

# Local Transport Plan

2011–2026



Telford & Wrekin  
COUNCIL

This is Telford & Wrekin Council's third Local Transport Plan for the period 2011 to 2026. It sets out the long term strategy for transport in support of the Community Strategy.

Telford & Wrekin has evolved and grown over the last forty years. The borough has experienced a transformation that has enhanced its physical surroundings and its social and economic well being. Transport has a key role if we are to continue to achieve economic viability and develop a community where people want to live, work and play. The demand for transport is ever increasing as it enables us to access jobs, education, healthcare, shops, leisure and so on. However there is increasing importance being placed on minimising the impact of everything we do on the local environment.

As our six goals show, we want to support economic growth, reduce carbon emissions, maintain the highway network, promote equality of opportunity, contribute to better safety, security and health, and improve quality of life and the environment.

With workplaces and homes being separate, and with good link roads, Telford currently has unsustainable travel behaviours. The challenge for Telford is to use growth to re-shape and create an urban form and density that is more conducive to cycling and walking. But we must also make better use of the existing infrastructure, acknowledging that the car will remain essential for many journeys. This Plan sets out how we aim to achieve this, which includes managing the highway assets to minimise delays, promoting journey sharing and a move towards low carbon technologies.

The Council cannot do all this alone. As this Plan demonstrates, there will be a strong emphasis on partnership working and involving the local community and business in all we do.



**Councillor Hilda Rhodes**

**Cabinet Member with responsibility for  
Environment, Transport and Community Protection**

This is the over-arching core strategy of the third Local Transport Plan (LTP3) for Telford & Wrekin. It sets out how we plan to manage, maintain and develop the Borough's transport network over the period 2011 to 2026. The Plan covers all modes of transport including freight transport by road and rail and seeks to continue the improvement in transport and highways achieved by the two previous Plans.

The Plan also includes a series of individual strategies that will be developed to deal with specific topics in more detail. These will include a Rights of Way Improvement Plan, Asset Management Plan and Road Safety Strategy which will be available separately. In addition to the core strategy, LTP3 will also include a four year Implementation Plan, initially for the period 2011/12 to 2014/15, showing how capital and revenue funding will be used to address the challenges of the Strategy. It is envisaged that the core Strategy will have to be reviewed during the fifteen year period to ensure that it remains up-to-date and that there will be flexibility to update the individual topic strategies.

## Developing the Strategy

The LTP3 Strategy has been developed from an analysis of the issues and challenges facing the Borough, existing strategies such as the Community Strategy and the results of consultation with local organisations and community representatives, transport providers and residents. These have informed the development of the vision, goals and objectives outlined below. Telford & Wrekin faces a number of issues and challenges in the period up to 2026. The key challenges are:

- To manage traffic from new developments and provide access to key services;
- Accommodate increasing travel without increasing carbon emissions and maintain the reduction in road accident casualties;
- Through regeneration and new development create an urban form that encourages cycling and walking trips;
- Enhance the image of public transport.

A full list of issues and challenges appears in Table 2.1 of the Plan.

The vision adopted for LTP3 is the long term "Vision 2026" developed for the Community Strategy, which is to create:

**"A successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin."**

The LTP goals have been developed with reference to the long term ambitions and desired outcomes of "Vision 2026", the Department for Transport's (DfT) five national transport goals and the results of the Plan public consultation, which asked about priorities and challenges. Building on these we have developed six goals for the Plan to guide its development. A sixth goal to **"Maintain the highway effectively and efficiently"** has been added to reflect the fact that highway maintenance scored

third highest, out of seven, in the LTP3 public consultation. The six Local Transport Plan goals which will help achieve the overall vision in 2026 are:

- 1 Making travel more reliable and efficient, to attract jobs and support growth and regeneration.
- 2 Maintain highways effectively and efficiently.
- 3 Reduce carbon emissions to help tackle climate change.
- 4 Allow everyone to access jobs, education, healthcare, shops and leisure.
- 5 Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier.
- 6 Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment.

Further analysis of the issues and challenges facing the Borough led to the sub-dividing of the goals into detailed objectives which can be found in Table 2.5 of the Plan.

## LTP Strategy

The strategy section is split into the following five sections, reflecting the five goals set by the DfT, and the six goals adopted in this LTP.

### Supporting Economic Growth (LTP Goals 1 and 2)

A key driver for this element of the LTP has been the ongoing development of the Telford Local Economic Assessment (LEA) and the emerging Marches Local Enterprise Partnership which aims to promote economic growth. To encourage economic growth the Plan will:

- Improve access to markets by working with partners to improve access to national road and rail networks, including support for a new motorway standard link between the M54, M6 North and M6 toll, new rail lines and improvements to the Shrewsbury-Wolverhampton rail line.
- Employ a plan-led approach for new developments to mitigate any transport impacts and require developers to prepare and fund the development and implementation of travel plans as part of an Area Travel planning approach.
- Improve transport links to Telford's key visitor attractions and develop a sustainable access and a rail access strategy for the Ironbridge Gorge World Heritage Site.
- Reduce traffic congestion by making better use of existing infrastructure, better management of travel demand and better management of traffic, and work in partnership to provide a direct connection between the M54 and the A442 in Telford town centre.
- To work in partnership to improve access to employment and training opportunities, particularly for those without access to a car.

### Reducing Carbon Emissions (LTP Goal 3)

The Climate Change Act sets a target to reduce total UK greenhouse gas emissions by at least 80 per cent by 2050. Domestic UK transport accounts for 21% of these emissions and the LTP will deal with the effects of climate change and help achieve this target locally by:

- Helping people make low carbon travel decisions by promoting travel by walking and cycling for short distance, and public transport, in particular rail, for long distance trips.
- Reducing the need for people to travel by encouraging mixed use developments of housing, employment and community facilities.
- Encouraging more efficient use of motor vehicles by promoting initiatives such as car share, and monitoring the roll out of low carbon vehicles to decide when to facilitate the necessary infrastructure for new vehicle technology, such as charging points for electric vehicles.
- Managing transport assets to reduce the Council's carbon footprint, for instance trialling new vehicle technology for the Council's own vehicle fleet and more efficient use of road maintenance materials, street lighting and traffic sign lighting.
- Responding to current and future climatic conditions by improving the resilience of transport by, for example, improving information to travellers in the event of severe weather events.

The Government's recent Transport White Paper 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' announced plans to introduce a Local Sustainable Transport Fund for local authorities to bid for in support of sustainable transport solutions that support economic growth while reducing carbon emissions. The Council is currently developing a bid application to secure funding.



### Promoting Equality of Opportunity (LTP Goal 4)

Improving accessibility in Telford & Wrekin is crucial to provide everyone with equal opportunities to access services and facilities. An **Equality Impact Assessment** has been carried out to determine how the LTP will affect different groups of people and the results of this assessment have been used to ensure that the LTP addresses the accessibility needs of the whole community. The Plan will promote a range of sustainable transport modes in both urban and rural areas which support the access needs of the community. The Plan will seek to achieve these aims by:

- Working in partnership with local transport providers and others to promote transport services, deliver infrastructure and information improvements and so make public transport more punctual, convenient and affordable.
- Working with local businesses to encourage the use of sustainable transport to access work; and with local schools to develop and widen the implementation of Safer Routes to School.
- Working to increase access to all services and to leisure and recreation through the Council's Rights of Way Improvement Plan.
- Developing and implementing the Ironbridge Gorge accessibility and rail access strategies and improving access to existing rail stations
- Continuing to review bus subsidy policy to ensure value for money and maximum accessibility for the community.
- Working in partnership with the Local Strategic Partnership to deliver non-transport solutions to issues of accessibility where appropriate.

### Contributing to Better Safety, Security and Health (LTP Goal 5)

The improvement of safety, security and health are not only ends in themselves but contribute to wider outcomes such as a healthy population, greater social inclusion and opportunity. The Council will continue to work in partnership with the community, external funders and other bodies to tackle safety and security issues in the most effective way possible. The emphasis will be on maintaining and improving existing infrastructure but improvements which reduce community severance will assume a high priority. A local road safety strategy will be developed that will take account of the revised national road safety strategy. The Council will:

- Continue to build on its success in exceeding the national targets for reducing road accident casualties since 2002 by, for example, implementing road safety schemes and considering the introduction of 20mph speed limits and Home Zones in urban areas and Quiet Lanes in rural areas.
- Target road safety engineering, education, training and enforcement measures in association with promotional campaigns to encourage greater levels of active travel, increased network safety and better personal security.
- Use regeneration and development projects to encourage greater levels of active travel through better urban design and planning and creating strategic links to walking, cycling and bridleway networks.

