Sustainable Development

Principles of Sustainable Development

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Land Use and Transportation Strategy

New development should be encouraged to be sustainable by seeking to integrate development with its need for transport and movement, which also makes sufficient provision for the users of the development, for example potential residents, employees and visitors. The development also needs to use 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, along with safe cycling and walking facilities.

New development should be considered within a framework that encourages a choice of transport modes for potential residents, employees and visitors. All new developments should be assessed in order to identify whether each encourages sustainability. They will be assessed against the following key criteria:

1. The location of the development in respect of a town centre, consideration of local characteristics i.e. topography, physical barriers existing and proposed layout.
2. 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.
3. 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.
5. 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.

Applying the Criteria for Assessing Sustainable Development

The planning application process is the starting point for a new development to be assessed in terms of its sustainability. The criteria set out in the represents the initial starting point for negotiations with developers and landowners about the levels of sustainable transport contribution and/or measures required towards making the development more sustainable.

This criteria will be used to judge whether a new development meets the appropriate levels of sustainability. The measures set out in the table below are not intended to be exhaustive and should take into account the individual merits and circumstances of each development.

The types of new development that the criteria apply to are those that would have a material increase in traffic on the network or has inadequate access by public transport, cycling and walking.

The measures should 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 obligations for a developer contribution towards sustainable transport, shall 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 any transport solution will normally be expected to be funded by the developer.

Sustainable Transport Measure	Test	Sustainable Transport Contribution / measures
Walking	Does the development site have: Local services, schools, public transport, leisure and job opportunities within walking distance?	Safer Routes to School Pedestrian safety measures New footways

Sustainable Transport Measure	Test	Sustainable Transport Contribution / measures
	<p>Is the necessary infrastructure in place to deliver high quality safe direct and attractive routes that will encourage walking?</p> <p>What improvements are needed to satisfy the above</p>	<p>Provision of signage</p> <p>Improved security</p> <p>Better street lighting</p> <p>Gates and railings</p> <p>Landscaping</p>
Cycling	<p><i>Does the development site have:</i></p> <p>Dedicated cycle links to the local services schools public transport recreational and job opportunities?</p> <p>Is the necessary infrastructure in place to deliver high quality safe, direct, and attractive cycle routes that will encourage use?</p>	<p>Providing new or improved dedicated cycle facilities</p> <p>Provision of cycle lanes off and on carriageway</p> <p>Combined cycle and pedestrian crossings (TOUCAN)</p> <p>Improved signage including warnings to drivers</p> <p>Cycle parking at work places, service centres, railway stations and other public transport interchanges</p> <p>Improved security –lighting</p> <p>Associated environmental improvements – landscaping and surfacing</p>
Public Transport (Bus)	<p>Is the site served by reliable, fast, frequent and accessible services which accord with the appropriate specifications set out in Policy BS3 of the Bus Strategy?</p> <p>What improvements are needed to satisfy the above specifications?</p>	<p>Provision of the required service by providing a free standing service or diversion of an existing service reinforcement of frequency or appropriate combination</p> <p>Provision of bus lanes suitable site layouts to allow bus penetration, lay bys, bus stops/shelters and information displays</p> <p>Provision of Bus priority measures to ensure a reliable and efficient service</p>
Public Transport (Rail)	<p>Is there a genuine railway option to meet transport needs to serve the site?</p>	<p>Provision or improvement of rail stations and infrastructure</p> <p>Procurement of land for the above</p>

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Land Use and Transportation Strategy

Sustainable Transport Measure	Test	Sustainable Transport Contribution / measures
	What facilities or improvements are required to offer an option of railway travel?	Provision of rail/bus interchange and park and ride and associated facilities at appropriate stations
Other Measures	<p>Are there other measures that are required to overcome the transport issues related to the site?</p> <p>What specific measures are required to mitigate the effects of substantial development traffic?</p>	<p>Travel Plans</p> <p>Traffic Calming</p> <p>Junction improvements</p> <p>UTMC</p> <p>Speed limit reviews</p> <p>Weight restrictions</p> <p>Provision of new accesses or roads justified as part of a multi modal approach and/or to provide environmental benefits</p>

Table 6.1 Applying the Criteria for Assessing Sustainable Development



7 Network Management - Bridge Maintenance Strategy

Introduction

The majority of highway maintenance including structure maintenance is based on statutory duties and powers contained in 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, 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.

This strategy forms part of the Local Transport Plan 2005.

Specific Strategy Objectives

This strategy supports the broader objectives for a transport system, which promotes a more inclusive society and a sustainable economy with minimum environmental impact.

Our specific objectives are to complete the bridge-strengthening programme by 2011 and to avoid any deterioration in the bridge stock.

Policy Overview

Our policies and methods of working are in accordance with national, regional and local policies.

The County Council is participating in the production of the new national Bridge Maintenance Code of Practice document and will be adopting the final version.

Warwickshire Context

Warwickshire has a total of over 1300 bridges and other structures of which the County Council owns almost 1000.

Problems and Opportunities

The main problems 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; and
- Overgrowing vegetation.

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

The overall vision is to complete the bridge-strengthening programme by 2011 and to avoid any deterioration in the bridge stock.

The main themes of our strategy are:

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Network Management - Bridge Maintenance Strategy

Overall - To maintain bridges and other highway structures generally in accordance with the new Bridge Management Code of Practice. We are participating in the development of this document, which will be adopted as a national standard.

Quality Assurance - All bridge maintenance activities are covered by a BSI registered QA scheme and are regularly audited internally and externally

Database - We hold 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 it is proposed to convert all historic drawings to electronic format within five years.

Inspections - We 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. We will complete the outstanding assessments. We 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.

Weight Restrictions - Our aim is to ensure that all bridges on the road network are capable of carrying 40tonne vehicles. We avoid the imposition of weight limits 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 number of HGV's affected are less than 10 in a 12-hour day.

Bridge Strengthening - In determining priorities for strengthening, we take 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 works.

Ancient 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.

Other Ownership - We maintain a dialogue with owners of other structures and seek 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 - We have 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.

Strategic Policies

The strategic policies related to bridge maintenance are:

Overall - We will maintain all structures generally in accordance with the Bridge Maintenance Code of Practice.

Inspections - We will inspect all structures in the County on a two-year cycle, regardless of ownership, to detect any abnormal deterioration.



Strengthening - We will seek to strengthen weak bridges if possible and will avoid the imposition of weight limits unless unavoidable.

Conservation - We will conserve those bridges, which form a vital part of our cultural heritage unless such works would be prohibitively expensive or impractical.

Constraints to Delivering the Strategy

The main constraints to delivering the 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.

Targets, Monitoring and Consultation

Asset Management - A Bridge Asset Management Plan will form part of the overall Network Asset Management Plan.

Bridge Condition Indicators (BCI's) are calculated directly from our information database in the nationally agreed format. Base data is obtained from two-yearly inspections. BCI's have been calculated since April 2003 and a full set of base data will be available from April 2005. This will be evaluated to enable targets to be set and monitored. Targets will be set using Asset Management principles including whole-life costing.

National Key Performance Indicators will be calculated for bridges. These have been developed by WS Atkins on behalf of the County Surveyors Society. There are specific indicators for Condition, Availability, Reliability, and Workbank. In future there will be guidance on Target Setting, which will be adopted.

Local Key Performance Indicators will continue to be calculated. These will be as set out in the Design Services Service Plan:

- Percentage of substandard bridges;
- Percentage of recycled materials used;
- Satisfaction of customers;
- Staff turnover;
- Days lost through sickness;
- Number of training days;
- Individual scheme completion related to estimated time and cost; and
- Reportable accidents on schemes.

Consultation - A detailed report on bridge activity progress is submitted to Cabinet each year. We undertake wide consultation on individual schemes with Members, District Councils, English Heritage, Environment Agency, Statutory Undertakers, other bridge owners and local residents.

Neighbouring local authorities are consulted for schemes on or near County boundaries. Maintenance agreements are in place for structures on our boundaries.

Post completion surveys are carried out for individual schemes.

We are represented on national and regional bridges groups.

Organisation of Works

Prioritisation - We prioritise maintenance and strengthening -work on bridges and other structures based on:

- County Council and national transport objectives;

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Network Management - Bridge Maintenance Strategy

- Engineering judgement;
- Bridge Condition Indicators;
- Specific inspections of reported problems;
- Consultation; and
- Available funding.

Procurement - Minor Works are carried out by a term contractor appointed on the basis of competitive tender of rates. We procure larger schemes by competitive tender using a select list of contractors. The select list is regularly reviewed.

Appropriate versions of the NEC (New Engineering Contract) with the emphasis on partnership and co-operation are the norm.

Finance and Programme

Finance - All bridge maintenance work is funded from the LTP capital allocation, which gives borrowing approval.

Programme - A programme of proposed works based on this allocation is submitted firstly to Area Committees for comment and then to Cabinet for financial approval each year. An indicative five-year budget for bridge maintenance is included within the LTP Delivery Strategy (see Part Four of the main LTP document).



8 Network Management - Highway Maintenance Strategy

Introduction

Why do we maintain the network?

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.

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.

Road users

Road users can be categorised by mode of travel including:

- Pedestrians, including those with impaired mobility or sight;
- Cyclists;
- Horses;
- Public Transport Vehicles;
- Motorcyclists;
- Cars and vans; and
- Heavy Goods Vehicles.

Road users can also be categorised by reason for travelling including:

- Travel to work;
- Travel to school, or other education establishments;
- Travel to shops;
- Leisure;
- Socialising, particularly by adult pedestrians;
- Playing, particularly by children;
- Tourism;
- Business; and
- Transporting goods and delivering to businesses shops and houses.

In addition, the road network, particularly in urban areas is used extensively for parking.

What users want

The highway maintenance activities need to take account of all types of user and policies have been developed to ensure that, as far as is possible, the needs of all users are met. The main requirements of 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.

Users are also helped by signs, lines, studs and lighting, which improve safety, or by signs that provide directions.

Other requirement of 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.

Policy HM1 - The County Council will aim to take account of all highway network users within its highway maintenance services.

How Policies are Developed

Warwickshire County Council has used, and continues to use, a variety of methods to ensure we identify the most appropriate and economic ways to maintain the highway network. The main processes are described in the following sections

Historic approach

In the 1970's 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 allowed a high degree of flexibility in the maintenance budget. This has allowed new maintenance approaches to be tried 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.

To help ensure that maintenance money was spent appropriately a countywide Warwickshire maintenance policy was produced in 1993.

Policy HM2 - 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.

Materials Policy

Warwickshire County Council has traditionally worked closely with the quarries and with the construction industry to identify the most appropriate highway construction materials. This activity has included the trialling and development of new highway construction products. An example is the Medium Temperature Rolled Asphalt surfacing first used in Warwickshire in 1978 which is now a British Standard product and is due to be introduced into a European Standard. Another example of an appropriate material is the Warwickshire free draining capping layer which has been found to extend the life of new roads and which is based on locally available stone.

Charles Catt, a materials consultant has helped us over the years, in identifying the best highway construction products. He is a materials expert who sits on British and European Standards Committees. He has recently helped us review the Warwickshire materials policy to ensure it continues to be up to date. His advice has helped to ensure we always use the most cost effective materials in our maintenance operations, and that we carry out appropriate trials of newly available materials.

Policy HM3 - The County Council will work with local quarries and the construction industry to identify the most appropriate highway construction materials.

Best Value

Warwickshire was a Best Value Pilot Authority and a review of the highway maintenance activities began even before the Best Value legislation came into force. All aspects of policy and service delivery were reviewed over a period of 3 years. Improvement plans were drawn up and these have been updated annually as the improvements have been introduced.



In 2002 an Audit Commission review concluded that Warwickshire provided a Good (two star) maintenance service with promising prospects for improvement. Our aim is to achieve a three star rating and to be seen as one of the pioneering authorities in achieving value for money in the highway maintenance service.

Policy HM4 - The County Council will continue to apply the principles of value for money in all its highway maintenance services, and will seek to achieve a three star Best Value rating for the Authority.

Maintenance Policy and Asset Management Plan

The maintenance activities in Warwickshire are carried out in accordance with the published Highway Maintenance Policy (latest edition April 2002) 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 the list the roads where maintenance work will be required in future years.

The Highway Maintenance Policy was last reviewed as a consequence of a Best Value Review. Warwickshire is now developing a Transport Asset Management Plan (TAMP) and each section of the maintenance policy is being looked at again to see where improvements can be made in ensuring maintenance money is spent in the most effective way.

Policy HM5 - As part of the development of the Warwickshire Transport Asset Management Plan (TAMP), the County Council will review its maintenance policy in order to identify where further improvements can be made, particularly in achieving value for money.

How we ensure continuous improvement

Warwickshire County Council is keen to ensure continuous improvement in the highway maintenance activities. We propose to achieve this by regularly reviewing the service levels and by working with our contractor to identify the most efficient and effective ways to deliver the service. We are also identifying and developing performance indicators, which will be used to monitor success.

Public Satisfaction Surveys

We undertake customer satisfaction surveys to help us understand the needs of residents and other road users. General satisfaction surveys are carried out every two years. MORI helped us develop our first survey in 1999. This was repeated in 2000, in 2002 and 2004.

Where it has been possible to compare our results with others, satisfaction with highway maintenance services in Warwickshire appears to be higher than the average results from similar authorities.

We have set targets for improving the levels of public satisfaction particularly with the lower rated services such as rural carriageways and drainage. Our initial targets set in 2002, to be achieved by 2010, now look over-ambitious and are unlikely to be achieved without spending considerably more money than is likely to be available.

Monitoring public satisfaction will help us target spend on the areas which cause the public most concern. We have identified parts of the service, such as footway condition and drainage, where we feel we still need to know more about residents' expectations. Further surveys are taking place to give us this information.

We also carry out satisfaction surveys after maintenance work has taken place to identify any unresolved problems. The feedback from these surveys is used to identify improvements that can be made in the service delivery processes.

Policy HM6 - The County Council will undertake regular customer satisfaction surveys to help understand the needs of residents and other road users. We will also carry out satisfaction surveys after maintenance work has been undertaken to identify any unresolved problems.

Streetscape Index

An innovative approach to assessing town centre environments has recently been adopted by Warwickshire. It has been recognised that town centre shopping areas need to be attractive places to encourage people to visit them. From economic and sustainable points of view it is better if people shop at their local centres rather than travelling to other towns or cities outside the county.

As a result a Streetscape Index has been developed which measures the attractiveness of town centres on a variety of factors including the condition of pavements, carriageways, street furniture etc. Targets are set for improvements to the index over time for all of the town centres in Warwickshire.

Policy HM7 - 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.

Sustainable Development

Sustainable development issues influence the maintenance policies and activities. The maintenance policies take account of: the need to reduce casualties; to promote more sustainable forms of transport such as cycling and walking and to reduce crime and fear of crime.

Where maintenance needs to be carried out the general objectives are 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 the 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 HM8 - The County Council will aim to undertake all of its highway maintenance work within the context of the principles of sustainability and environmental protection.

Highway Maintenance Contract

An improvement activity identified in the Highway Maintenance Best Value Review was the introduction of a new maintenance-partnering contract. A target price pain gain contract with continuous improvement began in May 2004. The contract, awarded to Carillion plc covers all of the highway maintenance activities and requires Warwickshire County Council and Carillion to work together, during the seven years of the contract to ensure value for money. This is to be achieved through the identification and elimination of all forms of waste, which causes unnecessary cost.

We believe that this is the first time that highway maintenance has been included in such a contract although we know of at least one other Council who has now prepared a similar contract.

Policy HM9: The County Council will work in partnership with its highway maintenance contractor (Carillion plc) to achieve continuous improvement in all our highway maintenance activities. In conjunction with the highway maintenance contractor the County Council will regularly review its service levels and identify improvements to the delivery of the service.

Benchmarking

To help ensure that the highway maintenance money is spent in the best possible way, we undertake benchmarking with other authorities. We were a founder member of the Midlands Best Value Group, which is now the Midlands Service Improvement Group (MSIG), and we participate in the meetings of the County Surveyors Society Best Value Group.



The activities being benchmarked through MSIG include Structural Maintenance, Street Lighting, Winter Maintenance, Insurance Claims and New Roads and Streetworks Act activity. The MSIG Structural Maintenance Group recently commissioned OPUS consultants to help participating authorities develop their asset management plans.

By identifying best practice the benchmarking activity helps with the development and revision of policy and the identification of better management practices. A major change in policy in recent years resulting from our benchmarking activity involved increasing our surface dressing budget to ensure we treated roads before they deteriorated and needed a more expensive maintenance treatment.

Policy HM10 - The County Council will use benchmarking with other local authorities and the Highways Agency to identify best value/practice in utilising highway maintenance resources

Structural Maintenance Activities

Structural Maintenance includes planned surfacing, reconstruction, surface dressing and slurry sealing activities.

Principal Road Carriageways

Best Value Performance Indicator 96 shows that there are a lower percentage of principal roads in Warwickshire in need of repair than in other similar authorities. There are believed to be two main reasons for this:

- Warwickshire has always invested in its principal road network, particularly by overlaying the rural principal roads; and
- A number of principal roads were formerly Trunk Roads that were in good condition when they were transferred into Warwickshire's responsibility.

Although our Best Value performance indicator may be relatively low we still believe it is necessary to keep up the investment in the network. The condition indicator suggests that at least 28km of the network is in need of treatment. At present we believe that we need to be treating at least 6 km of the network each year and that the average length treated should be higher.

The problem we have in identifying exactly how many roads we should be treating in future years is due to the uncertainty of how roads will deteriorate. An examination of the list of principal road maintenance schemes in the 2000 LTP shows that some roads on the list have not deteriorated in the intervening years to require treatment while other roads not on the list have needed to be treated. As a result our policy will be to review the condition of all the principal roads each year to help us decide which roads require treatment. To help in this we will also draw up a list of all sections of road which the surveys indicate have defects and develop methods of charting their rate of deterioration over time (this process should be made easier when the results from the new SCANNER survey are available)

Non Principal Road Carriageways

The latest results from the condition surveys, which provide the Best Value Performance Indicators BVPI 97a and BVPI 97b, are that about 17% of the network has surface defects about the indicator threshold. This represents about 550 km of the network.

It is clear that there is a difference between the condition of the urban and rural non-principal roads in Warwickshire. This is primarily because most urban roads have been constructed to standards that anticipated their use by modern vehicles. They have stone foundations and several layers of blacktop surfacing. Many of the rural roads in Warwickshire began as stone tracks and, although over the years most have had some surfacing added, this was often no more than surface dressing. Many non-principal roads in the county still have less than 50mm of blacktop over a stone foundation.

Rural Roads

For the past 15 years there has been a policy of upgrading rural roads by adding extra blacktop surfacing. Without the upgrading roads needed to be patched and surface dressed about every 7 years. Our aim has been to add sufficient blacktop to roads to increase their life to at least 20 years (with a surface dressing required after about 10 years). Our surfacing records, which now go back 20 years, show that there have only been a few roads which have required further treatment before the 20 years and these have all deteriorated as a result of settlement in dry periods.

Our present target is to upgrade at least 50 km of non-principal rural roads each year. In 2004/05 £2 million of Prudential Borrowing was used to increase the length of road which could be treated. This has allowed us to ensure that roads with severe settlement were restored to a smooth surface.

There is some uncertainty about whether upgrading 50 km of road a year is sufficient to deal with the backlog of maintenance work. 50 Km represents about 1/35th of the rural road network. A five-year list of roads in need of treatment was drawn up in 2003. This was updated in 2004. As part of the development of the Warwickshire TAMP it is proposed to extend this list to include roads that are expected to need treatment in the next 10 years.

Over the years there has been a steady increase in the amount of traffic on the minor rural roads. This has been caused by: Increases in farm machinery; increasing numbers of rural businesses; growth in the numbers of people living in rural areas and growth in tourism. These increases in traffic have caused the edges of a number of narrow rural roads to deteriorate. When verge widths allow such roads can be widened to upgrade them so that they can be used safely by modern traffic.

At present Warwickshire upgrades about 5km of narrow rural roads each year. Roads are treated when road edges have deteriorated to a stage that they are considered to be a danger to the travelling public. The process of widening these roads is expensive compared to resurfacing and so the length of road that can be treated annually is limited.

A list of roads that may require this treatment in the next 5 years has been drawn up. As part of the development of the Warwickshire TAMP this will be extended to include those roads likely to need treatment in the next 10n years.

Urban Roads

Most urban non-principal carriageways in Warwickshire require little more than timely surface dressing to keep them in a serviceable condition. There are, within each urban area, roads that are showing signs of structural failure. These are generally on routes to industrial estates. A list of these roads has been produced and is updated annually.

It has been identified in our new materials policy that, due to recent developments in materials, 20 mm overlays may be a more cost effective treatment than surface dressing on older urban roads. This process will therefore be trialled.

As part of the development of the Warwickshire TAMP we will draw up an age profile of the urban non principal roads to help us predict future maintenance needs.

Footway Maintenance

It is estimated that there are 4000km of footways in Warwickshire. It is believed that most new footways, as long as 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 also 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. 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 increase fitness and reduce pollution and congestion)

To help us identify exactly how improved footway maintenance can be most effective we need to know exactly what it is about the footway network that people are unhappy about. It might be uneven surfaces but it could also be: poor drainage which cause puddles in wet weather; cars parked on footways; high vehicle speeds on carriageways leading to a feeling of danger; vehicle noise or fumes or poor street scene. We will carry out surveys to establish exactly what we need to do to improve satisfaction and to encourage walking on existing footways.

We also propose, as part of the development of the Warwickshire TAMP, to draw up an age profile of all footways to help us predict future maintenance needs.

Key Routes

Warwickshire has one of the highest figures for Best Value Performance Indicator 187 Condition of Footways (with this Indicator a high score equates to poor performance). The footways that Warwickshire includes in this survey are primarily the town centre footways, which represent about 1% of the total footway network. There are a number of reasons for our high BVPI result:

- Many of our town centre footways were laid with block paving in the 1980's. These are probably coming to the end of their life;
- Redevelopment work and the actions of the utilities have affected the condition of footways particularly in Leamington Spa and Nuneaton; and
- Old historic stone setts, paving and kerbs, such as those found on footways in the centre of Stratford-upon-Avon, are often inherently uneven and, unless they are replaced, they will not conform to the survey requirements of BVPI 187.

Improvements to footways in town centres are proposed in the next few years. For instance 2-3 km of the footways in Leamington Spa town centre will be relayed in 2005 in conjunction with the Leamington Town Centre Improvement Project. Other actions to be taken include:

- A reassessment of the maintenance process to ensure that minor defects discovered in footways are repaired quicker; and,
- A reassessment of the footways to be included in the indicator to ensure that all the heavily used footways are included and those footways, which are not on key routes, are excluded.

Policy HM11 - 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.

Cycleway Maintenance

Maintenance considerations are also of high importance for cycle routes, as poorly maintained routes are unlikely to encourage more people to cycle. We will ensure that appropriate maintenance regimes are established at the development stage of new off-carriageway cycle routes. Key issues include ensuring overhanging vegetation is cut back and that routes are swept at regular frequencies to keep them free from broken glass and other debris.

Policy HM12 - The County Council will continue to consider the needs of cyclists when planning and carrying out maintenance procedures.

Routine Maintenance

The following are some of the important routine maintenance activities.

Winter Maintenance

During the winter months selected carriageways are gritted to prevent ice forming on them. Warwickshire County Council has identified a higher than average percentage of roads (41%) which we believe need to be treated to ensure the road network can be used safely in icy weather.

Recent service improvements include:

- Trials in the 2004/05 winter to grit cycleways in urban areas; and
- The use of Safecoat, a molasses coated salt to improve the efficiency and effectiveness of spreading salt on the roads.

Policy HM13 - 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.

Patching

Our policy is to 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.

As part of the development of the Warwickshire TAMP it is proposed to review the patching decision process to ensure that patching is only carried out if it is the most cost effective maintenance treatment. The review will also include decisions about patching sizes, timing and treatments.

Policy HM14 - 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. As part of the preparation of the Warwickshire Transport Asset Management Plan, the County Council will review its patching decision process to ensure that patching is only carried where it is the most effective maintenance treatment.

Drainage

At present all gullies are emptied at least once a year. A GPS system on the new contractor's gully emptier is providing information that will allow us to review the current emptying frequency.

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 HM15 - The County Council will empty all 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.

Grass Cutting

Warwickshire County Council undertakes grass cutting to maintain visibility and to help provide a useable verge for pedestrians. At present grass is cut up to 3 times a year.



Injurious weeds (particularly Ragwort) are removed during an annual coordinated programme that has been running since 2003.

Policy HM16 - The County Council will undertake grass cutting to maintain visibility and to help provide a useable verge for pedestrians.

Signs and lines

Our policy is to keep signs and lines maintained in a safe condition, visible day and night and free from graffiti. Where signs are damaged or stolen or need renewal they are replaced if a decision is taken that they are still required.

Periodic reviews of signs and lines are made to remove those which are no longer serving a useful purpose and to update those which need to be improved.

Policy HM17 - 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.

Safety Inspections

Our contractor Carillion carries out safety inspections. This process allows a quicker response to dealing with dangerous defects. It is proposed to develop a process for Carillion to automatically deal with minor defects without having to get permission to do so.

Public contacts

We encourage public contacts particularly to ensure that we are given early warning of any problems on the highway network. We use a County Council call centre 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 - The County Council will continue to operate its Highway Maintenance call centre to ensure that all contact with the general public is dealt with efficiently and effectively.

Street Lighting

In Warwickshire there are over 50,000 lights, illuminated signs and bollards maintained by the County. As in other authorities there are also lights maintained by District and Parish Councils.

The purpose of lighting is to ensure the safety of the travelling public and to reduce crime and fear of crime. Although the bulk of the maintenance budget is spent in maintaining the existing lighting stock, at least £50,000 a year is spent on upgrading the lighting stock to help improve safety and particularly to reduce crime and fear of crime. Warwickshire County Council works with the Police and others through the Community Safety Partnerships to help identify where improvements can be made. We also work with District Councils, and particularly Warwick District, which has provided funds for lighting improvements to ensure that Safety Cameras are able to operate effectively.

In general lighting upgrades involve increasing the numbers of light columns and/or improving the lighting source. The upgrading of old Mercury lighting can bring about energy and environmental 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 repair costs as new lights can be more reliable). Warwickshire County Council is beginning to trial white light sources such as metal halide and compact fluorescent lamps. At present this new technology is not sufficiently reliable to enable it to be widely adopted. We are having more success with the use of LED's for Belisha Beacons. They cost substantially more than normal bulbs but use less energy and require less maintenance.

At present the general condition of the lighting stock is fair although 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 in a poor condition.

A review of all columns has been carried out in the past two years. Columns that are in poor condition have been identified and a list of those likely to require repair in the next few years has been drawn up. The age profile of the existing columns shows that in about 10 years time there will be substantially more columns reaching the end of their life than there are now. This is because during the 1980's a substantial number of the lighting columns in Warwickshire were replaced.

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. Our policy is to renew cables when they deteriorate and become unreliable. At present we have to renew the cables on at least one rural roundabout a year.

Warwickshire County Council was one of the first authorities to lower their street lighting energy bill by seeking tenders for the supply of energy. This process has continued and Warwickshire now use the expertise of the Eastern Shires Purchasing Consortium to secure competitive prices for the energy supply.

Policy HM19 - 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.

Casualty Reduction

One of the main purposes of the highway maintenance activities is to maintain the roads in a safe condition for all types of road user. Our policies have been formulated with this in mind. 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
- Surfacing roads to ensure adequate skid resistance.

To ensure that the maintenance activities play a full part in helping to achieve the Council's target of reducing casualties. Maintenance policies are being reviewed. Possible changes identified so far to reduce casualties are

- Maintaining road junctions (particularly in rural areas) with higher than average levels of accidents, to a higher standard than elsewhere;
- Improving skid resistance on roads by introducing 6mm aggregate surfacing materials in urban areas; and
- Improving super elevation on bends when surfacing is being carried out.

Action will be taken wherever it can be shown that the expected casualty savings financially justifies it.

Policy HM20 - 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.



9 Network Management - Network Management Duty Strategy

Introduction

Making the best use of our current road network is important for both economic vitality and society in general. The roads facilitate the movement of goods and services and provide access to homes and businesses. They also provide the routes for an increasing number of services that modern society demands.

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 through and in Warwickshire.

The Government, in its White Paper 'The Future for Transport: A network for 2030', set out its vision for better management of the network.

"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.

A key theme for the Government that emerged out of the DfT document 'Managing our Roads' was that traffic authorities should proactively manage the existing network.

Improving the Environment

A major principle underlying Government policy is sustainability, i.e. balancing the needs of today without compromising the needs of future generations. Transport has an important role to play in addressing sustainability, particularly through reducing congestion, improving local environments, and encouraging healthier and safer lifestyles.

The challenge for Warwickshire in tackling congestion is the approach we take to management of the highway network, we need to provide an active and coordinated approach to network management. However, the provision of road space in Warwickshire is a finite resource, especially in our historic towns. The provision of additional space would be environmentally unacceptable to many residents. The roads have to be managed more effectively and in a more sustainable way.

Everybody who uses our road network has a differing expectation from it. The majority of people who travel on the network see reliable journeys as important. Added to this are the utility companies that need access to upgrade and maintain their apparatus for benefits of their customers. For everyone, the ability to use the network safely remains the priority.

In order that any potential conflicts can be sensitively handled a coordinated proactive approach is necessary to manage the network.

A key environmental objective for the network management strategy is to reduce the impact of traffic:

To do this, we will seek to:

- Reduce the environmental impact of traffic (in terms of its speed, volume and emissions) on environmentally sensitive areas;

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Network Management - Network Management Duty Strategy

- Reduce the impact of traffic on health;
- Design transport infrastructure to be sensitive to its surroundings, whilst still being effective; and
- Ensure that decisions taken regarding transport do not compromise the needs of future generations.

Objective NMD 1: Improving the Environment

Reducing the impact of traffic on the environment of town centres and residential areas in the main urban areas of the County by addressing congestion and air quality problems. And as far as is reasonably practicable, ensure that decisions taken regarding transport do not compromise the needs of future generations.

Route Management

The Traffic Management Act 2004 (TMA) places a duty on all local traffic authorities to manage the their road network with a view to achieving... "the expeditious movement of traffic on the authority's road network and facilitating the expeditious movement on road networks for which they are not the traffic authority."

The objective of the network management duty is to ensure that all local authorities take action to reduce or minimise congestion while considering the needs of all road users.

The benefits of better management of the road network are:

- Congestion and pollution is reduced;
- Business can operate more efficiently through the quicker and more reliable delivery of goods, service of customers etc;
- People are able to access their destinations more easily, saving time and money;
- Public transport can operate more easily, potentially further relieving congestion on the road by maximising the use of the existing network;
- More is made of the investment represented in the existing asset, and
- The need for more radical solutions is reduced.

This duty requires the existing road network to be managed better and therefore we need to identify current and future causes of congestion and disruption, and to plan and take action accordingly.

A balance needs to be struck between different users and different road types. Different roads will need different policies, we need to identify and manage different road types throughout the County and need to have a clear understanding of the problems faced on different parts of the network. This will allow us to have a structured approach to the allocation of road space on different routes or different types of route.

Policy NMD1: Route Management

Develop a road hierarchy by level of use and by function, and keep under regular review.

Air Quality

The need to reduce and manage emissions from vehicles is increasingly important. Air quality across the County is largely of good quality. Good, efficient traffic control reduces delay, which in turn reduces emissions of pollutants at urban speeds. 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.

In some locations Air Quality Management Areas have had to be declared or will soon be declared by the relevant District/Borough Councils due to predicted exceedences, in all cases, of the UK nitrogen dioxide objective. In all of these Air Quality Management Areas road transport is the foremost contributor to elevated air pollution levels and the main problem in exceeding the nitrogen dioxide objective.

The major themes of the Air Quality Strategy that seek to address these issues are:

- To improve areas with poor air quality and meet with and maintain areas with existing good air quality;



- To encourage sustainable modes of travel/ modes of travel which reduce reliance on private cars and which minimise emissions to air; and,
- To promote awareness of travel choices.

The monitoring of air pollution is the responsibility of the Borough/District Councils. However, we acknowledge that traffic is a significant cause of air pollution. We currently have four roadside pollution monitors installed, which are connected to the traffic control system. The data from these pollution monitors can be used to trigger strategies to manage traffic with the aim of reducing pollution levels in the vicinity.

We will use a number of traffic management techniques to reduce delays at peak times including the installation of pollution monitors.

Policy NMD2: Improving Air Quality

Warwickshire County Council will promote the use of public transport, and alternative modes of transport to the car, especially for shorter journeys. The Council will aim towards reducing vehicle delays on the roads particularly in areas with existing poor air quality and encourage freight vehicles to use designated routes.

Policy NMD3: Air Quality Management Areas

In Air Quality Management Areas where the primary source of pollution is a congested junction we will seek to install pollution monitors, such that they can be used to manage traffic more effectively through intelligent traffic control systems, to reduce congestion.

Asset Management Plans

There is duty within the Traffic Management Act that we keep a record of objects placed within the highway, the duty includes any object placed under, over, across, along or upon the street.

Policy NMD4: Record of Objects

In accordance with national guidance we will develop a record of objects within the highway and make this available to others via the web.

Management of incremental change of certain routes on the network

Congestion in Warwickshire occurs mostly in peak periods and is limited to certain key routes in the urban areas and to some key junctions on the strategic rural highway network. When compared to larger urban areas congestion in Warwickshire is limited in geographical scope, occurs only at limited times of the day and is substantially removed during school holidays.

The effective management of the road network relies on the collection of accurate and reliable data. Congestion monitoring has been carried out in Warwickshire's main towns each year for the last seven years by carrying out repeated timed journeys on set routes.

A valuable source of data is that collected by the traffic signals. The majority of the County Council's traffic signals are connected to the Urban Traffic Control system, although this data at the moment is not in a form that can be usefully used. In addition, the Urban Traffic Management and Control (UTMC) demonstrator project in Stratford, which includes a Car Park Management system, Variable Message Signs and Automatic Number Plate Recognition system, will provide data on vehicle flows.

This data will need validation and processing such that it can give an early warning of incidents and unexpectedly high levels of congestion. We need to establish if there are additional information requirements and how the authority can collate this centrally and make it available to stakeholders.

The data, once validated, will enable predications to be made through modelling as to the likely effect of traffic growth on various junctions.

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Network Management - Network Management Duty Strategy

We should also seek to encourage, through the transport contracts that the County Council let, that the vehicles involved in those contracts would be fitted with GPS systems. This will allow the vehicle to be monitored and the data gathered and included in the information database for congestion monitoring. The County Council has the opportunity, through its Schoollinks bus fleet, to trial GPS monitoring technology on buses. As the buses are driving set routes on a daily basis, it will give reliable data on the routes over time, regarding the conditions experienced.

Policy NMD5: Identifying locations where regular congestion occurs

We will seek to identify locations where regular congestion occurs, regularly review the reasons for the congestion and display the information through GIS. We will also review the network to see where trends and traffic growth could cause congestion in the future and take action to remedy the situation.

Land Use Planning

New development should be considered within a framework that encourages development, which is more sustainable, and patterns of development, which make better use of land in the existing main settlements in the County. They should reduce travel by promoting sustainable development through the integration of land use and transport.

Integration can be achieved through the promotion of sustainable patterns of development, which reduce the need to travel, promotion of more sustainable transport choices and promotion of accessibility to jobs, shops, leisure facilities and services by public transport walking and cycling.

Policy NMD6: Land Use Planning

Sustainable development needs to encourage measures that offer the most effective and efficient use of resources to reduce reliance on the car and cuts congestion by ensuring there is a satisfactory provision of public transport services and infrastructure, safe cycling and walking facilities.

Improvements to Co-ordination

Growth in the economy, the introduction of competition into Statutory Undertakers services and increasing customer demand for essential services has brought with it increasing numbers of excavations in the street in order to supply these services. There is an increased potential for conflict between the Undertakers who have statutory right to use the streets, the highway authorities that maintain them and those who use them for transport purposes.

A key component is ensuring the traveling public and those who are affected by any works are kept fully informed at all stages.

We will seek to improve the co-ordination of the works. It will be necessary to put in place a framework of co-ordination of street works that seeks to contribute towards the reduction in inconvenience and disruption to residents, businesses and highway users. By the development of a Considerate Contractor Scheme for Warwickshire and a voluntary Code of Good Practice, we would seek to influence the general standard of work, the condition and safety of Warwickshire's highways for the benefit of those living, working and traveling on them.

Policy NMD7: Improvements to Co-ordination

Develop a Considerate Contractor Scheme for Warwickshire and a voluntary Code of Good Practice for road works.

Policy NMD8: Co-ordination of works

We will take a proactive approach to the co-ordination of highway works and implement an agreed action plan.

The objective of the network management duty is to secure the expeditious movement of traffic on Warwickshire's road network and facilitating this on other authorities road networks. It is possible to achieve a reduction in congestion through better management of roadworks, events and incidents on the highway network.

We will aim to achieve better management and co-ordination of works and events affecting the highway. We will also aim to reduce the time that temporary works are present in the highway by such methods as increased working hours and weekend working.

Through effective planning and control the County Council will aim to minimise the disruption and congestion caused by its own works in the highway.

We will, be proactive in the co-ordination and direction of works and develop an action plan under the following headings:

- Check all incoming street works notifications for obvious inaccuracies;
- Check all incoming street works notifications for possible co-ordination issues or possible changes to construction methods;
- Hold regular quarterly co-ordination meetings with all works promoters in their area;
- 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, be only used where and when necessary. Temporary traffic signals should either be vehicular activated or, at appropriate times, be operated manually; and
- Require information signing at work sites to advise the public in advance of the commencement of work.

One of the main causes of congestion is a planned event, such as the Mop Fair, carnivals, concerts and street markets. We need to establish effective event planning and a management process that takes into account planned roadworks. A plan needs to be prepared that will identify the likely impact of the event and level of ongoing management required. For regular events a review should be undertaken on the completion of that event with a view to updating the plan and management arrangements.