- Personal safety issues in urban and rural areas will be addressed during project development.

### Improving Quality of Life and a Healthy Natural Environment (LTP Goal 6)

Transport affects our quality of life; it enables us to access jobs, services and leisure, but it can have a negative impact by, for example creating noise and poor air quality. To reduce these negative impacts and promote a high quality urban environment the Council will:

- Develop local design principles as a basis for discussions with developers on the design of residential streets and urban and rural streets outside of residential areas. Specific design guides will be developed for use in areas where the conservation of historic buildings is particularly important.
- Use the Transport Asset Management Plan and Borough Towns Initiative to declutter highways of unnecessary signs and road markings
- Employ a joint approach to mitigating the impacts of major development with the Highways Agency.
- The Council will also work with key partners to improve the journey experience for all people travelling and will continue to work with Network Rail and other partners to improve access to the Borough's railway stations.

Promoting access to the natural environment can also improve people's quality of life and the Plan will promote this through the Rights of Way Improvement Plan.

To ensure that the LTP is promoting the quality of life for people in Telford & Wrekin the draft Plan has been subject to the following assessments which have led to changes to the final Plan to clarify how it will be implemented:

- A **Strategic Environmental Assessment** (SEA) which ensures that the environment is protected and environmental considerations are integrated into the Plan;
- and a **Habitats Regulation Assessment** (HRA) screening to ensure that the Plan does not give rise to significant impacts on any European designated conservation sites.

The Council is required to review air quality and this will continue to ensure that air quality does not deteriorate in any area, for example through vehicle emissions, and so harm public health. The Council will also examine the twelve separate areas that have been identified as first priority locations in Telford & Wrekin because of unacceptable transport noise and will develop options for addressing this noise and implement any action plans that are needed.

	<b>Page</b>
Foreword by Cllr Hilda Rhodes, Cabinet Member	i
Executive Summary	ii
<b>1 Introduction and Overview</b>	
1.1 Purpose and Context	1
1.2 An Overview of Telford & Wrekin	1
1.3 Structure of the Document	3
<b>2 Developing the Strategy</b>	
2.1 Introduction	4
2.2 Issues and challenges	4
2.3 Consultation	13
2.4 Vision	17
2.5 Goals	18
2.6 Objectives	19
<b>3 LTP Strategy</b>	
3.1 Supporting Economic Growth	22
3.2 Reducing Carbon Emissions	34
3.3 Promoting Equality of Opportunity	42
3.4 Contributing to Better Safety, Security and Health	51
3.5 Improving Quality of Life and a Healthy Natural Environment	64
<b>4 Performance Management</b>	
4.1 Introduction	73
4.2 Performance Indicators	73
<b>Glossary</b>	78

## 1.1 Purpose and Context

This is the third Local Transport Plan (LTP3) for Telford & Wrekin. It sets out a framework for how we plan to manage, maintain and develop the Borough's transport network over the period 2011 to 2026. The Plan covers all forms of travel including car and motorcycle based travel, public transport, and non-motorised users including walkers, cyclists and equestrians. Freight transport by road and rail modes are also considered.

The LTP3 comprises an overarching core strategy which provides the guiding principles for the management and improvement of the transport network, and a series of individual strategies that will be developed in order to tackle specific topics. Examples of individual strategies include the Rights of Way Improvement Plan, Asset Management Plan and Road Safety Strategy. There will be an opportunity to review the core Strategy during this fifteen year period to ensure that it is kept up-to-date. Furthermore, there will be flexibility to update the individual strategies.

In addition to the long-term Strategy, LTP3 includes an Implementation Plan, initially for the first four year period 2011/12 to 2014/15, showing how capital and revenue funding will be used to address the challenges of the Strategy.

## 1.2 An Overview of Telford & Wrekin

Telford & Wrekin became a unitary authority on 1st April 1998 when it took over the transport functions from Shropshire County Council in the former Wrekin District Council area. It covers 112 square miles, which is an area equivalent to the size of Birmingham. The area includes the famous Ironbridge Gorge - "the birthplace of the industrial revolution" – the only World Heritage Site in the West Midlands. The area's industrial power was derived from the plentiful deposits of coal and other minerals in the Gorge, but when these became exhausted, economic decline followed.

In the 1960s Telford New Town was created to revitalise the area and at the same time to accommodate population movements out of the West Midlands conurbation. Telford New Town, named after the famous engineer Thomas Telford, was built around five existing towns. The new layout was planned in the era just before the oil crisis of the early 1970's when the future seemed to involve unlimited car use. Between 1991 and 2001, Telford & Wrekin was the fastest growing local authority in the West Midlands and among the top 20 fastest growing in England. During this period the population grew by 11.5% to 158,285 (2001 Census).



Telford's location in the West Midlands

The Borough is still a place in development and Telford continues to grow. Committed developments will create a more urban feel and facilitate an expansion in the range of facilities and opportunities found in many older towns of similar size.

Telford & Wrekin is also experiencing regeneration to make the Borough a diverse and culturally rich community and ensure different places retain their sense of identity. Projects include renewal of the south Telford New Town housing estates, proposals to turn Telford Town Centre into a place that people will want to work and live in, visit and enjoy, starting with development at Southwater and a range of enhancements across the Borough under the umbrella of the Council's 'Borough Towns Initiative'.

Transport will continue to contribute towards the achievement of the above. We need a modern, well maintained transport network to facilitate the efficient movement of goods and people and enhance public spaces to provide better access and reduce the impact of transport to improve the quality of life for residents and visitors to the Borough.

### 1.3 Structure of the Document

This LTP3 is split into a number of different parts. This core strategy document will set out the overall strategy. Individual strategy documents will be written to deal with specific topics and policy areas where more detail is needed.

Section 2 explains how the proposed Strategy for LTP3 has been developed. It describes the proposed LTP3 Vision, goals and objectives, and outlines the consultation and key challenges and issues facing the Borough that has informed the development of the LTP3 Strategy.

Section 3 describes the LTP3 Strategy, broken down by goal.

The separate Implementation Plan, initially for the period 2011 – 2014, will set out how the LTP3 strategy will be financed.



### 2.1 Introduction

The LTP3 Strategy has been developed having regard to an analysis of the issues and challenges facing the Borough and due consideration of the results of the public consultation exercise and existing strategies such as the Community Strategy. These have informed the development of the Vision, goals and objectives outlined below.

### 2.2 Issues and Challenges

The purpose of this section is to set out the key issues and challenges facing Telford & Wrekin during the plan period.

The State of the Borough Report October 2008 sets out many of the wider social and economic issues affecting the area. A strategic transport model has also been developed to help assess how current traffic problems will change over the lifetime of LTP3 as a result of increasing car ownership, new development pressures, changing demographics and wider economic factors, including fuel prices.

However, before considering these key issues and challenges, it is worth examining the overall characteristics of the area.

The defining physical characteristics of Telford and Wrekin are its mixture of old and new, a polycentric urban form and an extensive rural hinterland.

It is a new town that was established in the 1960's and was developed around several older settlements based on the former east Shropshire coalfield. The population has virtually doubled since its designation in the 1960s and currently stands at over 166,000. The rate of growth has been the fastest in the West Midlands.

Local businesses provide employment for some 81,000 and over 130 foreign companies have invested in the area. A greater part of the local economy is based around manufacturing and accounts for 22% of all jobs. This compares with an average of 11% for the UK as a whole. Over one fifth of the working population were employed in the public administration sector in 2006.

The new town was designed on the assumption that people would travel by car, with a modern, purpose built road system. At the time of the 2001 Census 76% households owned at least one car or more.

The newer urban areas comprise an enclosed and privately owned town centre, low density developments and a non-radial road system based on the 'Radburn' type layout. Employment and commercial areas tend to be completely separate from the main residential areas. The main physical barriers to sustainable movement are the transport routes themselves, many of which are high speed links.