As part of the Traffic Management Act, there is a new requirement to have a register, which will record all skips and scaffolding licences such that their effect can be co-ordinated through the Street Works Register.

Policy NMD9: Improvements to Co-ordination

We will develop a GIS based register to co-ordinate utilities work, road works, planned events and other items that will take capacity out of the network (such as skips and scaffolding).

This information will be made available via the web.

This information should be in a format that is of use to adjoining highway authorities, utilities and national agencies, to all utilities contractors and adjoining authorities.

The Traffic Management Act 2004 introduces the new concept of a permit schemes for anyone wishing to carry out works on the network. Anyone wishing to have permission to carry out works within the highway will need to have a permit to do so. This not only will cover work carried out by the utilities but also that carried the County Council. The permit can have a number of conditions attached, such as start date, space occupied by the works and also any over run of the works will be the subject of fines.

Policy NMD10: Improvements to Co-ordination

In accordance with National Guidance develop a permit scheme for Warwickshire

The nature of many incidents is that they can be very minor and happen unexpectedly but have a very large impact on the road network. The effects can be very difficult to deal with. We will need to develop processes that identify incidents and deal with them promptly and efficiently.

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The use of up-to-date data and traffic models, from which predictions can be made as to the likely impact of various incidents on the network. The predictions can be used in the setting of contingency plans for various scenarios.

Common requirements of an incident management system are;

- Normal day-to-day management;
- Contingency planning for accidents; and,
- Regular events.

A key component in dealing with incidents is procedures put in place with the Police who will be the lead agency. We need to support the Police in the management of the incident and the effect the incident has on the county road network.

Policy NMD11: Improvements to Co-ordination

We will work in partnership with the Police and other stakeholders in developing robust contingency plans to deal with planned events and incidents that occur on the highway.

Improvements to Walking and Cycling through network management.

We need to ensure that the quality of the cycling and walking environment is reassuringly attractive. This can be achieved by a reduction in car use in Warwickshire's towns, a reduction in congestion and improvements to air quality.

Given that the existing highway network forms much of the pedestrian and cycle network, we will need to place more emphasis on the contribution that the improved co-ordination of works within the highway can make towards improving the walking environment, particularly given the low public satisfaction with footway conditions revealed by the recent Mori poll.

One of the barriers to people choosing to walk or cycle is concerns over safety. We can build on the safety improvements made in response to road accidents by improving the cycling and walking environment.

The main objective for the network management strategy is to improve the cycling and walking environment thereby encouraging greater levels of walking for short journeys, particularly to town centres, workplaces, schools and public transport interchanges.

Policy NMD12: Improvements to Walking and Cycling through network management

Through the action plans for co-ordination of highway works and in accordance with National Guidance:

- **we will ensure that the safety and protection of works is carried out to a very high standard;**
- **we will ensure that full courtesy and consideration is given to all road user especially pedestrian and cyclists; and**
- **that first time permanent, quality reinstatements are used in order to maintain the condition of the highway and minimise disruption and inconvenience to all road users.**

Intelligent Transport Systems Strategy

The main objective of the ITS Strategy is **"To provide reliable travel information to users"**. This will allow the public to make informed choices about their journey, the route they take and how they make that journey. The information will be made available on the web, on variable message signs, by SMS, in bus shelters and at modal interchanges, and in hard copy format.

The ITS Strategy seeks to plan the expansion of the current ITS systems to other parts of Warwickshire, and to introduce the use of new ITS systems in a co-ordinated manner. The use of ITS tools will support the normal day-to-day management and help forecast likely congestion from events, works and incidents on the road network.

The information will include car park occupancy, tariffs and general information; current and forecast congestion; journey times; bus arrival/departure times; current and planned roadworks; and air quality.

A key component in the management of the information is that it is needed in a common database supported on a GIS system. This would allow quick and easy interrogation, such that it enables immediate decisions to be made or as a forecasting tool to plan future works or manage incidents.

Provision of travel information to road users and the community

Priority Service Outcome (PSO) G14 requires the County Council to provide **GIS-based presentation of information on roadworks in the local area, including contact details and updated daily.** The provision of accurate and timely information about events and incidents on the road network is a valuable source of travel information. We need to ensure this is communicated to the travelling public by a variety of means, such as variable message signs, the web, and radio and television reports.

Policy NMD13: Information to Travelers

Provide traffic and travel information on a local web site. This should also include details of works that are anticipated to cause disruption to traffic.

Policy NMD14: Intelligent Transport Systems

Develop a County-wide Intelligent transport system for the County that links to a common database for the management of the County road network. This will involve the application of CCTV cameras for the monitoring of traffic incidents, congestion, car park monitoring and linked to Urban Traffic Management and Control systems for all urban areas.

Managing parking and other traffic regulations

The road network has changed over the years due to changes in traffic flow or developments that have taken place within the locality. We need to challenge the relevance of a number of the Traffic Regulation Orders (TRO) currently in place on the road network especially those affecting the loading and unloading of vehicles within town centres. Ensuring that there is effective enforcement of parking regulations will reduce the incidence of illegally parked cars causing congestion. It will also encourage the use of off street car parks thereby reducing the amount of circulatory traffic in town centres and improve the access for servicing vehicles into the town centres. An essential element of the management of the orders is going to be the management systems and processes that are put in place.

Policy NMD15: Managing parking

Implementation of Decriminalised Parking Enforcement countywide combined with reviews of TRO's carried out to ensure the adequacy, appropriateness and relevance of the orders. A countywide system for Traffic Regulation Order management should be developed that shares information with other stakeholders and partners.

Drivers circulating within town centres searching for car parking spaces can cause a lot of unnecessary congestion. Significant traffic management benefits can be achieved by the introduction of charges for on street parking such that it is cheaper to park in off street car parks. This will encourage use of the off street car parks and ensure that the on street spaces are better utilised and have a greater turnover, thereby reducing circulating traffic. This is especially important in our historic town centres.

To assist drivers in locating the available off street car parking spaces a comprehensive system of car park management needs to be installed within each of the urban areas. The Urban Traffic Management and Control (UTMC) demonstrator project in Stratford includes a Car Park Management system, Variable Message Signs and Automatic Number Plate Recognition system. which was funded through the 2000 – 2004 Local Transport Plan. The purpose of the UTMC project is to integrate various tools via a common database which enables the sharing of information between applications and information to be provided to network managers, other organisations and the public. The UTMC infrastructure provides a good base for the expansion of car park management in Warwickshire.

Policy NMD16: Managing parking

To assist drivers in locating off street car parking spaces a comprehensive system of car park management needs to be installed within each of the urban areas

Enforcing Moving Traffic Regulations

If there is evidence that moving traffic offences are causing congestion, environmental intrusion or detrimental to road safety, we will consider using powers in the Traffic Management Act to achieve better enforcement of such offences through decriminalisation of the offences.

Policy NMD17: Enforcing road traffic regulations

Carry out a study into the operational and financial implications of the County Council in partnership with the District Councils carrying out Civil Enforcement of moving traffic offences.

Service Traffic

The County Council will continue to work with the freight industry through the Freight Quality Partnership for Warwickshire, to recognise the needs of goods vehicles in the management of the highway network. Through the partnership we will:

- Promote the use of a defined and agreed 24 hour lorry route network, including producing a map for distribution within the road haulage industry (FQP);
- Seek to establish a zoning system in each urban area so that signage can be introduced to direct heavy goods vehicles to industrial estates and town centres via the best routes;
- Seek to control heavy goods vehicle movements through or near environmentally sensitive areas;
- Define and enforce delivery times in town centres (FQP);
- Provide enforcement of parking restrictions to protect delivery access for lorries and heavy goods vehicles;
- 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; and
- Explore the possibility of developing an urban area 'consolidation centre' for the transfer of goods from HGVs to smaller vehicles for final distribution.

Policy NMD18: Accommodating essential servicing traffic

Through the work of Warwickshire Freight Quality Partnership we will seek to ensure best practice is followed by industry and that congestion is reduced through better managed road network for delivery vehicles.

Reviews of the network

Any review of traffic signs, road markings and signal timing reviews, are currently ad-hoc, with this being carried out as a result of requests received from various road users. To gain the most benefit from a systematic approach, reviews should be carried out every three years. This is especially important for isolated traffic signal junctions with adaptive controls, which can lose some of their efficiency over time. The reviews should take the opportunity to simplify traffic signs and reduce street clutter.

To improve the reporting of defects and equipment faults, we need to establish a well publicised reporting and repair process from a single customer contact centre, which deals with all aspects of highway faults.

Policy NMD19: Regular reviews of the network

Establish a system of regular reviews of the road network to ensure that traffic signs, road markings and traffic signal timings are appropriate and well maintained.



10 Network Management - Intelligent Transport Systems Strategy

Background

Intelligent Transport Systems (ITS) is a term used to describe a range of tools that combine data collection, processing and storage to provide information and management services to help in the implementation of LTP objectives or to solve particular problems. In particular, ITS can increase the capacity of the network which can then be allocated to public transport, cyclists and pedestrians.

ITS can support the work of the Traffic Manager in undertaking their network management duties with respect to the Traffic Management Act (2004).

Many authorities are already employing ITS to assist in the delivery of transport policies or to solve particular problems. The most common tools are:

- **Urban Traffic Control** – a system which co-ordinates traffic signal timings in a network to reduce delays or emissions;
- **Car Park Management** – variable message signs which help drivers to find spaces in car parks;
- **Bus Priority** – a method of providing priority at traffic signal junctions for buses (or emergency vehicles); and
- **Travel Information** – the provision of information to travellers to help them plan their journeys.

Current ITS systems in Warwickshire

The County Council has established an urban traffic management and control system over the last ten years and already has several operational ITS tools, including the Urban Traffic Control (UTC) system, Car Park Management system, Variable Message Signs and Automatic Number Plate Recognition system. The last three have been implemented as part of the Department for Transport's Urban Traffic Management and Control (UTMC) demonstration project in Stratford upon Avon. The purpose of the UTMC project was to integrate various tools via a common database which enables the sharing of information between applications and information to be provided to network managers, other organisations and the public. The UTMC infrastructure provides a good base for the expansion of ITS in Warwickshire. The key to delivering effective ITS is the integration of systems which ensures that resources are shared, not duplicated.

Urban Traffic Control

The Urban Traffic Control system was originally implemented in Warwickshire in 1995. There are currently 43 junctions and 27 pedestrian crossings connected to the system. The UTC system co-ordinates the operation of traffic signals and crossings in a network and reduces the delay to pedestrians and motorists.

The system can be used to remotely monitor the operation of the traffic signals and identify faults quickly. Measurement of delay and congestion is also possible. The system also allows manual or automatic intervention when problems occur.

There are a further 38 isolated traffic signal controlled junctions in the county and 125 pedestrian crossings. Many are connected to our remote monitoring system, which automatically notifies us of faults.

Car park management system

A car park management system has been implemented in Stratford upon Avon, which monitors the occupancy of the off-street car parks and displays the number of car park spaces on 19 car park information signs.

Variable message signs

There are three large free text variable message signs on the A46 and A3400 near Stratford upon Avon, which can be used to display strategic travel information about incidents.

Automatic Number Plate Recognition

This system is used on several routes in to Stratford upon Avon to determine journey times. The information from this system can be displayed on the variable message signs.

ITS Strategy for 2006– 2011

This ITS Strategy seeks to plan the expansion of the current ITS tools to other parts of Warwickshire, and to introduce the use of new ITS tools in a coordinated manner. The use of ITS tools supports other strategies in this Local Transport Plan, such as the Public Transport Strategy, the Network Management Strategy and the Congestion Strategy.

The vision of the ITS Strategy is “**To provide reliable travel information to users**”. The information will be made available on the Internet, on variable message signs, by SMS (text messaging), in bus shelters and at modal interchanges, and in hard copy format.

The information available will include car park occupancy, tariffs and general information; current and forecast congestion; journey times; bus arrival / departure times; and current and planned road works.

Action Plan

In order to make the travel information reliable and credible the existing systems must be validated to ensure that they are being operated to utilise their maximum benefit. The systems can then be rolled-out.

Laying the foundations

- Ensure that all traffic signal controlled junctions and crossings connected to the urban traffic management and control system are operating safely and efficiently;
- Ensure that other traffic signal controlled junctions and crossings are connected to the fault monitoring system where it is beneficial to do so;
- Review the condition and operation of all traffic signal controlled junctions and crossings to ensure performance and develop a plan for renewal of equipment in accordance with the requirements of the Traffic Management Act;
- Develop automatic and manual traffic management and control strategies to deal with planned and unplanned incidents in conjunction with the Traffic Manager. The network will be monitored via the urban traffic management and control system, journey time system and liaison with outside organisations such as the police. The implementation of the strategies will be via use of the urban traffic management and control system and other systems such as variable message signs;
- Ensure that the car park information system is monitoring available spaces and collect tariff and other general information; and
- Ensure that the variable message signs are working and that there is a list of approved messages available for use to cover all eventualities.

Expanding the toolbox

- The Public Transport Strategy will seek to implement a real time passenger information system. This is an ITS tool which will enable information on bus arrival / departure times to be displayed at equipped bus stops and modal interchanges. Information can also be displayed on a web site or transmitted by SMS (text message).
- Bus operators will be able to track the location of equipped buses and collect performance information that will assist in improving reliability.
- It will be possible to give priority to equipped buses at traffic signal controlled junctions. The level of priority can depend on whether the bus is running late, on time or ahead of time.
- A network of CCTV cameras will be implemented for traffic management purposes. In addition, the District Councils will be approached to explore the possibility of sharing images from their security network where they have good views of the road network. The use of CCTV cameras to enforce Traffic Regulation Orders at junctions will be investigated in accordance with the Network Management duties laid down in the Traffic Management Act.

**Roll-out**

- The various ITS tools can be rolled-out to other major towns across the County. This will be largely driven by the needs of other strategies and as opportunities arise for developer funding as part of planning gain.

In the lifetime of this Local Transport Plan it is not envisaged that all of the ITS tools will be implemented in all the towns of Warwickshire. However, it is realistic to expect that the existing ITS tools will be fully validated and reliable and will have been expanded to at least one other town. It is also realistic to expect a real time passenger information system covering the major bus routes between Coventry and Nuneaton in the North/South corridor. Finally, the development of an operational, useful and reliable travel information web site can also be expected, with links to external organisations and neighbouring authorities.

		2005/6	2006/7	2007/8	2008/9	2009/10	LTP3
Validate UTC	County	X					
All appropriate sites on fault monitoring system	County	X	X				
Review condition and performance of signals	County	X	X	X	X	X	
Development of automatic traffic management strategies	Stratford	X					
	Leamington / Warwick		X				
	Nuneaton			X			
	Rugby				X		
Car park information	Stratford	X					
	Leamington / Warwick		X				
	Nuneaton				X		
Variable message signs	Stratford	X					
	Rest of County				X		
real time passenger information	Nuneaton		X				
	Leamington / Warwick			X			
	Rest of County						X
Bus priority at signals	Nuneaton	X	X				
	Leamington / Warwick			X			
	Stratford	X					
CCTV	County		X	X			
Website	Car park information	X					

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Network Management - Intelligent Transport Systems Strategy

		2005/6	2006/7	2007/8	2008/9	2009/10	LTP3
	Congestion	X					
	Incidents and roadworks	X					
	Bus information		X				
	Air quality		X				
	CCTV			X			

Table 10.1 Timetable

Targets and monitoring

The target dates for the various elements of the ITS strategy are shown above. Monitoring will be by regular review of progress towards these targets as part of the APR process.



11 Parking Strategy

Introduction

Car parking plays a key role in influencing travel decisions, in terms of route, mode and destination. This strategy concerns the management of car parking in Warwickshire and its role in managing congestion. Related parking issues for cycles, motorcycles and Heavy Goods Vehicles are dealt with in respective separate Local Transport Plan strategies.

This parking strategy builds on the policies set out in the last Local Transport Plan, but also draws influence from the 2004 transport White Paper 'The Future of Transport – a network for 2030' and the Government's four Shared Priorities for Transport.

In the last Local Transport Plan we successfully implemented Decriminalised Parking Enforcement (DPE) in Stratford on Avon District and the introduction of DPE to the rest of the County will be pursued during this Plan period. Similarly, following good progress towards the introduction of a Park and Ride scheme to serve Stratford upon Avon, we 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.

Policy Overview

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

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. Particularly significant elements of this provision include:

- Responsibility for enforcement to permanently transfer from the Police to the traffic authority;
- The issuing and administration of Penalty Charge Notices to undertaken by Parking Attendants; and,
- The proceeds of penalty charges to be used by the local traffic authority to finance the enforcement regime and any profit from the on-street operation to be spent on a number of defined, transport related improvements.

In the **Traffic Management Act 2004** a number of new parking offences, including double parking and parking at dropped kerbs are added to the parking offences enforceable under DPE. In addition, it clarifies the enforcement mechanism for a number of previously existing offences.

Parking Provision In Warwickshire

Introduction

A number of parking studies have been carried out across the County over recent years. This strategy does not attempt replicate the level of information provided in these and the following discussion simply highlights the main issues and influences on parking relevant to each town.

There are three broad categories of car parking in Warwickshire. The three categories are:

- **On-street** – Parking within the adopted highway boundary that is regulated by the Highway Authority. 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 it's 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 change the level and type of provision.

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Parking Strategy

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.

Decriminalised Parking Enforcement

In the past, inadequate enforcement of on-street parking restrictions across the County has contributed to congestion and parking problems. Responding to this, Warwickshire County Council has established a policy and commitment to the implementation of Decriminalised Parking Enforcement. So far DPE has been introduced in Stratford on Avon District and there is a programme for implementation in the remaining Districts and Boroughs. All DPE schemes in Warwickshire are intended to be implemented in partnership with the District or Borough Councils, who act as the County's agent for the enforcement process. Each District or Borough will have a separate partnership agreement, the principles of which have been agreed for all areas of Warwickshire, except North Warwickshire.

DPE provides a number of advantages, including:

- Increased turnover and availability of parking spaces, particularly short-stay spaces which do most to support town centre retail economies;
- Less congestion as result of less circulating traffic seeking parking spaces (typical 5 to 10% more drivers go direct to an off-street car park following the introduction of DPE in Stratford);
- Less illegal parking causing obstructions;
- Easier and more reliable access to designated loading facilities for deliveries, and disabled parking spaces;
- Less parking on footways, making life easier for pedestrians and wheel chair users; and
- Easier access for emergency vehicles and public transport.

As consequence of the introduction of DPE some existing long-stay parking in designated short-stay locations is transferred to other locations. Detailed studies of the possible extent of this displacement and other implications are carried out prior to the implementation of DPE. The issues outlined for each town below should be read in the context of the future implementation of DPE.

Rugby

- Generally occupancy levels of off-street car parking is high (80 to 90%);
- Demand for short-stay parking is high;
- Demand for long-stay off-street car parking provision, particularly in multi-storey facilities, is influenced by the availability of short stay parking across the town centre. For example, when short-stay parking capacity is reached some short-stay use of long-stay off-street parking can be observed;
- On-street parking in the town centre is entirely limited waiting and is currently subject to significant illegal parking in both designated areas and restricted areas;
- In the face of effective parking enforcement substantial displacement of parking can be expected from the town centre;
- There is significant use of existing Residents' Zones by long-stay non-residents;
- Greater spare capacity remains within these Residents' Zones than in uncontrolled parking areas, indicating potential for greater short-stay use of these zones in the face of effective enforcement;
- Development pressure is likely lead to a loss of off-street parking stock;
- Parking associated with the Railway station is currently well accommodated, but pressures do exist and are expected to increase following improvements to the station and services as well as local development;
- Disable parking provision has been improved and linked to a Shopmobility scheme, although further improvements may be required; and
- Existing coach parking facilities are generally under utilised, although the reasons for this are unclear, improved facilities may improve utilisation to the wider benefit of the town centre.

**Nuneaton**

- Off-street car park occupancy levels vary. The busiest car parks tend to be to the south of the town centre and are full for much of the day. Conversely, the multi storey Harefield Road car park, adjacent to the bus station, invariably has spaces available;
- Overall, demand for off-street short-stay parking far outweighs that for long-stay. This may be because some long-stay events are taking place on street in areas outside the ring road where parking is generally uncontrolled;
- Demand for short-stay and long-stay car parking spaces is not all accommodated in the town centre car parks. There is considerable pressure in some streets outside the ring road;
- Town centre developments are likely to increase pressure for parking in uncontrolled areas; and
- Disabled parking provision within the town centre is in designated bays in off-street car parks and dedicated parking areas within the pedestrian zone. Use of the latter causes some pedestrian conflict and encourages illegal entry to the zone by other drivers.

Bedworth

- Parking close to the town centre is provided by a variety of surface level and multi-storey car parks operated by NBBC, Tesco and Kwik Save;
- Surface level car parks have higher occupancy levels than the multi-storey car parks at Tesco and Kwik Save. However the multi-storey car parks are in need of improvements and their unwelcoming condition probably accounts for the low usage compared to the surface level car parks; and
- There is limited parking in the vicinity of the Civic Centre.

Stratford-upon-Avon:

- Since implementation of DPE, initial observations include:
 - Generally positive feedback from the public;
 - Support from the majority of residents in Resident Parking Zones;
 - Town Centre streets are noticeably clearer as long-term commuter parking has been discouraged. However, as expected displacement out of the town centre has been observed;
 - Greater availability of parking spaces for retail related use;
 - Less congestion; and,
 - Positive reaction to increased presence of parking attendants.
- There is a large amount of on-street parking in Stratford, for which a charge is levied for stays of more than 20 minutes in the town centre. The length of permitted stay varies, but the maximum is two hours;
- Some parking subject to charging also lies within the Residents' Parking Zones (RPZ) in designated areas surrounding the town centre. Outside the charging zone non-resident parking within RPZs is limited to two hours;
- Occupancy of short-stay on-street spaces is generally close to the maximum throughout the working day;
- Beyond the town centre on-street parking is uncontrolled and spaces within half to three-quarters of a mile from the centre are used quite extensively for long stay parking;
- A large amount of off-street parking (approximately 6,500 spaces) is within walking distance of the town centre. About two thirds of this parking is quite close to the centre, while many of the remaining spaces are in retail parks further out. Utilisation of the central car parks appears to depend more on car park size and location rather than whether it is designated short-stay or long-stay;
- The privately operated and free-of-charge spaces in retail parks are highly utilised, especially at weekends, and have until recently have also been used by people working or shopping in the town centre. This practice is now being discouraged through the introduction of limited waiting periods and enforcement;
- A successful Park and Ride service has been operating between the Maybird retail centre on the Birmingham Road and Stratford town centre for several years on Saturdays and Bank Holidays. By 2006 it is intended that this will be replaced by a daily 15 minute frequency Park and Ride service from Bishopton, close to the A46/A3400 roundabout to the north of Stratford. This will provide an alternative means of access to Stratford town centre for

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Parking Strategy

commuters, shoppers and tourists, complementing the stricter control of illegal long-stay on street parking occurring under DPE; and

- There are two designated coach parks in Stratford, one of which (Windsor Street) has limited capacity, while the other (behind the Leisure Centre) has space for over fifty coaches.

Warwick:

- Off-street parking provision is predominantly short-stay and almost at full capacity, although some redistribution during the early stages of the 2005-10 period is expected;
- On-street parking utilisation is particularly high and short stay spaces tend to be used as long-stay due to limited enforcement;
- Development of land adjacent to Warwick Racecourse (St Mary's Land) has limited the availability of long stay parking close to the town centre, although the development is proposed to ultimately provide an overall increase parking capacity;
- Fluctuating demand for parking associated with Warwick Castle;
- Coach parking facilities are limited with only one express stop in the town centre, although new facilities to support the tourist market and to provide layover facilities are to be provided as part of the St Mary's Land development;
- The release of County Council staff parking for public use at the weekends and in the evenings significantly adds of the available parking stock, although it is often under-utilised;
- A site for Park and Ride to serve both Warwick and Leamington has been identified to the south of the town. This is to be progressed through the Local Transport Plan and emerging Warwick District Local Plan;
- There are particular parking issues associated with overspill parking from Warwick Hospital into the surrounding residential areas.

Leamington Spa:

- Off-street parking utilisation levels are high, particularly for short-stay parking;
- A number of significant development proposals are likely to affect off-street parking provision;
- As in Warwick, on-street parking utilisation is very high and short stay spaces tend to be used as long-stay due to limited enforcement;
- A coach drop-off and collection point is provided in Leamington town centre although no layover facilities are provided;
- A Park and Ride site to serve both Warwick and Leamington has been identified to the south. This is to be progressed through the Local Transport Plan and emerging Warwick District Local Plan; and
- Parking at Leamington Station is at full capacity and there appears to significant suppressed demand. Chiltern Railways who operate the station are seeking additional parking on the north side of the rail line.

Kenilworth:

- There is existing spare off-street parking capacity in the town centre on most days;
- There is a high level of short-stay use, particularly in the off-street car parks;
- There is significant misuse of on-street parking restrictions including illegal parking on double yellow lines. However, the pressures placed on on-street parking capacity do not appear to be as great as in the neighbouring towns of Warwick and Leamington; and,
- Significant retail developments are planned in the town centre, which can be expected to increase the demand for parking and duration of stay. This will reduce any spare parking capacity.

North Warwickshire:

- Atherstone, Polesworth, Kingsbury & Coleshill are all currently free of parking charges. As a result of the proposed introduction of DPE a number of issues concerning on-street parking charges will need to be addressed and agreed with North Warwickshire Borough Council;
- There are significant development proposals in Coleshill which may effect parking in the town; and
- A new railway station with significant parking provision is proposed for Coleshill, known as Coleshill Parkway.

Background Information 3

Coleshill Parkway

The new Coleshill Parkway station is due to open in late 2006 and will provide a key parking resource to meet the challenges facing the strategic road network in Warwickshire and the sub-region.

The scheme will provide a 200-space car park with an associated railway station and bus interchange.

The scheme will give an opportunity to develop a 'Parkway Station' / 'Local & Park & Ride' serving the M42 corridor as recommended in the West Midlands MMS. The opportunity to develop the station as a railhead for rail journeys to and from the East Midlands and East Anglia (including Stansted Airport) will be enhanced by the car parking provision. Given the predicted growth at Birmingham International Airport Coleshill Parkway will be developed as a 'Gateway' station to Birmingham International Airport, providing more direct links than are currently available from some parts of the national rail network thus reducing demand for additional off-airport parking sites. A parking strategy for the interchange is currently being agreed.

Problems and Opportunities

A brief outline of the potential mechanisms and approaches to addressing the issues identified with existing parking provision is provided below.

Opportunities:

- ITS – The use of Intelligent Traffic Systems (ITS) has the potential to provide improved information for travellers seeking parking. This can be done through the use of Real Time electronic signing, on-line information and linkages to Urban Traffic Management Control. This can improve car parking utilisation levels, reduce traffic levels and shorten journey times;
- DPE – As discussed in section 3 the introduction of DPE is an established policy and provides the potential to address many on-street parking issues to benefit of traffic levels and the local economy. In the event that DPE is able to break even and thereafter remain in the black it may also provide the potential for the release of revenue to fund general transport improvements;
- Best practice – The County Council can demonstrate best practice through it's own use of schemes to reduce the demand for parking and consequently the demand for travel;
- Development control – Through the County Council's role as Highway Authority it has the opportunity to require new developments to produce Travel Plans. These can be used to reduce the demand for car travel and car parking;
- Local Development Documents – The revision of Local Plans and publication of new LDDs provides the opportunity to influence the allocation of land allocations and developments in a way that is compatible with parking strategy;
- Partner/stakeholder relations – Although good relations with all partner and stakeholder bodies are important the County Council has developed a particularly constructive and positive relationship with partners within the rail industry. This can help in taking full advantage of opportunities to influence parking habits, both locally and regionally through the introduction of park and ride facilities such as Warwick Parkway and Coleshill Parkway; and
- Park & Ride – As well providing the potential for economically advantageous increases in parking capacity the provision of P&R could also play an important role in supporting DPE, the release of land in development constrained town centres and reducing traffic impact. Conversely, limited availability of suitable sites can lead to pressure for introduction in Green Belt areas.

Problems:

- Enforcement – Poor enforcement of parking regulations leads to difficulties in available parking capacity, traffic flow efficiency, the operation of loading bays and safety. However, active enforcement is not always well supported

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or accepted as an approach to increasing parking capacity in town centres. Consequently the subject of enforcement is often emotive and requires robust justification, both economically and politically;

- Loading bays – Aside from the enforcement issues associated with maintaining available loading bays the overall numbers of bays are limited in many town centres. However, the benefits of introducing additional bays in terms of supporting trade and limiting traffic conflict must be off-set against any required loss of parking and consequential opposition;
- Schools impact – Parents dropping off and picking-up children from school can cause significant traffic flow and safety problems for short periods of time, which due to the increase of before and after school activities is extending into peak travel periods;
- Tourist peak demands – Warwickshire benefits from a number of important tourist attractions and meeting fluctuating demand for parking by visitors can be challenging. Attractions of an historical nature often themselves limit the appropriateness some of the measures designed to help meet this demand, such as electronic direction signing and traffic implications; and
- Disabled parking – In the face of an aging population and increasing national and local policy focus on mobility issues the quantity and location of disabled parking is arguably in need of review. There is potential address this through the process of introducing DPE in each area across the County.

The Strategy

Objectives

The strategy contributes towards meeting Local Transport Plan objectives by setting out an approach to managing car parking that will:

- Allow good access to employment, education, shopping, recreational and community facilities;
- Help support economic vitality in town centres;
- Support strategies for the management of congestion;
- Reduce the impact of the car on the environment, particularly in areas of high demand such as town centres and in residential areas;
- Improve the environment and safety of those accessing car parking; and,
- Encourage the development and introduction of Park and Ride facilities.

The Policies

Policy P1 – Partnership Working

We will work with District and Borough Councils to deliver a co-ordinated approach to on and off-road parking provision in a way that supports the objectives of the Local Transport Plan including the economic competitiveness of town centres.

Policy P2 – Congestion Management

We will seek to reduce congestion through the appropriate use of public parking, including the management of:

- a. The location and period of stay; and
- b. The cost.

a. *Location & Period of Stay* – will be managed so as encourage long stay commuter parking to use out of town or periphery parking sites in order to release parking capacity in town centres for short stay shopping & service related parking.

b. *Cost* – we will work with District and Borough Council's to manage the cost of off-road parking in way that will re-enforce local strategies designed to achieve Policy P2.a, including consideration of the use of concessions, differentiated charging linked to the time of day and alternative payment methods. The use of on-street parking charges will be considered where appropriate in order to encourage the use off-street car parks in preference in on-street parking.

Policy P3 – Enforcement

Full and effective enforcement of parking will be pursued by implementing Decriminalised Parking Enforcement across the County. In implementing Decriminalised Parking Enforcement 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; and
- Review the need for, and introduce if appropriate, residents parking schemes in order to control displacement of parking to residential areas.

Decriminalised Parking Enforcement is a mechanism whereby the responsibility for the enforcement of parking passes from the Police to Highway Authority. DPE enables on-street parking restrictions and residents parking schemes to be properly enforced. DPE provides a number of advantages, including:

- Increased availability of parking spaces, particularly short-stay spaces which do the most to support town centre retail economies;
- Less congestion as result of less circulating traffic seeking parking spaces and less illegal parking that causes obstructions;
- Easier and more reliable access to designated loading facilities for deliveries;
- Less parking on footways, making life easier for pedestrians and wheel chair users; and
- Easier access for emergency vehicles and public transport.

A consequence of the introduction of DPE can be that existing long-stay parking in designated short-stay areas are transferred to other locations.

Residents Parking Schemes are typically permit schemes that restrict the time and length of parking stay in residential streets for non-resident users and require residents to display a permit to exempt their vehicle from the restrictions.

Policy P4 – Park and Ride

Park and Ride proposals will be supported 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.

Park and Ride is where a large car park is provided (normally on the periphery of a town), the charge for which also purchases a return trip on a regular public transport service to the town centre and/or other popular locations (typically a bus departing at around 10-15 minute intervals). Park and Ride is normally aimed at providing an alternative to town centre parking for commuters and longer stay shoppers and helps reduce traffic volumes and congestion whilst providing a quicker and cheaper option for the traveller. Notably Warwickshire has examples of both bus and train based park and ride serving both local town centre and regional and national destinations.

Drop and Ride is where facilities are provided to enable parents to drop and collect school children at a secure and supervised collection point. Bus or taxi-bus then provides a service to and from the schools served by the facility.

Policy P5 – Ease of Use

We will promote convenient access to parking by:

- Seeking to maintain or increase the proportion short stay parking in economic centres;
- Increasing disabled parking in line with guidance and where needed, giving particular attention to central areas and including supporting the introduction or expansion of Shop-mobility schemes where appropriate;

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Parking Strategy

- Ensuring that parking is clearly signed and good levels 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

We will ensure that the provision of public parking across the County is integrated with other policies and provision to:

- 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.

Policy P7 – Coach Parking

We 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 highway network 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.

Delivery of the Strategy

This section sets out the County Council's actions in delivering the policies of the Parking 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. These can also often be heavily influenced by strategic and policy decisions and 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 & Measures	Timescale	Ref
P1 P2 P6 P7	Improve co-ordination of car & coach parking provision, land use and development control issues. Ensure parking is not used as a competitive tool between different towns within Warwickshire.	Set up and support a Car Parking Management Liaison Forum to co-ordinate car parking provision, land use and development control issues at the local and countywide level.	Medium-term	1
P2 P3 P5	Complete implementation of DPE across Warwickshire, including (on an area by area basis): A comprehensive review of existing on & off-street parking stock, parking charges, length of stay, signing and information - altering as required in order to maintain	Implement DPE in Nuneaton and Bedworth Borough Implement DPE in Rugby Borough Implement DPE in Warwick District Implement DPE in North Warwickshire	End of 2005/06 End of 2006/07 End of 2006/07 End of 2008/09	2a 2b 2c 2d

Policy link	Action	Schemes & Measures	Timescale	Ref
	<p>or increase the proportion of short-stay parking in economic retail centres.</p> <p>A review of the business case to determine the extent to which on-street parking charges may need to be applied</p> <p>The review and alteration of residents parking scheme in order to control displacement of parking to residential areas</p>			
P2 P4	Reduce the impact of school related traffic on the operation of the highway	<p>Review 'school run' related parking outside schools and implement parking restrictions if appropriate</p> <p>Investigate the feasibility and implement if feasible a pilot scheme for Drop & Ride facilities to serve schools in Warwick</p>	<p>Medium-term</p> <p>Short to medium term</p>	<p>3a</p> <p>3b</p>
P4	Deliver Park and Ride schemes to support and promote sustainable and convenient access to local employment, schools, services and shopping	<p>Implement new bus based Park and Ride scheme at a site off the A46 / A4300 at Bishopton to serve Stratford Upon Avon</p> <p>Implement a rail based Park & Ride and interchange at Coleshill</p> <p>Implement a Park & Ride scheme operating from the Greys Mallory/M40 junction 14 area to serve Warwick and Leamington</p>	<p>By Dec 05</p> <p>By mid 2006</p> <p>End of 2007/08</p>	<p>4a</p> <p>4b</p> <p>4c</p>
P5	Provide adequate levels of disabled parking in order to meet local needs, supporting Shop-mobility schemes where appropriate and taking account of the relevant Department for Transport guidance	Review the location and quantity of disabled parking provision in town centres as part of DPE programme	As per DPE timescale programme	5

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Policy link	Action	Schemes & Measures	Timescale	Ref
P5	Integrated where possible improved signing as to car parks as part of wider traffic management works	Provide Variable Message Signing for major car parks in Warwick Provide Variable Message Signing for major car parks in Leamington Spa Provide Variable Message Signing for major car parks in Nuneaton	Medium-term End of 2006/07 Medium-term	6a 6b 6c
P5 P1	Provide safe and secure parking	As District and Borough CCTV schemes are bought forward ensure that, where feasible, substantial on-street parking areas are included in the camera coverage.	On-going	7a

Table 11.1 Actions, schemes and measures in support of the Parking Strategy Policies

Targets And Monitoring

Monitoring the delivery of the actions outlined in the Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis (at least annually) to make certain that the Action Plan is achieving the desired outcome.

The monitoring, benchmarking and measuring of targets will allow changes to be identified, incorporated and updated in due course.

The table below sets out the main targets and performance indicators that will be used to assess progress with the Parking Strategy.

Targets	Performance Indicator	Source of Data	Frequency of Analysis
Introduce DPE across Warwickshire by the April 2009	Introduction of a active enforcement by each area partnership	WCC / District / Borough Councils	Annual
Implement three Park and Ride services by 2011	Park and Ride site open and operating	WCC	Annual
Introduce Variable Message Signing to two town centres by 2011	System installed and operating	WCC	Annual

Table 11.2 Parking Strategy Targets and Performance Indicators



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Introduction

This strategy concerns the use and promotion of Powered Two Wheelers (PTWs) in Warwickshire. The term 'PTW' has been adopted nationally as a term that includes motorcycles, scooters and mopeds. However, for the purposes of this strategy cyclemotors have not been included. 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:

- Meeting the needs of motorcyclists;
- Providing a suitable environment for their safe and sustainable use in Warwickshire; and
- Meeting the objectives of the Warwickshire Local Transport Plan 2005.

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 through Warwickshire's Road Safety Strategy.

Policy Overview

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

The 1998 White Paper '*A New Deal for Transport: Better for Everyone*' outlined the potential benefits from increased motorcycle use for the environment and for reducing congestion, as well as recognising motorcycles as 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, particularly to encourage further improvements in safety and environmental impacts. The advisory group submitted its final report in August 2004, which made a full analysis of progress since the White Paper and 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.

The Government's National Motorcycling Strategy, 2005, sets out a main theme for motorcycling strategy as being:

'to facilitate motorcycling as a choice of travel within a safe and sustainable transport framework.'

It also sets out a comprehensive overview of motorcycling issues nationally and detailed action plan to address issues over a 5-year period.

Usage and Trends

Nationally

To understand motorcycle use in Warwickshire it is first helpful to appreciate some national trends, as highlighted below:

- It is estimated motorcycle traffic has increased by around 28% between 1993 and 2001 and in 2002 motorcycling accounted for more than 5 billion vehicle kilometres
- Between 1986 & 1995 there were over 700 fatal motorcycle accidents, in which:
- 41% involved a collision with one or more cars (60% of which were considered to be principally the responsibility of the motorcyclist)
- 29% only involved the motorcyclist (one third of which were associated with excessive speed)
- Involved riders aged between 20-29
- The main issue with car driver error was found to be carelessness & thoughtlessness, or failure to judge the actions of the motorcyclist.

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- Accident liability appears to rise less than proportionately with mileage and falls rapidly with increasing age, but to a lesser extent with experience
- Average motorcycle trip length has steadily increased by approximately 75% from 1975 to 2000, although the numbers of trips per person has decreased
- The majority of motorcycle trips appear to be between 2 and 25 miles long
- 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:
 - Those living alone;
 - Those without children;
 - Males; and
 - Households with one car.

Nationally, the majority of motorcycle trips are for work, business or education purposes and these trips account for over half of motorcycling mileage. Nearly two thirds of motorcycle trips are for work, business and education purposes, compared with just 30 per cent of car trips. Motorcycle trips for these purposes tend to be shorter than car trips. 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. More trips per week are made by car than by motorcycle for all purposes except work, business and education. (*Source: National Travel Survey, DfT*)

Context of use in Warwickshire

The rural areas of Warwickshire are subject to a range of rural accessibility issues where limited access cars and public transport, particularly for the young and those on lower incomes, can restrict employment, education and social opportunities. 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 type of private motor vehicle. Throughout the last Warwickshire Local Transport Plan, Warwickshire County Council, in partnership with Coventry and Warwickshire Connexions, has promoted a number of 'Wheels to Work' schemes throughout the county where mopeds and training have been made available for limited or no cost. This has been open to those without other means of travel to enable them to access employment and education. These schemes are an excellent example of how PTWs can provide a sustainable alternative to car use in line with Local Transport Plan objectives.

The urban areas in Warwickshire are comparatively small, but are subject to peak hour congestion. Whilst there are currently no lengths of bus lane in Warwickshire open for use by motorcycles in order to assist their congestion beating characteristics, there remains significant advantage in motorcycle use for the urban commute, particularly from the rural to urban or inter-urban journeys. This is also supported by the observed national trend towards increased use of scooters and longer motorcycle journey lengths, of which approximately 45% are commuter journeys.

In order to understand the needs of motorcyclists in Warwickshire and help target measures and initiatives to best effect, a users forum (Warwickshire Powered Two Wheeler Users Forum) was setup, which meets regularly throughout the year to discuss relevant issues. This has been invaluable in developing targeted campaigns to promote sustainable motorcycle use and safe riding habits, as well as taking on a consultee role for the development facilities.

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.

In Warwickshire the mode share of motorcycle traffic entering the town centres during a 12-hour daytime period appears to have remained relatively constant between 2000 and 2004 with an average mode share of just under 1% of all traffic. Motorcycle use also tends to be seasonal, with higher levels of use from March to October. This is reflected in the conditions in which casualties occur with, in 2004, 93% resulting from crashes that happen in fine and calm weather, 80% on dry roads and 83% when it was daylight. Of all motorcycle casualties:

- 82% resulted from crashes which occurred on single carriageway 2 lane roads, 8% at roundabouts and 5.6% on 2 lane dual carriageways;
- 61% occurred in 60mph limits, 18% in 30mph limits and 8% in 70mph limits;
- 94% of riders were male;
- 49% of riders were non-Warwickshire residents;
- The peak age for motorcycle riders was spread from 16 to 39yrs (71%);
- 73% of machines involved were over 125cc;
- In 65% of incidents the motorcycle rider was attributed as being at fault in the initial report from Police Officers attending the incident;
- 27% of crashes involved no other vehicle; and
- Common factors included; loss of control on bends (22%); excess speed (25%); skidding (25%) and overtaking (14%).

Motorcycle theft occurs across the County. Over the last year, most crimes of this type took place in the towns of Nuneaton (152) followed by Rugby (104) and Bedworth (74). Conversely, there were just 7 motorcycle thefts in Kenilworth, 13 in Warwick and 22 in Stratford.

Opportunities and Problems

There is a diverse range of positive and negative issues facing motorcycle use, which in some cases vary considerable 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.

Opportunities:

- There is potential for a sustainable mode shift from private car use to motorcycles, so helping reduce congestion;
- Lower physical space requirements for motorcycle parking can minimise on street parking demands, helping reduce street clutter and enabling reallocation of road space to other uses;
- 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 relative cheapness of travel – initial purchase costs and subsequent running costs can be significantly less compared to car ownership and travel.
- There can be substantial environmental benefits for increased in motorcycle use compared to car use, including:
 - Low 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 and can be expected to catch up during the life of the 2005 Local Transport Plan;
 - Fuel consumption - when considered per in terms of average occupancy, fuel consumption is far lower for motorcycles than cars;

- Natural resources - vehicle life tends to be longer for motorcycles and re-cycling 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.
- There is a growing awareness and willingness to tackle issues of concern and promote the positive aspects of motorcycle amongst users, the motorcycle industry and statutory authorities (such as the Police and local authorities) throughout the region.

Problems:

- Motorcyclists can be the subject of a poor public image and can be subject to negative attitudes from the public and 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. 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;
- However, motorcycle use is more risky 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. Research into the causes of the accidents is being conducted nationally. 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 motorcyclist's needs by other road users, particularly by car drivers. This, combined with poor observation skills, appears to cause disproportionately high levels of right of way incidents, notably at 'T' junctions.
- Inappropriate choice of rider clothing potentially leading to worse injuries the event of an incident than may otherwise have occurred;
- Poor vehicle maintenance and use of illegal tyres;
- Motorcycles are particularly susceptible to theft, being high in value and easy to manhandle and transport. This, 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. These are discussed in the 2004 National Advisory Group report to Government and Warwickshire's direct influence is limited.

The Strategy

Vision and Objectives

The vision of Warwickshire County Council's Powered Two Wheeler Strategy is:

'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'.

This strategy will contribute towards meeting Local Transport objectives by promoting a Powered Two Wheeler friendly highway network and 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 the highway infrastructure.

Policies

Policy MC1 – 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. It will particularly focus on the delivery of these through partnership working with other statutory bodies, neighbouring authorities and others in order to maximise the effectiveness of its actions.

Policy MC2 – 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 in:

- Safety;
- Parking;
- Theft; and
- Highway infrastructure.

a. Safety - Issues relating to Powered Two Wheeler safety will primarily be pursued through the development and implementation of a dedicated Motorcycle Casualty Reduction Plan as part of Warwickshire's Road Safety Strategy. This will tackle the 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 the highway infrastructure.

b. 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 location. Consideration should also be given to the provision of convenient changing and storage facilities for equipment.

c. 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.

d. 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 to PTW accident risk.

Policy MC3 – Integration

The County Council will encourage the sustainable use of Powered Two Wheelers and improve access to interchange with other modes. It will also, where appropriate, allow access to areas of the highway normally restricted to Powered Two Wheelers including bus lanes, Advanced Stop Lines and other areas subject to access control.

Sustainable motorcycle use – can normally be considered to be where a motorcycle is used safely and responsibly for a journey when travel by foot, cycle or public transport is not viable.

Policy MC4 – Promotion

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The County Council will promote improvements to facilities (*Policy MC 2*) and integration (*Policy MC 3*) of Powered Two Wheelers through:

- The development of campaigns to raise awareness and educate all road users;
- Demonstrating best practice in the County Council's own Green Travel Plan;
- The advice it provides on the development of Travel Plans for existing developments and in negotiating Travel Plans for new developments; and
- Incorporation of safe and sustainable Powered Two Wheeler use into the County Council's Travelwise campaign.

Delivery of the Strategy

This section 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	Scheme & Measures	Timescale
MC2	Improve parking facilities & seek to reduce PTW theft	<p>Continue to provide free secure facilities within the highway where a need is identified</p> <p>Review the signing and information provision for on and off-road PTW parking</p> <p>Seek opportunities to link PTW parking provision with CCTV coverage</p> <p>Promote good practice using principles set out in www.secureyourmotor.gov.uk</p>	<p>On-going</p> <p>As part of DPE implementation</p> <p>On-going</p> <p>On-going</p>
MC2 & MC3	Improve PTW user safety	<p>Support the actions of the road safety strategy including:</p> <ul style="list-style-type: none"> • 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. 	On-going
MC2 & MC3	Continued integration of PTWs into Warwickshire's transport system	<p>Provision of secure parking and at lockers at public transport interchanges and where appropriate within the highway.</p> <p>Where appropriate allow PTWs access to Controlled Parking Zones, buses lanes and Advanced Stop Lines</p> <p>Ensure that the needs of PTWs are addressed in new developments and highway alterations.</p>	<p>Medium term</p> <p>On-going as scheme emerge</p> <p>On-going</p>

Policy link	Action	Scheme & Measures	Timescale
MC1 & MC3 & MC4	Promote PTW use to reduce the impact of transport on the environment, minimise congestion and improve safety.	<p>When negotiating or advising on the development of Travel Plans ensure the potential and benefits PTWs are highlighted.</p> <p>Continue to support the Warwickshire's Powered Two Wheeler Users Forum and through the forum promote the sustainable use of PTWs</p> <p>Develop and support a PTW education and awareness promotion programme</p> <p>Continue to work with other authorities, cross-boundary action groups, Warwickshire Casualty Reduction Partnership, training and assessment bodies to promote PTW policy</p>	<p>On-going</p> <p>On-going</p> <p>Short-term</p> <p>On-going</p>
MC2	Consider the needs of PTWs in the maintenance of existing and construction of new highway infrastructure	<p>Review, adopt and disseminate Institute of Highway Incorporated Engineers (IHIE) guidelines for highway engineers outlining areas that should be considered in order to meet the needs of PTWs.</p> <p>Investigate the nature of sustainable motorcycle use with a view to promote sustainable travel behaviour.</p> <p>Promote targeted information to PTW users on reporting procedures for highway maintenance issues</p>	<p>Short-term</p> <p>Medium-term</p> <p>On-going</p>

Table 12.1 Actions, schemes and measures in support of PTW Strategy Policies

Targets And Monitoring

Monitoring the delivery of the actions outlined in the Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis (at least annually) to make certain that the Action Plan is achieving the desired outcome.

The monitoring, benchmarking and measuring of targets will allow changes to be identified, incorporated and updated in due course.

The table below sets out the main targets and performance indicators that will be used to assess progress with the PTW Strategy.

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Targets	Performance Indicator	Source of Data	Frequency of Analysis
Ensure that dedicated secure on or off street PTW parking facilities are available in Bedworth, Nuneaton, Rugby, Kenilworth, Leamington, Warwick and Stratford town centres by 2010	Completed implementation of parking facilities	WCC/Districts/Boroughs	Annual
Develop and support a PTW education and awareness promotion programme	Developed programme	WCC/PTW forum	Annual
Review, adopt and disseminate Institute of Highway Incorporated Engineers (IHIE) guidelines for highway engineers outlining areas that should be considered in order to meet the needs of PTWs.	Completed guidelines	WCC	Annual

Table 12.2 PTW Strategy Targets & Performance Indicators

Advisory Group on Motorcycling: final Report to Government, August 2004

Analysis of Police Fatal Motorcycle Accident Reports, TRL Report 492 2001

Multivariate Analysis of Motorcyclists' Accident Risk Factors, TRL

DETR – Focus on Personal Travel, 2001

DETR – Focus on Personal Travel 2001, Trips per person per year by distance and main mode: 1998/2000

Motorcycles and Congestion: The Effect of Modal Split Department for Transport (with support from Transport for London) August 2004

13 Public Transport Strategy

Background

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 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.

The County Council is convinced that the underlying principle of the Public Transport Strategy 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.

The timescale of the strategy is primarily the period 2005-2011, but it also provides a medium term framework for the future development of public transport up to 2016 and a less detailed longer term direction for the period after 2016. This is forward-thinking approach is crucial as the delivery of public transport initiatives involves a wide range of stakeholders and the timescales for the schemes and measures will need to be flexible to take advantage of the implementation opportunities as they arise.

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 similar initiatives 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. This strategy therefore considers 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 Public Transport Strategy and the public transport mode specific strategies.

Public Transport Strategy Objectives

The starting point for this Public Transport Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy which are:

- To improve accessibility through the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts; and
- To improve the environment and safety of people when they are using the transport system; and
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

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Public Transport Strategy

The Public Transport Strategy will contribute to achieving the objectives in the LTP by promoting a public transport 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.

The Strategy

The vision of Warwickshire County Council's Public Transport 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 2005'.

The aim of the Public Transport Strategy 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-driven approach designed to identify and overcome barriers to the use of public transport.

The 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 the policies set out in the Public Transport Strategy and the Public Transport Subsidiary Strategies.

Policy PT2 – Public Transport Modes

The Public Transport Strategy 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 public transport mode strategies will be integrated with each other and with the other policies 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 the box below.

Policy PT5 – Value for Money

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.

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 document 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 document, 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 proceeding paragraph.

Policy Background

The overall objectives of the Local Transport Plan 2005 have been developed to reflect national, regional and local policies and the Public Transport Strategy 2005 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.

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 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 a 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 the table below.

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 which will reflect the level of car ownership in those particular settlements and communities.

The standards are as follows:



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.

Table 13.1 Standards

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;

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;

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;

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;

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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;

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 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.

Targets & Monitoring

Target	Performance Indicator	Source of Data	Frequency of Analysis
Improve accessibility for Warwickshire residents in the Main Urban Areas* from a 2005 base of 90% to 95% by 2011	Percentage of Warwickshire households with essential transport links in accordance with these criteria.	WCC	Annual
Improve accessibility for Warwickshire residents outside Main Service Centres from a 2005 base of 79% to 85% by 2011	Percentage of Warwickshire households with essential transport links in accordance with these criteria.	WCC	Annual

Table 13.2 Targets and Indicators

* Main Urban Areas are Rugby, Leamington Spa/Warwick, Nuneaton/Bedworth and Stratford-upon-Avon

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

Main Service Centres	Service Centres
Tamworth	Lutterworth
Daentry	Chipping Norton
Redditch	Chipping Camden
Northampton	
Leicester	
Sutton Coldfield	
Birmingham	
Evesham	
Solihull	

Table 13.3 Classification of Destinations



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Public Transport Strategy



14 Bus Strategy

Introduction

The purpose of this Strategy is to set out what is needed in Warwickshire over the next five years to ensure excellent bus 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.

Section 110 of the *Transport Act 2000* requires Warwickshire County Council to prepare a “...bus strategy containing their general policies as to how best to carry out their functions,..., in order to secure 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.”*

The target audience for this strategy includes a wide range of stakeholders comprising the residents of Warwickshire, the residents of Warwickshire, bus passengers and representative organisations, voluntary groups, the Department for Transport, the Council’s local authority and regional partners, bus operators, the Highways Agency and regulatory bodies.

The County Council is convinced that the underlying principle of the Bus Strategy 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.

The timescale of the strategy is primarily the period 2005-2011, but it also provides a medium term framework for the future development of bus transport up to 2016 and a less detailed longer term direction for the period after 2016. This is forward-thinking approach is crucial as the delivery of public transport initiatives involves a wide range of stakeholders and the timescales for the schemes and measures will need to be flexible to take advantage of the implementation opportunities as they arise.

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 either bus, rail, community transport services or similar initiatives 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.

This Strategy deals specifically with the contribution bus services make in providing an effective transport network. In this strategy, 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.

A further aspect which needs to be taken into account is that peoples’ travel needs are not constrained by administrative boundaries. This strategy therefore considers 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 Public Transport Strategy and the public transport mode specific strategies.

This document outlines:

- The objectives of the strategy;
- Local, regional and national policy framework in which the bus network operates;
- The demand for bus services;
- Warwickshire’s existing bus network;

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Bus Strategy

- Consultation processes;
- The Bus Strategy developed in response to the above;
- Constraints on delivering the Bus Strategy;
- The Action plan for delivery and proposed schemes and measures;
- Monitoring of the action plan.

The Action Plan is a realistic implementation mechanism in the light of the constraints, with a monitoring and review process against set targets.

Bus Strategy Objectives

The starting point for this Bus Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy which are:

- To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts;
- To improve the environment and safety of people when they are using the transport system; and,
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

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.

Policy & Context

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..”

Transport Act 1985, Paragraph 63 (1) (a) and (b)

National Policy

The White Paper ‘A New Deal for Transport: Better for Everyone’ published in 1998 set out the Government’s approach to modernising the country’s transport system. The Government set out five overarching objectives for transport:

- To protect and enhance the built and natural environment;
- To improve safety for all travellers;
- To contribute to an efficient economy and support sustainable economic growth in appropriate locations;

- To promote accessibility to everyday facilities for all, especially those without a car; and,
- To promote the integration of all forms of transport and land use planning, leading to a better, more efficient transport system.

A key theme of the White Paper is transport integration and identifies buses as an important element of an integrated transport strategy.

The Government's thinking on the improvement of buses was detailed in the subsequent 'daughter' document '*From Workhorse to Thoroughbred: A better Role for Bus Travel*' published in March 1999.

'*From Workhorse to Thoroughbred*' outlined the approach in which bus operators and local authorities should work together to achieve quality bus services. These included:

- A new framework for local authority influence over buses;
- Statutory backing for quality partnerships through the introduction of statutory powers;
- A package of measures to promote stability;
- Promotion of the need for good quality passenger information;
- Encouraging more flexible ticketing by promoting good practice;
- Minimum standards for concessionary fares;
- Service frequency enhancements – clarifying the legal position so that local authorities can buy in additional frequency on commercial services.

In 2000 the Government published the 10 Year Plan for Transport up to 2010-11 with a series of targets for bus transport aimed at improving the performance of and accessibility to bus services with the twin aims of increasing bus demand and reducing social exclusion. In particular, improvements were sought in terms of punctuality, reliability, patronage with new targets for accessibility, including the achievement of a one third increase in the proportion of households in rural areas within 10 minutes walk of a minimum service of an hourly bus service. The 10 Year Plan also placed an emphasis on reducing social exclusion and tackling congestion.

In July 2002, the Government and Local Government Association agreed a set of seven shared priorities for local government. The shared priority for transport includes improving accessibility and public transport and addressing the problems of congestion, pollution and safety.

The Government's White Paper, '*The Future of Transport: a network for 2030*', July 2004 states

- "We need to make better use of buses to help reduce congestion and tackle social exclusion..."
- "Our bus services must be punctual, good value, frequent and reliable, seamless, safe, clean, comfortable and attractive..."
- "Improved bus services must be at the heart of Local Transport Plans designed to improve access to jobs and services, particularly for those most in need..."
- "Most areas will be best served by continuing with the current partnership arrangements but we want some local authorities to consider more radical options..."

This Bus Strategy has also been developed to complement the aims and objectives of national planning policy guidance, specifically PPG6 'Town Centres and Retail Development' and PPG13 'Transport'.

Regional Policy

Regional Planning Guidance for the West Midlands (RPG 11) published in June 2004 states that "the development of an integrated public transport network where all people have access to high quality and affordable public transport services across the Region is a key element of the Regional vision" (Policy T5A).

RPG 11 encourages local authorities, transport operators and other agencies to work together towards achieving the Regional vision thereby providing attractive and reliable alternatives to the use of the private car (Policy T5B).

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The specific provisions in RPG 11 relating to areas such as Warwickshire require the development of an integrated hierarchy of public transport services with priority given to the improvement of services and interchanges within urban areas and the development of links with catchment areas. In rural areas, priority should be given to the development of community and public transport services, particularly those providing links from rural hinterlands to key local service centres (Policy T5D).

Policy T5E states that the aim of the public transport policies is to achieve a frequent, reliable, affordable, secure and attractive public transport service which takes into account the needs of all users, including disabled people and others with reduced mobility.

West Midlands Area Multi-Modal Study

The West Midlands Area Multi-Modal study was one of a number of area-based studies announced in the Transport White Paper. The aim of the study was to find solutions to problems in all modes of surface transportation that would enable development of an integrated 30-year strategy.

Amongst the key recommendations of the study was the development of a network of 'Super Showcase' bus routes to serve the West Midlands Conurbation. One of the routes suggested would operate between Tamworth – Birmingham International Airport – Solihull – Stratford upon Avon to provide a public transport alternative to the M42 Motorway.

West Midlands to East Midlands Multi Modal Study

The objective of this study was to recommend a long-term strategy on a 30 year timescale "to address the economic, environmental and social development needs across the two regions".

The bus/coach based measures recommended in the study were the implementation of: -

- Coleshill Multi-Modal Interchange;
- A quarter hourly rail-bus link from Birmingham International Airport to Coleshill MMI with hourly services forwarding to:
 - Nottingham via Ashby de la Zouch & East Midlands Airport;
 - Derby via Ashby de la Zouch & East Midlands Airport;
 - Burton upon Trent via Tamworth, Ashby de la Zouch & Swadlincote;
 - Loughborough via Tamworth, Ashby de la Zouch, East Midlands Airport and Coalville.
- A substantial improvement of public transport provision between Coventry and Nuneaton;
- A strategic park and ride cordon around the West Midlands;
- Measures to improve public transport passenger facilities, integrated ticketing and fares, coordination of services, accessibility and to reduce social exclusion

The BIANCA Study

A study entitled *The Birmingham International Airport and The National Exhibition Centre: Improving Access From the North East Catchment Area* (BIANCA) was undertaken during 2003 by a steering group representing a wide range of stakeholders. This study was, in effect, an extension, at a more detailed level, of the West Midlands to East Midlands MMS into the area of the M42 corridor.

The study took as its 'Base Case' the opening of Coleshill Multi-Modal Interchange with the planned local bus connections and (i) assessed a number of further options over the time periods, 2004-2011, 2012-2021 & 2022-2031 and, (ii) on the basis of the assessments, recommended which options should be progressed.

The bus/coach elements of the recommended options were:-

- A dedicated integrated coach link between Coleshill MMI and Birmingham International Airport/National Exhibition Centre (2004-2011);
- Direct coach services between Birmingham International Airport/NEC/Coleshill MMI and Nottingham and possibly Derby, Loughborough & Leicester (2004-2011);



- Develop local bus network including Tamworth - Birmingham International Airport/National Exhibition Centre and extend operating hours (2004-2011);
- Further development of commuter bus services to Birmingham International Airport/National Exhibition Centre (2012-2021);
- Extend bus network area and improve service levels at peak times (2012-2021).

The Coventry/Solihull/Warwickshire Sub-Region

The two key corridors which are unique to the Sub-Region over and above those which reflect its relationship to the rest of the West Midlands Region are the North-South Corridor (Nuneaton-Kenilworth-Leamington-Coventry-Bedworth-Nuneaton) and the M42 Corridor (Tamworth-Coleshill-Birmingham International Airport (BIA)-National Exhibition Centre (NEC)-Solihull-Stratford upon Avon).

The BIANCA Study referred to above considered public transport travel needs in respect of the M42 Corridor. A further study led by Solihull Metropolitan Borough Council in partnership with regional and sub-regional partners, BIA and the NEC looked at possible improvements to links to the Airport and the NEC from both the north and the south of the M42 Corridor. Following this work a primarily bus-based major scheme bid was submitted in 2004 for Government approval.

The start of the process of considering the North-South Corridor in a sub-regional context was the Coventry Area Network Study (CANS) which was commissioned jointly by Coventry City Council, Centro and Warwickshire County Council in 2001. CANS concluded that the main public transport focus for Coventry would, in the short term, be bus-based. The study also identified that there was potential, in the longer term, to develop a form of light rail in the Coventry-Bedworth-Nuneaton corridor. Following further detailed work, the Government approved a major scheme bid for a city-wide quality bus network in Coventry. A further major scheme bid for the first phase of a Coventry Rapid Transit network on the Foleshill Road corridor in Coventry was submitted for Government approval in 2004.

Currently, the County Council, Coventry City Council, Solihull Metropolitan Borough Council and Centro are working closely together in the Sub-Regional Partnership on a number of transport studies for the North-South Corridor looking at the whole length of the corridor and the surrounding areas. These studies are investigating a combination of improved heavy rail services, Light Rail and Guided Bus or other innovative public transport systems. It is proposed that this partnership framework will be the mechanism for delivering a range of public transport improvements in the corridor.

Local Policy

The Warwickshire Structure Plan 1996-2011

The Structure Plan contains the following transport policies that are specifically relevant to bus and coach services:

Policy T1

Where travel is necessary, through the Local Transport Plan and in considering transport related development proposals, the County Council will:

- promote affordable transport for people on low incomes;
- increase accessibility for disabled people and others with mobility problems;
- provide alternatives to using cars, giving the highest priority to improving public transport, the integration of transport and improving facilities for walking and cycling;

Policy T2

Within the context of minimising private car usage across the County, measures will be implemented to achieve the following targets:

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- restrict the predicted growth in peak period vehicular traffic to a maximum 20% of 1999 levels by 2011 (half the forecast of 40%) in the north-south transport corridor, between Nuneaton and Leamington and the major urban areas of Warwick/Leamington, Nuneaton/Bedworth, Rugby, and Stratford upon Avon.
- Significantly increase public transport patronage in the major urban areas and inter-urban areas between 1999 and 2011.

Policy T3

Measures will be implemented to improve the choice and quality of transport options in the transport corridors, particularly;

- commuting corridors into the West Midlands conurbation;
- the north-south corridor between Nuneaton and Leamington; and
- the major urban areas of Warwick/Leamington, Nuneaton/Bedworth, Rugby, and Stratford upon Avon.

Policy T7

To provide a genuine alternative to the private car local plans should, within the context of the objectives in T1 and the targets set out in T2, ensure that the needs of public transport services and facilities, to serve both new and existing developments, are fully addressed through land use allocations and the determination of planning applications. Where appropriate local plans should safeguard land necessary for identified public transport facilities.

Proposals will be supported where they contribute to meeting the demand for travel to Birmingham and Coventry, as well as local and longer distance movements.

The Demand for Bus Travel

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 Bus Strategy.

Population

The population in Warwickshire has grown far more quickly than the general growth in population of the Region or of England and Wales.

Social Issues

People on low incomes are more dependent upon public transport to access employment, health, education, shopping and leisure opportunities and make up a higher than average proportions of the market for bus travel. 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 33% is greater than the average for England of 31%. 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.

Background Information 4

People without access to a car are four times more likely to use a public transport service 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.

Background Information 5

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. Parts of Western Warwickshire also experience a strong demand for travel towards Redditch. Similarly, there are also significant travel demands 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

Car is the dominant mode of travel in Warwickshire. The percentages of journeys to work in Warwickshire by mode shows that in Warwickshire a higher percentage of people travel to work by car (71%) than the average for England and Wales (62%). The proportion of people in Warwickshire travelling to work by bus/coach (3.4%) has declined since 1991. This trend is also reflected at national and regional levels.

Demand for Bus Travel

Parts of Warwickshire such as Nuneaton and Bedworth are characterised by being areas of relatively high public transport use, whilst others, such as Stratford have lower levels of public transport use. Bus services carry the majority of public transport users in Warwickshire, typically over a distance of two to three miles. Buses carry about XX million passengers every day.

Bus patronage has risen in response to the development of Quality Bus Corridors in Warwickshire. Passenger numbers have increased by 30% on three of the four Quality Bus Corridors and by over 10% on the remaining corridor. This compares with national increases in bus demand of 1% - 2%. Similarly, patronage has increased on routes where Quality Bus Initiatives have been introduced.

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.

Warwickshire residents have said that the main improvements which will encourage them to use buses more are increased service reliability, more convenient routes and more convenient journey times. This market research is detailed later in the 'Customer Research' section of this chapter.

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Bus Strategy

In considering the need for a better bus network, it is important to identify the potential problems which will need to be addressed and the opportunities which 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;
- 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.

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;
- New residential developments will create demand for bus services;
- New employment initiatives, such as the Hams Hall Business Park, the Solihull-Warwick Technology Corridor and the Coventry – Nuneaton Regeneration Zone and as a result of the highlighting of Rugby in Regional Planning Guidance as a potential growth area in the West Midlands region will generate additional demand and will need to be served effectively;
- Major redevelopments are proposed for the centres of Nuneaton, Bedworth and Rugby and will provide opportunities to increase the numbers of bus passengers;
- 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;
- 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;

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 which are served by the bus network including Walsgrave 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 in **Figure 1: Warwickshire's Bus Strategy: The Existing Inter Urban Bus Network.**

Current Fleet



The services are operated by a bus fleet with the following characteristics:

- Average age 7 years
- Percentage with low floor 30%

Bus Operators

There are currently 26 operators of registered bus services in Warwickshire. The largest bus operator in the area is Stagecoach, which accounts for 67% of all journeys.

The other significant operators in the area are: Travel West Midlands, Arriva Midlands North, First Midland Red, Johnsons, Stratford Blue and Mike de Courcey Travel. There are also a number of smaller companies operating in the area.

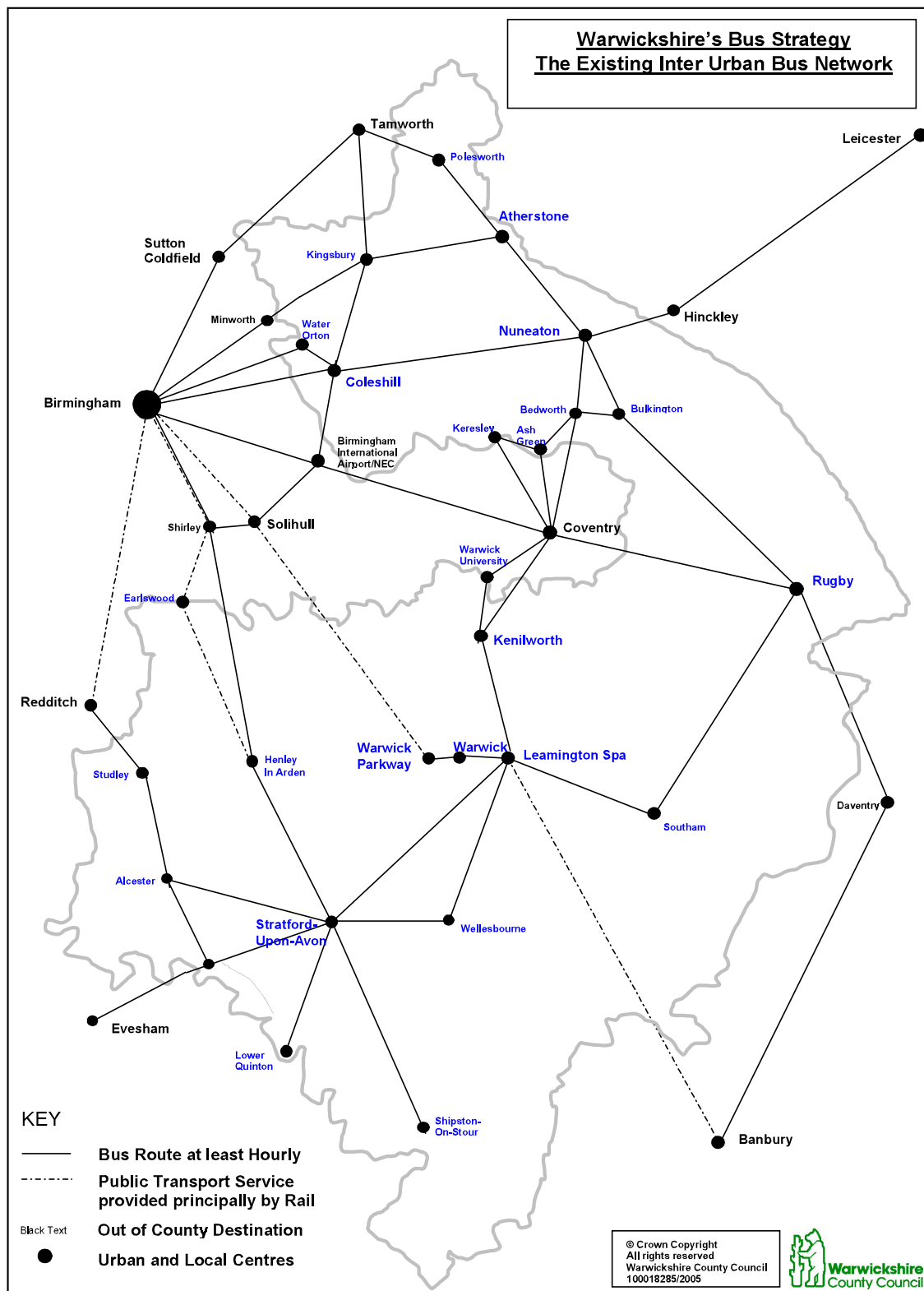
The majority of the bus services in Warwickshire are operated on a 'for profit' (i.e. commercial, non-subsidised) basis by private companies. Commercial bus services form the core of the bus network. 89% of bus passenger journeys are made on these services.

To ensure that bus services are provided to other parts of Warwickshire, not served by the commercial bus network, Warwickshire County Council procure 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.

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Bus Strategy





Picture 14.1 Warwickshire's Bus Strategy - The Existing Inter Urban Network

Customer Research

Ongoing consultation, market research, data collection and monitoring of bus services is conducted in order to gain a better understanding of people's needs and expectations. The interview research has provided a detailed picture of the different issues that influence the way people value public transport services in general and bus services in particular. This has helped to produce a Bus Strategy which address the needs of current and potential users and which will deliver the desired outcomes.

Background Information 6

CITIZENS' PANEL SURVEY – APRIL 2004

Respondents said that the main features which would encourage them to use public transport or use it more often were:-

- *More Convenient Routes*
- *More Frequent Services*
- *More Conveniently Timed Services*
- *Clean Comfortable Vehicles*
- *More Reliable Services*
- *Clearer Information*
- *Helpful Staff*

The results of the 2004 survey reinforce similar views and priorities from the 2001 All Panel Telephone Survey

Surveys undertaken by Warwickshire County Council also found that:

- 30% of people thought that bus services had got worse
- 48% thought that the cost of public transport had increased
- 50% thought that the lack of transport for people without cars was a major or a significant problem

Other customer research has found that:

- 43% of Warwickshire residents are satisfied with bus services (based on best value performance indicators surveys)
- 53% of bus users in Warwickshire are satisfied with bus services (based on citizens panel surveys)
- 88% of bus users are satisfied with bus services operated under contract to Warwickshire County Council (based on customer comment cards)

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 2005'

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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-driven 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 rail services

The four major themes of the Bus Strategy are:

- To increase the quality and reliability of existing bus services;
- To provide new bus services to meet unmet needs;
- To improve the format and distribution of public transport publicity;
- To improve access to bus services.

The Bus Strategy Policies

Details of the specific policies are provided below and their relationship to the objectives of the Warwickshire Local Transport Plan 2005 are shown in **Table 1 Warwickshire's Bus Strategy: Relationship of Bus Strategy Policies to Local Transport Plan Objectives**.

Policy BS 1 – 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 Bus Strategy.

Policy BS 2 – Quality of Service

To meet the overall aim of the Bus Strategy, the County Council will encourage the provision of bus services, which are:

- Affordable**
- Accessible**
- Available**
- Acceptable**
- Simple to Use**

Quality Of Service

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 co-ordinated 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 travellers.

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, as a minimum, meets the period of operation and service frequency standards set out in **Policy BS3** below and shown in **Figure 2 Warwickshire's Bus Strategy: Proposed Inter Urban Bus Network**. 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.