The car is the obvious choice for many journeys and fewer people cycle or walk to work than in the other Marches Enterprise Towns (MEP) despite an excellent cycle

and rights of way network. Telford town centre lacks the variety and fine grained character of the older settlements and is not easy to walk to. Few people live in the centre and it has no night time economy.

The older parts of the urban area are traditional town centres with their own distinct characteristics and identity. These areas have lower capacity roads, significant levels of frontage development and high levels of associated pedestrian and parking activity.

The town has an extensive amount of green space covering around 40% of the land area within the town which incorporates an extensive rights of way and cycle network.

Telford is a designated Growth Point and a focus for additional housing, employment, office, retail and leisure during the plan period. Future housing needs are currently under review.

Inter urban routes to neighbouring settlements currently operate reasonably well but rail links to the West Midlands conurbation and London need improving.

Telford has an extensive rural hinterland covering some 30 square miles where transport problems are mainly related to the isolation of non car owning households. Commercial public transport services are relatively sparse and the area is better suited to demand responsive services. Cycle networks extend out from the main urban centre linking into the existing country lane network.

The main market town in the rural area is Newport. Through traffic is well catered for both on the east-west A518 corridor and the A41 north-south corridor and recent environmental works on the High Street have further enhanced the public realm.

Tourism makes an important contribution to the local economy with almost 2 million day visitors per year; the World Heritage Site at Ironbridge being a particularly popular attraction as well as The Wrekin.

Telford International Centre (TIC) is one of the top ten most popular conference and event facilities in the UK. The Council is working in partnership with the owners of the TIC, the Southwater Events Group, and the Homes and Communities Agency to bring forward a £250 million development to redevelop the Southwater area including the TIC conference facilities.

This will provide high quality commercial, civic, residential, hotel, leisure and retail space in a carefully planned and managed environment. The TIC can already accommodate up to 4000 delegates and the new event suite will be able to cater for an additional 1500 delegates enabling the centre to attract more large scale conferences.

The 2008 State of the Borough Report provides a comprehensive overview of Telford & Wrekin and, together with responses to the LTP3 consultation, has helped identify the key issues and challenges facing the area. These are summarised in Table 2.1 below. The key transport issues and challenges are summarised in Table 2.2.



Table 2.1 - Wider Issues and Challenges

WIDER ISSUES		CHALLENGES
<b>Urban Areas</b>	Mixture of old and new. New parts built around the car. Older settlements have different character and transport needs. Population forecast to increase to almost 213,000 by 2026	To manage the traffic impacts of the proposed growth and use it to re-shape the urban form to encourage more efficient travel patterns.  Working to reduce travel distance.
<b>Rural areas</b>	Increasing isolation for non car owning households.	Providing improved access to key services within available revenue budgets.
<b>Demography</b>	Number of older people will increase by 60% by 2026	Catering for increased off peak travel and increasing social isolation for non car owners.
<b>Housing</b>	Need to review the number of new homes required.  New Town estates in need of revitalisation and refurbishment. Over 10,000 people on housing register and significant shortfall in social and affordable housing. Good supply of land.	Catering for increased demand from the new developments and providing good access to key services.
<b>Economy</b>	Substantial focus on branch plants and offices which remain potentially footloose and susceptible to relocation either elsewhere in the UK or abroad. Long term unemployment levels below national average.	Improving transport links to international gateways and key domestic markets.  Minimising lost production time to help retain existing employers and to attract new industry based around emerging technologies.  Supporting the transport needs of new developments and the tourist industry.  Providing sustainable access to existing industrial and planned industrial estates.

WIDER ISSUES		CHALLENGES
<b>Education</b>	Above average educational attainment. Excellent higher education facilities, such as Telford College of Arts & Technology (TCAT), University of Wolverhampton and Harper Adams University college.	Providing safe and sustainable access to schools and higher education facilities.
<b>Social exclusion</b>	Telford is ranked as the 113 <sup>th</sup> most deprived area nationally out of a total of 354 local authority areas.  Over one fifth of the towns population live in areas classified in the top 20% of the most deprived areas nationally. These are mainly located in south Telford. Eleven of these areas feature in the top 10% of the most deprived areas nationally.	A high number of wards have low car ownership levels and a reliance on public transport.  Bring about the regeneration of the more deprived residential areas through enhancement of the local environment and improved transport linkages.
<b>Health, safety and security</b>	28% of adults are obese which is higher than the national average of 24%.  Almost 30% of 4-5 year olds are overweight or obese which is higher than the national average of 22%  64% of people have a fear of crime. Over 25% of crime victims had experienced harassment in a public place compared with 19% in the West Midlands. Over half of the incidents were reported to the police.	Improving access to hospital and GPs.  Encouraging more walking and cycling.  Improving night time security for pedestrians including public transport hubs and interchanges and improved perception of safety on public transport itself.  Resolving security issues on existing isolated / segregated rights of way, footways and cycle routes.

WIDER ISSUES		CHALLENGES
<b>Health, safety and security (continued)</b>	An average of just under 48 people were Killed or Seriously Injured on Telford's roads over the last three years compared with the 1994-98 rolling average of 140.	Reconciling need for increased lighting on existing segregated routes with the impact on sensitive environmental areas and associated energy/global warming considerations.  Maintaining ongoing reduction in road accidents in light of increasing traffic levels and vehicle speeds, particularly for vulnerable road users.
<b>Air quality and carbon emissions</b>	To reduce emissions of greenhouse gases and to prepare for the consequences of climate change.  No air quality management areas at present but traffic levels forecast to rise significantly during plan period.	Accommodating future growth in travel demand without increasing carbon and other vehicle emissions.  To work in partnership to put in place the necessary infrastructure to encourage the use of electric and other low carbon vehicles.
<b>Tourism</b>	Increasing visitor pressure on sensitive environmental sites.  Competitive conference centre market.  Need to boost local employment.	Providing sustainable access to the Ironbridge Gorge World Heritage Site and The Wrekin.  Improving transport links to Telford International Centre, Southwater and Telford Town Park.  Promoting existing attractions to help with regeneration of local economy whilst protecting the local environment.
<b>Environment and quality of life</b>	Growing traffic levels and development pressures.	Balancing protection of the built and natural environment with growth and regeneration aspirations.  Enhancing the quality of the public realm to improve quality of life and encourage inward investment.  Improving the journey experience.

Table 2.2 - Transport Issues and Challenges

TRANSPORT ISSUES		CHALLENGES
<b>Cycling</b>	<p>Telford has excellent cycling infrastructure, but has a relatively low level of cycling to work compared with the other towns in the Marches Local Enterprise Partnership area.</p> <p>A fragmented network is a issue in some areas.</p> <p>Cycling levels have increased by 6% since 2003/04</p>	<p>It appears that simply providing facilities is not enough to get people cycling – there also has to be a culture and promotion of cycling; key journeys need to be of the right length and cycle journeys need to compare favourably with car use in terms of convenience.</p> <p>To create an urban form and density that is better suited to cycling, infill gaps in the cycle network and develop an appropriate culture through promotion and publicity.</p>
<b>Walking</b>	<p>In Telford, there are extensive off-road walking routes, but few traditional streets to walk along, linking centres of activity. The distributor roads are far less conducive to walking, even where they include pedestrian facilities.</p>	<p>The challenge is to improve footways and other walking infrastructure and create an urban form and density that is better suited to walking.</p>
<b>Equestrians</b>	<p>Whilst there is a network of bridleways across the Borough, some of the road network is unsuitable for equestrians due to the speed and flow of traffic.</p>	<p>To cater for equestrians on the road network where it is safe and practical to do so, and through the Rights of Way Improvement Plan develop and extend the bridleway network.</p>
<b>Taxis</b>	<p>Taxis provide a useful role for visitors, and for residents who are unable to access their own or public transport or choose the convenience of taxis.</p>	<p>To ensure the continuing role of taxis in a balanced transport strategy.</p>