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 BS 3 – The Bus Network Levels of Service

The Bus Network should deliver, as a minimum, a bus network which provides the following levels of service:

Core Urban Bus Services

These services operate in the main urban centres of Warwickshire (Leamington Spa, Warwick, Rugby, Nuneaton, Bedworth, Kenilworth and Stratford-upon-Avon). As a minimum, bus services in these centres will operate at least:

- Every 10 minutes on Mondays to Saturdays between the hours of 0600 and 1900
- Every 20 minutes on Mondays to Saturdays between the hours of 1900 and 2300
- Every 20 minutes on Sundays between the hours of 0800 and 2300

Key Inter-Urban Bus Services

These key inter-urban services provide the bus links between the urban centres of Leamington Spa, Warwick, Nuneaton, Bedworth, Kenilworth, Stratford-upon-Avon, Coventry and between Birmingham via Birmingham International Airport and are shown in **Figure 2 Warwickshire's Bus Strategy: Proposed Inter Urban Bus Network**. As a minimum, these bus services will operate at least:

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Bus Strategy

- Every 30 minutes Mondays to Sundays between 0600 and 2300
- Every 60 minutes Mondays to Sundays between 2300 and 0600

Inter-Urban Bus Services

These inter-urban bus services and the centres that they serve are shown in *Figure 2 Warwickshire's Bus Strategy: Proposed Inter Urban Bus Network*. As a minimum, these bus services will operate at least:

- Every 30 minutes Mondays to Saturdays between 0600 and 1900
- Every 60 minutes Mondays to Saturdays between 1900 and 2300
- Every 60 minutes on Sundays between 0800 and 2300

Other Bus Services

These operate in rural and urban areas and are those services not included in any of the above three categories. As a minimum, these services will operate on days and at a frequency which is consistent with the aims and objectives of the Accessibility Strategy. As a guideline, where sufficient demand exists, this is likely to be at least:

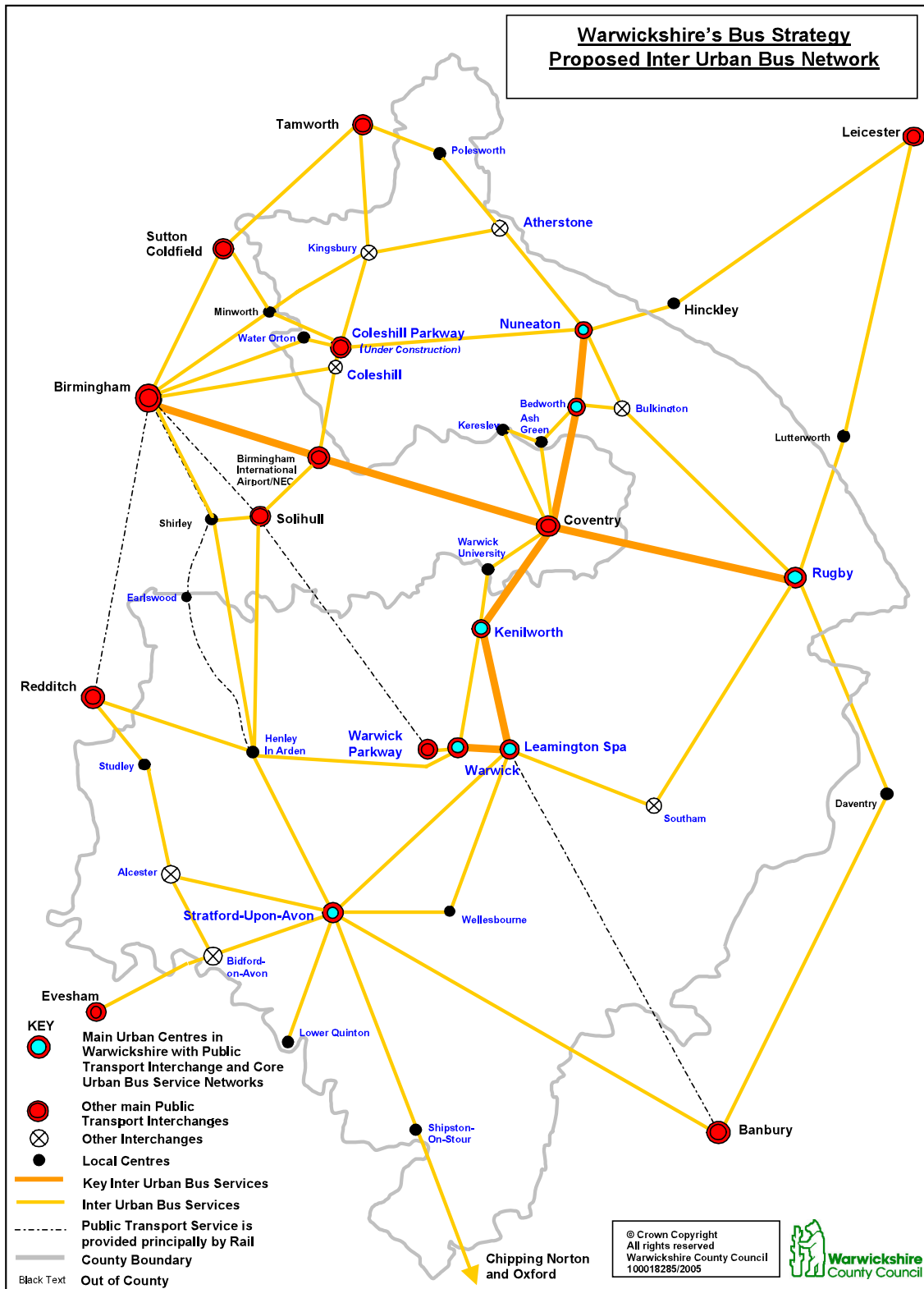
- Every 120 minutes Mondays to Saturdays between 0600 and 2300
- Every 120 minutes on Sundays between 0800 and 1900

Policy BS 4 – 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 BS 5 – 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.



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Bus Strategy

The Constraints

There are significant constraints to the County Council's ability to deliver the Bus Strategy. It is therefore critical to fully explore and understand these in order to produce an Action Plan.

Constraints	Effects of the Constraints
The majority of bus services are provided by bus operators on a commercial basis and bus operators focus, therefore, on profitable routes and times of day. The County Council do not have any control over the majority of services.	The commercial bus network is limited in its scope and does not meet the travel needs of people outside the core commercial routes or operating hours. This reduces the attractiveness of bus services both to existing and potential users.
Current legislation allows bus operators to withdraw or change bus services with 56 days notice.	<p>The short timescale for altering a service can create an unstable network and difficulties informing existing and potential users of service changes. The resulting uncertainty can deter people from travelling by bus.</p> <p>The County Council has difficulty in planning a high quality bus network. This can make it difficult to justify investment in bus infrastructure in some locations.</p>
Bus operators often focus the provision of new high quality, accessible buses to the most profitable / core routes.	Leads to use of older buses on other routes constraining the development of a consistent high quality and accessible bus network.
There is a lack of commercial incentives for bus and train operators to integrate and coordinate bus services operated by different operators and bus and rail services.	Discourages interchange between services which would meet the needs of existing and potential users.
There is a general shortage of bus drivers in the bus industry combined with low wages and unsocial hours.	Constrains the ability to enhance levels of bus service and of recruiting high quality operating staff.
There are inconsistencies in the standard of customer care amongst drivers.	Creates poor impression of bus travel and reduces public confidence in the ability of buses to provide a high quality service.
European Union Drivers' Hours regulations increase the costs of longer through services.	Discourages the introduction of services, which would meet the needs of all existing and potential users.
Administrative/technical problems and insufficient commercial incentives for bus and train operators to provide effective multi-mode through ticketing.	Discourages the introduction of ticketing systems which would reduce the higher cost and inconvenience of multi-mode journeys.
Different local authority concessionary fares arrangements curtail the opportunities to travel within and beyond the county.	Constrains the travel opportunities of those eligible for concessionary travel and reduces bus demand, particularly by those with limited or no access to a car.

Constraints	Effects of the Constraints
The availability of financial resources to the County Council is limited. In particular there are limited resources available to provide revenue support for socially necessary tendered bus services and to provide minimum levels of service.	Limited financial resources constrain the ability to achieve to develop a comprehensive high quality bus network. The bus network does not, therefore, fully meet the travel needs of or offer an attractive transport option to existing and potential users.
New developments are not well located for efficient and sustainable access by bus. Contributions toward the cost of providing bus services and passenger facilities are limited in scope.	Contributions are limited usually to a maximum of five years. At the end of this period, if the development is not well located in terms of bus access the bus services may not be sustainable without ongoing financial support. This places an additional pressure on the County Council's limited financial resources to subsidise continued public transport access to developments.

Table 14.1 The Constraints and Effects of the Constraints

The Effects of the Constraints

These constraints limit the County Council's ability to deliver in full the significant improvements to the bus network which underpin the Bus Strategy. For those areas where the constraints seriously inhibit the ability of the County Council to deliver the Bus Strategy, alternative measures will be used where possible to help progress towards the strategy objectives. These are set out in the Action Plan in the following section.

The Action Plan

The Bus Action Plan has been developed in order to minimise the adverse impact of the constraints on the achievement of the policies in the Bus Strategy. The Action Plan is geared towards meeting customer needs in a way, which recognises existing constraints and opportunities.

For each specific initiative the likely timescale for delivery is identified as either short term, medium term or long term. For the purposes of this strategy, short term will be the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

The delivery of bus-based initiatives involves a wide range of stakeholders. 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 AP1 - Partnership

The role of the County Council, working in partnership with the bus industry, customers and other stakeholders, is as the promoter of local bus network improvements. The County Council also has a key role through its statutory responsibilities as Highway Authority and under the Transport Acts 1985 & 2000.

Some bus-based schemes are commercially viable and the County Council would expect these to be funded within the bus 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 bus 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.

Action AP 2 – Quality of Service

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Bus Strategy

Action	Schemes & Measures	Timescale
Examine opportunities for revisions to fare structures and levels	Work in partnership with bus operators	Short
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
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
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

Table 14.2 'Affordable'

Action	Schemes & Measures	Timescale
Encourage an increase 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	On-going
Review, upgrade and re-launch existing QBC schemes	Nuneaton-Bedworth-Foleshill Road-Coventry Brownsover-Rugby-Bilton-Coventry Warwick-Leamington Spa -Whitnash	Short/Medium Short/Medium Short/Medium
Develop Quality Bus Networks in Main Urban Centres	Project Diamond (Nuneaton & Bedworth)	Short/Medium
Develop further Urban Quality Bus Corridors	Grove Farm–Stockingford-Nuneaton QBC Atherstone–Hartshill-Nuneaton QBC Lower Hillmorton-Rugby QBC Long Shoot-Nuneaton QBC Nuneaton–Attleborough–Red Deeps–George Eliot Hospital QBC Bedworth–Bulkington- Nuneaton QBC Cubbington-Leamington QBC	Short Short Short Short/Medium Short/Medium Short Short/Medium



Action	Schemes & Measures	Timescale
Develop Inter-Urban Quality Bus Corridors	Rugby-Wolston- Binley-Coventry	Short
	Stratford-Wellesbourne-Warwick-Leamington	Short
	Tamworth-Coleshill-BIANEC-Solihull-Stratford	Medium
Increase the number of low-floor buses on high demand tendered bus services through the introduction of further Quality Bus Initiatives	North Warwickshire–Coleshill	2006-2007
	MMI–Birmingham International	2007-2008
	Network QBI	Short
	Arley/Birchley Heath–Nuneaton QBI	Short/Medium
	Leamington–Tachbrook–Kineton–Stratford QBI	Short/Medium
	Rugby-Clifton-Newton	Short/Medium
	Hatton Park–Warwick–Heathcote–Leamington QBI	Short/Medium
Enhance facilities at bus stops and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Lillington–Leamington Spa QBI	
	Coleshill Parkway	2006-2007
	Rugby Rail Station Interchange	Short
	Nuneaton Rail Station - Improved interchange with bus services, walking and cycling	Short
	Atherstone Bus Station	Short
	George Eliot Hospital Bus Interchange	Short/Medium
Promote integration between bus, rail, express coach and community transport services	Nuneaton Bus Station Improvements	
	Work in partnership with bus operators, train operators, express coach operators and community transport providers to improve integration between services	On-going
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community bus services	Short
	Provide dedicated coach link between Coleshill Parkway and Birmingham International Airport	Short

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Bus Strategy

Action	Schemes & Measures	Timescale
Secure long term maintenance arrangements for bus shelters funded through advertising revenue	Complete county-wide agreement with contractors	Short
Seek to safeguard sites with the potential for improved public transport facilities	Work in partnership with Local Planning Authorities and developers	On-going

Table 14.3 'Accessible'

Background Information 7

QUALITY BUS INITIATIVES.....

.....are another form of partnership with Bus Operators and are designed to up-grade the image of bus travel on services operated under contract to the County Council.

The County Council provides high quality low-floor accessible buses for the service, a special marketing and publicity effort and selective accessibility and waiting improvements at key stops.

Buses are liveried as County Council's 'COUNTYLINKS'.

Passengers on QBI services have increased significantly.

Background Information 8

QUALITY BUS NETWORKS.....

..... are a quality upgrade of bus services in core urban bus services in the Main Urban Centres in the County. These networks pull together both existing initiatives - such as Quality Bus Corridors - and new initiatives with a focus on providing the best in information, accessibility, vehicles and waiting facilities. These initiatives will be delivered through a partnership with bus operators which will create opportunities to deliver public transport improvements more effectively. This will be achieved by adopting a coordinated approach and pooling delivery and funding resources in order to secure value for money for both for the partners, existing and potential passengers and local communities.

QBNs are designed to improve bus services for existing users and to make them much more attractive to people who currently do not use buses. This will start to tackle congestion and improve accessibility.

Project Diamond will be the first of these initiatives and is being developed in partnership with 'Stagecoach in Warwickshire' and Nuneaton & Bedworth Borough Council. The first phase is planned to include:-

Accessibility improvements at Nuneaton Bus Station;

- Refurbishment of the Stagecoach Travel Shop at Nuneaton Bus Station;
- Urban Quality Bus Corridor Upgrade of Grove Farm–Stockingford-Nuneaton Route;
- New 'simple to use' timetables and travel information; and,
- New bus stop poles and signage.

Background Information 9

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.

On average, passengers on QBC services have increased by 15 – 30%.

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.

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Bus Strategy

Action	Schemes & Measures	Timescale
Undertake an assessment of locations where the current bus network fails to meet the level of service standards set out in Policy BS3 above	<p>Continue liaison arrangements with operators to co-ordinate changes and development of the network in order to optimise passenger benefits</p> <p>Use 'Criteria for the Provision and Financial Support of Essential Transport Links' where the level of service standards are not provided by the current network</p> <p>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</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p>

Table 14.4 'Available'

Background Information 10

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.

Action	Schemes & Measures	Timescale
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	On-going
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	On-going
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 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.	Short
Enhance the safety of bus travel both in reality and in the perceptions of customers	Introduce on-vehicle CCTV in future QBI schemes Encourage bus operators to specify on-vehicle CCTV or other appropriate safety measures on new orders of vehicles	Short Short
Develop traffic management and on-highway priority measures which increase bus service reliability and punctuality and the convenience and comfort of passengers	Bedworth Bus Lane Upgrade Nuneaton Bus Bridge	Short Short
Develop 'Intelligent' traffic management systems and priority measures which increase bus service reliability and punctuality consistent with the Intelligent Transport Systems Strategy	Implement a real-time passenger information system on selected urban and inter-urban routes. Implement bus priority at critical traffic signal junctions for suitably equipped buses.	

Table 14.5 'Acceptable'

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Bus Strategy

Background Information 11

NUNEATON 'BUS BRIDGE'.....

.... is a new 'buses only' bridge which will give buses direct access in and out of Nuneaton Bus Station thereby avoiding a major area of congestion in the town centre. Bus passengers will benefit from faster journeys.

Background Information 12

COLESHILL PARKWAY.....

....is a multi-modal interchange which includes a bridge which can only be used by buses, cycles and pedestrians which gives these modes a much quicker route than private cars.

Action	Schemes & 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	On-going
	Continue to maintain the public transport information pages on the County Council's website	On-going
	Continue to promote the national 'Traveline' telephone inquiry line service	On-going
	Identify opportunities to work with operators and other transport authorities to ensure the best use of publicity and marketing resources and to avoid duplication	On-going
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
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
Raise public awareness about the bus network and the travel choices that it provides	'Travelwise' and Green Travel Initiatives	On-going
Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Warwick Bus Interchange	Short
	Atherstone Bus Station	Short

Action	Schemes & Measures	Timescale
	Leamington Spa Centre	Short
	Leamington Spa Rail Station	Short
	Kingsbury	Short
	Kenilworth	Short
	Stratford upon Avon	Short
	Rugby	Short
	Nuneaton	Short
	Bedworth	Short/Medium
	Coleshill	Short/Medium
	Alcester	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 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

Table 14.6 'Simple to use'

Action AP 3 – The Bus Network Levels of Service

Action	Schemes & Measures	Timescale
Undertake an assessment of locations where the current bus network fails to meet the level of service standards set out in Policy BS3 above	Use 'Criteria for the Provision and Financial Support of Essential Transport Links' where the level of service standards are not provided by the current network	On-going
	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	On-going

Table 14.7 AP3 - The Bus Network Levels of Service

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Bus Strategy

Policy AP 4 – Step-Change Initiatives

Action	Schemes & 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 Bus, Guided Bus, Heavy Rail, Light Rail, and intermediate modes.	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	On-going
An assessment of alternative schemes and a preferred option will be identified.	North-South Corridor Step-Change Initiative: Nuneaton – Bedworth – Coventry – Kenilworth – Leamington Spa	Short
	'SPARK' Corridor Step-Change Initiative: Warwick – Leamington Spa	Short

Table 14.8 AP4 - Step-Change Initiatives

Background Information 13

STEP-CHANGE IN 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, the opening of the Arena complex and development of the Solihull – Warwick Technology Corridor;*
- *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 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.

This is a key corridor of the Coventry Solihull Warwickshire Sub-Region and the County Council, Coventry City Council, Solihull Metropolitan Borough Council and Centro are working closely together in the Sub-Regional Partnership on a number of transport studies for the North-South Corridor. These studies are investigating a combination of improved bus, Guided Bus, Light Rail and heavy rail services or other innovative public transport systems. It is proposed that this partnership framework will be the mechanism for delivering a range of public transport improvements in the corridor.

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Bus Strategy

Background Information 14

'SPARK' CORRIDOR STEP CHANGE

The Leamington Spa – Warwick corridor is another densely populated area which suffers from both corridor and town centre congestion and this is further increased by traffic which is seeking to avoid the heavy congestion on the trunk road network nearby.

Unless action is taken, journey times are expected to increase dramatically and, in common with other urban areas in Warwickshire, the peak journey periods will also lengthen into the rest of the day. This will reduce air quality and have adverse impacts on the significant stock of heritage buildings in the two towns. Clearly, further residential development in the area will exacerbate the situation further.

Spare highway capacity is very limited. Due to the dense urban nature of the corridor there is very little potential of accommodating the projected traffic levels by increasing road space without compromising the historic urban built environment and encroaching on the relatively high number of urban green spaces protected by conservation areas.

As highway capacity cannot be significantly improved, the only feasible way to cater for increasing travel demand is through the introduction of a 'step change' in the coverage and quality of the local public transport network combined with measures to encourage more walking and cycling.

SPARK (Leamington **SPA** and Wa **R**wic **K**) will deliver the National and Local Government 'Shared Priorities' by providing an essential 'step-change' in public transport in the area. The key focus of the scheme is the complete integration of public transport services, ticketing and information to provide a cohesive easy-to-use network.

The improved network will be built around the existing rail route within the area and its three local stations at Leamington Spa, Warwick and Warwick Parkway which will be developed as a local 'metro'. The scheme will include a parallel Bus Rapid Transit which will serve the main Warwick-Leamington corridor and provide for interchange with the rail service and with local bus feeder services at key interchange points on the rail and BRT routes. The emphasis will be on quality, coverage and integration and include:

- *A branded integrated public transport network;*
- *New state-of-the-art accessible buses;*
- *Greater public transport coverage, frequency and hours of operation;*
- *Simplified fare structures and increase hours of operation.*
- *Real-time information displays at key points and interchanges;*
- *Real-time service information available on mobile phones;*
- *Bus priority at key junctions using intelligent traffic management technology;*
- *New bus terminal arrangements in Warwick town centre;*
- *A new bus terminal on the north side of Leamington Station;*
- *A Park & Ride for Leamington and Warwick;*
- *An integrated "School Links" Network to reduce car borne schools travel.*

**Action AP 5 – New Developments**

Action	Schemes & Measures	Timescale
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	On-going

Table 14.9 AP5 - New Developments

Targets and Monitoring

The Bus Action Plan has established a range of desired standards and implementation targets for enhancements to the bus network. Monitoring the delivery of the actions outlined in the Bus Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Action Plan is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and updated.

The aim of bus targets is to create a virtuous circle of continued improvement.

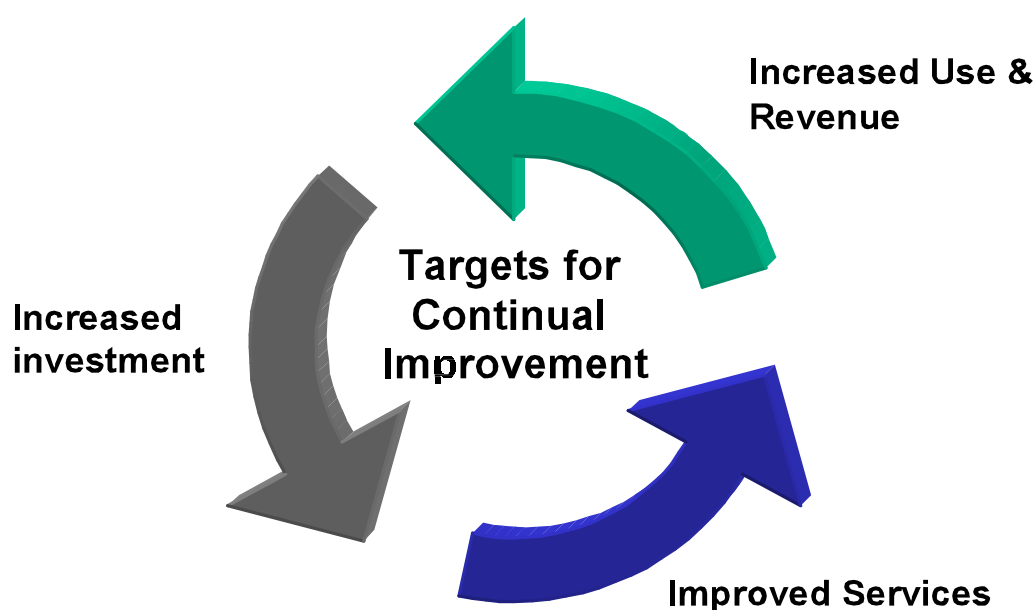


Table xx Warwickshire's Bus Strategy: Targets and Performance Indicators summarises the targets and performance indicators developed to assess progress with the Bus Strategy

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Bus Strategy

Target	Performance Indicator	Source of Data	Frequency of Analysis
Increase in number of bus passenger journeys of 10% by 2011 from a 2006 base	Thousands of bus passenger journeys per annum	Bus operators	Annual
60% satisfaction rate of users of commercial and tendered bus services	Percentage of users satisfied with commercial and tendered bus services	Questionnaire Survey	Annual
90% satisfaction rate of users of tendered bus services by 2011	Percentage of users satisfied with tendered bus services	Questionnaire Survey	Annual
Achieve an 15% growth in bus patronage on bus services which have been improved as Quality Bus Corridors	Percentage growth in bus patronage	Patronage surveys	Annual
Achieve an 10% growth in bus patronage on bus services which have been improved as Quality Bus Initiatives	Percentage growth in bus patronage	Patronage surveys	Annual
58% of rural households within 10 minutes walk of an hourly or better bus service by 2010	Percentage of rural households within 10 minutes walk of an hourly or better bus service	Access mapping of public transport and population data	Annual
% of all bus services to operate no more than 1 minute before or more than 5 minutes later than the times specified in the registered timetable	Percentage of all bus services achieving target	Sample surveys	Continuous (reported annually)
% of tendered bus services to operate no more than 1 minute before or more than 5 minutes later than the times specified in the registered contract	Percentage of tendered bus services achieving target	Sample surveys	Continuous (reported annually)
Complete 10 'Bus Information Points' by 2011	Number Completed	WCC	Annual
Increase in number of 'hits' on WCC Public Transport Website	Number of 'hits'	WCC	Annual
Increase uptake of Countywide Concessionary Passes by 50 % by 2011	Number of Passholders	WCC	Annual



Target	Performance Indicator	Source of Data	Frequency of Analysis
Complete three Quality Bus Corridor Schemes by 2011	Number of Quality Bus Corridor Schemes completed	WCC	Annual
Complete two Inter-Urban Quality Bus Corridor Schemes by 2011	Number of Inter-Urban Quality Bus Corridor Schemes completed	WCC	Annual
Complete three Quality Bus Initiative Schemes by 2011	Number of Quality Bus Initiative Schemes completed	WCC	Annual
Complete five Quality Partnership Route Agreements by 2011	Number of agreements signed	WCC	Annual
Completion of Atherstone Bus Station by 2011	Completion	WCC	Annual
Completion of George Eliot Hospital Interchange by 2011	Completion	WCC	Annual

Table 14.10 Targets and Performance Indicators



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Bus Strategy



15 Passenger Rail Strategy

Introduction

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 target audience for this strategy includes a wide range of stakeholders comprising the residents of Warwickshire, rail passengers and representative organisations, voluntary groups, the Department for Transport, the Council's local authority and regional partners, Network Rail, train operators, the Highways Agency and regulatory bodies.

The County Council is convinced that the underlying principle of the Passenger Rail Strategy 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.

The timescale of the strategy is primarily the period 2005-2011, but it also provides a medium term framework for the future development of passenger rail transport up to 2016 and a less detailed longer term direction for the period after 2016. This forward-thinking approach is crucial as the delivery of public transport initiatives involves a wide range of stakeholders and the timescales for the schemes and measures will need to be flexible to take advantage of the implementation opportunities as they arise.

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 either bus, rail, community transport services or similar initiatives 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.

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.

A further aspect which needs to be taken into account is that peoples' travel needs are not constrained by administrative boundaries. This strategy therefore considers 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 throughout the Public Transport Strategy and the public transport mode specific strategies.

This document outlines:

- The objectives of the strategy;
- The local, regional and national policy framework in which the rail network operates;
- The demand for passenger rail services;
- Warwickshire's existing rail network;
- Consultation processes;

- The Passenger Rail Strategy developed in response to the above;
- Delivery of the Strategy; and
- Monitoring of the delivery of the Strategy.

Passenger Rail Strategy Objectives

The starting point for this Rail Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy which are:

- To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts;
- To improve the environment and safety of people when they are using the transport system; and
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

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.

Policy and Context

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)

National Policy

The White Paper ‘*A New Deal for Transport: Better for Everyone*’ published in 1998 set out the Government’s approach to modernising the country’s transport system. The Government set out five overarching objectives for transport:

- To protect and enhance the built and natural environment;
- To improve safety for all travellers;
- To improve the environment;
- To contribute to an efficient economy and support sustainable economic growth in appropriate locations;
- To promote accessibility to everyday facilities for all, especially those without a car; and
- To promote the integration of all forms of transport and land use planning, leading to a better, more efficient transport system.

A key theme of the White Paper is transport integration and identifies rail transport as an important element of an integrated transport strategy. As an alternative to road transport rail causes less pollution, is more fuel efficient, and does not suffer from congestion. From the passenger's perspective rail is safer, less stressful and, in many cases, faster than road transport. For many existing car users rail provides a socially acceptable form of public transport where travelling time can be used more productively and road congestion can be avoided.

In 2000, the Government published 'Transport 2010: The 10 Year Plan' which described the means by which the goals outlined in the White Paper will be achieved and provided targets and indicators to increase rail use nationally.

In July 2002, the Government and Local Government Association agreed a set of seven shared priorities for local government. The shared priority for transport includes improving accessibility and public transport and addressing the problems of congestion, pollution and safety.

In July 2004, the Government published the White Paper, '*The Future of Transport – a network for 2030*' and also the White Paper, '*The Future of Rail*' which followed a detailed review of the organisation structure, priorities and funding of the future of the rail network.

In the Rail White Paper, the Government acknowledges that the railways are a vital part of the country's transport infrastructure and that it wants to see increases in passengers and freight continue and the improvements in customer focus, safety and performance continue and accelerate. Further, the Government states that its priorities are improving performance and cost control. The Rail White Paper sets out a new structure for the rail industry and this is described below. The Railways Act 2005 effects the changes proposed in the White Paper and it is anticipated that the Secretary of State for Transport will be publishing New Directions & Guidance during 2005-2006.

The Transport White Paper emphasises the need to learn from previous experience so that light rail solutions are pursued where they are most appropriate to deliver local authorities' wider transport strategies. Light rail can work best for routes with the highest traffic and passenger flows. The White Paper encourages the consideration of light rail, heavy rail and bus together in order to ensure the most effective solutions to transport problems.

This Passenger Rail Strategy has also been developed to complement the aims and objectives of national planning policy guidance, specifically PPG6 'Town Centres and Retail Development' and PPG13 'Transport'.

The New Rail Industry Structure

The key features of the revised structure of the rail industry set out in the Railways Act 2005, which will come into full effect during 2005-2006, are:

- The Government will set the strategy and the level of public expenditure for the railways;
- The Strategic Rail Authority will be abolished and its strategic role will pass to the Department for Transport and its operational planning role will pass to Network Rail;
- Network Rail will lead industry planning, set timetables and direct service recovery and will have responsibility for operating the network and for its performance.
- Train Operating Companies will continue to provide rail services under franchise agreements with the Department for Transport;
- The Office of the Rail Regulator's role will be to protect the rights of investors, customers and ensure the Government receives value for money for its investment. It will cover safety, performance and cost.
- An increased role for the Scottish Executive, the Welsh Assembly and the London Mayor and more local decision making in England;
- Community Rail Partnerships are endorsed as a means of enabling more local decision making; and
- Freight Operating Companies will receive greater certainty about their rights on the national network in order to encourage greater long-term investment by operators and businesses.

Regional Policy

The Regional Spatial Strategy for the West Midlands (RSS 11) published in June 2004 states that “the development of an integrated public transport network where all people have access to high quality and affordable public transport services across the Region is a key element of the Regional vision” (Policy T5A).

RSS 11 encourages local authorities, transport operators and other agencies to work together towards achieving the Regional vision thereby providing attractive and reliable alternatives to the use of the private car (Policy T5B).

The specific provisions in RSS 11 relating to areas such as Warwickshire require the development of an integrated hierarchy of public transport services with priority given to the improvement of services and interchanges within urban areas and the development of links with catchment areas. In rural areas, priority should be given to the development of community and public transport services, particularly those providing links from rural hinterlands to key local service centres (Policy T5D).

Policy T5E states that the aim of the public transport policies is to achieve a frequent, reliable, affordable, secure and attractive public transport service which takes into account the needs of all users, including disabled people and others with reduced mobility.

Policy T6 requires local authorities and other agencies to work together to develop a network of Strategic Park & Ride sites to reduce congestion in major centres.

West Midlands Area Multi-Modal Study

The West Midlands Area Multi-Modal study was one of a number of area-based studies announced in the Transport White Paper. The aim of the study was to find solutions to problems in all modes of surface transportation that would enable development of an integrated 30-year strategy.

The major heavy rail innovation is the proposal for a Regional Express Network (RER) providing a high quality integrated network that would connect towns and cities in the West Midlands with central Birmingham. RER services would generally run on tracks adjacent to the main heavy rail routes at frequencies of 6 trains per hour. Amongst lines that would be included in the system, all operating via Birmingham, are:

- Coventry – Birmingham – Wolverhampton;
- Cannock – Walsall – Birmingham – Nuneaton;
- Lichfield – Birmingham – Redditch;
- Tamworth – Birmingham – Worcester;
- Leamington Spa - Warwick – Birmingham – Kidderminster; and
- Walsall – Birmingham – Stratford.

Proven passenger demand could see services extending to more distant towns including Rugby. It will also be possible to operate a series of strategic park and ride site in conjunction with RER.

There are major capacity problems at Birmingham New Street and its approaches. Introduction of RER would therefore necessitate a series of major infrastructure schemes that would also provide additional strategic capacity in their own right. These include a new underground station for Birmingham New Street with associated tunnels, four tracking between Coventry and Wolverhampton, and four tracking between Birmingham and Water Orton.

The study also proposes an additional rail scheme, the ‘International Connection’, that will provide a direct link between the East Midlands and Birmingham International Rail Station using a currently disused rail formation between Whitacre Junction and Hampton in Arden. The route would allow cross-country connections to Birmingham International Airport and services from the north and east to connect into the West Coast Main Line. .



The study report includes a further series of major rail based park and ride sites, generally located around the edge of the conurbation and will comprise:

- Parkway stations;
- Strategic park and ride: and
- Local park and ride.

The parkway stations will allow for interchange between local, RER and national rail services, allowing passengers to access the national rail network without the need to travel into Birmingham city centre. Further work following the study recommended a parkway type station at Coleshill/Hams Hall in Warwickshire and this is currently under construction.

West Midlands to East Midlands Multi Modal Study

The objective of this study was to recommend a long-term strategy on a 30 year timescale “to address the economic, environmental and social development needs across the two regions”.

The main recommended rail based measures with implications for Warwickshire were:-

- The implementation of Coleshill Multi-Modal Interchange;
- A quarter hourly rail-bus link from Birmingham International Airport to Coleshill MMI with hourly services forwarding to:
 - Nottingham via Ashby de la Zouch & East Midlands Airport;
 - Derby via Ashby de la Zouch & East Midlands Airport;
 - Burton upon Trent via Tamworth, Ashby de la Zouch & Swadlincote;
 - Loughborough via Tamworth, Ashby de la Zouch, East Midlands Airport and Coalville.
- A substantial improvement of public transport provision between Coventry and Nuneaton;
- A strategic park and ride cordon around the West Midlands; and
- Measures to improve public transport passenger facilities, integrated ticketing and fares, coordination of services, accessibility and to reduce social exclusion.

The BIANCA Study

A study entitled *The Birmingham International Airport and The National Exhibition Centre: Improving Access From the North East Catchment Area* (BIANCA) was undertaken during 2003 by a steering group representing a wide range of stakeholders. This study was, effectively, an extension, at a more detailed level, of the West Midlands to East Midlands MMS into the area of the M42 corridor.

The study took as its ‘Base Case’ the opening of Coleshill Multi-Modal Interchange with the planned local bus connections and (i) assessed a number of further options over the time periods, 2004-2011, 2012-2021 & 2022-2031 and, (ii) on the basis of the assessments, recommended which options should be progressed.

The rail related elements of the recommended options were:

- A Dedicated Integrated Coach Link between Coleshill MMI and Birmingham International Airport/National Exhibition Centre (2004-2011);
- An Improved Birmingham-Leicester-Peterborough-Stansted Rail Service 2112-2021); and
- Construction of the new ‘International Connection’ rail line between Whitacre Junction and Birmingham International Station to provide direct rail access between the North East Catchment Area and Birmingham International Airport/National Exhibition Centre (2022-2031).

The Strategic Rail Authority

The Railways Act 2005 abolishes the SRA, but it will continue to exercise a number of functions during the handover of its responsibilities to the DfT and Network Rail. The SRA has undertaken and is charged with completing a number of 'Route Utilisation Strategies' (RUS) aimed at identifying the best use of capacity at key 'pinch-points' on the rail network in the short to medium term. In addition, it will also complete several 'Regional Planning Assessments' (RPA) which will take a medium to long term view of future demand for improved rail services and infrastructure.

The White Paper indicates that RUSs and RPAs will continue to form the basis of planning for the railways will continue under the new structure although they will be undertaken by different organisations. The White Paper also endorses the Community Rail Strategy.

The West Midlands Route Utilisation Strategy has been drafted and is currently the subject of a consultation exercise. The County Council is supportive of the process and welcomes the proposals which will assist in the delivery of national, regional and local policy objectives for the railways.

The West Midlands Regional Planning Assessment is currently in preparation with an anticipated consultation in Summer/Autumn 2005.

At a more local level, the SRA has published a Community Rail Strategy which focuses on the development of local rail lines and has highlighted the Nuneaton-Coventry Line as a proposed community railway.

The Coventry/Solihull/Warwickshire Sub-Region

The two key corridors which are unique to the Sub-Region over and above those which reflect its relationship to the rest of the West Midlands Region are the North-South Corridor (Nuneaton-Kenilworth-Leamington-Coventry-Bedworth-Nuneaton) and the M42 Corridor (Tamworth-Coleshill-Birmingham International Airport-National Exhibition Centre-Solihull-Stratford upon Avon).

The BIANCA Study referred to above considered public transport travel needs in respect of the northern end of the M42 Corridor.

The start of the process of considering the North-South Corridor in a sub-regional context was the Coventry Area Network Study (CANS) which was commissioned jointly by Coventry City Council, Centro and Warwickshire County Council in 2001. CANS concluded that the main public transport focus for Coventry and the immediate surrounding area would, in the short term, be bus-based. The study also identified that there was potential, in the longer term to develop a form of light rail in the Coventry-Bedworth-Nuneaton corridor.

Currently, the County Council, Coventry City Council, Solihull Metropolitan Borough Council and Centro are working closely together in the Sub-Regional Partnership on a number of transport studies for the North-South Corridor looking at the whole length of the corridor and the surrounding areas. These studies are investigating a combination of improved heavy rail services, Light Rail and Guided Bus or other innovative public transport systems. It is proposed that this partnership framework will be the mechanism for delivering a range of public transport improvements in the corridor.

Local Policy

The Warwickshire Structure Plan 1996-2011

The Warwickshire Structure Plan 1996-2011, contains the following transport policies that are specifically relevant to passenger rail:

Policy T1

Where travel is necessary, through the Local Transport Plan and in considering transport related development proposals, the County Council will:

- Promote affordable transport for people on low incomes;



- Increase accessibility for disabled people and others with mobility problems;
- Provide alternatives to using cars, giving the highest priority to improving public transport, the integration of transport and improving facilities for walking and cycling.

Policy T2

Within the context of minimising private car usage across the County, measures will be implemented to achieve the following targets:

- Restrict the predicted growth in peak period vehicular traffic to a maximum 20% of 1999 levels by 2011 (half the forecast of 40%) in the north-south transport corridor, between Nuneaton and Leamington and the major urban areas of Warwick/Leamington, Nuneaton/Bedworth, Rugby, and Stratford upon Avon; and
- Significantly increase public transport patronage in the major urban areas and inter-urban areas between 1999 and 2011.

Policy T3

Measures will be implemented to improve the choice and quality of transport options in the transport corridors, particularly;

- Commuting corridors into the West Midlands conurbation;
- The north-south corridor between Nuneaton and Leamington; and
- The major urban areas of Warwick/Leamington, Nuneaton/Bedworth, Rugby, and Stratford upon Avon.

Policy T7

To provide a genuine alternative to the private car local plans should, within the context of the objectives in T1 and the targets set out in T2, ensure that the needs of public transport services and facilities, to serve both new and existing developments, are fully addressed through land use allocations and the determination of planning applications. Where appropriate local plans should safeguard land necessary for identified public transport facilities.

New Railway Stations are proposed at:

- Warwick Parkway;
- Kenilworth;
- Arley and/or Galley Common;
- Coleshill/Hams Hall; and
- Kingsbury.

Elsewhere, proposals will be supported where they contribute to meeting the demand for travel to Birmingham and Coventry, as well as local and longer distance movements.

The Demand for Passenger Rail

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 Passenger Rail Strategy.

Population

The population in Warwickshire has grown far more quickly than the general growth in population of the Region or of England and Wales.

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.

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People without access to a car are four times more likely to use a public transport service 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.

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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. 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

Car is the dominant mode of travel in Warwickshire. The percentages of journeys to work in Warwickshire by rail is 1.3% compared with over 70% by car.

Demand for Rail Travel

Commuting and business 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.

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.

- 13% increase in rail journeys to, from or within Warwickshire since 2002;
- 21% increase in rail journeys from Warwickshire to West Midlands since 2002;
- 20% of peak journeys to Birmingham are by rail; and
- 100% increase in Chiltern Railways' passengers since 1996.

The success of Warwick Parkway Station in attracting substantial numbers of passengers who are new to rail travel has shown the effectiveness of providing new stations which have been planned to take account of new and changing travel demands. This is the basis for a new station at Coleshill which will be completed in 2006.

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;

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Passenger Rail Strategy

- 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.

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 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;
- The restructure of the rail industry proposed in the Railway White Paper and the Railways Bill may, to some degree, re-align the incentives between the numerous stakeholders in the railway on a more effective basis;
- The Department for Transport will consider local rail proposals alongside other modes within the context of the local transport funding decisions on local transport plans;
- 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 increase demand for rail services;
- New employment initiatives, such as the Hams Hall Business Park, the Solihull-Warwick Technology Corridor and the Coventry – Nuneaton Regeneration Zone and as a result of the highlighting of Rugby in Regional Planning Guidance as a potential growth area in the West Midlands region will generate additional demand and will need to be served effectively;
- Major redevelopments proposed for the centres of Nuneaton, Bedworth and Rugby will provide opportunities to increase the numbers of rail passengers;
- 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 to Warwickshire of Birmingham International Airport, the National Exhibition Centre and several expanding universities will continue to drive the demand for rail travel.

Existing Passenger Rail Network

Warwickshire's Passenger Railways

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 on **Figure 1 - Warwickshire's Passenger Rail Strategy: The Existing Rail Network.**

Commuting and business travel to the West Midlands Conurbation and Coventry form a substantial element of rail travel in the County. 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 are also growing. In some areas of the County, trains provide an essential socially necessary service as rail is the only form of regular public transport to some communities.

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.

Six passenger rail franchises serve Warwickshire catering for a range of local, regional and national travel demands.

Central Trains

The Central Trains Franchise, operated by National Express Group, include most of the local services in Warwickshire, namely, Birmingham–Stratford-upon-Avon, Birmingham–Coventry–Rugby–Northampton, Coventry–Nuneaton, Birmingham–Nuneaton, Birmingham–Tamworth and Stafford–Nuneaton. This franchise includes responsibility for the majority of the stations in Warwickshire

Central Trains services provide an inter-regional network centred on Birmingham. Destinations include Cardiff, East Midlands, Liverpool and Stansted Airport.

The Secretary of State for Transport has announced that, following the expiry of the current Central Trains Franchise in 2006, the future operation of its services will be determined following a competitive evaluation process.

Chiltern Railways

The Chiltern Railways Franchise, operated by M40 Trains, provide services from London Marylebone to Stourbridge 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 is also operated which calls additionally at Claverdon, Bearley and Wilmcote.

The Franchise includes a fast service between London–Banbury–Birmingham, which is an alternative to the West Coast Main Line services, local stopping services between Leamington Spa and Birmingham and between Leamington Spa and Stratford upon Avon.

Cross Country

The Cross Country Franchise, operated by Virgin Trains, 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 provide a particularly valuable facility for passengers as ‘through’ journeys avoid a change of trains at Birmingham New Street.

These services also cater for important local movements between Oxford–Banbury–Leamington Spa–Coventry–Birmingham.

Great Western

The Great Western Franchise, operated by First Group, 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.

North London Lines

The North London Lines Franchise, operated by National Express under the name of Silverlink, operates a stopping service between Northampton – Milton Keynes – Watford Junction – London Euston. Until recently, this was extended to Rugby, Coventry and Birmingham New Street providing an alternative to the West Coast Main Line services the West Midlands and London.

West Coast Main Line

The West Coast Main Line Franchise, operated by Virgin Trains, 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.

The track and infrastructure is currently the subject of major ongoing infrastructure enhancement that will increase capacity and raise maximum speeds to 125mph.

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Passenger Rail Strategy

Station	Current Service Levels	Operator	Service
Atherstone	Less than two hourly Peak	Central Central	Stafford-Nuneaton Stafford-Nuneaton-Coventry
Bearley	Less than two hourly	Chiltern	Stratford – Leamington (London)
Bedworth	Hourly	Central	Nuneaton – Coventry
Claverdon	Less than two hourly	Chiltern	Stratford – Leamington (London)
Danzey	Hourly	Central	Stratford-Birmingham
Earlswood	Hourly	Central	Stratford-Birmingham
Hatton	Less than hourly Peak Extras Less than two hourly	Chiltern Central Chiltern	Birmingham-Leamington-London Birmingham-Leamington Stratford – Leamington (London)
Henley in Arden	Hourly plus peak extras	Central	Stratford-Birmingham
Lapworth	Less than hourly Peak Extras	Chiltern Central	Birmingham-Leamington-London Birmingham-Leamington
Leamington Spa	Half-hourly plus Peak Extras Hourly Two hourly Four hourly 2 trains daily Less than two hourly	Chiltern Central Cross Country Cross Country Cross Country Cross Country Chiltern	Birmingham-Leamington-London Birmingham-Leamington Reading-Leamington-Birmingham-Manchester Birmingham-Leamington-Coventry-Birmingham-Leamington Birmingham-Leamington-Coventry-Birmingham-Leamington Birmingham-Leamington-Coventry-Birmingham-Leamington Birmingham-Leamington-Coventry-Birmingham-Leamington Stratford-Leamington-London
Nuneaton	Hourly plus Peak Extras Half-hourly Hourly	West Coast Central Central	London– The North-West-Scotland Birmingham-Leicester-Stansted/Lincoln Nuneaton – Coventry

Station	Current Service Levels	Operator	Service
Polesworth	Less than two hourly Peak	Central Central	Stafford-Nuneaton Stafford-Nuneaton-Coventry
Rugby	Hourly plus Peak Extras Hourly	West Coast Central	London-The NorthWest-Scotland Northampton-Rugby-Coventry-Birmingham
Stratford	Less than two hourly Hourly	Chiltern Central	Stratford – Leamington (London) Stratford-Birmingham
The Lakes	Hourly	Central	Stratford-Birmingham
Warwick	Half-hourly plus Peak Extras Less than two hourly	Chiltern Central Chiltern	Birmingham-Leamington-London Birmingham-Leamington Stratford-Leamington (London)
Warwick Parkway	Half-hourly plus Peak Extras Less than two hourly	Chiltern Central Chiltern	Birmingham-Leamington-London Birmingham-Leamington Stratford-Leamington (London)
Water Orton	Less than two hourly plus Peak Extras	Central	Birmingham-Leicester/Tamworth
Wootton Wawen	Hourly	Central	Stratford-Birmingham
Wilmcote	Hourly Less than two hourly	Central Chiltern	Stratford-Birmingham Stratford – Leamington (London)
Wood End	Hourly	Central	Stratford-Birmingham

Table 15.1 Warwickshire's Passenger Rail Strategy: Current Service Levels - Weekday Daytime Post December 2004 Timetable

Consultation and Customer Research

Ongoing consultation, market research, data collection and monitoring of rail services is conducted in order to gain a better understanding of people's needs and expectations. The interview research has provided a detailed picture of the different issues that influence the way people value public transport services. This has helped to produce a Passenger Rail Strategy which address the needs of current and potential users and which will deliver the desired outcomes.

Background Information 17***CITIZENS' PANEL SURVEY – APRIL 2004***

Respondents said that the main features which would encourage them to use public transport or use it more often were:-

- *More Convenient Routes*
- *More Frequent Services*
- *More Conveniently Timed Services*
- *Clean Comfortable Vehicles*
- *More Reliable Services*
- *Clearer Information*
- *Helpful Staff*

The results of the 2004 survey reinforce similar views and priorities from the 2001 All Panel Telephone Survey

Surveys undertaken by Warwickshire County Council also found that:

- 39% of people thought that rail services had got worse;
- 63% thought that passenger rail service improvements were very important or extremely important;
- 48% thought that the cost of public transport had increased; and
- 50% thought that the lack of transport for people without cars was a major or a significant problem.

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. Warwickshire County Council have incorporated and addressed the results of the customer research and the consultations in the preparation of this Passenger Rail Strategy.

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 2005'



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-driven 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 three major themes of the Passenger Rail Strategy are:

- To improve the quality of existing rail services and stations;
- To provide new rail services and stations to meet unmet needs;
- To improve the integration of rail with other public transport, other modes of transport and with the road network.

The Passenger Rail Strategy Policies

Policy PRS 1 – Partnership

The County Council will work with the Department for Transport, the Office of the Rail Regulator, Network Rail, Train Operating Companies, Centro, other local authorities, users and stakeholders to progress the delivery the policies set out in the Passenger Rail Strategy.

Policy PRS 2 – 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

Quality of Service

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

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Passenger Rail Strategy

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.

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 2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns** and the table setting out Warwickshire's Rail Strategy: Minimum Service Levels.

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.

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.

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 PRS 3 – Existing Levels of Service and Stations

The County Council will seek the retention of existing levels of service and of existing stations.

Policy PRS 4 – Rail Network Capacity 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 PRS 5 – 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 PRS 6 – 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 PRS 7 – 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.



Delivering the Strategy

This section sets out the County Council's actions in delivering of the policies of the Passenger Rail Strategy in a way which recognises the existing problems and opportunities outlined earlier in this document.

For each specific initiative the likely timescale for delivery is identified as either short term, medium term or long term. For the purposes of this strategy, short term will be the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

The delivery of local rail initiatives involves a wide range of stakeholders and can often depend on strategic decisions which are taken in the context of the national rail network. 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.

Many of the initiatives, particularly the new station proposals, have been the subject of substantial feasibility work which has progressed the proposals beyond an 'aspirational' stage.

Partnership

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. Some rail schemes are commercially viable and the County Council would expect these to be funded within the rail industry. However, many 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 rail 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.

Quality of Service

'Affordable'

Action	Measure	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

Table 15.2 'Affordable'

'Accessible'

Action	Schemes & Measures	Timescale
Promote improvements to station facilities, to the accessibility of rail services, in the personal safety and	Work in partnership with Department for Transport, Network Rail, Train Operators & User Groups to deliver	Short



Action	Schemes & Measures	Timescale
confidence of people using rail stations and on their journey to and from rail stations	improvements using the 'Station Standards' set out later in this strategy as a 'baseline'	
Develop the Quality Rail Partnership as a template for joint working with train and station operators to deliver passenger improvements at stations	Chiltern Railways & Warwickshire County Council Five Stations Action Plan	Short
	South Warwickshire Stations Action Plan	Short/Medium
	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 Warwickshire County Council Public Transport Interchange Strategy	Coleshill Parkway	Short
	Rugby Station Interchange	Short
	Leamington Spa Station – Improve cycle parking & Additional car parking	Short
		Short
	Warwick Station – Improve cycle parking, Real Time Information Displays & Taxibus	Short
		Short
	Warwick Parkway – Additional car parking & Taxibus	Short
		Short
	Hatton Station – Real Time Information Displays & Additional car parking	Short
		Short/Medium
	Lapworth Station – Real time Information Displays & Additional car parking	
	Henley in Arden Station – Real Time Information Displays	
	Stratford upon Avon Station - Real Time Information Displays	
	Nuneaton – Improved interchange with bus services, walking and cycling	

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Action	Schemes & Measures	Timescale
Promote integration between rail, bus and community transport services	<p>Work in partnership with train operators, bus operators and community transport providers to improve integration between services</p> <p>Continue to integrate the Warwickshire County Council tendered bus services with rail services and community transport services</p>	<p>On-going</p> <p>Short</p>
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	On-going

Table 15.3 'Accessible'

Background Information 18

COLESHILL PARKWAY

Coleshill Parkway is a multi-modal interchange and will comprise a new rail station and car park, a rail/bus/pedestrian/cycle/taxi/car interchange and an adjoining new bridge at Station Road, Coleshill, for pedestrians, cyclists and buses crossing the Birmingham-Nuneaton rail line. The bridge will provide sustainable modes with an advantage over private transport thereby encouraging modal shift.

A Bus Interchange will be provided to which existing local services would be diverted. A network of new services will be introduced and these will allow an increased choice of journeys and provide a frequent service to the Hams Hall site.

This scheme will provide:-

- *A local station for the existing settlement of Coleshill*
- *Rail links to the employment sites at Hams Hall from Nuneaton and Birmingham*
- *A strategic park & ride serving the M42 corridor*
- *A rail-head station for rail journeys to and from the East Midlands and East Anglia (including Stansted Airport)*
- *A 'Gateway' station to Birmingham International Airport*

Coleshill Parkway is planned to open in May 2006.

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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*
- *Disabled Access to station facilities and trains*
- *Static Timetable Displays*
- *Electronic Real Time Passenger Information Displays*
- *Cycle Parking*
- *Adequate 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, the provision the following facilities will also be considered:-

- *Public Address System*
- *Ticket Office and/or Permit to Travel Machine and/or Self-Service Ticket Machine*
- *Shelters with suitable heating (where appropriate) and ventilation for the time of year*
- *Toilets*
- *Public Telephone*
- *Designated Drop-Off and Pick-Up Area*
- *Car Park Lighting and Security*
- *Bus Feeder Service and Sheltered Waiting Area Taxi Rank and Sheltered Waiting Area*
- *Secure Cycle Lockers*

‘Available’

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Passenger Rail Strategy

Action	Schemes & Measures	Timescale
Promote service improvements to secure the minimum service patterns shown in Figure 2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns and the table 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	On-going
		On-going
		On-going
	Use Revenue Support Criteria to prioritise 'Essential Transport Links' where the minimum service patterns and the minimum service levels are not provided by the current network	Short
	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	Short
	Stratford upon Avon – Birmingham – Improved service frequencies	
	Investigate opportunities to divert Birmingham-Tamworth trains via the Whitacre Loop to provide additional services to Coleshill Parkway	

Table 15.4 'Available'

Station	Minimum Service Levels	Service
<i>Arley (Proposed)</i>	<i>Hourly</i>	<i>Birmingham-Leicester- Stansted/Lincoln</i>
Atherstone	Two hourly Peak	Stafford-Nuneaton Stafford-Nuneaton-Coventry
Bearley	Hourly	Stratford–Leamington (London)
Bedworth	Hourly Hourly	Nuneaton–Coventry-Leamington Leicester-Nuneaton-Coventry-Leamington
<i>Bermuda (Proposed)</i>	<i>Hourly</i> <i>Hourly</i>	<i>Nuneaton–Coventry-Leamington</i> <i>Leicester-Nuneaton-Coventry-Leamington</i>



Station	Minimum Service Levels	Service
Claverdon	Hourly	Stratford–Leamington (London)
<i>Coleshill Parkway (Under construction)</i>	<i>Half-hourly</i>	<i>Birmingham-Leicester- Stansted/Lincoln</i>
Danzey	Hourly	Stratford-Birmingham
Earlswood	Hourly	Stratford-Birmingham
<i>Galley Common (Proposed)</i>	<i>Hourly plus Peak Extras</i>	<i>Birmingham-Leicester- Stansted/Lincoln</i>
Hatton	Hourly plus Peak Extras Hourly	Birmingham-Leamington-London Stratford – Leamington (London)
<i>Hawkesbury (Proposed)</i>	<i>Hourly</i> <i>Hourly</i>	<i>Nuneaton–Coventry-Leamington</i> <i>Leicester-Nuneaton-Coventry-Leamington</i>
Henley in Arden	Half-hourly	Stratford-Birmingham
<i>Kenilworth (Proposed)</i>	<i>Hourly</i> <i>Hourly</i>	<i>Nuneaton–Coventry-Leamington</i> <i>Leicester-Nuneaton-Coventry-Leamington</i>
<i>Kingsbury (Proposed)</i>	<i>Hourly plus Peak Extras</i>	<i>Birmingham-Tamworth</i>
Lapworth	Hourly plus Peak Extras	Birmingham-Leamington-London
Leamington Spa	Half-hourly plus Peak Extras Hourly Hourly Two-hourly Four-hourly Four-hourly Hourly Hourly	Birmingham-Leamington-London Stratford-Leamington-London Reading-Leamington-Birmingham-The NorthWest Bournemouth-Leamington-Warwick Parkway-Birmingham-The North East-Scotland Bournemouth-Leamington-Warwick Parkway-Birmingham-The North West Bournemouth-Leamington-Warwick Parkway-Birmingham-The North West-Scotland Leicester-Nuneaton-Coventry-Leamington Nuneaton–Coventry-Leamington

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Passenger Rail Strategy

Station	Minimum Service Levels	Service
Nuneaton	Half-hourly plus Peak Extras Half-hourly Hourly Hourly	London–The North-West-Scotland Birmingham-Leicester- Stansted/Lincoln Nuneaton – Coventry-Leamington Leicester-Nuneaton-Coventry
Polesworth	Two hourly Peak	Stafford-Nuneaton Stafford-Nuneaton-Coventry
Rugby	Half-hourly plus Peak Extras Half-hourly	London-The North-West-Scotland Birmingham-Coventry-Rugby-Northampton-London
<i>Rugby East Parkway (Proposed)</i>	<i>Half-hourly plus Peak Extras</i> <i>Half-hourly</i>	<i>London-The North-West-Scotland</i> <i>Birmingham-Coventry-Rugby-Northampton-London</i>
Stratford upon Avon	Hourly Half-hourly	Stratford – Leamington (London) Stratford-Birmingham
<i>Stratford Parkway (proposed)</i>	Hourly Half-hourly	Stratford – Leamington (London) Stratford-Birmingham
The Lakes	Hourly	Stratford-Birmingham
Warwick	Half-hourly plus Peak Extras Hourly	Birmingham-Leamington-London Stratford-Leamington (London)
Warwick Parkway	Half-hourly plus Peak Extras Hourly	Birmingham-Leamington-London Stratford-Leamington (London)
Water Orton	Hourly plus Peak Extras	Birmingham-Leicester/Tamworth
Wootton Wawen	Hourly	Stratford-Birmingham
Wilmcote	Hourly	Stratford-Birmingham



Station	Minimum Service Levels	Service
	Hourly	Stratford–Leamington (London)
Wood End	Hourly	Stratford-Birmingham

Table 15.5 Warwickshire's Passenger Rail Strategy: Minimum Service Levels

'Acceptable'

Action	Schemes & Measures	Timescale
Develop the Quality Rail Partnership as a template for joint working with train and station operators to deliver passenger improvements at stations	Chiltern Railways & Warwickshire County Council Five Stations Action Plan South Warwickshire Stations Action Plan	Short Short
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. Support the establishment by residents of a Water Orton Station Liaison Group to examine potential enhancements to the premises, facilities and services in the context of any track remodelling and the opening of Coleshill Parkway.	On-going Short

Table 15.6 'Acceptable'

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Passenger Rail Strategy

Background Information 20

QUALITY RAIL PARTNERSHIP

FIVE STATIONS ACTION PLAN

Chiltern Railways and Warwickshire County Council are working together on a partnership to progress improvements at Leamington Spa, Warwick, Warwick Parkway, Hatton and Lapworth Stations.

The partners see an opportunity to agree and work together to deliver further improvements to services and station facilities more effectively. This will be achieved by pooling delivery and funding resources in order to secure value for money for both for the partners, existing and potential passengers and local communities.

The Action Plan will set out the partners' aspirations in respect of services and station facilities at the 'Five Stations' in the future together with a programme of improvements. The County Council sees the Quality Rail Partnership as a template for joint working with train and station operators to deliver passenger improvements at stations and as a starting point for developing Community Rail Partnerships.

'Simple to Use'

Action	Schemes & 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	On-going
	Continue to maintain the public transport information pages on the County Council's website	On-going
	Continue to promote the National Rail Enquiry Service	On-going
Raise public awareness about the rail network and the travel choices that it provides	'Travelwise' and Green Travel Initiatives	On-going
Encourage fare structures and levels which are easy to understand and simple to use	Work in partnership with train operators	Short



Action	Schemes & Measures	Timescale
Investigate provision of real time information systems and/or 'Help Points' at stations and at key interchanges along with other measures to increase passengers' confidence.	Hatton Station – Real Time Information Displays	Short
	Lapworth Station – Real time Information Displays	Short
	Henley in Arden Station – Real Time Information Displays	Short
	Stratford upon Avon Station – Real Time Information Displays	Short

Table 15.7 'Simple to Use'

Existing Levels of Service and Stations

Action	Schemes & 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	On-going
	Respond to consultations and proposals and take action, when appropriate	On-going

Table 15.8 Existing Levels of Service and Stations

Rail Network Capacity Improvements

Action	Schemes & Measures	Timescale
Support measures to improve the punctuality and reliability of existing rail services	Respond to schemes proposed by the rail industry	On-going
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 and/or the rail industry, including: Rugby - Coventry - Birmingham (Capacity Improvements) Oxford - Leamington Spa Leamington Spa – Solihull - Birmingham (Capacity Improvements)	On-going

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Passenger Rail Strategy

Action	Schemes & Measures	Timescale
	<p>Leicester – Nuneaton – Water Orton – Birmingham (Capacity Improvements)</p> <p>Oxford - Moreton in Marsh - Worcester (Capacity Improvements)</p> <p>Birmingham International Connection (New Rail Line)</p>	
Investigate heavy rail capacity improvements as part of the North/South Corridor Step-Change Initiative	<p>Coventry-Leamington Line: Capacity Improvements</p> <p>Leamington Spa Station: Appropriate infrastructure & signalling to enable trains to depart Platform 4 towards Coventry</p> <p>Leicester – Nuneaton – Coventry Line: Provision of 'Through Route Facility' at Nuneaton Station to enable re-introduction of through trains between Coventry-Nuneaton-Leicester</p>	<p>Short</p> <p>Short</p> <p>Short</p>

Table 15.9 Rail Network Capacity Improvements

New Rail Services and Stations

Action	Schemes & Measures	Timescale
Provide new stations including strategic park & ride / parkway stations on the rail network where they provide significant transport and other benefits	Coleshill Parkway	Short
	Kenilworth	Short
	Kingsbury	Short/Medium
	Galley Common	Medium
	Arley	Medium
	Bermuda	Medium
	Hawkesbury	Medium
	Stratford Parkway	Medium
	Rugby East Parkway	Medium

Action	Schemes & Measures	Timescale
Promote service improvements to secure the minimum service patterns shown in Figure 2 Warwickshire's Passenger Rail Strategy: Minimum Service Patterns and the table 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 Stratford upon Avon – Birmingham – Improved service frequencies	Short/Medium Short

Table 15.10 New Rail Services and Stations

Background Information 21

NEW STATIONS AT KENILWORTH & KINGSBURY

These new station schemes comprise construction of new stations, together with associated highway and integrated transport facilities. They are designed to meet local needs and the key objectives are to improve accessibility and to encourage increased use of the train for journeys that might otherwise be undertaken by car.

The site for the new station at Kenilworth is located on the rail route between Leamington Spa and Coventry and is close to the town centre at the site of the former station on Priory Road. The scheme promotes modal shift and integration between different modes of transport. Kiss and ride, access by taxis and bus stops are included. A network of cycleways and footways will provide links with the local area.

The new station at Kingsbury will be located on the rail route between Tamworth and Birmingham. The site is close to the town centre on Trinity Road and has been protected in the North Warwickshire Local Plan.

Background Information 22

STRATEGIC PARK & RIDE / PARKWAY STATIONS

New stations on the outskirts of major urban centres with good access from the motorway and 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.

Step-Change Initiatives

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Passenger Rail Strategy

Action	Schemes & 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.	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	On-going
An assessment of alternative schemes and a preferred option will be identified	North-South Corridor Step-Change Initiative: Nuneaton – Bedworth – Coventry – Kenilworth – Leamington Spa	Short
	‘SPARK’ Corridor Step-Change Initiative: Warwick – Leamington Spa	Short

Table 15.11 Step-Change Initiatives

Background Information 23

STEP-CHANGE IN 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, the opening of the Arena complex and development of the Solihull – Warwick Technology Corridor;*
- *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.

This is a key corridor of the Coventry/Solihull/Warwickshire Sub-Region and the County Council, Coventry City Council, Solihull Metropolitan Borough Council and Centro are working closely together in the Sub-Regional Partnership on a number of transport studies for the North-South Corridor. These studies are investigating a combination of improved heavy rail services, Light Rail and Guided Bus or other innovative public transport systems. It is proposed that this partnership framework will be the mechanism for delivering a range of public transport improvements in the corridor.

New Developments

Action	Schemes & 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	On-going

Table 15.12 New Developments

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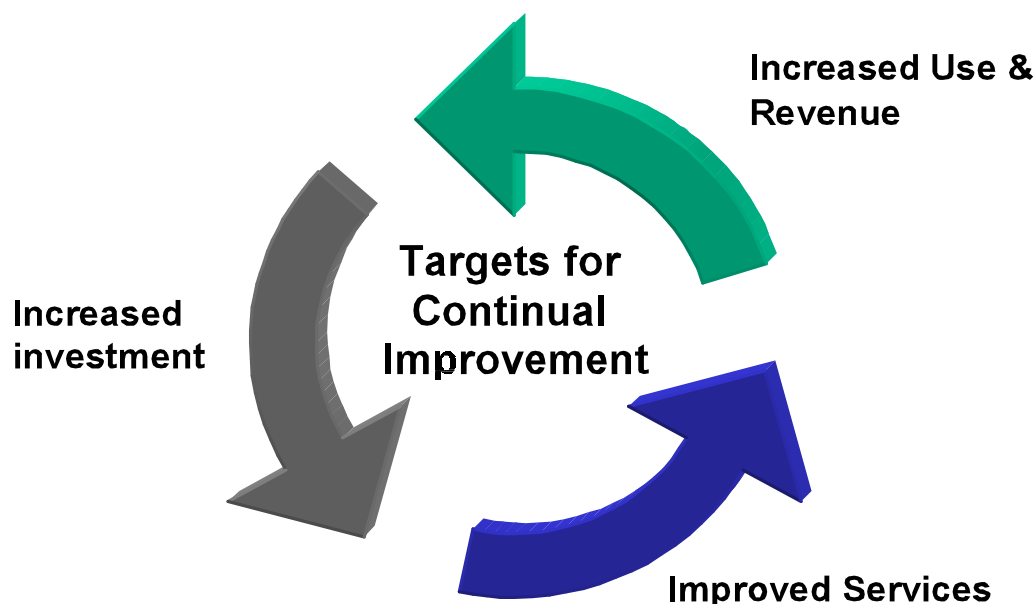
Passenger Rail Strategy

Targets and Monitoring

The Passenger Rail Strategy has established a range of desired standards and implementation targets for enhancements to the passenger rail network. Monitoring the delivery of the actions outlined in the Passenger Rail Strategy will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Strategy is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and updated.

The aim of the passenger rail targets is to create a virtuous circle of continual improvement.



The table below summarises the targets and performance indicators developed to assess progress with the Passenger Rail Strategy

Target	Performance Indicator	Source of Data	Frequency of Analysis
Increase in the number of journeys by rail to, from and within Warwickshire of 25% by 2011 from a 2002 base	Thousands of rail passenger journeys per annum	Train Operators	Annual
Increase in the number of journeys by rail from Warwickshire to the West Midlands Conurbation of 35% by 2011 from a 2002 base	Thousands of rail passenger journeys per annum	Train Operators	Annual

Target	Performance Indicator	Source of Data	Frequency of Analysis
Increase in the number of journeys by rail to, from and within Warwickshire of 35% by 2016 from a 2002 base	Thousands of rail passenger journeys per annum	Train Operators	Annual
Increase in the number of journeys by rail from Warwickshire to the West Midlands Conurbation of 45% by 2016 from a 2002 base	Thousands of rail passenger journeys per annum	Train Operators	Annual
Coleshill Parkway open in 2006-2007	Completion	WCC	Annual
Real Time Information at Warwick, Hatton, Lapworth, Stratford upon Avon and Henley in Arden stations	Completion	WCC	Annual

Table 15.13 Passenger Rail Strategy: Targets and Performance Indicators



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Passenger Rail Strategy



16 Community Transport Strategy

Introduction

The purpose of this strategy is to set out what is needed in Warwickshire over the next five years to ensure excellent passenger transport 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.

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.”*

The target audience for this strategy comprises a wide range of stakeholders including the residents of Warwickshire, community transport passengers and representative organisations, voluntary groups, the Department for Transport, the Council’s local authority and regional partners, the Countryside Agency, operators and providers of community transport services, the Highways Agency and regulatory bodies.

The County Council is convinced that the underlying principle of the Community Transport Strategy must be to provide for the travel needs of passengers. Customers’ needs should come before the operational requirements of the transport providers and, where applicable, their commercial requirements.

The timescale of the strategy is primarily the period 2005-2011, but it also provides a medium term framework for the future development of transport up to 2016 and a less detailed longer-term direction for the period after 2016. This forward-thinking approach is crucial as the delivery of public transport initiatives involves a wide range of stakeholders and the timescales for the schemes and measures will need to be flexible to take advantage of the implementation opportunities as they arise.

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 either bus, rail, community transport services or similar initiatives or any appropriate combination of these modes. This Strategy deals specifically with the contribution community transport services make in providing an effective transport network.

In this strategy, community transport is passenger transport and public transport modes of provision operating in a community transport sector that has evolved and continues to respond wherever there are unmet transport needs in Warwickshire.

The effectiveness of transport links extends, not only to their 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.

Each of these activities and modes has interlinked strategies and common aims and their provision will be integrated to provide the most effective transport service.

A further aspect that needs to be taken into account, is that peoples’ travel needs are not constrained by administrative boundaries. This strategy therefore considers 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 throughout the Public Transport Strategy and the public transport mode specific strategies.

This document outlines:

- The objectives of the strategy;

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Community Transport Strategy

- A brief overview of the key policy framework in which community transport services operate;
- Population trends impacting on the achievement of the policy objectives;
- Performance of the existing community transport network;
- Existing and potential community transport users' views on current services and future needs;
- The Community Transport Strategy that was developed in response to this;
- Constraints on delivering the Community Transport Strategy;
- The Action Plan for delivery, the proposed schemes and measures; and
- Monitoring of the Action Plan

The Action Plan is a realistic implementation mechanism in the light of the constraints, with a monitoring and review process against set targets.

Strategy Objectives

The starting point for this Community Transport Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy.

The Community Transport Strategy will contribute to achieving the objectives in the LTP by promoting a passenger 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.

Policy and Context

Statutory Requirements

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.."

Transport Act 1985, Paragraph 63 (1) (a) and (b)

Our Community Transport Strategy will also show how the authority's provision of subsidised services under the powers in the Transport Act 1985, as amended by the 2000 Act, supports the achievement of its local transport objectives and delivery of improvements in accessibility and social inclusion. It will also describe policies for the authority's use of Rural Bus Subsidy Grant and for continued support of successful policies previously supported by Government funding schemes such as the Rural and Urban Bus Challenges and the Rural Transport Partnership.

Community transport is identified as an important element in integrated transport strategy. Conventional public transport cannot always meet the diverse accessibility needs of people who live in remote rural areas, particularly those with mobility impairments, caused by a physical or mental condition, or who are for other reasons, unable to fully access public transport. Community transport provides an appropriate; much needed alternative to other modes of public transport.

In November 2000, Defra published the Rural White Paper “Our Countryside: the future - A fair deal for rural England”, setting out its aims for an improved quality of life for everyone living in the countryside. In terms of improving transport for rural areas, the DfT’s publication “Flexible Transport Services” followed in 2002, serving as guidance - for taxi and private hire operators, local authorities, transport partnerships and voluntary groups - on the types of flexible services that are available within the legislation.

The geographic profile of Warwickshire is extensively rural and community transport has been and continues to be an important component of policy on rural transport and rural access. That is why Warwickshire has developed a network of successful Rural Transport Partnerships. Our community strategy recognises too that the socio-economic dynamic underlying rural exclusion and isolation is sometimes identically at work or has parallels in urban settings. As the DfT emphasised in the foreword of Flexible Transport Services: “flexible transport services apply equally to urban areas”.

The Social Exclusion Unit of the Government’s Office of the Deputy Prime Minister published ‘Making the Connections: Final Report on Transport and Social Exclusion’ in February 2003. The report addresses the issue of the accessibility of services and activities wherever people live. It calls for innovative ways of providing transport solutions - including door-to-door and demand-responsive bus services - as well as guidance on accessibility planning. More recently still, the regulations governing who may travel on services provided under a Section 19 permit have been relaxed to include geographically isolated communities as eligible groups.

Issued in November 2004, Defra’s Rural Services Review calls for more community transport to be used to meet local needs. Parish Councils are expected to contribute real evidence to local authority planning of services by carrying out accessibility audits to find out how easy or hard it is for local people to access services.

The Demand for Community Transport

The scale and distribution of the population in Warwickshire together with social characteristics will have a major impact on travel patterns and mode of travel. This has been taken into account when developing the Community Transport Strategy.

Population

The population of Warwickshire has grown considerably over the last 25 years. Since 1981 growth has slowed to approximately 6%, although this is still a higher rate than both the West Midlands region and England and Wales as a whole. The population of the County is currently about 519,000 (2003). A combination of population growth forecasts, continuing changes to household structure and composition, and the ongoing attraction of living and working in Warwickshire will clearly continue to provide challenges to sustaining the well being of the County.

Social Issues

People on low incomes are more dependent upon public transport to access employment, health, education, shopping and leisure opportunities and make up a higher than average proportions of the market for bus travel. 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.

Scheduled passenger transport provision

There is a limit to network coverage by scheduled services. 89% of the bus trips made in Warwickshire are with commercial operators who cannot profitably offer service routes where demand is low or scattered, especially in rural areas. The County Council continues to provide subsidised and socially necessary services using a range of transport provision and this includes, where appropriate, community transport services.

Car Ownership

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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 where trips are offered at marginal cost and spare capacity is available.

Background Information 24

People without access to a car are four times more likely to use a public transport service than people with access to a car.

Source: Warwickshire Statistics in West Midlands Travel Survey 2001

Even within car-owning households, not all members of the household may have access to a private vehicle during the day. For these and others 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.

Background Information 25

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. Parts of Western Warwickshire also experience a strong demand for travel towards Redditch. Similarly, there are significant travel demands 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.

Future Travel Patterns

Future travel patterns in the County will respond to a number of factors, including:

- New development, both within the County and in surrounding areas (particularly Birmingham and the West Midlands conurbation);
- Changes in work patterns, including more flexible working hours; and
- Changes in personal lifestyle choices.

Particular focus for development is likely to occur in the Coventry – Nuneaton Regeneration Zone, and the Solihull – Warwick Technology corridor. Regional Planning Guidance also highlights Rugby as a potential growth area in the West Midlands region.

Mode Choice



Car is the dominant mode of travel in Warwickshire. A higher percentage of people travel to work by car (79%) than the average for England and Wales (68%) while a lower percentage use bus to travel to work (4% compared with 8%).

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; and
- when they require specialised or partly specialised services not usually available on conventional public transport.

The major users of community transport are older persons, people with frailty or mobility problems, people making health-related trips and younger persons.

Individual users may be registered directly with community transport schemes or benefit from community transport services as clients of organisations or bodies such as disability and other support groups, youth and social clubs, educational and health establishments, voluntary car schemes and Social Services.

The work of the voluntary car schemes in delivering health-related transport is considerable, in some cases representing up to 80% of the trips they provide.

To a large extent, the demand for community transport shadows the overall quantitative demand for public transport:

An analysis of the demand for public transport generally shows that parts of Warwickshire such as Nuneaton and Bedworth are characterized as areas of relatively high public transport use, whilst others, such as Stratford have lower levels of use. Bus services carry the majority of public transport users in Warwickshire, typically over a distance of two to three miles.

Bus demand has risen in response to the development of Quality Bus Corridors in Warwickshire. Passenger demand has increased by 30% on three of the four Quality Bus Corridors and by over 10% on the remaining corridor. This compares with national increases in bus demand of 1-2%.

Demand is ongoing for the users referred to above and additional demand for community transport is arising in other inter-linking and overlapping roles. Some have been made possible by legislative change or can embrace the County Council's wider objectives, for example in:

- transport to employment, especially with adaptation to unusual working hours and shift patterns;
- providing access from isolated areas for all members of the community;
- establishing reliable, convenient services that encourage modal switch; and
- maximising current resource through partnership and review with statutory agencies.

The Need for a Better Community Transport Network

The current level of community transport use is determined by the services on offer and the County Council is convinced that a greater need exists than is being provided for by the existing community transport network.

An improved transport network with integrated community transport services will be essential if the objectives of the Community Transport Strategy are to be achieved. It will enable people without access to a car or scheduled passenger transport services to more easily reach a wide range of education, training, employment, shopping and leisure opportunities and to reduce congestion.

Warwickshire residents have said that the main improvements, which will encourage them to use community transport more, are sustainable, reliable services using drivers and staff trained in customer care. This market research is detailed later in the 'Customer Research' section of this chapter.

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Further influences on demand

Looking to the future, the community transport network will frequently need to be engaged in transport provision for new developments and lifestyle changes. New employment initiatives, such as Hams Hall Business Park, the Solihull-Warwick Technology Corridor and Coventry – Nuneaton Regeneration Zone and increasingly flexible working hour for many jobs will need to be served effectively. The development of a “24 Hour / 7 Day” lifestyle is increasing the need for earlier and later transport – 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. The very close proximity to Warwickshire of Birmingham International Airport and several expanding universities will continue to drive the demand for flexible, demand-responsive services alongside more conventional bus travel both in terms of frequency, new routes and hours of operation.

Another factor set to influence the demand for community transport is the increasing proportion of retired and older persons in the population due to increased longevity. Their access needs as a group will be met by private transport to some degree. Yet access to private transport will vary between individuals according to personal characteristics such as economic activity, income, health, personal mobility and the level of support provided by family or friends. The more the need for public transport, the greater the expected demand for community transport. Despite accessibility improvements in the commercial bus fleet, it can be expected that some will continue to find it difficult to access fixed route public transport services for many of the same reasons that currently exist.

Our statutory partners, as providers and purchasers of transport, continuously review their arrangements. Guidelines have been issued to Health Authorities that affirm and encourage the agenda for joint working on accessibility solutions involving the NHS Trusts, PCTs and local transport authorities. Social Services departments increasingly investigate their clients’ transport and accessibility needs, researching and identifying initiatives such as independent travel and neighbourhood travel co-ordination. Crosscutting aims and objectives are generally more evident in the development of community transport activities. The role, for example, of Car Clubs in community transport can be explored alongside the established benefits they are expected to deliver in the work on sustainability, travel to work and travel planning undertaken by the County Council.