TRANSPORT ISSUES		CHALLENGES
<b>Public transport and accessibility</b>	<p>Bus patronage has fallen from just under 6.3 million journeys in 2003/04 to just over 5.9 million in 2009/10. Satisfaction levels have fallen and punctuality is also an issue.</p> <p>96% of households are within 30 minutes of Telford, Wellington and Newport Town Centres compared with only 89% in 2006/07</p> <p>Surface access to the rail stations needs improving together with improved facilities at the stations.</p> <p>Quicker and more reliable rail services required for business users to key economic hubs and international gateways.</p>	<p>Radically enhancing the image and profile of public transport.</p> <p>Preventing further bus patronage decline in the light of increasing car ownership.</p> <p>Ensuring new developments are adequately served by buses as soon as practical after they open.</p> <p>Meeting the needs of rural residents.</p> <p>Improving access to key services such as healthcare and employment.</p>
<b>Road traffic and car parking</b>	<p>The road network operates reasonably satisfactorily at the moment but congestion will increase during the plan period leading to delays for local businesses and commuters at peak times and rat running along inappropriate roads.</p> <p>Limited amount of public off street parking under local authority control, particularly in Telford Town Centre</p> <p>Enforcement of existing restrictions.</p> <p>Pavement parking in some areas creates hazards for pedestrians</p>	<p>Developing measures to facilitate the efficient movement of people and goods on main roads and deterring traffic movements through more sensitive areas.</p> <p>Introducing measures to address future congestion hot spots whilst minimising impact on local environment and carbon emissions.</p> <p>Managing supply of car parking in light of increased demand from growing car ownership and new developments.</p> <p>Consider the introduction of civil parking enforcement.</p>

TRANSPORT ISSUES		CHALLENGES
<b>Freight</b>	<p>No significant problems at the moment.</p>	<p>Increasing use of the existing Railfreight Terminal.</p> <p>Improving road condition in face of increasing HGV traffic.</p> <p>Avoiding rat running of HGV traffic through sensitive areas as traffic congestion increases.</p> <p>Potential shortage of off road overnight lorry parking facilities as HGV traffic increases.</p>
<b>The Transport Asset Management Plan</b>	<p>Whilst the condition of the worst footways has been improved, those in the second category have remained relatively constant.</p> <p>Until recently the carriageway repair regime has matched but not exceeded deterioration. Whilst A&amp;B roads have improved over recent years, the percentage of C roads requiring structural maintenance has remained static.</p> <p>Unclassified roads (67% of the total road network) have deteriorated over the last four years.</p> <p>New town assets are deteriorating at the same rate, resulting in an increasingly high demand for maintenance.</p>	<p>Maintaining carriageways against a background of traffic growth, particularly HGVs.</p> <p>The management and maintenance of networks for cycle ways, footways and footpaths and bridleways, whether alongside a road or elsewhere. Need to integrate this with the Rights of Way Implementation Plan where relevant.</p> <p>Developing and maintaining an accurate asset inventory and adopting a more cyclic method of maintenance, taking into consideration the whole lifecycle of all assets.</p> <p>Reducing street furniture clutter, particularly in the Borough Towns</p>

## 2.3 Consultation

Consultation is an essential tool for Telford & Wrekin Council when developing any strategy and local residents and partners have been positively encouraged to input directly into helping set the goals and objectives for LTP3.

Questionnaires relating specifically to the LTP3 were circulated by hand at LTP consultation events, via the Council website and were available at libraries, both prior to the development of the Vision, goals and objectives and once the draft LTP and SEA were published. We also took into account responses to the Community Panel, Citizen's Survey and annual National Highways and Transport (NHT) survey of public satisfaction with highways and transport. Consideration has also been given to responses to other strategy documents, for instance the Rights of Way Improvement Plan.

Consultation responses were received and considered from all road user groups, including equestrians. The areas of most importance from the LTP questionnaire are highlighted in Table 2.3 below.

**Table 2.3 LTP3 Questionnaire Priorities**

Top 3 transport areas in most need of improvement by group	
<b>All groups</b>	<ol style="list-style-type: none"> <li>1. Maintaining principal/commuting roads</li> <li>2. Maintaining footways, cycle routes and the Rights of Way network</li> <li>3. Maintaining residential roads</li> </ol>
<b>Car drivers</b>	<ol style="list-style-type: none"> <li>1. Condition of road surfaces</li> <li>2. Measures to tackle illegal on street parking</li> <li>3. Restrictions of parking in busy roads</li> </ol>
<b>Pedestrians</b>	<ol style="list-style-type: none"> <li>1. The condition of pavements</li> <li>2. Pavements being kept clear of obstructions e.g. parked cars</li> <li>3. The condition of public footpaths</li> </ol>
<b>Cyclists</b>	<ol style="list-style-type: none"> <li>1. Cycle crossing facilities at road junctions and traffic signals</li> <li>2. Provision of new cycle routes</li> <li>3. Cycle training e.g. schools</li> </ol>
<b>Bus users</b>	<ol style="list-style-type: none"> <li>1. Frequency of local bus services</li> <li>2. Reliability of local bus services</li> <li>3. Provision of new bus routes</li> </ol>

The Telford & Wrekin Community Panel was consulted on a number of issues in December 2009, including:-

- Waste and recycling
- Housing
- Transport
- Satisfaction with the Council

712 questionnaires were returned out of 1106 sent out. Table 2.4 below shows the results the respondents gave when asked to rank a list of transport priorities in order of importance from 1 (most important) to 5 (least important).

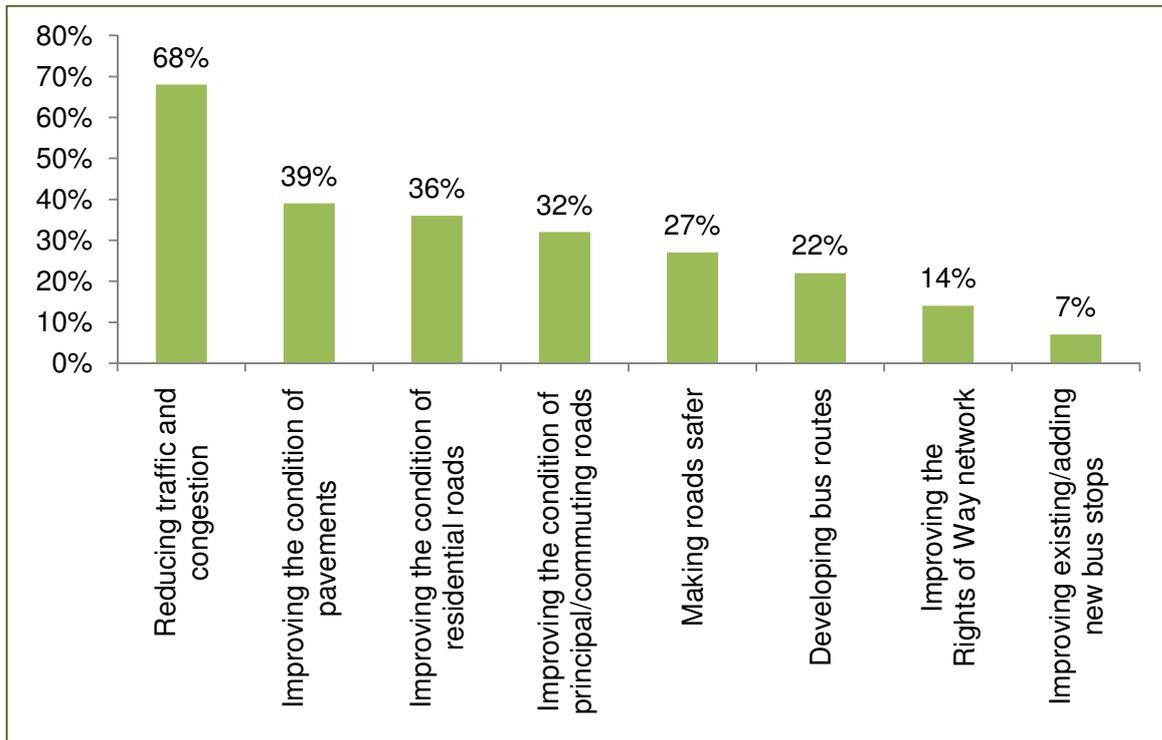
**Table 2.4 Community Panel Consultation Priorities**

Transport Priorities	1st Priority	Rank order
<b>Make travel reliable and efficient, to attract jobs and improve the local economy to make the borough more attractive to potential employers</b>	59%	1st
<b>Allow everyone to access jobs, education, healthcare, shops, leisure etc</b>	20%	2nd
<b>Reduce emissions of carbon dioxide and other pollutants, to help tackle climate change</b>	13%	3rd
<b>Improve safety and security and encourage people to be healthier</b>	9%	4th
<b>Reduce the visual, noise and other impacts of transport on people and the local environment</b>	7%	5th

These results correlate closely with the goals as ranked by the public/partner round one LTP3 consultation.