Existing Community Transport Network

The flexibility and scope of community transport is apparent from the range of forms of provision across the County summarised in the following list:

- Section 19 & 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;
- Moped loans;
- “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, Warwick and Atherstone. Voluntary car schemes operate in all five of the County’s Districts and Boroughs – Stratford-on-Avon, Warwick, North Warwickshire, Nuneaton & Bedworth and Rugby. The County has developed a large network consisting of approximately 50 Flexibus services covering rural and urban communities. 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 extreme south of the County. The ‘Buster Werkenbak’ demand responsive access to employment in North Warwickshire is an innovative round-the-clock service. The ‘Wheels to Work’ moped loan scheme operates across the county with a fleet of 70, co-ordinated from its operational base in Rugby.



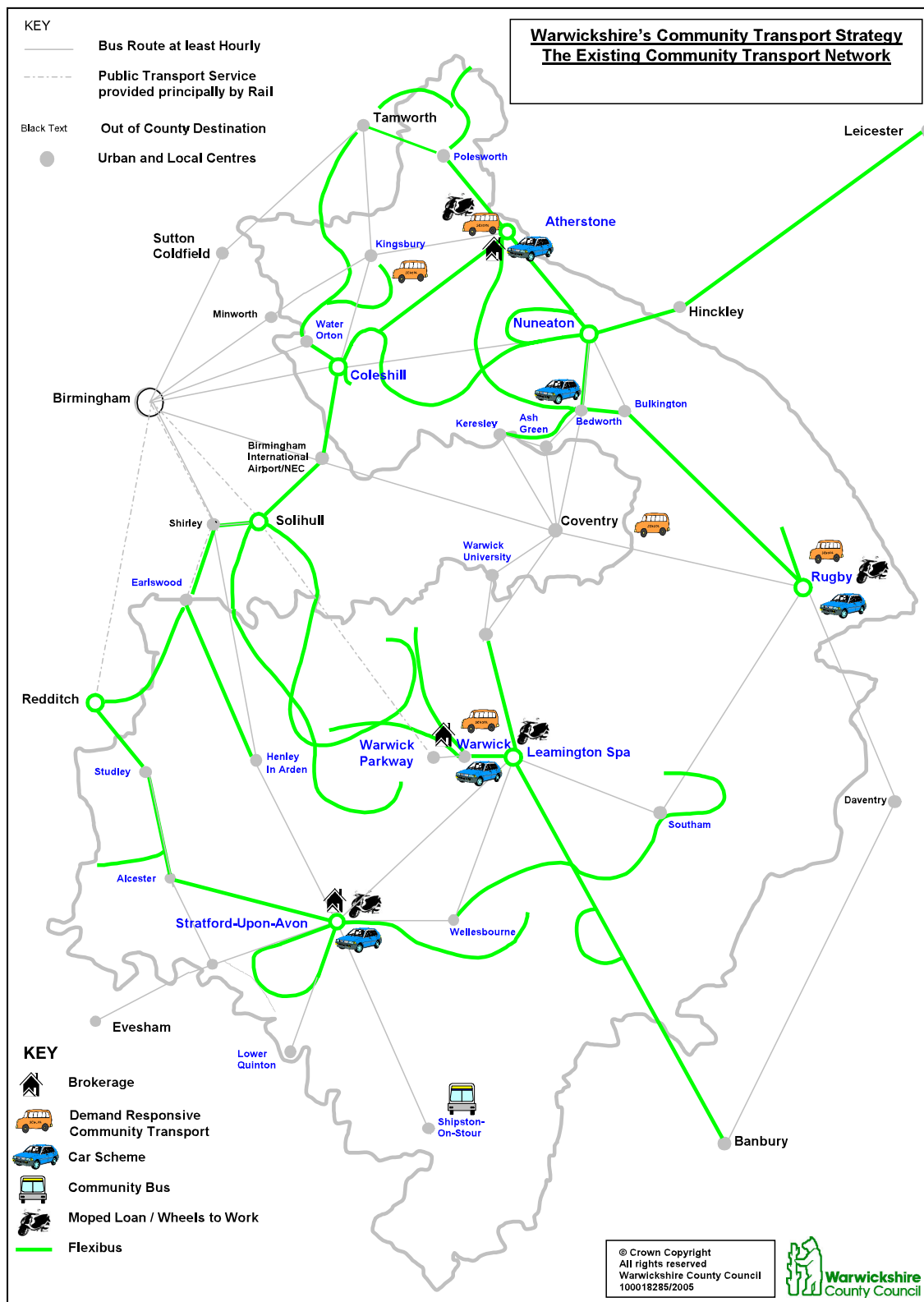
In addition to providing access to services in urban and local centres, demands exist to serve a number of major attractors, both in and outside the county including Walsgrave Hospital, Warwick Hospital, George Eliot Hospital, Queen Alexandra Hospital, Hams Hall, Birmingham International Airport, the National Exhibition Centre, Warwick University and Coventry University.

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 partnership working in the development and implementation of community transport solutions. We maintain close contact with our partners through Rural Transport Partnerships led by local Rural Transport Partnership Officers whose work is dedicated to researching and providing accessibility solutions for their communities.

Figure 1: Warwickshire’s Community Transport Strategy - The Existing Network.

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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 11% of bus passenger journeys in total and include some unconventional and demand responsive schemes.

The main challenges to achieving the aims of the community transport strategy are:

- For community and voluntary sector transport to be integrated with other modes of transport more effectively;
- For consistently high standards of operational efficiency and customer service to be evident and acknowledged by partners throughout the community transport sector;
- For the potential of funding to be fully exploited through collaboration and co-ordination;
- For better co-ordination between CT organisations;
- For improved comprehensive timetable information relating to community transport to be more readily available to potential and existing passengers; and
- For the profile of the community transport sector which undertakes effective work relating to socially excluded communities to be recognised.

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; and
- Can interchange with other modes of transport by feeding passengers into the main transport corridors.

Customer Research

Ongoing consultation, market research, data collection and monitoring of community transport services are conducted in order to gain a better understanding of people's needs and expectations. This research has provided a detailed picture of the different issues that influence the way people value public transport services in general and community transport services in particular. This has helped to produce a Community Transport Strategy which addresses the needs of current and potential users and which will deliver the desired outcomes.

Community Transport Strategy Consultation 2003

Respondents said that in Warwickshire, community transport should be organised according to need and could range from highly organised schemes to targeted local transport projects. Nearly always, the vehicles would be low floor or wheelchair accessible. Other features and characteristics that would make community transport attractive to use are:-

- Friendly, high-profile branded image;
- Reliable, efficient and professional services;
- Sustainable services;
- Integrated – feeding to other transport services;
- Affordable – fares in line with conventional bus fares;
- Good information and publicity; and
- Trained, caring staff.

From more general research, Warwickshire County Council surveys have found that:

- 30% of people thought that bus services had got worse;
- 48% thought that the cost of public transport had increased; and
- 50% thought that the lack of transport for people without cars was a major or a significant problem.

Considerable customer satisfaction does exist. For example:

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- 43% of Warwickshire residents are satisfied with bus services (based on best value performance indicators surveys);
- 53% of bus users in Warwickshire are satisfied with bus services (based on citizens panel surveys); and
- 88% of bus users are satisfied with bus services operated under contract to Warwickshire County Council (based on customer comment cards).

The research producing these outcomes tends to be from surveys carried out on the high volume routes. The Community Transport Strategy itself has been developed in consultation with a wider range of customers, operators and stakeholders working, for example, through the Rural Transport Partnerships. Through this process, the Draft Strategy was carefully compiled over time before serving as the basic terms of reference for a formal county-wide consultation in late 2003.

Over 400 organisations and user representatives with an interest in the provision of community transport were contacted and invited to take part:

- Disability groups – representing mobility, learning and sensory impairment;
- Older persons;
- Parish and District Councils;
- Bus User Groups;
- Rural Transport Partnerships;
- Rural Community Council;
- Community transport brokerages;
- Commercial bus operators;
- Volunteer Bureaux;
- Community Service Councils;
- Neighbouring Authorities;
- Taxi and PHV operators; and
- Statutory partners.

They were able to participate by completing a questionnaire or by attending a Focus Group. Warwickshire County Council have incorporated and addressed the results of the consultations and the customer research in the preparation of this strategy.

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 thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2005'.

The aim of the Community Transport Strategy is to grow the market for public transport in general and community transport services in particular by making the product attractive both to existing and potential users alike. It will achieve significant improvement in the provision of community transport services and facilities to the people of Warwickshire by following a customer-driven approach designed to identify and overcome barriers to the use of public transport.

Warwickshire's Community Transport Strategy is a stand-alone strategy adopted at Cabinet level and is one of few, if not the only one, acquiring this status among the country's local transport authorities. It seeks to provide a range of measures and proposals, which will result in the growth of the market for community transport services.

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, employment, training, social and recreational facilities for socially excluded individuals / isolated communities; and
- Improve the integration of community transport with other modes of transport, to complement them and to increase the range of travel opportunities and options for Warwickshire residents.

The Community Transport Strategy Policies

Details of the specific policies are provided below and their relationship to the objectives of the Warwickshire Local Transport Plan 2005 are shown in Table 1:

Policy CTS 1 – Partnership

In order to achieve the aims of this strategy the County Council will work closely with community transport scheme operators, the Rural Transport Partnerships, the Community Transport Association, bus operators, train operating companies and other tiers of local government including parish and town councils. The County Council will also continue to seek the involvement of other community transport stakeholders and user representatives in particular statutory partners in health, Social Services and education.

Policy CTS 2 – Quality of Service

To meet overall accessibility aims, the County Council will encourage the provision of community transport services that are:

- a. Affordable
- b. Accessible
- c. Available
- d. Acceptable
- e. Simple to Use

Quality of Service

a. Affordable

The adult single or return fare should not exceed the full cost of the equivalent journey by car, unless 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.

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.

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 Passenger Rail Strategy with the object of increasing the range of travel opportunities and options for travellers.

Pedestrian and cycling routes to stops and interchanges shall accord with the standards set out in the Walking Strategy and the Cycling Strategy. The access to stops and interchanges, particularly by people who have difficulties because of health or mobility problems should be addressed.

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c. Available

Community transport should provide coverage and a level of service, which contributes to or meets the minimum period of operation and service frequency standards set out in Bus Strategy Policy BS3. The access time to this level of bus service from the users point of origin should not exceed seven minutes.

d. Acceptable

Community transport services should be of sufficient quality, particularly in terms of reliability and punctuality, which a potential passenger would be confident in relying 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 PATS passenger assistance training where appropriate.

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.

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

Timetables, routes, booking arrangements, eligibility rules and 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.

Integrated ticketing between modes including rail, bus and community transport services, where it is necessary to use different modes to complete a journey.

Policy CTS 3 – Developing new community transport services

The County Council will take the lead role and work with its partners to identify transport and access need. Where such need is not or cannot be appropriately met, either wholly or in part, through bus, rail or other modal provision, community transport solutions will be developed.

Policy CTS 4 –Demand-responsive and flexible transport options

The County Council will, in order to meet the diverse access needs of all, investigate and, where appropriate, introduce demand-responsive services and other flexible transport options.

Figure 2: Warwickshire's Community Transport Strategy - Future Community Transport Network

**Policy CTS 5 – Extending and integrating community transport facilitation and coverage across the County**

The County Council will sustain the capacity of its community transport network to respond in both rural and urban contexts to local transport planning and accessibility planning at all key levels:

- Strategic Network;
- Transport Corridors;
- Urban;
- Rural – Urban Links;
- Town and fringe;
- Villages;
- Small Local Schemes; and
- Hamlets and isolated dwellings.

The Constraints

There are significant constraints to the County Council's ability to deliver the Community Transport Strategy. It is therefore critical to fully explore and understand these in order to produce an Action Plan.

The key constraints are set out in the table below:

<i>Constraints</i>	<i>Effects of the Constraints</i>
Many community transport projects are initiated with time-limited revenue funding. If they fail to become self-financing, the services can be withdrawn.	This creates an unstable community transport network in terms of area coverage, operational strategy and planning and information flows.
Commercial operators who focus on profitable routes and times of day provide the majority of conventional bus services. The County Council do not have any control over the majority of services.	Despite recent legislative initiatives that permit the registration of flexible services, the commercial bus network is limited as a resource that can be used in meeting the diverse access needs of people outside its core commercial routes or operating hours.
Bus operators often focus the provision of new high quality, accessible buses to the most profitable / core routes.	Leads to use of older buses on other routes which can: <ul style="list-style-type: none">• constrain the development of a consistent high quality and accessible network• impact adversely on accessibility needs among isolated and disadvantaged group
Bus and train operators do not perceive a commercial incentive in integrating and coordinating bus and rail services with community and voluntary sector transport provision.	Can lead to duplication on trip sections that follow high-volume routes to key service destinations

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<i>Constraints</i>	<i>Effects of the Constraints</i>
	<p>Discourages the introduction of new services, including feeder services, where integration is feasible, necessary or a cost-effective use of resources</p> <p>The potential of funding to be fully exploited through co-operation and collaboration can be missed.</p>
Changes in licensing legislation have reduced the ability of Section 19 minibuses operators to employ paid drivers in a sector where volunteering input is increasingly hard to recruit, retain and expand	<p>The capacity of the sector to deliver high quality, reliable services may be gradually eroded through:</p> <p>Disproportionate investment of scarce resources into volunteer recruitment activities</p> <p>Natural leakage of skilled, highly trained and dedicated drivers</p>
Current Section 19 legislation prohibits the operator using paid drivers to provide community transport services using vehicles of less than nine passenger seats	Opportunities to deploy MPVs, with their potential flexibility and economy of use, are not available or reduced.
Standards of provision vary between organisations in factors such as customer care, vehicle specification and service publicity.	Creates an impression of inconsistency that can reduce confidence in the ability of community transport services to provide a high quality, integrated service.
Administrative/technical problems and insufficient incentives for bus and train operators to provide effective multi-mode through ticketing.	Discourages the introduction of ticketing systems that would reduce the higher cost and inconvenience of multi-mode journeys.
Different local authority arrangements curtail the opportunities to travel within and beyond the county.	Constrains the travel opportunities of those seeking to access key service destinations and suppresses demand, particularly of those with limited or no access to a car.
The availability of financial resources to the County Council is limited. In particular there are limited resources available to provide revenue support for community transport operating hubs and transport schemes that meet accessibility aims and objectives	<p>Limited financial resources constrain the ability to achieve and develop:</p> <ul style="list-style-type: none"> a comprehensive high quality community transport network that offers attractive transport options to existing and potential users the mainstreaming of identified community transport services and schemes in the Community Transport Strategy

Constraints	Effects of the Constraints
The cessation of national funding for Rural Transport Partnerships in March 2006 potentially places constraints on the ability of the Council to maintain an active and productive Partnership presence in the community unless alternative funding sources can be identified. Relevant functions of the Countryside Agency will pass to the Regional Development Agency, Advantage West Midlands.	Although the County Council is committed to mainstreaming the successful work of the Rural Transport Partnerships, the future scope and coverage of partnership functions needs clarification or uncertainty may diminish community effectiveness and involvement
Both statutory agencies and community-based transport providers often work to separate business plans and agendas, either because this is required by funders or under the influence of competing priorities.	Unless cross-cutting benefits are actively sought out, the potential for collaborative and co-ordinated use of resources cannot be maximised
New developments are not well located for efficient and sustainable access by bus. Because of their site-specific nature, contributions toward the cost of providing demand responsive and community transport services are limited in scope.	Contributions are limited usually to a maximum of five years. At the end of this period, if the development is not well located in terms of bus access the bus services may not be sustainable without ongoing financial support. This places an additional pressure on the Revenue Support Budget to subsidise continued public transport access to developments.

Table 16.1 Constraints and their Effects

The Effects of the Constraints

These constraints limit the County Council's ability to deliver in full the significant improvements to the community transport network, which underpin the Community Transport Strategy. For those areas where the constraints seriously inhibit the ability of the County Council to deliver the Community Transport Strategy, alternative measures will be used where possible to help progress towards the strategy objectives. These are set out in the Action Plan in the following section.

The Action Plan

The Community Strategy Action Plan has been developed such that it seeks to minimise the adverse impact of the constraints on the achievement of the policies in the Community Transport Strategy. The Action Plan is geared towards meeting customer needs in a way that recognises existing constraints and opportunities.

The delivery of community transport based initiatives involves a wide range of stakeholders. 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 AP1 - Partnership

The role of the County Council, working in partnership with the community and voluntary sector, the commercial bus industry, customers and other stakeholders, is as the promoter of local network improvements. The County Council also has a key role through its statutory responsibilities as Highway Authority and under the Transport Acts 1985 & 2000. The Rural Transport Partnerships serve as a key path by which it maintains partnership working on transport, access and social inclusion issues.

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Although some bus-based schemes are commercially viable and funded from within the bus industry, it is generally the case that those in the community transport sector are subsidised by the County Council or through other public funding sources. These schemes are often viable when the wider transport and socio-economic benefits are taken into account. They do not have a cash value for the bus industry so the continuing 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.

For each specific initiative the likely timescale for delivery is identified as short term, medium term or long term. For the purposes of this strategy, short term will be the period to 2006, medium term will be the period from 2006-2008 and long term will be the period 2008 onwards.

Action AP2 – Quality of Service

Action	Schemes & Measures	Timescale
Examine opportunities for revisions to fare structures and levels	Work in partnership with community transport sector operators for referencing of fares to ordinary bus fares Work in partnership with bus operators	Short
Investigate opportunities to develop an improved county wide travel scheme, possibly through a free-issue county-wide bus pass, for travel on bus and community transport services	Work in partnership with District/Borough Councils to secure eligibility of demand-responsive and unregistered services	Short
Investigate opportunities to develop a concessionary travel scheme for cross boundary bus, rail and community transport services	Work in partnership with bus operators, community transport operators, District/Borough Councils, Centro and other neighbouring authorities	Short
Examine opportunities provided for within the relevant transport legislation to provide through ticketing between rail, bus and community transport services	Work in partnership with train, bus and community transport operators	Short

Table 16.2 'Affordable'

Action	Schemes & Measures	Timescale
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
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



Action	Schemes & Measures	Timescale
Increase proportion of rural population living within about 10 minutes' walk of an hourly bus service.	To equal or exceed national target of 50%	2010
Enhance facilities for community transport passengers at bus stops and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Coleshill Multi-Modal Interchange	2006-2007
	Rugby Rail Station Interchange	Short
	Nuneaton Rail Station - Improved interchange with bus services, walking and cycling	Short
	Atherstone Bus Station	Short
	George Eliot Hospital Bus Interchange	Short/Medium
	Nuneaton Bus Station Improvements	Short
	Stratford-upon-Avon Rail Station	
Promote integration between bus, rail, express coach and community transport services	Work in partnership with bus operators, express coach providers, train operators and community transport providers to improve integration between services	On-going
	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 public transport facilities	Work in partnership with Local Planning Authorities and developers	On-going

Table 16.3 'Accessible'

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Action	Schemes & Measures	Timescale
Under Accessibility Planning, undertake assessment of the need for community transport provision at locations where the bus network fails to meet the level of service standards set out in Bus Strategy (BS3)	Continue liaison arrangements with community transport operators to co-ordinate changes and development of the network in order to optimise passenger benefits	On-going
	Use 'Criteria for the Provision and Financial Support of Essential Transport Links' where these are not provided by the current network	On-going
	Seek to maximise third party funding of network enhancements, but only if (i) these will contribute to the objectives of the Community Transport Strategy 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	On-going

Table 16.4 'Available'

Background Information 26

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 constraint 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.

Action	Schemes & Measures	Timescale
Seek to promote and where feasible, to provide bus services which meet the needs of existing and potential community transport passengers	Work with passenger groups and communities to identify passenger needs	On-going
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	On-going
Improve the image and attractiveness of community transport travel in Warwickshire	Work in partnership with operators to develop a single high quality brand/identity for services which integrate with the Warwickshire network, which is readily understood and promotes the network to a wide audience	Short
Develop 'Intelligent' traffic management systems and priority measures which increase service reliability and punctuality consistent with the Intelligent Transport Systems Strategy	Work with relevant partners for establishment of eligibility for community transport vehicles	

Table 16.5 'Acceptable'

Background Information 27

NUNEATON 'BUS BRIDGE'.....

.... Is a new 'buses only' bridge that will give buses direct access in and out of Nuneaton Bus Station thereby avoiding a major area of congestion in the town centre.

Community transport passengers will benefit from faster journeys.

Action	Schemes & Measures	Timescale
Provide community transport information which should be readily available, easy to understand and be simple to use.	Continue to produce accurate, comprehensive, impartial community transport service and timetable information	On-going
		On-going
		On-going
	Continue to maintain the community transport and Rural Transport Partnership information pages on the County Council's public transport information website	On-going

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Community Transport Strategy

Action	Schemes & Measures	Timescale
	Continue to promote the national 'Traveline' telephone inquiry line Service Identify opportunities to work with operators and other transport authorities to ensure the best use of publicity and marketing resources and to avoid duplication.	
Examine the possibility of working in partnership with community transport operators and neighbouring authorities to deliver real time information accessible by mobile phones	Countywide Short Messaging System	Medium
Raise public awareness about community transport services and the travel choices that they provide	'Travelwise' and Green Travel Initiatives Community based newsletters	On-going On-going
Where appropriate incorporate community transport service information at 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages (Bus Strategy, AP2)	Warwick Bus Interchange Atherstone Bus Station Leamington Spa Centre Leamington Spa Rail Station Kingsbury Kenilworth Stratford upon Avon Rugby Nuneaton Bedworth Coleshill Alcester Kineton Wellesbourne Shipston-on Stour	Short Short Short Short Short Short Short Short/Medium Short/Medium Short/Medium Short/Medium Short/Medium Short/Medium



Action	Schemes & Measures	Timescale
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 provide through ticketing between bus and services	Work in partnership with community transport, bus and train operators	Short

Table 16.6 'Simple to Use'

Action AP3 – Developing new community transport services

Action	Schemes & Measures	Timescale
We will develop service level agreements with community transport operators	Buster Werkenbak Access to Employment Service, North Warwickshire Castle2Clock Community Transport Scheme, Kenilworth	Short Short
County vehicles will be made available for voluntary sector use, using community transport schemes to broker spare capacity	Car-Go-Bus, North Warwickshire	Short
We will work with communities on transport and access to services in urban settings	Community Urban Transport Solutions, Nuneaton and Bedworth	Short/Medium
Opportunities will be sought to introduce schemes that may be operated in the commercial sector or as services registered with the Traffic Commissioners	Introduction of 5 new buses	Short
Opportunities will be sought to support or introduce schemes that, operated in the community and voluntary sector, can achieve the benefits of partnership working arising from Warwickshire's Compact.	Back & 4 th Transport Brokerage, Stratford Medicar, Bedworth	Short Short
Community transport will be considered in external funding applications	Back & 4 th Transport Brokerage, Stratford Racing to Get There, Warwick	Short Medium

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Community Transport Strategy

Action	Schemes & Measures	Timescale
Where appropriate, the introduction of new approaches to community transport service provision, or elements thereof, will be researched, implemented and integrated	Car Clubs, Transport to Employment Project, Nuneaton	Short-medium
	Travel Planning and Travel to Work, County Sustainability Unit	Medium
	Neighbourhood Travel Planning, Social Services	Medium-long
	Independent Travel, Social Services Commissioning	Medium-long
Under Accessibility Planning, undertake assessment of the need for community transport provision at locations where the bus network fails to meet the level of service standards set out in Bus Strategy (BS3)	Utilise Revenue Support Criteria to prioritise 'Essential Transport Links' where these are not provided by the current network	On-going
	Seek to maximise third party funding of community transport/bus network enhancements	On-going

Table 16.7 Policy AP3

Action AP4 – Demand responsive and flexible transport options

Action	Schemes & Measures	Timescale
Investigate demand responsive and flexible services as feeder services into key transport corridors and Quality Bus Corridors	SPARK (Leamington Spa and Warwick) and North-South Corridor Step-Change Initiative	Medium
	Existing QBCs in the Bus Strategy (AP2):	Short/Medium
	Nuneaton-Bedworth-Foleshill Road-Coventry	Short/Medium
	Brownsover-Rugby-Bilton-Coventry	Short/Medium
	Warwick-Leamington Spa-Whitnash	Short/Medium
	Quality schemes to be developed:	Short
	Project Diamond (Nuneaton & Bedworth)	Short/Medium
	Nuneaton-Attleborough-Red Deeps-George Eliot Hospital QBC	Medium
	Bedworth-Bulkington-Nuneaton QBC	
	Inter Urban QBCs:	
	Rugby-Wolston –Binley-Coventry	

Action	Schemes & Measures	Timescale
	Stratford-Wellesbourne-Warwick-Leamington Tamworth-Coleshill-BIANEC-Solihull-Stratford	

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Community Transport Strategy

Action	Schemes & Measures	Timescale
Consider the implementation of more shift work-sensitive demand responsive schemes for residents to access and retain employment opportunities, especially but not exclusively, in the context of the Bus Strategy Step-Change Initiatives	Coventry to Nuneaton Regeneration Zone	Short/Medium

Table 16.8 Policy AP4

Background Information 28

A STEP-CHANGE IN THE NORTH-SOUTH CORRIDOR

The North-South Corridor from Nuneaton in the north through Bedworth, Coventry and Kenilworth 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, the opening of the Arena complex and development of the Solihull – Warwick Technology Corridor;*
- *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. 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 County Council will be investigating a combination of improved heavy rail services, Light Rail, Bus and Guided Bus or other innovative public transport systems.

'SPARK' CORRIDOR STEP CHANGE

The Leamington Spa – Warwick corridor is another densely populated area that suffers from both corridor and town centre congestion and this is further increased by traffic that is seeking to avoid the heavy congestion on the trunk road network nearby.

Unless action is taken, journey times are expected to increase dramatically and, in common with other urban areas in Warwickshire, the peak journey periods will also lengthen into the rest of the day. This will reduce air quality and have adverse impacts on the significant stock of heritage buildings in the two towns. Clearly, further residential development in the area will exacerbate the situation further.

Spare highway capacity is very limited. Due to the dense urban nature of the corridor there is very little potential of accommodating the projected traffic levels by increasing road space without compromising the historic urban built environment and encroaching on the relatively high number of urban green spaces protected by conservation areas.

As highway capacity cannot be significantly improved, the only feasible way to cater for increasing travel demand is through the introduction of a 'step change' in the coverage and quality of the local public transport network combined with measures to encourage more walking and cycling.

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SPARK (Leamington Spa and Warwick) will provide the 'step-change' in public transport that is essential. The scheme is built around the existing rail route within the area and its three local stations at Leamington Spa, Warwick and Warwick Parkway that will be developed as a local 'metro'. The proposal is a parallel Bus Rapid Transit that will serve the main Warwick-Leamington corridor and provide for interchange with the rail service and with local bus feeder services in key interchange points on the rail and BRT routes. The emphasis will be on quality and coverage and the scheme will include:

- *A branded integrated public transport network;*
- *New accessible buses;*
- *Greater public transport coverage, frequency and hours of operation;*
- *Simplified fare structures and increase hours of operation.*
- *Real-time information displays at key points and interchanges;*
- *Real-time service information available on mobile phones;*
- *Bus priority at key junctions using of intelligent traffic management technology;*
- *A new bus terminal arrangements in Warwick*
- *A new bus terminal on the north side of Leamington Station;*
- *A Park & Ride for Leamington and Warwick; and,*
- *An integrated "School Links' Network to reduce car borne schools travel.*

Action AP 5 – Extending and integrating community transport

Action	Schemes & Measures	Timescale
Mainstreaming of services in order to sustain established community transport initiatives	Back & 4 th Transport Brokerage	Short
	Easyrider Service, Rugby	Short
	Wheels to Work Moped Loan Scheme, Countywide	Short
Expansion of the County's network of Flexibus services	Work with partners to identify local accessibility needs	Ongoing
Mainstreaming of transport and accessibility generating and partnership building infrastructures	Secure continuation of the Rural Transport Partnership functions	Short
	Extension of the Nuneaton and Bedworth Transport to Employment Project	Short



Action	Schemes & Measures	Timescale
Work with partners in the community transport sector to investigate the feasibility and desirability of Demand Centre service management	Consult and identify a pilot area Countywide	Short-medium Medium-long
Work with neighbouring authority partner, Coventry City Council on cross-border community transport where accessibility needs are identified	The travel planning, operational and research capabilities of the Transport to Employment Project, Nuneaton and Swiftlink Community Transport, Coventry	Short-medium
Secure, where appropriate, funding from developers towards the costs of providing appropriate community transport services to serve the development, consistent with the Land Use & Transportation Strategy.	Work in partnership with developers & Local Planning Authorities	On-going

Table 16.9 Policy AP5

Targets and Monitoring

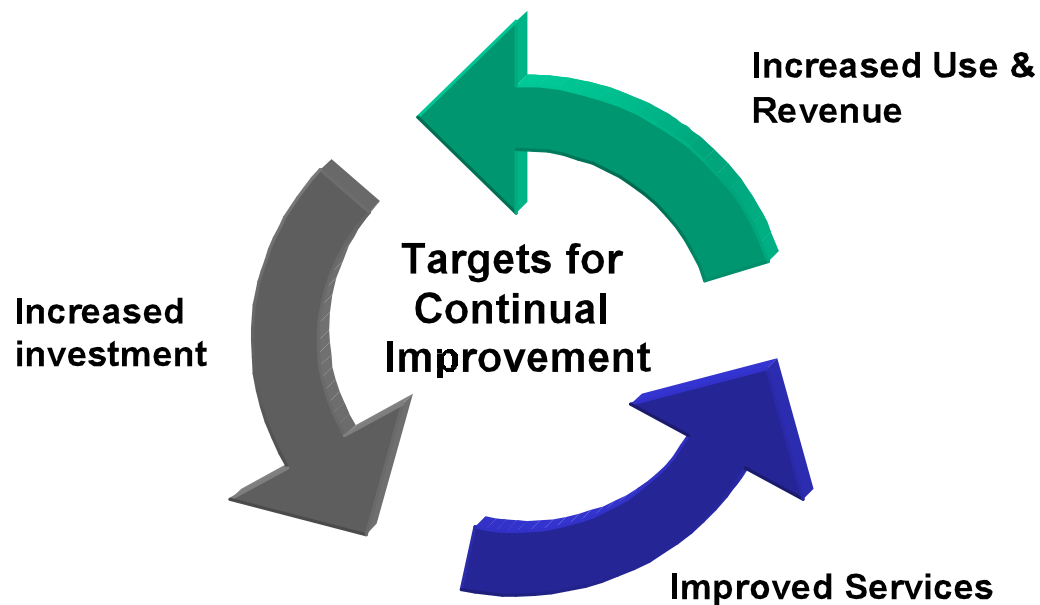
The Community Transport Action Plan has established a range of desired standards and implementation targets for enhancements to the public transport network. Monitoring the delivery of the actions outlined in the Community Transport Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Action Plan is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and updated.

The aim of the targets is to create a virtuous circle of continued improvement.

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Community Transport Strategy



The table below summarises the targets and performance indicators developed to assess progress with the Community Transport Strategy

Target	Performance Indicator	Source of Data	Frequency of Analysis
Number of new or enhanced community transport schemes	Number of schemes	WCC	Annual
Number of community transport services linking to completed corridors and interchanges	Number of services	WCC	Annual
Increase in number of monitored community transport passenger journeys of 10% by 2011 from a 2006 base	Thousands of community transport passenger journeys per annum	Community transport operators	Annual
75% satisfaction rate of users of all community transport services	Percentage of users satisfied with community transport services	Questionnaire Survey	Annual
58% of rural households within 10 minutes walk of an hourly or better bus service by 2010	Percentage of rural households within 10 minutes walk of an hourly or better bus service	Access mapping of public transport and population data	Annual

Target	Performance Indicator	Source of Data	Frequency of Analysis
On community transport services using fixed routes or fixed route sections, 95% to operate no more than 3 minutes before nor more than 10 minutes later than the times specified in the timetable, contract or service publicity literature	Percentage of all bus services achieving target	Sample surveys	Continuous (reported annually)
Number of wheelchair accessible vehicles operating local services	Number of vehicles	WCC and operators	Annual
Increase in number of 'hits' on Community Transport and Rural Transport pages of WCC Public Transport Website	Number of 'hits'	WCC	Annual
Car trips saved on appropriate newly introduced and monitored community transport schemes	Number of trips	User registration via operator	Annual
Increase of 20% in the number of community transport schemes accepting concessionary fares passes from a 2006 base	Number of Pass holders	WCC	Annual

Table 16.10 Community Transport Strategy Targets & Performance Indicators



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Community Transport Strategy



17 Taxis and Private Hire Vehicles Strategy

Introduction

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.

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, rail, community transport services or taxis and private hire vehicles, or any appropriate combination of these modes. This Strategy deals specifically with the contribution that taxis and private hire vehicles make in providing an effective transport network.

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.

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.

This document outlines:

- The objectives of the strategy;
- A brief overview of the policy framework in which taxis and private hire vehicles operate;
- The demand for taxis and private hire vehicles in the context of the socio-economic background of the County;
- The Taxis and Private Hire Vehicles Strategy developed in response to this context;
- Constraints on delivering the Strategy;
- The Action Plan for delivery, along with the proposed schemes and measures; and
- Monitoring and review of the action plan.

The Action Plan is a realistic implementation mechanism in the light of the constraints, with a monitoring and review process against set targets.

Taxis and Private Hire Vehicles Objectives

The starting point for this Taxis and Private Hire Vehicles Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy. The Taxis and Private Hire Vehicles Strategy will contribute to achieving the objectives in the LTP by promoting a network, which:

- Offers accessibility, 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; and,
- Encourages integration with other modes of transport.

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 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.

Policy Overview

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

In March 2004, the Government published its Action Plan for Taxis and Private Hire Vehicles. This document recognises 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.

The Demand for Taxis and Private Hire Vehicles

The scale and distribution of the population in Warwickshire together with their socio-economic characteristics have a major impact on travel patterns and mode of travel. This has been taken into account when developing the Taxis and Private Hire Vehicles Strategy.

Population

The population in Warwickshire has grown far more quickly over the last 20 years than the general growth in population of the Region or of England and Wales.

Socio-Economic Issues

People on low incomes are more dependent upon taxis and private hire vehicles to access employment, health, education, shopping and leisure opportunities and make up a higher than average proportions of the market for taxis and private hire vehicles travel. The proportion of households on below average incomes varies between the five District/Boroughs 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%.

Background Information 29

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 public transport services can limit the abilities of those without a car to access employment, health, education, shopping and leisure opportunities.

Background Information 30

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, Birmingham and the West Midlands conurbation. Parts of Western Warwickshire also experience a strong demand for travel towards Redditch and Birmingham. Similarly, there are also significant travel movements from parts of North Warwickshire to Tamworth and Birmingham.

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.

Future Travel Patterns

Future travel patterns in the County will respond to a number of factors, including:

- New development, both within the County and in surrounding areas (particularly Birmingham and the West Midlands conurbation);
- Changes in work patterns, including more flexible working hours; and
- Changes in personal lifestyle choices.

Particular focus for development is likely to occur in the Coventry – Nuneaton Regeneration Zone, and the Solihull – Warwick Technology corridor. Regional Planning Guidance also highlights Rugby as a potential growth area in the West Midlands region.

Mode Choice

The car is the dominant mode of travel in Warwickshire. In Warwickshire a higher percentage of people travel to work by car (71.2%) than the average for England and Wales (61.5%) while a lower percentage use bus to travel to work (3.4% compared with 7.4%). Use of taxis and private hire vehicles is included in the 'Other' category (1.7%).

Existing Provision of 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 provide journey needs for both rural and urban trips. However, whilst taxis can be hailed in the street or picked up from a designated rank, private hire vehicles must be booked in advance. Taxis can also be booked in advance with a relevant company.

The Current Fleet of Taxis and Private Hire Vehicles

Due to the requirement for all service providers to comply with the Disability Discrimination Act, the average age of the fleet of taxis and private hire vehicles operating in the county has reduced significantly over recent years.

Taxi and Private Hire Vehicle Operators

There are a number of operators of licensed taxis and private hire vehicles in Warwickshire. The split of licensed vehicles by District/Borough is:

- North Warwickshire Borough: 71 taxis and 33 private hire vehicles;
- Nuneaton and Bedworth Borough: 180 taxis and 72 private hire vehicles;
- Rugby Borough: 46 taxis and 118 private hire vehicles;
- Warwick District: 125 taxis and 159 private hire vehicles; and
- Stratford-on-Avon District: ?? taxis and ?? private hire vehicles.

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 and Opportunities

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;
- Specialised transport provision that can cater for people who have some form of physical 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

The vision of Warwickshire County Council's Taxis and Private Hire Vehicles 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 2005'.

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 Taxis and Private Hire Vehicles Strategy Policies

Policy TPHV 1 – 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 TPHV 2 – Quality of Service

To meet the overall aim of the Taxis and Private Hire Vehicles Strategy, the County Council will work with the bodies and organisations set out in Policy TPHV 1 to encourage the provision of taxis and private hire vehicles services in the County that are:

- a. Affordable
- b. Accessible
- c. Available
- d. Acceptable
- e. Simple to Use

Quality Of Service

a. Affordable

Taxi and private hire 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.

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.

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.

Signage to taxi waiting facilities should be provided where appropriate, including provision from within railway stations and key bus interchange facilities.

Policy TPHV 3 – Development of Taxibuses

The County Council will work in partnership with its stakeholders to develop suitable proposals for taxibuses to meet specific travel needs in both urban and rural areas. Taxibus services will be developed where conventional bus service provision is not appropriate, either in operational or economic terms.

Policy TPHV 4 – Improvement of Taxi and Private Hire Vehicles Facilities at Public Transport Interchanges

In line with the Public Transport Interchange Strategy, the County Council will work in partnership with its stakeholders at public transport interchange facilities to seek their commitment in making appropriate improvements for taxis and private hire vehicles at existing and new interchange facilities.

The Constraints

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.

In line with Policy TPHV1, the County Council will work in partnership with the five District/Borough Councils and adjoining Transport and Licensing Authorities to resolve cross boundary issues where problems arise.