When asked to choose options for what they felt were their priorities from a list, two thirds said that reducing traffic and congestion was top.

The chart below shows the eight top priorities as chosen from the list.



As referred to above the National Highways & Transport Satisfaction Survey was carried out in 2010. An overview of these results and our rankings against 95 other local authorities, and also 25 other Unitary Authorities (UA), is given in Table 2.5 below. The results of these surveys will be used to inform detailed LTP Strategies and the development of the Implementation Plan.



Table 2.5 Key Findings from the 2010 National Highways and Transport Survey

Indicator Reference	Benchmarking Indicator	Score (out of 100)	Ranking (of 95)	Scope to Improve	UA rank (of 25)	Year on Year
<b>01. General KBI</b>						
KBI 01	Overall Satisfaction with Highways and Transport (against local importance)	55.68	59	+6.18	19	
KBI 02	Overall Satisfaction with Highways and Transport (against national importance)	55.65	60	+6.06	19	
<b>02. Accessibility KBI</b>						
KBI 03	Ease of Access to Key Services (All People)	80.03	7	+1.77	2	
KBI 04	Ease of Access to Key Services (People with disabilities)	77.38	1	0.00	1	
KBI 05	Ease of Access to Key Services (No car households)	68.41	89	+15.36	24	
<b>03. Public Transport KBI</b>						
KBI 06	Overall Satisfaction with Local Bus Services	59.10	58	+16.02	20	
KBI 07	Satisfaction with Local Bus Services (BVPI 104)	52.33	68	+24.38	20	
KBI 08	Satisfaction with Local PT Information (BVPI103)	37.97	85	+32.50	23	
KBI 09	Satisfaction with Local Taxi (or mini-cab) Services	66.36	60	+10.62	22	
KBI 10	Overall Satisfaction with Community Transport, eg Dial-a-Ride and volunteer cars.	55.61	79	+7.53	22	
<b>04. Walking/ Cycling KBI</b>						
KBI 11	Overall Satisfaction with Pavements and Footpaths	53.13	64	+17.94	18	
KBI 12	Satisfaction with specific aspects of Pavements and Footpaths	52.52	87	+14.87	24	
KBI 13	Overall Satisfaction with Cycle Routes and Facilities	56.05	15	+13.04	8	
KBI 14	Satisfaction with specific aspects of Cycle Routes and Facilities	49.10	43	+9.54	18	
KBI 15	Overall Satisfaction with The Local Rights of Way Network	57.66	62	+5.25	20	
KBI 16	Satisfaction with specific aspects of The Local Rights of Way Network	52.23	74	+7.13	20	
<b>05. Tackling Congestion KBI</b>						
KBI 17	Overall Satisfaction with Traffic Levels and Congestion ie. queues	56.90	6	+5.68	2	
KBI 18	Satisfaction with Management of Roadworks	50.46	27	+4.91	7	
KBI 19	Satisfaction with Traffic Management	52.64	74	+10.22	20	
<b>06. Road Safety KBI</b>						
KBI 20	Overall Satisfaction with Road Safety Locally	58.14	65	+7.29	22	
KBI 21	Satisfaction with Road Safety Environment	54.56	58	+7.69	21	
KBI 22	Satisfaction with Road Safety Education	47.53	82	+11.68	22	
<b>07. Highway Maintenance/ Enforcement KBI</b>						
KBI 23	Overall Satisfaction with the Condition of Highways ie. roads and pavements	36.26	62	+22.14	20	
KBI 24	Satisfaction with Highway Maintenance	49.85	51	+11.27	18	
KBI 25	Overall Satisfaction with Street lighting	63.82	91	+13.70	25	
KBI 26	Highway Enforcement/ Obstructions	51.53	32	+7.98	10	

(Table provided courtesy of the National Highways &amp; Transport Network, Mori, 2010)

## 2.4 Vision

The vision for LTP3 is the long term vision for 2026 developed for the Community Strategy, which will ensure consistency with other corporate strategies. The Community Strategy was developed by the Local Strategic Partnership, which consists of key organisations within the local public, private and voluntary sectors following consultation with local people and sets out the longer term aspirations for the Borough. The Community Strategy's vision for 2026, which is in the process of being refreshed, is to create:

**“A successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin.”**

The long term ambitions and desired outcomes for the vision 2026 are shown in Table 2.6 below:

**Table 2.6 - Vision 2026 long term ambitions and desired outcomes**

Long term ambitions for 2026	Desired outcomes
<b>A modern town</b>	An urban area of some 200,000 people that blends the best of the old with the new and has a balance of high quality built and green environments
<b>An enterprising and innovative community</b>	The area will have a strong reputation for high quality and innovative enterprises and businesses
<b>A strong and inclusive community</b>	A place where people want to live, where they feel they really belong and where they have pride in the heritage, culture, environment, diversity, and achievements of the area
<b>A learning community</b>	A place that is at the forefront of new technology in our schools, homes, local businesses and organisations.
<b>A green community</b>	A place that responds to the challenges of climate change
<b>A safe, healthy and caring community</b>	A place where local people will feel safe and secure

## 2.5 Goals

The LTP goals have been developed with reference to the long term ambitions and desired outcomes of the current Vision 2026, the DfT's national transport goals and the results of the LTP3 consultation, which asked about priorities and challenges based on the DfT goals. Table 2.7 shows that there is good correspondence between the aims of Vision 2026 and the DfT's goals. Building on this we have developed goals for LTP3 to guide the development of the plan. A sixth goal to "**Maintain the highway effectively and efficiently**" has been added under "**Support economic growth**"; this has been added to reflect the fact that highway maintenance scored third highest, out of seven, in the LTP3 public consultation.

**Table 2.7 - The development of the LTP3 goals**

DfT's transport goals	Vision 2026: Long-term ambitions	LTP3 goals
<b>Support economic growth</b>	A modern town An enterprising and innovative community A learning community	1. Making travel more reliable and efficient, to attract jobs and support growth and regeneration 2. Maintain the highway effectively and efficiently
<b>Reduce carbon emissions</b>	A green community	3. Reduce carbon emissions to help tackle climate change
<b>Promote equality of opportunity</b>	A strong and inclusive community	4. Allow everyone to access jobs, education, healthcare, shops, and leisure
<b>Contribute to better safety, security and health</b>	A safe, healthy and caring community	5. Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier
<b>Improve quality of life and a healthy natural environment</b>	A strong and inclusive community	6. Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment

## 2.6 Objectives

The LTP3 goals have been sub-divided into more detailed LTP3 objectives, shown in Table 2.8 below. These have been derived from analysis of the issues and challenges facing the Borough and they have also been informed through a compatibility assessment against the Strategic Environmental Assessment (SEA) objectives.

Figure 2.9 on page 21 is a flowchart of the relationship between all the elements to show how the LTP3 Strategy is developed.

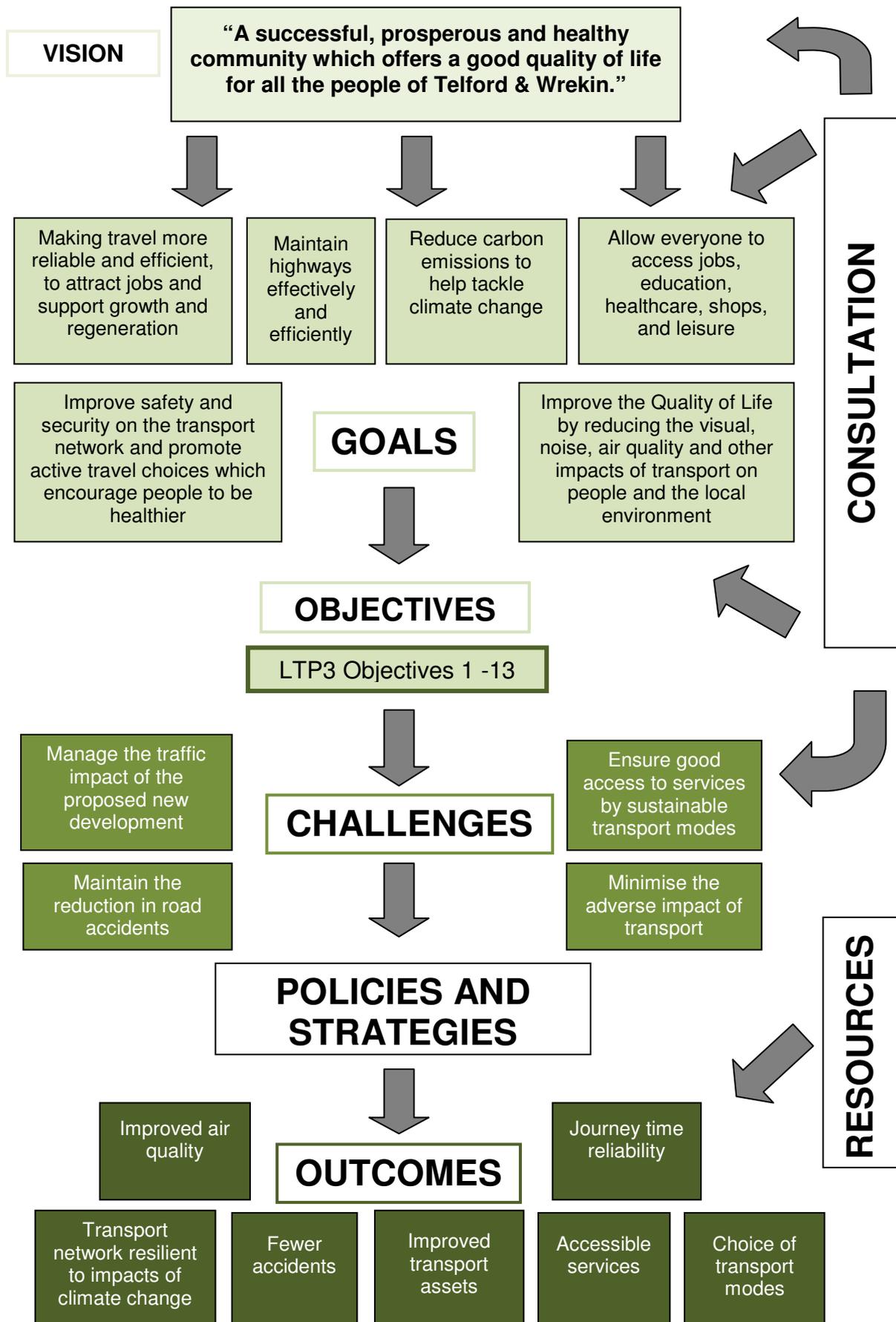


Public Transport Interchange in Wellington Town Centre

Table 2.8 – Telford &amp; Wrekin LTP3 Goals and Objectives

Goals	Objectives
<b>Making travel more reliable and efficient, to attract jobs and support growth and regeneration</b>	<ol style="list-style-type: none"> <li>1. To ensure access to regional, national and international markets to support the economy through more efficient use of existing infrastructure</li> <li>2. To encourage inward investment and regeneration</li> <li>3. To improve interchange facilities between bus and rail, and promote Intelligent Transport solutions to increase driver and passenger information and reduce unnecessary traffic delays</li> </ol>
<b>Maintain highways effectively and efficiently</b>	<ol style="list-style-type: none"> <li>4. To ensure that highway assets are efficiently maintained</li> </ol>
<b>Reduce carbon emissions to help tackle climate change</b>	<ol style="list-style-type: none"> <li>5. Help tackle climate change by reducing transport CO2 emissions to tackle the cause of climate change and not solely ensure resilience to it</li> <li>6. Ensure that the transport network is resilient to the adverse impact of climate change</li> </ol>
<b>Allow everyone to access jobs, education, healthcare, shops, and leisure</b>	<ol style="list-style-type: none"> <li>7. To ensure all members of the community, particularly those without access to a car and people with disabilities, can access local job and training opportunities, education, healthcare, shopping, leisure, cultural and community facilities</li> <li>8. To promote a range of sustainable transport modes (such as public transport, walking and cycling) in both urban and rural areas that support the needs of the community by providing access to key services including employment and education</li> <li>9. To work with transport operators to develop ways of making transport more affordable and convenient</li> </ol>
<b>Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier</b>	<ol style="list-style-type: none"> <li>10. To implement safety measures to reduce traffic related casualties, improve personal security and reduce fear of crime</li> <li>11. To promote and enable active travel choices by the public to improve their health</li> </ol>
<b>Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment</b>	<ol style="list-style-type: none"> <li>12. To reduce the impact of transport on the local environment (noise, visual, water and soil pollution) in residential areas and designated and non-designated sensitive areas, in particular the Ironbridge Gorge World Heritage Site and local town centres</li> <li>13. To promote a vibrant, high quality urban environment by enhancing the pedestrian environment in Telford town and district centres</li> </ol>

Figure 2.9 - LTP3 Strategy Development



## 3.1 Supporting Economic Growth

### 3.1.1 Objectives

The key driver for this element of the LTP has been the ongoing development of the Telford Local Economic Assessment (LEA) and the emerging Marches Local Enterprise Partnership.

Ten key themes have been identified through the LEA:

- Supporting and engaging existing businesses
- Physical development and infrastructure – maximising the economic benefit of the new developments, freight terminal, rail station, revitalising industrial estates, managed housing growth
- Consolidating and growing the visitor economy
- Local procurement and local jobs
- Entrepreneurship and social enterprise
- Brand, image and character
- Facilitating jobs growth
- Maximising the commercial potential of Higher Education and research facilities – ICT, food and drink, agriculture/land based, polymers, engineering
- Business opportunities from carbon reduction
- Productive multi agency working

In order to ensure that transport plays a full role in the above, two key LTP goals have been identified:

- Make travel more reliable and efficient to attract jobs and support economic growth and regeneration; and
- Maintain the highway effectively and efficiently.

Four specific objectives have been developed in this regard:

1. Ensure access to regional, national and international markets to support the economy through more efficient use of existing infrastructure;
2. Encourage inward investment and regeneration;
3. Improve interchange facilities between bus and rail, and promote Intelligent Transport solutions to increase driver and passenger information and reduce unnecessary traffic delays; and
4. Ensure that highway assets are efficiently maintained.

A strategy has been devised which consists of the following four key strands:

- Improving Connectivity
- Supporting Development and Tourism
- Improving Productivity
- Linking People and Jobs

### 3.1.2 Improving Connectivity

#### **Improving Access to International Gateways and Key Domestic Markets**

Good connectivity to domestic and international markets both by road and rail is essential for continued business and logistics growth within the Borough.

Telford & Wrekin has been extremely successful in attracting inward investment from a number of international companies and improved access to key international gateways remains of importance both for the movement of goods and business personnel.

Although airports and ports are privately operated, improved access to them is vital if local businesses are to remain competitive during the plan period. Improved journey time reliability is a key element in this regard.

Easy and rapid access to airports make existing business activity more productive but also facilitates new opportunities for future business development. In particular improved surface access to the following airports is deemed vital:

- Birmingham International
- East Midlands, particularly for freight
- Manchester
- London Heathrow

The Council also supports the provision of a sub regional Business Airport to open up international linkages and create employment. The proposed location would be at Cosford between Telford and the West Midlands conurbation.

Improved access to domestic markets and key economic hubs, both by road and rail, is equally important.

In terms of rail, Telford is already well placed to develop the sustainable movement of freight through the Telford Freight Terminal at Donnington and the Council will continue working with local businesses to further enhance use of this highly accessible and quality facility.