The Action Plan

The Taxis and Private Hire Vehicles Action Plan has been developed such that it seeks to minimise the adverse impact of the constraints on the achievement of the policies in the Taxis and Private Hire Vehicles Strategy. The Action Plan is geared towards addressing the key issues within the context of the known constraints and opportunities.

The delivery of taxi and private hire vehicle initiatives involves a wide range of stakeholders. 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.

TPHV Action A1 - Partnership

The role of the County Council, working in partnership with the five District/Borough Councils, taxi and private hire vehicle operators, users and other stakeholders, is to help promote the role of taxis and private hire vehicles as part of the transport network, and bring forward improvements where it is feasible and desirable to do so.

The County Council will work with its partners to secure funding through the Local Transport Plan and other appropriate sources of funding (including contributions from land developers) towards improvements for taxi facilities.

For each specific initiative set out in the Actions below the likely timescale for delivery is identified as short, medium or long term. For the purposes of this strategy, short term will be the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

TPHV Action A2 – Quality of Service

Action	Schemes & Measures	Timescale
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

Table 17.1 'Affordable'

Action	Schemes & Measures	Timescale
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 aims set out in the Public Transport Interchange Strategy.	Coleshill Parkway	Short
	Rugby Rail Station Interchange	Short
	Nuneaton Rail Station –(including improved interchange with bus services, walking and cycling)	Short
	Atherstone Bus Station	Short
	George Eliot Hospital Bus Interchange	Short/Medium
	Nuneaton Bus Station Improvements	Short
	Leamington Spa Rail Station	Short/Medium
	Kenilworth Rail Station	Short/Medium
	Kingsbury Rail Station	Medium
	Other New Rail Stations	Medium
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	On-going

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Taxis and Private Hire Vehicles Strategy

Action	Schemes & Measures	Timescale
	community transport providers to improve integration between services.	
Seek to safeguard sites with the potential for improved taxi waiting facilities.	Work in partnership with Local Planning Authorities and developers	On-going

Table 17.2 'Accessible'

Background Information 31

COLESHILL PARKWAY

Coleshill Parkway will comprise a new rail station and car park, a rail/bus/pedestrian/cycle/taxi/car interchange and an adjoining new bridge at Station Road, Coleshill, for pedestrians, cyclists and buses crossing the Birmingham-Nuneaton rail line. The station will include facilities for taxi pick-up and set-down as part of the multi-modal access to the new railway station. Facilities will include a dedicated taxi rank, covered waiting area and appropriate signage.

Action	Schemes & Measures	Timescale
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.	

Table 17.3 'Available'

Action	Schemes & Measures	Timescale
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.	

Table 17.4 'Acceptable'

Action	Schemes & Measures	Timescale
Provide information that should be readily available, easy to understand and simple to use.	Continue to maintain the public transport information pages on the County Council's website.	On-going
Raise public awareness about taxi and private hire vehicles and the travel choices that they can provide.	'Travelwise' and Green Travel Initiatives.	On-going

Table 17.5 'Simple to Use'

**TPHV Action A3 – Development of Taxibuses**

Action	Schemes & Measures	Timescale
Develop taxibus services to meet specific demand in the County where conventional public transport is neither operationally or economically appropriate.	Warwick Taxibus	Short
	Rugby Taxibus	Medium
	Nuneaton Taxibus	Medium

Table 17.6 TPHV Action A3

Background Information 32**WARWICK TAXIBUS**

The County Council has an aspiration for a Taxibus service to serve Warwick Town Centre, Warwick Railway Station, The Woodloes estate, the new South West Warwick development and Warwick Parkway Railway Station. The scheme would provide a direct link from these areas to meet morning and evening peak rail services to and from London Marylebone. During the remainder of the day, the taxibus could operate as a demand responsive service, which could be pre-booked or hailed. These off-peak services would also serve Warwick Castle. It is anticipated that the taxibus, which would be branded to reflect its role, would carry a maximum of 8-9 passengers at any one time, and would be registered as a conventional taxi with Warwick District Council.

TPHV Action A4 – Improvement of Taxi and Private Hire Vehicles Facilities at Public Transport Interchanges

Action	Schemes & Measures	Timescale
Enhance facilities for taxis and private hire vehicles at public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy.	Coleshill Parkway	Short
	Rugby Rail Station Interchange	Short
	Nuneaton Rail Station –(including improved interchange with bus services, walking and cycling)	Short Short
	Atherstone Bus Station	Short
	George Eliot Hospital Bus Interchange	Short/Medium
	Nuneaton Bus Station Improvements	Short
	Leamington Spa Rail Station	Short
	Kenilworth Rail Station	Short/Medium
	Kingsbury Rail Station	Medium
	Other New Rail Stations	

Table 17.7 TPHV Action A4

Targets and Monitoring

Monitoring the delivery of the actions outlined in the Action Plan will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis (at least annually) to make certain that the Action Plan is achieving the desired outcome.

The monitoring, benchmarking and measuring of targets will allow changes to be identified, incorporated and updated in due course.

The table below sets out the main target and performance indicator that will be used to assess progress with the Taxis and Private Hire Vehicles Strategy.

Target	Performance Indicator	Source of Data	Frequency of Analysis
Achieve at least 90% of all taxis and private hire vehicles in the County meeting DDA standards by 2010.	Percentage of taxi and private hire vehicle fleet operating in the County that meet DDA standards.	District/Borough Council records.	Annual

Table 17.8 Taxis and Private Hire Vehicles Strategy Targets and Performance Indicators

Note: Improvements for taxi and private hire vehicles at public transport interchange facilities will be monitored as part of the Public Transport Interchange Strategy.



18 Public Transport Interchange Strategy

Introduction

The County Council will promote public transport services which offer direct through routes. However, there are instances where public transport services cannot always offer a direct route to passengers and they have to change and connect to another service or modes to reach their destination. In recent years this has become more necessary as diverse travel patterns and lifestyles have developed. This has meant we travel further, more often and at different times of day to access services in various locations, such as employment, education, health and leisure activities.

A challenge for the strategy is making sure that where 'indirect' routes exist, passengers can connect and change to other services or modes to reach their destination with ease, in comfort, and in safety. This is often referred to as interchange and an interchange point is where the change and connection occurs.

Key to promoting good interchange is the development of a public transport network which provides a choice of travel destination and suitable connections to make a particular journey.

An important part of the development of a public transport network is integration, between modes, for example, the co-ordination of bus and rail services timetables to enable a 'seamless' journey. The concept of the 'seamless' journey aims to make journeys by public transport as smooth as possible so as to provide an attractive alternative to the car.

To achieve these aims we need to develop a way of allowing people to be able to make the right connections with confidence. To this end, the strategy will aim to deliver measures and schemes to develop interchanges and promote other initiatives, for example, multi-modal through ticketing and the provision of better passenger information.

This document outlines:

- The objectives of the strategy;
- Local regional and national policy framework in which the strategy operates;
- The Public Transport Interchange Strategy including schemes and measures; and
- Monitoring of the schemes and measures.

Public Transport Interchange Strategy Objectives

The starting point for this Public Transport Interchange Strategy is the overall transport objectives of the Local Transport Plan 2005 that have been developed to reflect national, regional and local policy.

The Public Transport Interchange Strategy will contribute to achieving the objectives in the LTP by promoting a passenger transport network, which:

- Offers accessibility, 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;
- 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.

Therefore, when we talk about interchange this refers not only to the physical infrastructure such as station and stop facilities which assist in people interchanging but also the co-ordination of public transport services through connecting timetabling and multi-modal ticketing initiatives to promote the seamless journey.

To this end the Public Transport Strategy will aim to deliver measures and schemes to make interchanging easier by the development and promotion of several initiatives such as the building of infrastructure and 'soft' measures including the provision of better travel/passenger information.

Policy Overview

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

The White Paper "A New Deal for Transport: Better for Everyone" set out the Government's approach to seeking to achieve the seamless journey. Although published in 1998, the key provisions relating to interchange are still valid. For public transport to provide an attractive alternative to the convenience of the car it must operate as a network. In order to achieve this The New Deal for Transport seeks:

- More through ticketing;
- Better facilities at stations and other places for interchanges;
- Better connections between and co-ordination of services;
- Wider availability and provision of information on timetables route planning and fares; and
- A national public transport information system available over the telephone and the Internet.

A key theme of the White Paper is transport integration and it identifies the importance of the integration between public transport services, trains, buses, taxis and community transport.

Overall Context

To deliver an integrated transport network every aspect of interchange needs to be considered. Interchange can be defined as the process by which passengers/users move or connect within one mode (type) of public transport or between one mode and another public or private transport mode. This includes both the act of joining and leaving the public transport network. This definition includes public transport interchange with car, cycle, walking, taxi/minicab and other forms of private transport.

Making improvements to achieve high quality Public Transport Interchange needs to recognise that it is not only about the development of facilities and the promotion of connections by integrated timetabling between rail and bus services. The starting point is looking at interchange from the passengers perspective and it is the whole journey experience which counts and the decision to use public transport, or even whether to travel at all, will depend on the quality of connections/interchanges, which are part of that journey.

This approach will allow us to identify access constraints and also the opportunities (see below), both informal and formal, which influence people interchanging and the following will also have a bearing on the improvements to interchange:-

- 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 and Opportunities

	Bus	Rail	Car	Taxi	Cycle	Walk
Bus	Uncertainty, Cost of combined journey Lack of information	Location of bus stops Lack of information	Lack of suitable parking at bus interchanges	Cost of fares Location of taxi ranks	Cycles not carried on buses Lack of cycle parking	Safety & security of pedestrian routes
Rail	Location of bus stops, Lack of information	Waiting environment, Poor connection	Insufficient parking at stations	Cost of fares, Location of taxi ranks	Lack of cycle storage & parking	Security & safety of pedestrian routes

Table 18.1 Problems

	Bus	Rail	Car	Taxi	Cycle	Walk
Bus	Through & multi operator ticketing Improvements to information	Relocation of bus stops Diversion of bus services	Dedicated Park and Ride facilities	Taxi ranks near to bus interchange points	Cycles on buses, Cycle parking at bus stops	Safer routes to public transport
Rail	Relocation of bus stops Diversion of bus services	Improved station environment Connecting services	Improved station car parks/ Parkway Station	Taxi ranks at rail interchange points	Cycle parking at stations Cycle carriage on trains	Safer routes to public transport

Table 18.2 Opportunities

Consultation and Customer Research

Ongoing consultation, market research, data collection and monitoring of public transport services and infrastructure is conducted in order to gain a better understanding of people's needs and expectations. The interview research has provided a detailed picture of the different issues that influence the way people value public transport services. This has helped to produce a Public Transport Interchange Strategy which address the needs of current and potential users and which will deliver the desired outcomes.

Citizens' Panel (April 2004)

Respondents said that the main features which would encourage them to use public transport or use it more often were:-

- More Convenient Through Routes;
- More Conveniently Timed Services;
- More Reliable Services;

- Clearer Information; and
- Helpful Staff.

The Public Transport Interchange 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.

Warwickshire County Council have incorporated and addressed the results of the customer research and the consultations in the preparation of this Public Transport Interchange Strategy. It was prepared in consultation with relevant organisations including bus and train operators, The Traffic Commissioner, neighbouring Local Authorities, District Councils, Parish Councils and other groups, for example, the Older Peoples Forums.

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 2005'.

The aim of the Public Transport Interchange Strategy is to grow 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 suitable initiatives like integration between bus and rail services. This will offer improvements in the provision of interchange for the people of Warwickshire by following a customer-driven approach designed to identify and overcome barriers to public transport interchange.

The Public Transport Interchange Strategy seeks to provide a range of measures and initiatives which will assist in the growth of the market for public transport services.

The four major themes of the Strategy are:

- To improve existing interchange facilities;
- To provide new multi modal interchange facilities;
- To improve the integration of bus, rail, coach services and other modes; and
- To improve passenger information.

The Public Transport Interchange Strategy Policies

Details of the specific policies are provided below and their relationship to the objectives of the Warwickshire Local Transport Plan 2005 are shown below in Table 1.

Policy PTIS 1 – Partnership

The County Council will work with the Department for Transport, Bus Operators, Train 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 PTIS 2 – Quality of Public Transport Interchange

To meet the overall aim of the Public Transport Strategy, the County Council will encourage the provision and quality of interchange facilities which are:

- Accessible
- Acceptable
- Simple to Use

Quality Of Public Transport Interchange

a. 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. 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. 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

Bus 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, 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 customer service training. The journey time by bus should be similar to the equivalent journey by car unless this can be justified by a significantly reduced fare.

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 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, 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 PTIS 4 – 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 PTIS 5 – 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 PTIS 6 – 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.

Delivering The Strategy

'Delivering the Strategy' sets out the County Council's actions in delivering the policies of the Public Transport Interchange Strategy in a way which recognises the existing constraints and opportunities outlined earlier in this document.

The delivery of public transport interchanges involves a wide range of stakeholders and partners both internal and external. It will in some instances, for example at railway stations involve strategic decisions which are taken at national level. 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 occur.

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Public Transport Interchange Strategy

Partnership

The County Council in partnership with operators, District Councils, Parish Councils and others will work together towards the objectives of improving and providing suitable high quality public transport interchanges in Warwickshire. 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.

Each specific initiative is identified together with the likely timescales for its delivery in either the short term, medium term or long term. For the purposes of this strategy, short term will be for the period 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

Quality of Public Transport Interchange

Action	Schemes & Measures	Timescale
Promote improvements to station facilities, to the accessibility of rail services, and in the personal safety 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 & Passengers	Short
	Warwick Station - Refurbish subway	Short
Enhance existing and provide new interchange facilities at rail stations and public transport interchanges consistent with the aims set out in the Warwickshire County Council Public Transport Interchange Strategy	Colehill Multi-Modal Interchange	Short
	Rugby Station Interchange	Short
	Leamington Spa Station – Improved cycle parking	Short
	Increase car parking	Short
	Warwick Station – Improve cycle parking & Taxibus	Short
	Warwick Parkway – Increase car parking & Taxibus	Short
	Hatton Station – Real Time Information Displays	Short
	Lapworth Station – Real time Information Displays	Medium
	Henley in Arden Station – Real Time Information Displays	
	Nuneaton - Improved interchange with bus services, walking and cycling	
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	On-going Short

Action	Schemes & Measures	Timescale
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community bus services	
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	On-going
Provide new stations including strategic park & ride / parkway stations on the rail network where they provide significant transport benefits	Kingsbury	Short
	Galley Common	Short
	Arley	Short/Medium
	Bermuda	Medium
	Hawkesbury	Medium
	Bishopton Parkway	Medium
	Rugby East Parkway	Medium

Table 18.3 'Accessible'

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Public Transport Interchange Strategy

Background Information 33

COLESHILL PARKWAY INTERCHANGE

Coleshill Parkway is a Multi-Modal Interchange and will comprise a new rail station and car park, a rail/bus/pedestrian/cycle/car interchange and an adjoining new bridge at Station Road, Coleshill, for pedestrians, cyclists and buses crossing the Birmingham-Nuneaton rail line. The bridge will provide a new link for buses, cyclists and pedestrians from Coleshill to the Hams Hall industrial site that will give sustainable modes an advantage over private transport thereby encouraging modal shift.

A Bus Interchange will be provided to which existing local services would be diverted. A network of new services will be introduced and these will allow an increased choice of journeys and provide a frequent service to the Hams Hall site.

This scheme will provide:-

- *A local station for the existing settlement of Coleshill;*
- *Rail links to the employment sites at Hams Hall from Nuneaton and Birmingham;*
- *A strategic park & ride serving the M42 corridor;*
- *A rail-head station for rail journeys to and from the East Midlands and East Anglia (including Stansted Airport); and,*
- *A 'Gateway' station to Birmingham International Airport.*

The Multi-Modal Interchange is planned to open in May 2006.

Background Information 34

ATHERSTONE BUS STATION

Atherstone bus station has been successfully working for a number of years, however, the facilities have reached the end of their useful life and are not appropriate to the needs of growing the market for bus travel.

The Atherstone Bus Station improvement scheme will be designed to assist interchange between services and provide a pleasant clean and well designed environment for passengers waiting for bus services.

This scheme proposes a new fully enclosed waiting room and shelters including seating, public telephone, CCTV for safety and security of passengers, lighting, improved passenger information, raised kerbs for easy boarding of low floor buses and the refurbishment of the adjacent public toilets in partnership with North Warwickshire Borough Council.

It is planned to open in 2006.



Background Information 35

GEORGE ELIOT HOSPITAL

George Eliot Hospital is a key public transport interchange in the Nuneaton area. Its significance will rise with the opening of new offices and businesses nearby. The current waiting facilities are of a limited standard and will not be adequate to meet the anticipated increase in demand when new offices and business units open near the location in the future. A bus interchange will be provided including

- *fully enclosed waiting room and shelter,*
- *seating,*
- *public telephone,*
- *lighting,*
- *passenger information*

It will be covered by the hospital's CCTV security system. Passenger information provision will be improved and raised kerbs will allow easy access for the low floor buses operating on the existing routes serving the hospital. In the long term a diversion of some bus services through the hospital grounds is being considered. This will allow easier access to the hospital for a significant number of people.

Action	Schemes & Measures	Timescale
Support measures to improve the punctuality and reliability of rail services	Respond to schemes proposed by the rail industry	On-going

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Public Transport Interchange Strategy

Action	Schemes & Measures	Timescale
Develop the Quality Rail Partnership as a template for joint working with train and station operators to deliver passenger improvements at stations	Chiltern Railways & Warwickshire County Council Five Stations Action Plan	Short
	South Warwickshire Stations Action Plan	Short

Table 18.4 'Acceptable'

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Background Information 36

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*
- *Disabled Access to station 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, the provision 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*
- *Car Park Lighting and Security*
- *Bus Feeder Service and Sheltered Waiting Area Taxi Rank and Sheltered Waiting Area*
- *Secure Cycle Lockers*

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Public Transport Interchange Strategy

Action	Schemes & 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	On-going
		On-going
	Continue to maintain the public transport information pages on the County Council's website	On-going
	Continue to promote the National Rail Enquiry Service	On-going
	Continue to improve signage at interchanges to promote more convenient transfer/travel between different transport modes	
Raise public awareness about the public transport network and the travel choices that it provides	'Travelwise' and Green Travel Initiatives	On-going
Encourage fare structures and levels which are easy to understand and be simple to use	Work in partnership with train operators	Short
Investigate provision of real time information systems and/or 'Help Points' at stations and at key interchanges	Hatton Station – Real Time Information Displays	Short
	Lapworth Station – Real time Information Displays	Short
	Henley in Arden Station – Real Time Information Displays	Short

Table 18.5 'Simple to Use'

Action	Schemes & 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	On-going

Table 18.6 New Developments

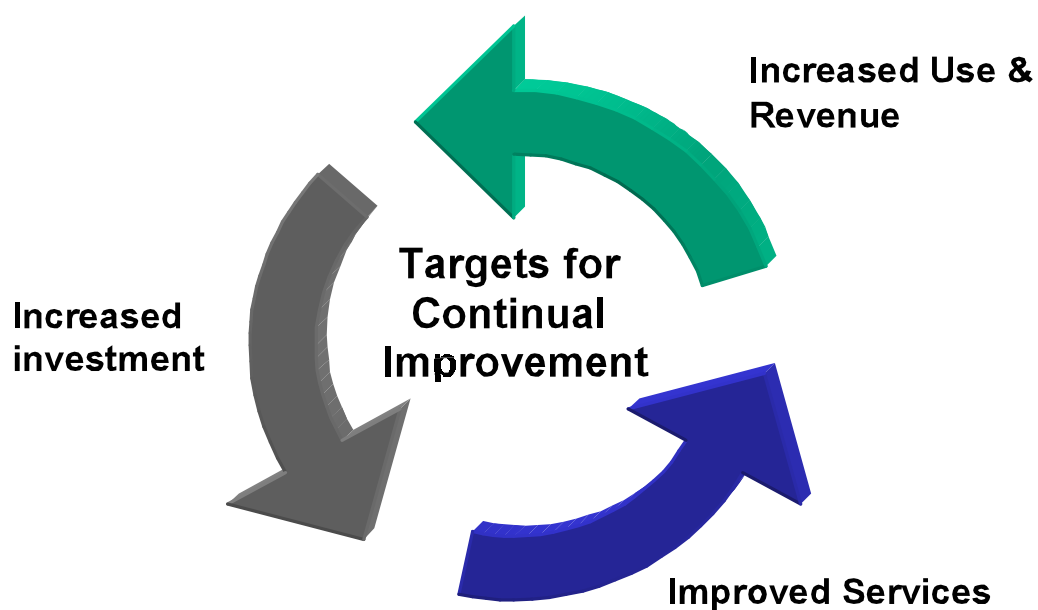
Targets and Monitoring

The Public Transport Interchange Strategy has established a range of desired standards and implementation targets for enhancements to the public transport network. Monitoring the delivery of the actions outlined in the Public Transport Interchange Strategy will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Strategy is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and updated.



The aim of the targets is to create a virtual circle of continued improvement.



Target	Performance Indicator	Source of Data	Frequency of Analysis
George Eliot Hospital Bus Interchange open by 2006	Completion	WCC	Annual
Atherstone Bus Station open by 2006	Completion	WCC	Annual
Coleshill Parkway Interchange open in 2006-2007	Completion	WCC	Annual
A new station at Kenilworth open by 2011	Completion	WCC	Annual

Table 18.7 Public Transport Interchange Strategy Targets & Performance Indicators



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Public Transport Interchange Strategy





19 Bus Information Strategy

Introduction

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 Warwickshire County Council Passenger Information Strategy sets out what we consider is needed, in consultation with others, to comply with the bus passenger information requirements set out in the Transport Act 2000.

The Transport Act 2000 requires each local transport authority to determine what local bus information should be made available. The authority must consult such organizations appearing to the authority to be representative of users of local services as they think fit and the Traffic Commissioner covering the traffic area covering their area, prior to deciding how this information should be provided.

Local bus information can include:

- Information about routes and timetables of local services to from and within the authority's area;
- Information about fares;
- Information about facilities for disabled persons, travel concessions;
- Connections with other public transport services; and,
- Other matters of value to the public as the authority considers appropriate in relation to their area.

The Government view is that information is important and it has taken the lead in developing the national Traveline telephone enquiry service.

Warwickshire County Council has for a number of years provided comprehensive information on local bus and rail services, a countywide map and before the Traveline service it had an in house telephone enquiry line.

The Government requires local authorities to provide information on the performance of the services it provides and public satisfaction with these services. This information is compiled as Best Value Performance Indicators (BVPI) allowing different authorities performances to be compared. The BVPI for satisfaction with local bus service information provision is BVPI 103.

The County Council has the powers under Sections 139 and 140 of the Transport Act 2000 to make formal arrangements under which the bus operators agree to make the required information available in the appropriate way and, in the event it does not succeed, to provide the information at the cost of the defaulting operator.

However, it is important that the Strategy recognises that a careful balance must be struck to ensure that the cost of the information provision that operators will be required to bear are realistic. The placing of many new financial burdens on operators in a short space of time may result in cost cutting elsewhere, possibly with the loss of some commercial services.

We therefore recognise that we share a responsibility with operators to ensure the delivery of information is accurate, correct and available. We consider the aims and requirements of the strategy can be met by a consensus approach with the County Council and operators reaching agreement in advance on standards and targets. This may also require a commitment from all stakeholders in partnership to joint working and investment.

Warwickshire County Council recognises it is necessary to consult with the bus operators to agree achievable and sustainable standards and targets. It also recognises that it has a responsibility under section 140 of the Transport Act 2000 this states:

If the authority are unable to make satisfactory arrangements with one or more of those operators, they -

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Bus Information Strategy

(a) must make available or secure that there is made available, in the appropriate way such of the require information as is not being made available or is not being made available in that way (whether by virtue of arrangements made under section 139(5) or otherwise) and

(b) may recover from that operator or those operators the reasonable costs incurred by them in doing so as a civil debt due to them.

(2) In determining for the purposes of subsection (1)(b) what is reasonable in relation to a particular operator the authority must have regard to

(a) the amount of information which has to be made available, and

(b) the way in which that information has to be made available,

in respect of the local services provided by that operator.

(3) If the authority require an operator to provide information to them or another person in order to perform their duty under subsection (1)(a), the operator must provide the information at such times and in such manner as is specified by the authority.

(4) The authority must give notice of any requirement imposed under subsection (3) to the Traffic Commissioner for the traffic area covering their area.

The County Council reserves the right to use those powers under the Act to recover from the bus operators, where necessary, reasonable costs incurred in the provision of information through the strategy. Whilst the County Council believes in the importance of high quality information for the user, it considers the recharge of costs to operators as a position of last resort. As mentioned earlier the preferred way of working is to joint development of improvements to passenger information

The County Council will act fairly and not discriminate in any way against any operator, either by imposing unreasonable demands on the information provided or by setting unachievable standards and targets in the way in which information should be provided.

Bus Information Strategy Objectives

The starting point for this Bus Information Strategy is the overall transport objectives of the Local Transport Plan 2005 which have been developed to reflect national, regional and local policy which are:

- To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts;
- To improve the environment and safety of people when they are using the transport system; and
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

The Bus Information Strategy will contribute to achieving the objectives in the LTP by promoting a transport network, which:

- Offers accessibility 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;
- 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.



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 area/route based timetable books, a countywide map and an in house telephone inquiry service.

The County Council has continued to improve its passenger information provision to raise awareness of public transport services and it was recognised that more could be done to improve roadside publicity, by the creative use of media material, to make the design, format and distribution of publicity material more effective and easy to use.

At a local and regional level, local authorities (including the County Council) have worked in partnership over the past four years to deliver the Public Transport Information 2000 project. This is a network of regional call centres established to provide details of all bus and coach services through a single national telephone enquiry number (Traveline). This has involved the sharing of existing data bases and new forms of partnership working.

Existing provision of roadside information has varied with both the County Council and the bus operators providing roadside information. This has offered a level of coverage in the County which on occasions has meant an over provision and duplication of information or a lack of it on some bus routes.

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. Table 1 below shows the existing provision and arrangements for the production and distribution of passenger information. It is divided into the stages of travel and type of information and who is currently responsible for its provision.

Stage of Travel	Information	Information provider
Pre-journey information	Traveline telephone enquiry line 0870 608 2 608 providing information on public transport	West Midlands Travel Information Service - a consortium of Local Authorities & Operators
	Individual timetable leaflets	Main Bus operators - Stagecoach, TWIM, Arriva, First Group & De-Courcey Trave
	Bus Times Area timetable booklets	
	County Public Transport Map	Warwickshire County Council (WCC)
	Warwickshire Web Site www.warwickshire.gov.uk passenger information, travel news update and links to bus and train operators sites	WCC WCC
	Certain Key villages have specific leaflets to include information on conventional and community transport	Rural Transport Partnership
At Bus stop information	Bus stop flags	WCC/ Bus operator/s
	Bus stop poles	WCC/ Bus operator/s
	Bus shelters	WCC/District Councils/Parish Councils
	Timetable cases	WCC/Bus operator/s
	Timetable information	WCC/Bus operator/s

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Bus Information Strategy

Stage of Travel	Information	Information provider
	High quality bus waiting stops/ shelters/raised kerbs at Quality Bus Corridors routes Specific village timetables	WCC Rural Transport Partnership
At interchange point or destination	Bus focal points Timetable information Timetable cases	WCC WCC WCC
Other special information	Flexi-bus timetables Easy –rider information The Buzz Brokerage Project Concessionary fares information Vintage helpline Enlarged printed timetables on request User Friendly Transport Pack for those with physical Disabilities. This is available on tape and paper	WCC Refer to West Midlands Special Needs Travel (WMSNT) Rural Transport Partnership Rural Transport Partnership WCC WCC WCC WCC

Table 19.1 Passenger Information - current provision and arrangements

Consultation & Customer Research

Ongoing consultation, market research, data collection and monitoring is conducted in order to gain a better understanding of people's needs and expectations. The interview research has provided a detailed picture of the different issues that influence the way people value public transport services. This has helped to produce of a Bus Information Strategy which addresses the needs of current and potential users and which will deliver the desired outcomes.



Background Information 37

CITIZENS' PANEL SURVEY – APRIL 2004

Respondents said that the main features which would encourage them to use public transport or use it more often were:-

- *Clearer Information*
- *Helpful Staff*

The results of the 2004 survey reinforce similar views and priorities from the 2001 All Panel Telephone Survey

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 2005'

The aim of the Bus Information Strategy 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-driven approach designed to identify and overcome barriers to the use of public transport.

The Bus Information Strategy Policies

Details of the specific policies are provided below and their relationship to the objectives of the Warwickshire Local Transport Plan 2005 are shown below in Table 2.

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.

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

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 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

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Bus Information Strategy

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.

Minimum requirement	Responsibilities
Printed passenger information should be available for every bus service and route in Warwickshire.	The County Council will take responsibility for producing leaflets for wholly or substantially subsidised services or groups of services.
Timetables should be of a high quality including service numbers route map and when the timetable came into effect. They should comply with the printed public transport information – A Code of Good Practice produced by ATCO.	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.
Changes to routes/services and timetables shall be minimised. The County Council will consult operators on the Bus Partnership Forum Code of Conduct on service stability.	The Operators will produce timetable leaflets for commercial bus services and those journeys where the County Council has specified in its tender documents that the operator will be responsible.

Table 19.2 Printed Information

Minimum requirement	Responsibilities
Buses/ Public Transport vehicles should display/have clear, accurate route destinations & service numbers.	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.
Quality Bus Corridor route buses to have a branded livery and have route maps, timetables & fares Information publicised on the buses	Bus operators will be responsible for the minimum on-bus information requirements on Quality Bus Corridor route buses as described.
On other bus routes the County Council will seek the agreement of operators to phase in route maps, timetable and fares information publicised on the buses.	

Table 19.3 On-bus Information

Minimum requirement	Responsibilities
The responsibility for roadside information has varied with both the County Council and operators providing roadside information. This arrangement has offered a level of coverage in the county which has either created an over-provision and duplication of information or a lack of information. To improve the	The County Council will seek to improve and increase roadside information provision throughout the County. Timetable cases at bus stops in rural areas will be considered as a priority to complement the information provided by the County Council and the operators in the main towns.

Minimum requirement	Responsibilities
<p>situation, and provide consistency of coverage it is proposed to put into place the following minimum requirements:-</p> <p>Bus stops to have bus flags</p> <p>Bus stops to have timetable cases</p> <p>Bus stops to display timetables</p> <p>Bus flags to display the service number/s</p> <p>Bus flags to display the name of the operator</p> <p>Bus flag to show the Traveline enquiry number</p>	<p>The County Council will also be responsible for the provision of timetable cases at key interchanges, railway stations, bus stops on Quality Bus Corridor Routes, main village/rural stop locations where agreement is reached with suitable partners.</p> <p>The County Council will consider the role of bus information points (BIP) with a view to provide improvements to information including up to date information displays with London Underground style bus route maps and maps showing where to find your bus stop.</p> <p>The County Council will seek to co-operate with District Councils and Parish Councils to provide timetable cases/displays in bus shelters.</p> <p>District Councils, Town Councils and Parish Councils will be encouraged to continue to secure the provision and maintenance of bus shelters where appropriate. Various sources of funding will be investigated for the provision of bus shelters and route upgrades for Quality Bus Corridors, including the Parish Transport Grant.</p> <p>Operators will be encouraged to participate in this process by agreement and partnership investment in all aspects of roadside information.</p>

Table 19.4 Roadside Information

Minimum requirement	Responsibilities
<p>The National Traveline telephone number is the single 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).</p> <p>The minimum requirements are to ensure that the travel information database is maintained and kept up to date.</p> <p>The future improvements to be considered for the Traveline service include</p>	<p>Operators providing bus services in Warwickshire are required to provide up to date timetable information to comply with West Midlands Travel Information Service (WMTIS) requirements. Operators are also responsible to reimburse WMTIS the costs of providing information about their commercially operated services.</p>

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Bus Information Strategy

Minimum requirement	Responsibilities
<ul style="list-style-type: none"> • an extension of the service to the internet; • The provision of information through digital television; • electronic enquiry systems at key locations including travel centres; • providing information about taxis and airline services; • fares and booking information service; • SMS text messaging to mobile phones with passenger information 	

Table 19.5 Telephone Line Information

Minimum requirement	Responsibilities
<p>Investigate and develop Real Time Information accessible by mobile phone by a Countywide Short Messaging System.</p> <p>Local bus travel information to be available through the Warwickshire County Council Website including timetables for all bus routes operating in the County.</p>	<p>The County Council will investigate developments in Real Time Information (RTI), electronic display panels, other electronic and telecom technology.</p> <p>The County Council will make improvements to the Warwickshire County Council Web site to include comprehensive timetable information for all bus routes operating in the County including Community transport services. The County Council will improve links to bus and train operators web sites</p> <p>Operators will be encouraged to participate in the development of the RTI process by agreement and partnership investment.</p>

Table 19.6 Electronic Information

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 improve the provision of roadside passenger information in the main urban centres, market town centres and key villages and at key bus interchanges. 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; and,
- Map of the local area.



A BIP will be located in sites which are safe, secure, well lit and in urban areas where footfall is relatively busy.

Delivery of the Strategy

'Delivering 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.

Partnership

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.

For each specific initiative the likely timescale for delivery is identified as either short term, medium term or long term. For the purposes of this strategy, short term will be the period to 2011, medium term will be the period from 2011 and 2016 and long term will be the period 2016 onwards.

Action	Schemes & Measures	Timescale	Responsible
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	On-going	WCC/Operators
		On-going	WCC
	Continue to maintain the public transport information pages on the County Council's website	On-going	WCC
		On-going	WCC
	Continue to promote the National Rail Enquiry Service		
	Continue to improve signage at interchanges to promote more convenient transfer/travel between different transport modes		
Raise public awareness about the public transport network and the travel choices that it provides	'Travelwise' and Green Travel Initiatives	On-going	WCC

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Bus Information Strategy

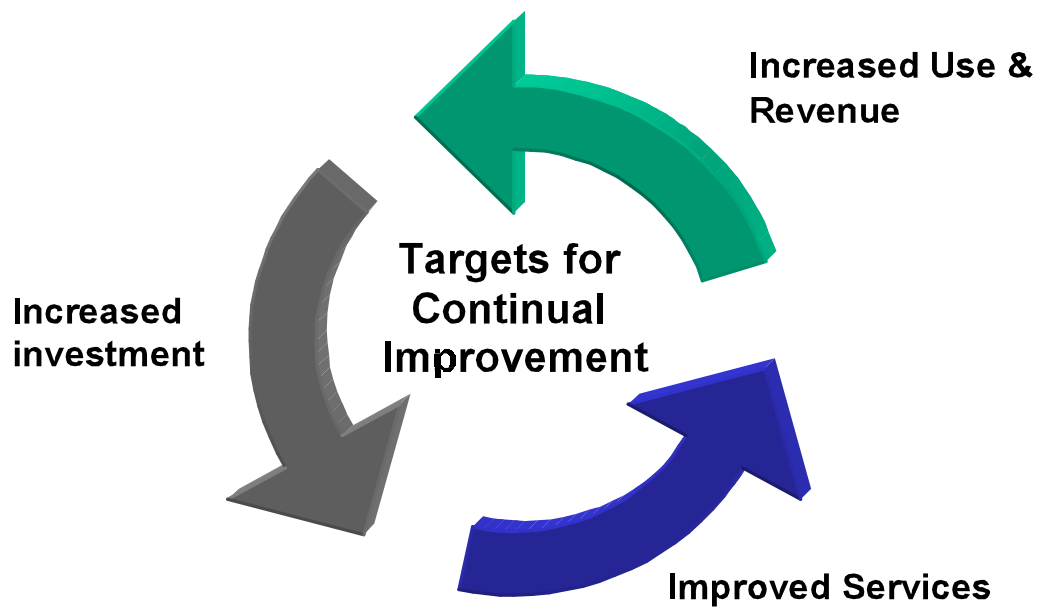
Action	Schemes & Measures	Timescale	Responsible
Work in partnership with bus operators, Centro, other local authorities and suppliers to deliver real time information accessible by mobile phones	Countywide Short Messaging System	Short	WCC/operators/ WMTIS
Investigate opportunities of real time information displays on Quality Bus Corridors and at key interchanges	Work in partnership with bus operators, train operators, Centro, other local authorities and suppliers	Short	WCC/Operators
Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Warwick Bus Interchange	Short	WCC
	Atherstone Bus Station	Short	
	Leamington Spa Centre	Short	
	Leamington Spa Rail Station	Short	
	Kingsbury	Short	
	Kenilworth	Short	
	Stratford upon Avon	Short	
	Rugby	Short/Medium	
	Nuneaton	Short/Medium	
	Bedworth		
	Coleshill		
	Alcester		

Table 19.7 'Simple to use'

Targets and Monitoring

The Bus Information Strategy has established a range of desired standards and implementation targets for enhancements to the public transport network. Monitoring the delivery of the actions outlined in the Bus Information Strategy will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Strategy is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and update. The aim of the targets is to create a virtual circle of continual improvement.



Target	Performance Indicator	Source of Data	Frequency of Analysis
Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Completion	WCC	Annually
Provide an increase in the quality and quantity of roadside information in town centres, bus stops on Quality Bus Corridors and key village and rural bus stop locations.	Completion	WCC/Operators	Annually
Improve and maintain the public transport information pages on the County Council's website	Completion	WCC	Annually
Deliver Real Time information accessible by mobile phone by a Countywide Short Messaging System	Completion	WCC/Operators	Annually

Table 19.8 Bus Information Strategy Targets & Performance Indicators



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Bus Information Strategy





20 Safer Routes to School and School Travel Plans Strategy

Background

Nationally, the proportion of primary aged children who walk to school has declined from 67% to 55% over the last decade, with a corresponding rise in car travel. Similarly, the proportion of secondary pupils walking has declined from 52% to 43%, and the proportion cycling from 6% to 2%. This situation has evolved due to a wide range of complex issues, including parental concerns over child safety and security during the journey to school, rising car ownership, and an increase in the number of mothers working full or part time.