For passenger services, London Euston can be accessed by changing trains at Wolverhampton or Birmingham New Street. These allow connections to other stations, for instance London St Pancras, which is an international rail hub important for business travel. The Council supports improvements to these rail services, and associated infrastructure, such as electrification of the Wolverhampton to

Shrewsbury Line, improvements to Birmingham New Street station, and will continue to lobby the DfT, Network Rail and the train operating companies to this end. This will include calling for extra carriages in the peaks to reduce overcrowding on services to Birmingham New Street and a re-instatement of a direct service to London, following the end of the Wrexham, Shropshire and Marylebone Railway services in January 2011.

Initial investigations are also being undertaken to establish the longer term viability of re-opening the former Wellington to Stafford railway line to provide enhanced services to the West Coast Main Line. Safeguarding of the route from future developments will be brought forward through the ongoing review of the Local Development Core Strategy.

Network Rail's 'National Station Improvement Programme' will invest over £1m on improvements to Telford Central rail station in 2011. This will enhance the passenger facilities at the station. However this project will not address other station access issues. Access to the platforms is poor for travellers with mobility problems, as there are no lifts and the gradient of the ramps exceed current standards. There is also a desire to improve the pedestrian/cycle route between the station and Telford Town Centre, Telford International Centre and the employment zone at Ironmasters Way. It takes approximately 15 minutes to walk from the station to the town centre but the non-linear nature of the route gives visitors the impression the route is much longer.

A public transport interchange has recently been created at Wellington station with the re-location of the bus station to a site immediately adjacent to the rail station. However there is no level access between the two facilities and an access improvement scheme is being promoted between the Council, Wellington Regeneration Partnership and Network Rail. The intention is to construct a bridge to give direct access to the rail station from the bus station and lifts to connect the platforms to the footbridge. Whilst some preliminary work has been undertaken to identify an appropriate scheme, funding in the order of £1.5m will be required to implement the project.

It will be necessary to work in conjunction with key partners, including Network Rail, train operators London Midland and Arriva Train Wales and neighbouring authorities, to bring forward specific proposals including:

- Electrification and upgrade of the Shrewsbury to Birmingham line as proposed by Network Rail
- Improved access to Telford and Wellington rail stations and their facilities
- Assessment of the potential for the re-opening of the former Wellington-Stafford and Madeley Junction to Coalbrookdale rail lines
- Improved station parking facilities

### **Improving Access to the Trans European and Strategic Road Networks**

The Telford and Wrekin area is served by a number of key strategic routes which need to operate reliably, efficiently and safely, if local businesses are to continue to grow and prosper. These routes carry significant volumes of traffic and increasing congestion and journey time unreliability is becoming an issue for local commerce.

Our position, therefore, is to support the Highways Agency in its work to improve the reliability and efficiency of these networks. We see this being achieved by introducing measures such as Active Traffic Management, Joint Area Travel Planning, provision of new capacity where appropriate and improving facilities for overnight lorry parking.

Telford & Wrekin Council see improved access to the M6 Toll, which forms part of the Trans European Network, and the M6 North as key in this regard. Currently there is no direct connection between the M54 and either the M6 Toll Road or the M6 Northbound. This is clearly unacceptable for a Growth Point and Impact Investment Location. The M6 Toll is operated by a private company under the terms of a 53 year Concession Agreement with the Department of Transport.

The Highways Agency has investigated a number of alternative options for a new road link and the Council will continue to work in partnership with the HA, the Toll Road operator and neighbouring authorities to secure delivery of the Preferred Scheme during the life of the LTP Strategy.

The Highways Agency is also working to make better use of its existing infrastructure through the use of new technology and Active Traffic Management (ATM) in particular. They have also expressed an interest to develop a Joint Area Travel Plan (JATP) for Telford Town Centre with the Council. The Council support the 'Managed Motorway' programme and look forward to ongoing discussions regarding the JATP, particularly in terms of funding arrangements.

The Council also support the proposed improvement of Junctions 4, 5 and 6 on the M54 and discussions with the Highways Agency will continue in this regard through the review of the LDF Core Strategy as well as the ongoing implementation of the Central Telford Area Action Plan (CTAAP). Developer contributions will be sought towards these improvements on a 'fair and reasonable' basis.

#### **LTP POLICY 1**

**To work with partners to improve surface access to international gateways and key economic hubs both by road and rail**

#### **LTP POLICY 2**

**To work in partnership with the Highways Agency to improve the reliability, safety and efficiency of the Strategic Road Network**

**LTP POLICY 3****To support the provision of a new motorway standard link between the M54, M6 North and M6 Toll**

### 3.1.3 Supporting Development and Tourism

#### New Development

Transport is a key factor in bringing forward land for development. Our approach is to ensure safe and efficient operation of the network both for existing road users and the occupiers of the new development sites.

We will adopt a Plan Led approach to help mitigate the impact of developments on the existing transport network in a 'fair and reasonable' manner and will look to secure appropriate contributions from developers for this and to provide access by public transport to new development.

However, the current reductions in public spending pose a significant risk to satisfactory mitigation, increasing the risk of congestion occurring in the latter part of the plan period. Reductions in the availability of public funding also makes it harder to provide access by public transport to services and facilities that people in new developments need. This factor will need to be taken into account in the planning process, either through increased levels of private sector contributions, the mix and level of development proposed, or the level of traffic congestion and level of access to services deemed to be acceptable.

In the latter regard, we will require developers to adopt an area based approach to travel planning linked to the ongoing development of the Local Development Framework (LDF) and associated Area Action Plans. These Travel Plans will need to promote 'Smarter Travel Choices' and will provide an overarching framework for the development of more specific site based travel plans. Developers will be expected to fund the development, implementation, monitoring and enforcement costs of the Travel Plans.

**LTP POLICY 4****To adopt a plan led approach to mitigate the impact of new developments on the existing transport network in a 'fair and reasonable' manner taking account of the likely level of available public funds****LTP POLICY 5****To require developers to adopt and fund an Area Travel Planning approach in support of the LDF and associated Area Action Planning processes**

#### **LTP POLICY 6**

**To require developers to prepare site based travel plans in support of the overarching Area Travel Planning process**

#### **LTP POLICY 7**

**To require developers to fund the development, implementation, monitoring and enforcement costs of Area and Site based Travel Plans**

Also, to encourage more inward investment and job creation, we must continue to revitalise our urban centres, including all the Borough Towns, to enhance their attractiveness and invest in their vibrancy. As part of our Strategy, we will ensure all our interventions improve the urban environment and its quality. This will include reviewing the provision and condition of street furniture and decluttering where appropriate.

#### **LTP POLICY 8**

**To ensure that transport investment supports high quality public places and vibrant urban environments**

### **Supporting Tourism**

Telford & Wrekin has four key visitor attractions:

- Ironbridge World Heritage Site
- The Wrekin, Area of Outstanding Natural Beauty
- Telford International Centre
- Telford Town Park

Southwater is an emerging attraction. As discussed in Section 2, a £250 million development is taking place to expand Telford Town Centre and the Telford International Centre and provide integration between Telford Town Centre and Telford Town Park. Southwater is a major investment that will support economic growth across several sectors including increased visitor trade. Improving access to these sites from the strategic road and rail networks is important for people travelling by road, rail and coach.

The Community Strategy sets out proposals for a high frequency public transport service between the World Heritage Site and Telford Town Centre both in order to encourage dispersion of visitor spend and to provide enhanced access for visitors travelling by rail.

Two supporting strategies are being developed with respect to the Ironbridge Gorge World Heritage Site:

1. Rail Access Strategy
2. Sustainable Access Strategy

The rail access strategy will consider the viability of re-introducing rail passenger services into the Gorge to develop a plan for improving access in support of growth in the number of visitors to the area. Matters relevant to this study include expressions of interests to extend the Severn Valley Railway steam service from Bridgnorth to Ironbridge and retention of the Madeley Junction to Coalbrookdale rail line (currently operating as a freight only line to Ironbridge power station). Re-opening the existing redundant up-line from Ironbridge Power Station to Lightmoor Junction for passenger services would support the objectives of the Telford Steam Railway, to extend and provide heritage steam railway services from its Lawley Park and Ride terminus to the Ironbridge Gorge and intermediate stations.

The sustainable access strategy and rail access strategies will identify short, medium and long term proposals that could be made to improve access to and within the Gorge and will consider the needs of residents, visitors to the area and the long term future of Ironbridge power station.