The increase in car travel to school has resulted in an increase in congestion and pollution around schools, and the lack of physical exercise has been shown to lead to a decline in pupils' health and fitness.

In Warwickshire, the trend is similar to that observed nationally. An annual countywide School Travel Survey has shown a steady increase in car use for school journeys of 1% per year until 2002 to a peak of 40%. This figure was reduced to 39% in 2003 and 37% in 2004, which may be an indication that measures that have been implemented during the first Local Transport Plan period are starting to influence travel choices. However, it is clearly too early to know whether this is the start of a positive downward trend.

School Travel Plans

Real progress towards the use of more sustainable travel modes is only likely to be achieved by a combination of implementing Safer Routes to Schools measures in parallel with a programme of education and encouragement, such as walking buses.

As part of the Safer Routes to Schools initiative, schools are encouraged to write a School Travel Plan. This can be defined as "an action plan that sets out a package of measures to improve pupils' safety on the school journey and to reduce the number of car trips made to school".

A School Travel Plan is required as part of the submission for planning approval where a new school is being built or substantial changes to an existing school are proposed. In January 2004 the County Council's Cabinet also approved a requirement that all schools requesting a Safer Routes capital scheme costing £20,000 or more should produce a School Travel Plan.

In September 2003 the Government announced a major initiative to address travel to school, including funding for school travel advisers to help schools to draw up School Travel Plans. Funding is also available for schools with approved School Travel Plans to upgrade facilities that will encourage the use of sustainable travel, such as the provision of cycle storage and lockers. All Warwickshire schools have been encouraged to bid for this funding by producing a School Travel Plan.

Targets

In the 2000 LTP a target was set to "reduce the proportion of school journeys undertaken by car to 33% by 2006 and 24% by 2011". In light of the annual survey described above, it is clear that this target will not be met; indeed the overall trend in car use (1% per annum) shows that it was unrealistic.

As travel patterns vary widely across the county, specific targets will be set for each school where a Safer Route to School scheme is proposed and will be included in their School Travel Plan.

An analysis of local survey data has shown that those schools where Safer Routes to School schemes have been implemented during the past five years have shown an overall reduction of 4% in car usage. It is therefore proposed to set a target for modal shift of 5%.

The Government has stated that, "all schools should have active travel plans before the end of the decade". Around 30 schools in Warwickshire have already produced a School Travel Plan, but in order to meet this objective, 40 new School Travel Plans will be required each year.

Capital Grant funding is available for schools that have a Travel Plan approved and this funding will continue until at least 2007/8. Funding is around £5000 for an average sized Primary School and around £10,000 for an average sized Secondary School and encourages schools to consider their sustainable travel arrangements and make improvements. The funding can only be spent on capital works on the school premises and examples of improvements include cycle storage facilities, parent waiting shelters, paths, fencing, CCTV equipment etc.

The Strategy

There is wide variation in travel patterns depending on whether schools are primary or secondary, and if they are located in an urban or rural area. These factors must be considered when developing a set of proposals for an individual school.

Secondary schools

It has been demonstrated that the provision of safe cycle routes to secondary schools and secure storage facilities at schools can be very effective in persuading pupils to cycle to school. We therefore plan to provide these facilities for all secondary schools in the County at a rate of 2–3 schools per annum.

During this LTP period, the County Council will consider the role of Schools Park and Ride/Park and Stride in reducing the direct impact of car-based school traffic. A pilot scheme will be developed to test its impact on changing school travel patterns, possibly within Warwick District.

Primary schools

Expert advice from RoSPA is that unaccompanied children under the age of 10 cannot cope with cycling on the road, and therefore cycle routes to primary schools will be considered only in exceptional circumstances. The emphasis will be on improving pedestrian routes in urban areas and encouraging car sharing schemes in rural areas.

All schools will be encouraged to write a School Travel Plan to identify the barriers to walking to school. Warwickshire County Council will deal with all schools that approach the school travel plan adviser for assistance. However, we will endeavour to establish travel plans with schools that have a higher than average percentage of car usage for their area or type.

Events to encourage sustainable travel on the school journey will also be supported including the two Walk to School weeks in May and October where resources and banners will be provided for participating pupils and schools.

The County Council will consider the role of general walking and cycling improvements in delivering or contributing towards the implementation of the wider Safer Routes to Schools initiative within Warwickshire.



21 Sustainable Freight Distribution Strategy

Introduction

The importance of sustainable freight distribution within the context of an integrated transport and land use policy is clearly set out in the Government White Paper and associated guidance.

One of the key implications for local authorities in these documents is the emphasis placed on the establishment of Freight Quality Partnerships between local authorities, the freight industry, business communities, residents and environmental groups.

Policy Context

The Strategy has been developed within the National, Regional and Local policy environment and aims to be consistent with the wider framework. An overview of the policy background is provided in Annex 1 of the LTP.

Of particular relevance to the Warwickshire Freight Strategy are the Regional Transport Strategy and the Regional Rail Freight Strategy. The key policies that underpin these documents are (1) the need to maintain and improve good road and rail links compatible with the Trans-European Networks (TENs), (2) the provision of good maintenance of transport networks, (3) the development of Regional Rail Freight schemes, (4) the development of the Regional Highway Network and (5) the development of regional airports.

Improvements are specifically mentioned for rail links to the East and South Coast ports, and deliveries set to maximise the use of multi-modal facilities and local freight terminals at Hams Hall, Lawley Street (Birmingham) and Daventry International Rail Freight Terminal (DIRFT).

In terms of the highway network, the regional strategies identify motorway widening schemes, selected bypasses, and the development of Intelligent Transport Systems in the West Midlands.

In addition, Warwickshire County Council is supporting a study that is being carried out in the region on the need for overnight lorry parking facilities. Consideration has also been given to the production of a West Midlands Regional Lorry Guide, an initiative that the County Council would fully support.

Freight Movement in Warwickshire

Road

Most freight is moved by road at present and most freight will continue to be moved by road in the future. Due to its location in the 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 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.

Rail

The location of Warwickshire in the national rail network results in a large amount of through rail based freight movements. Key corridors for 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/Millbrook 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 International Railfreight Terminal, Murco LPG (Bedworth), Daw Mill Colliery (near Over Whitacre), Warwickshire Oil Storage (Kingsbury), Kineton MOD, and car distribution from Birch Coppice. In addition, Daventry International Railfreight Terminal (DIRFT) is located just outside the County boundary near Crick in Northamptonshire.

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, offers the greatest potential for maximising economies of scale. The majority of firms that deal with this type of freight movement, and 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 (the former Coventry Colliery), and the development of further rail connected sites at Hams Hall.

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 generating in the County are also unlikely to be suitable for transfer to rail.

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, working in partnership with Local Planning Authorities to ensure that appropriate sites are available for development with rail access.

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 three operational airfields within Warwickshire, at Baginton (Coventry), Wellesbourne and Long Marston, of which only Baginton experiences any movement of freight. The airfield handles substantial domestic and international cargo traffic movements, which predominantly arrive and depart at night.

There are long distance/strategic pipelines in Warwickshire and local pipelines running from supply points to the nearest urban areas.

Problems and Opportunities

The main problems associated with freight distribution are:

- Warwickshire generates relatively little freight compared to that which passes through the County;
- There is a potential conflict between meeting the needs of industry and commerce to transport freight, and the resulting environmental and social effects;
- 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;
- The opportunities for the widespread use of pipelines for the transportation of freight in the County are limited to certain products and materials.

On the other hand, there are some opportunities:

- Warwickshire is well placed in relation to the road and rail networks and to the freight terminals at Hams Hall, Daventry and Lawley Street (Birmingham). This provides opportunities to secure economic benefits for the County and the Region as a whole;
- These networks have recently received further investment to tackle congestion problems, particularly road access to the north west through construction of the M6 Toll, and rail access to the north west and the south east through the West Coast Route Modernisation; and,
- There is now more imperative to encourage a greater use of sustainable modes for the transportation of freight with freight train operators (particularly EWS and Freightliner) improving services, and investing in new rolling stock and infrastructure improvements.

Warwickshire Freight Quality Partnership

The inaugural meeting of the Warwickshire Freight Quality Partnership (FQP) was held in February 2002. The FQP discussed a number of issues, primarily concerning road freight in Warwickshire, and agreed to form a working group to develop proposals to progress the LTP strategy.

The Strategy

Strategic Objectives

Our Strategic Objectives are to achieve:

- An appropriate balance between the need for transport to sustain an improving economy and the need to protect and improve the environment;
- To encourage operating efficiency and disseminate best practice in freight transport;
- To increase the proportion of companies with a recognised environmental management award; and
- To encourage integration within and between all freight transport modes.

General Principles

The strategy to achieve these objectives is described below. An indication is given where policies may require the input of the Freight Quality Partnership (FQP).

Policy F1 - The County Council will promote:

- The development of the Trans European Road and Rail Networks;
- The inclusion of sustainable freight distribution in the development of Green Transport Plans for new industrial and commercial development.

Road Freight Strategy

Policy F2 - The County Council will continue to work with the freight industry through the Freight Quality Partnership 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), including seeking:

- To promote the use of a defined and agreed 24 hour lorry route network, including producing a map for distribution within the road haulage industry (FQP);
- To establish a zoning system in each urban area so that signage can be introduced to direct heavy goods vehicles to industrial estates and town centres via the best routes (FQP);
- To seek to control heavy goods vehicle movements through or near environmentally sensitive areas (for example, Conservation Areas and residential neighbourhoods) by systematic intelligence gathering through Parish Councils and contact with operators. The introduction of Amenity Weight Limits will be considered, as a last resort, subject to the following criteria:
 - A significant problem caused by HGVs unnecessarily traveling 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.
- To define and enforce delivery times in town centres (FQP);
- To provide enforcement of parking restrictions to protect delivery access for lorries and heavy goods vehicles;
- To review parking and loading restrictions to identify opportunities to address problems for delivery vehicles, particularly where front-only access exists;

- To ensure that reasonable access for heavy goods vehicles is maintained in connection with measures for their control and restriction;
- To identify overnight parking facilities for HGVs where a known demand exists; and
- To explore the possibility of developing an urban area 'consolidation centre' for the transfer of goods from HGVs to smaller vehicles for final distribution.

Rail Freight Strategy

Policy F3 - The County Council will work in partnership with the freight industry, DfT, Network Rail and other stakeholders to promote the transfer of freight from road 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 and DIRFT. These could include working with the Highways Agency to promote the provision of signing information from the Trunk Road Network (including the provision of Real Time Information) and the introduction of priority measures on roads leading to freight terminals and freight hubs.

Policy F4 - The County Council will work in partnership with the Local Planning Authorities to identify and protect selected sites for future rail freight connection.

Other Modes

Policy F5 - The County Council will work in partnership with British Waterways, the Environment Agency and the freight industry to explore:

- 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; and
- The potential to develop inter-modal terminals that include a waterway connection.

Policy F6 - The development of freight handling facilities at Coventry Airport (Baginton) will be encouraged in line with Policy T5 (b) of the Warwickshire Structure Plan 1996 – 2011.

Policy F7 - The use of pipelines will be encouraged while ensuring minimal environmental impact both during and after installation of the necessary infrastructure.

22 Walking Strategy

Background

The purpose of this strategy is to set out what is needed in Warwickshire to improve conditions for walking and encourage more people to walk for local journeys.

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. 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. In the ten years to 2003, the number of walking trips fell by 20%. 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 new Walking Strategy sets out a range of policies, actions and targets to encourage more walking in Warwickshire. The walking strategy is a daughter document to the LTP and will contribute towards the achievement of the overall objectives of the Local Transport Plan:

- To improve accessibility to the transport system in order to promote a fairer, more inclusive society;
- To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy;
- To reduce the impact of transport on the environment through the management and control of adverse impacts;
- To improve the environment and safety of people when they are using the transport system; and
- To encourage the integration of transport, both in terms of policy planning and the physical interchange of modes.

Walking is not only a transport issue. Encouraging more walking can also contribute towards wider policies on health improvement, regeneration and social inclusion.

Overall Aim

The overall aim of the Walking Strategy acknowledges that encouraging more walking will require physical improvements to the walking environment together with promotion and marketing initiatives:

'To improve the pedestrian environment and promote the benefits of walking to encourage more people to walk for short utility journeys and for recreation'.

Strategy Objectives

- To provide pedestrians with safe, attractive and direct routes to local services, facilities and workplaces;
- To improve the environment for pedestrians in town centres;
- To reduce pedestrian road casualties and make walkers feel safer and more secure;
- To ensure new developments adequately cater for pedestrians and mobility impaired people;
- To consider the needs of pedestrians and those with some form of mobility impairment in all transport and highway schemes;
- To publicise the benefits of walking; and,
- To publicise and improve opportunities for recreational walking across the county.

The Policy Context

National Policy

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Walking Strategy

Until the early 1990s, walking as a mode of transport was given low priority as transport planning focussed on providing for the needs of car users. However, the promotion of walking as a sustainable mode of transport has risen up the transport agenda over the past decade as the social, environmental and health problems caused by the dominance of car have become more apparent.

The Transport White Paper in 1998 set out Government proposals to create a better, more integrated transport system both nationally and locally. Walking was identified as being key to achieving modal shift for short journeys. Local authorities were required to produce Local Transport Plans, including a strategy to encourage walking.

In 2000, the Government published its 10 Year Plan for Transport for the period up to 2010-11, setting out actions to implement the policies contained in the White Paper. 'Encouraging walking – Advice for Local Authorities' was also published by Department for Transport in 2000.

Tomorrows Roads – Safer for Everyone (2000), the Governments Road Safety Strategy set challenging casualty reduction targets to be met by 2010. Particular emphasis was placed on reducing child casualties, of which a large proportion occur when children are walking or cycling. The strategy puts forward a range of actions to reduce casualties amongst all vulnerable road users, including improved infrastructure, training for both drivers and pedestrians, and speed reduction measures.

Planning Policy Guidance Note 13 on Transport (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.

Living Spaces: Cleaner, Safer, Greener, published in 2002, set out the Government's vision for high quality public spaces, safe streets, less traffic danger, clean, safe secure street environment. Walking is an integral part of the new 'liveability' agenda, and there is increasing recognition that people are more likely to walk if the surroundings are pleasant, convivial, clean and well maintained.

The Future of Transport White Paper, published in July 2004, outlines how the Government intends to increase cycling and walking through a combination of local action planning, strong marketing, sharing good practice and national demonstration projects. Around the same time, an Action Plan for Cycling and Walking was published, detailing a range of practical actions that the Government will take to support the efforts of local authorities to encourage more walking and cycling and listing a number of best practice case studies.

The Action Plan contributes towards the Government wide initiative to tackle physical inactivity and obesity, and reflects the growing recognition of the importance of encouraging walking from a public health perspective. One of the overarching priorities of the Public Health White Paper (October 2004) 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 people's daily routine. Improving opportunities to walk and cycle will be part of a strategy to market healthy lifestyles.

'Smarter choices – Changing the way we travel', published by the DfT in July 2004, was an extensive report on the impact of 'soft measures' in changing travel behaviour, using evidence from the UK and abroad, case study interviews and the experiences of stakeholders. In recent years, there has been growing interest in 'soft' measures, which include a range of initiatives seeking to give better information and opportunities, aimed at helping people to choose to reduce their car use while enhancing the attractiveness of alternatives. The assessment found that soft measures had significant potential to reduce car journeys, and came to the conclusion that *'provided they are implemented within a supportive policy context, soft measures can be sufficiently effective in facilitating choices to reduce car use, and offer sufficiently good value for money, that merit serious consideration for an expanded role in local and national transport strategy'*.

Regional Policy

The West Midlands Spatial Strategy (RSS11), formerly known as Regional Planning Guidance for the West Midlands, sets out what should happen where and when across the region up to 2021. It incorporates the Regional Transport Strategy, which sets the framework for regional and local transport priorities and investment.

Policy T3 on Walking and Cycling states that Development Plans and Local Transport Plans should provide greater opportunities for walking and cycling by:

- Developing safe, secure, direct, convenient and attractive networks which connect town centres, local facilities, educational premises, public transport interchanges, residential and employment areas;
- Giving pedestrians and cyclists priority in residential areas and town centres;
- Providing links between smaller settlements and centres and development of greenways and quiet roads;
- Developing the National Cycle Network;
- Making the most effective use of canal towpaths;
- Expanding 'cycle and ride' and cycle carriage on public transport; and,
- Ensuring that new developments and infrastructure proposals improve walking and cycling access

Local Policy

Warwickshire County Council published its first Strategic Plan for Warwickshire in 2002, with the aim of improving the quality of life of Warwickshire's people and to do this by ensuring that a whole range of public agencies work together. The plan sets out a vision for Warwickshire for the year 2010 and identifies targets for 2005 to make progress towards this vision. It focuses on eight major themes identified by county residents as being most important:

- Education and Lifelong Learning;
- Health and Well-being;
- Crime and Community Safety;
- Economy and Employment;
- Transport;
- The Environment;
- Community Involvement; and,
- Information and Access to Services.

Walking is relevant to a number of these themes, and the transport theme endorses the actions and targets set out in the LTP to encourage cycling and walking.

The Warwickshire Structure Plan 1996-2011 (WASP) currently provides the strategic policy framework for land use and development. However, the government has decided to abolish Structure Plans and Local Plans and replace them with Local Development Frameworks. The WASP policies, which are in conformity with RSS11 will be saved for a period of 3 years (up to September 2007). The Regional Planning Board will need to decide whether sub-regional strategies need to be produced. If so, these will provide further detailed policy to bridge the gap between the RSS and LDFs. In the event that these sub-regional policies do not emerge, there is scope for WASP policies to be carried forward beyond the initial 3 years from commencement of the Act.

Two of the underlying objectives of the current Warwickshire Structure Plan (1996-2011) are to:

- Reduce the distances people need to travel, whilst acknowledging the continuing role of commuting in the County and the need to facilitate this through transport improvements; and,
- Support walking, cycling and public transport as alternatives to the private car.

Policy GD1 states that the overriding purpose of the Structure Plan is to provide for a pattern of development which:

'promotes greater use of public transport, walking and cycling, to avoid restricting future generations of Warwickshire residents to a style of living which depends on use of a car to get to work, school, shop or for leisure'.

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Walking Strategy

The plan contains a number of specific transport objectives and policies, of which the following are particularly relevant to walking:

Policy T1 states that 'where travel is necessary, through the Local Transport Plan and in considering transport related development proposals, the County Council will':

- Promote affordable transport for people on low incomes;
- Increase accessibility for disabled people and others with mobility problems; and,
- Provide alternatives to using cars, giving the highest priority to improving public transport, the integration of transport and improving facilities for walking and cycling.

Warwickshire's Road Safety Strategy sets out a range of policies, actions and targets aimed at reducing casualties on the county's roads. It aims to achieve the Government's casualty reduction targets a year early; that is by 2009.

The Countryside and Rights of Way Act (2000) requires local highway authorities to prepare and publish a Rights of Way Improvement Plan for improving rights of way in their areas, taking into account the needs of the public including disabled people. The provisions came into effect on 21 November 2002. The County Council has developed a 10 year Countryside Access and Rights of Way Improvement Plan (CAROWIP) for Warwickshire following extensive public consultation, consultation with representative user groups and input from the Local Access Forum and Countryside Access Liaison Group. Further detail on the implementation of this policy can be found within that plan.

Problems and Opportunities

This section describes the factors that have contributed towards the decline in walking, before outlining the benefits that walking can provide both to the individual and on a wider scale.

Barriers to walking

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.

	Town Centres	Commuting / school	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred maximum	800m	2000m	1200m

Table 22.1 Suggested acceptable walking distances

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 is 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 public transport. 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 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'.

The condition of footways and footpaths is viewed as an important factor influencing people's decisions to walk. 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;
- 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.

The benefits of walking

As well as providing benefits to the individual, walking has the potential to deliver on a wide range of national and local objectives.

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.

Air pollution

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.

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 capitalise on 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.

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.

Economy and 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. There are over 527 million estimated walking trips made annually to the English Countryside.

Recreational walking contributes towards tourism and the economy, particularly in rural areas, as well as wider health and wellbeing, 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.

The Current Situation

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.

In Warwickshire, 71% of people currently travel to work by car. This figure is 9% higher than the national average, although there is clearly potential for more commuter journeys to be walked as a fifth of residents live within 2kms of their workplaces. 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.

Warwickshire's School Travel Survey, carried out in November 2004, showed that 44% of primary and 41% of secondary school pupils walk to school. This varies depending on the area, ranging from 31% in Stratford (39% primary, 23% secondary) to 56% in Nuneaton and Bedworth (49% primary, 66% secondary).

Cordon counts in the main towns provide information on the number of people entering town centres on foot as a proportion of total trips. However, the counts are carried out only on a single day every two years, and as pedestrian activity can be greatly affected by factors such as the weather, such counts cannot provide an accurate picture of walking levels in the county. Recent count data generally reflects the downward trend in walking. For example, in Warwick the number of people entering the town centre on foot declined from 6.4% in 2000 to 6.2% in 2002. The highest levels of walking are found in Stratford, perhaps due to the level of tourist activity in the town.

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 / 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.

Public Consultation

The County Council has commissioned public opinion surveys to discover what local people think about walking and walking conditions in Warwickshire and to help inform preparation of the Walking Strategy. In the Citizens Panel 2001, 52% of respondents thought improving conditions for pedestrians was either 'essential' or 'very important'. Better maintenance was viewed as the most important action to encourage more walking. However, 80% of people stated that there was nothing that would make them walk more.

Consultations on the Local Transport Plan (2006-2011) provide further information on people's views on the priorities for transport in the county. 59% thought better provision for pedestrians was either 'extremely important' or 'very important'. However, this figure was slightly lower than that for improvements to both cycling and public transport.

Consultation was undertaken in preparation for the Countryside Access and Rights of Way Improvement Plan (CAROWIP), and it showed that over 10% of respondents usually walk from home to work, but that 70% never walk from home to work. CAROWIP figures also shows that over 40% of respondents walk from home to shops, and only 10% never walk from home to the shops.

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Walking Strategy

Over a third of respondents to the CAROWIP survey section on utility walking said that less traffic and pollution was an important factor in increasing their level of walking, and over half would be encouraged by better pavements and less obstructions to pavements would encourage them to walk more. Dog fouling was also mentioned by a quarter of respondents.

The responses to the CAROWIP consultation covering recreational walking indicated that 24% of respondents visit the Warwickshire countryside at least twice a week, and that over 32% of all respondents travel on foot to get to the countryside. However, 60% of respondents get to the countryside by car. Over half of the CAROWIP respondents are put off using paths because there are fast roads to cross.

The Strategy

Encouraging more walking will require a wide range of actions and joint working from a variety of different organisations and stakeholders. Increasing the amount of walking does not only meet transport objectives, but also wider objectives on health, the environment, social inclusion and regeneration.

The strategy sets out a number of policies aimed at increasing walking through a combination of physical improvements to the pedestrian environment and 'soft' measures to promote walking and encourage behavioural change.

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.

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.

Partnership

Policy WS1: 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 the factors affecting walking levels, the County Council will not be able to bring about an increase in walking on its own. Delivery of the walking strategy objectives will require a wide range of actions from a variety of stakeholders, both to improve the environment for walking and to promote walking as a viable and attractive mode of transport. These include the District and Borough Councils, schools, employers, the health sector and public transport operators.

The availability of local services within walking distance is clearly a key factor influencing levels of walking. The new 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 bodies has become increasingly important now that the health benefits of walking as a physical activity are being more widely promoted.

Walking to School

Policy WS2: The County Council will work with schools to encourage more walking for the journey to school.

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. Increasing walking for the journey to school requires a combination of physical and promotional measures, to address parent's concerns about safety and emphasise the benefits of walking to school.

We will:

- Improve the pedestrian environment in the vicinity of schools through the Safer Routes to School programme. Measures will include traffic calming, provision of crossing facilities, improvements to public footpaths and creation of new footways etc;
- Work with schools to develop School Travel Plans, setting out measures to reduce car use and promote walking and cycling;
- Work with schools to develop wider initiatives to encourage walking e.g. Walking Buses; and,
- Provide road safety education and training for school children.

Walking to Work

Policy WS3: The County Council will work with local employers to encourage more people to walk to work.

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. However, 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 new accessibility planning agenda and of strategies aimed at reducing social inclusion. Accessibility planning is therefore likely to play a role in highlighting priorities for action.

We will:

- Improve pedestrian access to key employment areas through identifying and, where possible, addressing barriers to pedestrian access along routes where it is viewed that there is significant potential to increase levels of walking;
- 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;
- Use planning policies to promote mixed use developments to reduce the need to travel and to locate employment where it is accessible on foot;
- Promote walking to work as part of Travelwise initiatives;
- Support national campaigns to encourage walking to work and raise the status of walking as a mode of transport; and
- Lead by example through further development of the WCC staff travel plan.

Walking to Retail and Leisure Destinations

Policy WS4: 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 in encouraging more walking and enhancing 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. 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.

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.

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.

We will:

- 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;
- Increase the priority given to pedestrians in town centres. Where practical, investigate opportunities for further pedestrianisation schemes and road space reallocation to pedestrians in town centres;
- Improve pedestrian routes connecting trip generators and nodes of activity within town centres, such as rail stations and car parks;
- Improve pedestrian access into town centres from surrounding areas, giving particular attention to reducing barriers to walking and providing appropriate improvements along key routes;
- Identify and seek to address barriers to walking access to major retail and leisure developments outside of the town centre, where it is viewed that the opportunity exists to increase levels of walking by releasing significant suppressed demand; and
- Enhance the pedestrian environment in market towns and district centres through street scene initiatives and improvements to the attractiveness and safety of pedestrian routes and facilities.

Integration with Public Transport

Policy WS5: 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, when promoting greater use of public transport, there is a need to consider the whole journey, including the walking stage. 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.

We will:

- Improve pedestrian access to rail stations, bus stations, major bus stops and bus information points through identifying and, where possible, seeking to address barriers to walking along key routes;
- 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;
- Ensure that pedestrian links between train / bus stations and other key destinations within town centres are safe, well signed and adequately lit;
- Work with bus operators to design and locate bus stops in a way that facilitates easy access by all users;



- Ensure that new developments are planned to provide good pedestrian access to the public transport network, where appropriate;
- Provide suitable crossing facilities where required for access to key bus stops;
- Develop recreational self-guided walks that start and finish at public transport interchanges; and
- Develop public transport links to key recreational walking locations, e.g. country parks, Cotswold fringe.

Pedestrian Crossings

Policy WS6: 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.

We will:

- Continue a programme of increasing the number of pedestrian crossing facilities in accordance with our pedestrian crossing policy (see below). As far as is possible, crossings will be provided on pedestrian desire lines;.
- Provide pedestrian phases at traffic signal controlled junctions where appropriate, in accordance with DfT guidelines;
- Ensure that new crossing facilities are fully accessible to those with mobility or sensory impairments;
- Continue to introduce dropped kerbs to assist people when crossing the carriageway, particularly those with mobility impairments or pushchairs. Dropped kerbs and tactile paving will be installed as part of all new highway and footway maintenance schemes;
- Consider the provision of new pedestrian bridges where the opportunity exists to significantly increase levels of walking by addressing severance issues caused by canals, rivers and railway lines; and,
- 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.

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Warwickshire County Council's pedestrian crossing policy

The County Council's previous policy on the provision of pedestrian crossings was based on a calculation of the degree of conflict between pedestrians crossing the road and the traffic flow.

Whilst these criteria are being retained as a base for considering the need for a new crossing, the policy is currently being reviewed to take 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.

Where a site does not meet the new criteria, consideration will be given as to whether the site meets other corporate objectives, such as the Safer Routes to School initiative, Local Safety Scheme, Traffic Management Scheme, etc.

Pedestrian crossing facilities

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

Footway and Urban Footpath Standards

Policy WS7: 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 can 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 in Warwickshire, and these are maintained in accordance with the policies and standards laid out in 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.

We will:

- Ensure that the needs of pedestrians are given high priority within highway maintenance programmes;
- 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;
- Ensure that emergency footway and urban footpath defects are repaired quickly and efficiently;
- Seek to co-ordinate street works to minimise impact on pedestrians;



- Seek to reduce obstructions on key pedestrian routes, such as street clutter, excessive signage and overgrown vegetation;
- Ensure that any works to improve footways and urban footpaths take into account the needs of people with mobility or sensory impairments; and
- Design new footways in accordance with the Design Manual for Roads and Bridges, or in the case of new developments, in accordance with the County Council's guidelines Transport and Roads for Developments.

Safety and Security

Policy WS8: The County Council will work in partnership with others to improve safety and personal security for all pedestrians.

Whilst improving safety is implicit in many of the walking strategy policies, this policy is specifically concerned with reducing pedestrian road casualties and improving personal security. Road safety improvements for pedestrians will primarily be delivered through implementation of Warwickshire's Road Safety Strategy. Reducing the number of children injured on the roads is a key focus of that strategy.

Improving personal security for pedestrians and reducing fear of crime will require a combination of wider actions involving a number of partner organisations.

We will:

- Seek to reduce pedestrian road casualties by implementing the Road Safety Strategy, using education, engineering and enforcement;
- Ensure that road safety audits carried out on new highway schemes as part of the Road Safety Strategy pay particular attention to the safety of pedestrians and people whose mobility is impaired;
- Carry out pedestrian audits on new highway schemes using a checklist of considerations for pedestrian provision;
- 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;
- Upgrade street lighting in priority locations to help improve safety and to reduce crime and fear of crime;
- Improve road safety for recreational walkers through implementation of the CAROWIP, and in particular through utilisation of verges and behind-the-hedge schemes; and
- Introduce shared use cycle and pedestrian facilities only in accordance with the guidelines below, and ensure that they are constructed to a high standard.

The County Council will consider the introduction of new shared use cycling and pedestrian facilities only in the following situations:

- Adjacent to roads with a speed limit of 40mph or more;
- As part of Safer Routes to School schemes;
- As part of National Cycle Network schemes;
- When a cycle facility is clearly desirable, but carriageway widths/conditions prohibit on carriageway cycle provision; and
- Where the proposed route is not adjacent to a carriageway e.g. the need to upgrade a public footpath which crosses fields or runs between houses or for key recreational routes where there is no existing surfaced pedestrian provision.

Planning and New Developments

Policy WS9: 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.

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Walking Strategy

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, as Highway Authority, is consulted by District and Borough Councils on the transport implications of planning applications and can recommend measures to minimise any adverse effects on traffic flows.

We will:

- Encourage the location of new development where it is conveniently accessible by walking and other sustainable modes of transport, consistent with the policies of the Structure Plan.
- Promote mixed use, high-density developments to reduce the need to travel;
- Require that new developments are designed to encourage walking within the site and provide for the needs of mobility impaired people, through adhering to the County Council's 'Transport and Roads for Developments' guidance document;
- Ensure that new developments do not sever existing walking routes or result in a net loss of network for pedestrians;
- Seek to maximise contributions from developers towards improvements to pedestrian facilities and promoting walking, both on and off site;
- Require the adoption of Travel Plans for new developments over a certain size, in accordance with the County Council's Practice Note for Developers (May 2003); and
- Where appropriate, seek developer contributions to fund new recreational walking routes and improve existing routes for recreational walkers both within the development site and linking to the wider network.

Recreational Walking

Policy WS10: Warwickshire 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.

We will:

- Continue to organise, promote and host events and activities that encourage recreational walking and local tourism, such as the country parks events programme and the Warwickshire Walking Festival;
- Promote walking at country parks and other attractive countryside locations within Warwickshire and support the routes identified in the Countryside Access and Rights of Way Improvement Plan (CAROWIP);
- Provide accurate and high quality information on recreational walking in the county;
- 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;
- Maintain and improve the path network, protecting the existing networks and ensuring they evolve to fit the requirements of the 21st century. Work to ensure that the network is available and free from obstructions;



- Explore the integration of key parts of the surfaced road network into the recreational walking network where appropriate e.g. use of verges;
- Work closely in partnership with parish councils, community and user groups through the Parish Paths Partnership scheme, training and supporting volunteers as part of this scheme;
- Encourage participation in recreational walking amongst hard-to-reach sections of the community; and
- Support the development of a network of health walks across the County and develop and promote the use of easy access and sensory trails.

Education and Promotion

Policy WS11: 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 education and promotion to raise awareness of the benefits of walking and of the need to reduce car use. Health improvement is a key motivation for walking and as such should feature prominently in promotional campaigns, alongside other benefits such as cost savings and more reliable journey times. Each of the benefits of walking will be of varying importance to different groups and individuals, and it is therefore important to target promotional initiatives accordingly.

We will:

- Seek to develop joint initiatives with the health sector to promote the health benefits of walking in order to meet the twin goals of health improvement and reducing car journeys;
- Ensure that walking is promoted within School and Company Travel Plans;
- Support national campaigns to encourage walking, such as National Walk to Work Day, National Car Free Day and Travelwise week;
- Initiate local campaigns and events to promote walking for both utility journeys and for leisure;
- Provide good quality and up to date information on local walking opportunities and other relevant matters; and
- Research best practice on 'soft measures' to inform future promotional initiatives.

Action Plan

The very nature of walking as a mode of transport means that initiatives to encourage more walking extend beyond the remit of transport, and are an element of the work of a diverse range of agencies and bodies. Policies on health, regeneration, leisure and tourism all have a role to play in both physically improving the walking environment and promoting the benefits of walking. Partnership working, particularly with the five District/Borough Councils in Warwickshire, is therefore key to the delivery of the Walking Strategy.

Improving conditions for pedestrians and encouraging more walking in order to help reduce congestion, improve air quality and improve accessibility are underlying objectives of the Local Transport Plan and elements of a number of the strategies that constitute the LTP. Many of the Walking Strategy policies will therefore be delivered through the following strategies:

- Safer Routes to School/School Travel Plans Strategy;
- Road Safety Strategy;
- Highway Maintenance Strategy;
- Encouraging Behavioural Change Strategy;
- Land Use and Transportation Strategy; and
- Accessibility Strategy.

The Walking Strategy sets out a long-term plan for encouraging walking in Warwickshire and many of the actions listed in the main body of the strategy are ongoing or long-term. However, the table below describes how each of the policies will be delivered over the next five-year LTP period, either through the implementation of the strategies listed above or through additional measures specific to the Walking Strategy.

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Walking Strategy

It is our intention to review the Walking Strategy Action Plan as part of the production of the next LTP.

Policy	How will this policy be delivered?	Additional actions
Walking to school	Safer Routes to School / School Travel Plan Strategy Road Safety Strategy	
Walking to work	Changing Travel Behaviour Strategy Land Use and Transportation Strategy Accessibility Strategy	Carry out audits to identify barriers to walking along key routes to major local employment areas and implement priority improvements.
Walking to retail and leisure opportunities	Accessibility Strategy Land Use and Transportation Strategy	<p>Further enhance the pedestrian environment in the main town centres through:</p> <ul style="list-style-type: none"> ○ Schemes supporting the Rugby Business Improvement District; ○ Schemes developed from the Nuneaton and Bedworth Town Centres Masterplan; ○ Schemes to support Stratford Waterfront Masterplan, Bridge Street and High Street proposals ○ Warwick Town Centre scheme and Market Square review ○ Leamington Parade safety improvements ○ Kenilworth Town Centre redevelopment <p>Carry out audits to identify any barriers to walking along key routes to town centres and major retail / leisure areas and implement priority improvements.</p> <p>Develop initiatives to improve the pedestrian environment in market towns.</p> <p>Undertake an audit to establish how many District Centres there are in the county, their current condition for pedestrians and their needs.</p>
Integration with public transport	Passenger Rail Strategy Public Transport Strategy Public Transport Interchange Strategy	Carry out audits of pedestrian access to all rail stations and develop prioritised programme of improvements.

Policy	How will this policy be delivered?	Additional actions
	Bus Strategy Accessibility Strategy	
Pedestrian crossings		<p>Continue a programme of implementing new pedestrian crossings where they are needed, in accordance with the Pedestrian Crossing Policy.</p> <p>Implement a programme of priority improvements to road crossings on key pedestrian routes, through reviewing walking routes to town centres, work places, public transport interchanges and key recreational routes.</p> <p>Provide information for the public on the safe use of different crossing facilities.</p> <p>Maintain programme of installing dropped kerbs and tactile paving.</p>
Footway and urban footpath standards	Highway Maintenance Strategy Rights of Way Improvement Plan	<p>Review maintenance standards for footways and urban footpaths as part of production of Transport Asset Management Plan.</p> <p>Establish the key routes for walking which will be given the highest priority in maintenance regimes.</p> <p>Seek to remove excessive street clutter along the key walking routes to town centres, employment areas and public transport interchanges.</p> <p>Implement shared use footways / cycleways only under certain circumstances, in accordance with the cycling strategy.</p>
Safety and security	Road Safety Strategy	Implement lighting improvement schemes in areas where it has been identified that there is a high night-time crime rate and / or fear of crime.
Planning and new developments	Land Use and Transportation Strategy Changing Travel Behaviour Strategy	<p>Develop formal pedestrian audit checklist for use on new developments and highway schemes.</p> <p>Investigate ways in which accessibility planning agenda can be used to identify walking improvements.</p> <p>Update design guidance for pedestrian provision within new developments.</p>
Recreational walking	Rights of Way Improvement Plan	Continue with and develop the 'Walks and Events' programmes.

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Walking Strategy

Policy	How will this policy be delivered?	Additional actions
		<p>Host an annual walking festival.</p> <p>Develop and publish entry level routes e.g. easy waterside walks.</p> <p>Provide information points at key rural settlements.</p> <p>Develop new and existing greenways.</p> <p>Develop a recreational trail through the Avon valley between Stratford and Warwick.</p> <p>Measure before and after usage on new recreational walking schemes/projects.</p> <p>Measure attendance at Walking Festival and “Walks and Events” programmes.</p>
Education and promotion	Road Safety Strategy Changing Travel Behaviour Strategy	<p>Investigate ways in which the County Council can work in partnership with health sector to promote walking.</p> <p>Develop walking web pages on the Warwickshire web.</p> <p>Research best practice on ‘soft measures’ to inform future initiatives.</p>

Table 22.2 Walking Strategy Action Plan 2006–2011