Nationally, coach travel injects £2.35bn annually into the economy. The West Midlands alone attracts around 320,000 coach trips annually with an estimated visitor spend of £41m. Telford & Wrekin Council recognises the benefits of promoting coach travel as part of encouraging sustainable tourism.

In partnership with the Confederation of Passenger Transport, Telford & Wrekin Council has achieved 'Coach Friendly Town Status' for Ironbridge Gorge. The award will have the double benefit of increasing economic tourism and reducing the amount of vehicle traffic on the roads in the Gorge. A reduction in traffic will have the added benefit of reducing the Council's maintenance costs and potential capital investment in highways through extending the life of the assets.

Key measures that the Council will promote across the Borough to encourage coach travel include:

- Improved information for coach companies – through tourism website
- Consider signing to coach parks as part of any renewal of existing signing
- Provision of adequate capacity for coach parking, set down and pick up points
- Use of public transport priority measures e.g. bus lanes
- Facilities for group comfort – access to toilets, waiting areas
- Coach and driver facilities – agreements with local businesses regarding driver refreshments
- Access to contacts within the Council who can act as a point of contact for coach travel

Coach travel is also important for Telford International Centre (TIC). The TIC is one of the UK's largest conference venues and attracts significant numbers of domestic and international visitors. It is to be significantly expanded and additional hotel

accommodation will be provided. Improved access to the site is being brought forward in accordance with the Central Telford Area Action Plan (CTAAP).

The potential longer term viability of re-opening the existing freight only rail line serving the Ironbridge Power Station to passenger traffic to provide enhanced access to Ironbridge Gorge will also be investigated.

#### **LTP POLICY 9**

**To provide improved transport links to key visitor attractions**

#### **LTP POLICY 10**

**To develop and implement sustainable access and rail access strategies for the Ironbridge World Heritage Site**

### **3.1.4 Improving Productivity**

The economic cost of time spent commuting and on business trips is substantial, since this time normally comes at the expense of more productive activities.

Interventions that increase reliability, reduce travel times or avoid delay have the potential of making dramatic impacts, particularly for freight operators.

We wish to use our transport assets in a way that minimises time loss. Given likely funding levels making the most of existing assets is vital although new road capacity will be provided where appropriate.

Making best use of existing infrastructure will squeeze the maximum capacity from the network. It also means that even where travel time reductions are not possible, we need to make the network more reliable. A reliable network is one where a similar journey takes about the same time on different days, and where disruptions from incidents are rapidly dealt with.

In an unreliable network, travellers need to allow extra time to ensure that they do not arrive too late, and therefore more productive time is lost even if on a given day there are no delays.

Journey time unreliability is related to congestion levels and incident management.

Telford was developed around the concept of a low density, multi-centred environment linked by high capacity free-flow roundabouts, rather than a dense, linear or grid-pattern of development found in more traditional urban centres. Whilst the application of traffic signal control in specific situations will have a role to play in managing a safe, reliable road network, roundabouts will remain the preferred form of junction control in Telford & Wrekin.

#### **Measures to Reduce Congestion**

Whilst Telford and Wrekin does not currently suffer from significant levels of congestion, this is likely to become a significant issue by the end of the plan period in many areas of the Borough. Extensive traffic modelling has been undertaken to assess the impact of increased car ownership, usage and development growth on

road congestion levels in the area. This work will be refined through the development planning process as specific locations are identified through the associated statutory procedures.

The road network will need to be proactively managed as traffic flows increase, otherwise journey time reliability will deteriorate and the amount of lost production time for local businesses will increase accordingly. Traffic calming can contribute towards improved road safety and reduce the impact of traffic on a community. However traffic calming can also have adverse impacts, for instance on emergency service response times and bus services. Part of the role of managing the road network will therefore include reviewing, as appropriate, the use of traffic calming measures such as road humps, speed cushions and road narrowing's.

**LTP POLICY 11****To reduce lost production time for local business by better management of congestion on the network****New Road Construction**

Modelling work has demonstrated the importance of constructing a connection between the M54 Junction 5 and the A442 Queensway in order to facilitate the development aims set out in the Central Telford Area Action Plan (CTAAP). Such a direct connection between these major strategic routes in Telford town centre will release capacity on the outer town centre road network, in particular along Rampart Way, to accommodate the traffic displaced as a result of the improvements to the 'Box Road'. This will enable significant environmental improvements to be secured in Telford town centre to help provide improved pedestrian and cycle linkages and create a high quality sustainable integration between the town centre and surrounding areas, as well as ensuring efficient and safe operation of the local road network.

Over £9m of developer contributions have been identified towards highway improvements necessitated by CTAAP using the 'fair and reasonable' plan led methodology outlined in LTP Policy 4. This approach has already been accepted by both developers and the Highways Agency and to date almost £4m has already been secured. The project connects the A442 Eastern Primary Route to the M54 at Junction 5 and preliminary discussions have been held with the Highways Agency in this regard prior to the CTAAP Examination in Public.

The Department for Transport is developing a new major schemes funding framework to commence after 2014/15 and early indications suggest that Local Enterprise Partnerships may play a role in these key strategic investment decisions. We shall continue to pursue all funding opportunities to support the construction of the connection between the M54 and the A442, and the other transport and highway components of the CTAAP mitigation package.

**LTP POLICY 12**

**To work in partnership with developers and the Highways Agency to introduce a direct connection between the M54 and the A442 in Telford town centre**

**Making Better Use of Roads and Smarter Travel**

Ensuring the road network operates safely with minimal delays is a duty under the Traffic Management Act and is crucial to facilitate the efficient movement of goods and people necessary for economic activity. A key action with this regard will be making best use of the existing infrastructure, rather than building additional capacity.

Traffic congestion can also be addressed by better management of the demand for travel as well as by making best use of existing infrastructure. Typical initiatives will include:

- Integrating land use and transport through the LDF to reduce the need for travel, particularly longer distance trips
- Measures to address future congestion hot spots
- Investigate the role that Civil Parking Enforcement (CPE) can play in reducing congestion, managing parking provision and reducing hazards caused by pavement parking as part of the development of a parking strategy for the Borough
- ICT network developed to encourage home working and so reduce the need to travel
- Making best use of existing infrastructure through traffic management and junction improvements
- Review the use of traffic signal control and seek to remove traffic signals or introduce part-time operation where such action would not be detrimental to road safety or traffic flows
- Where appropriate review the use of traffic calming measures
- Working with the Highways Agency, Toll Road operators, adjoining authorities and rail operators to improve access to the strategic road and rail network
- Smarter Travel Choices - introducing measures to promote and improve facilities for public and active travel to improve accessibility to major existing and new employment sites
- Travel Planning
- Traffic Management
- Use of new technology

## Transport Asset Management

Delays on the network due to incidents and street works can lead to unreliable journey times for local businesses and hauliers. Measures to address this will include:

- Improved street work and incident management systems
- Partnership development of Intelligent Transport Systems (ITS) to manage congestion and improve incident management on the strategic and local road network. This will necessitate liaison with the Highways Agency and will incorporate provision of real time information for drivers, bus passengers, bus priority etc
- Routine highway maintenance including street lighting, signs and road markings
- Ongoing implementation of the Network Management Plan
- Structural maintenance and bridge strengthening programme

The construction and maintenance of transport infrastructure such as roads, footways and bridges can sometimes have unwanted effects on the natural and the built environment, for example by affecting the quality of the landscape or water quality. The following bullet points summarise the main adverse impacts and how the LTP intends to avoid or minimise them:

- Land, air and water can be affected by transport infrastructure construction and maintenance. Contaminated surface water run-off, for instance, can lead to a worsening of the quality of nearby land or water. Part of policy 13 from the Telford & Wrekin LDF Core Strategy, adopted in 2007, is relevant here and states: *“Development that reduces the risks of contaminated land to the environment and human health will be supported. That which has detrimental impacts on the environment, including the quality of land, air or water, will be resisted if satisfactory mitigation cannot be achieved.”*
- Noise, light and vibration effects should also be assessed and minimised in all maintenance and new construction.
- Adverse impacts on the cultural, historic and built environment will be avoided or minimised partly through the development of design guidance which aims to improve the quality of the public realm, see policy 46 in this LTP. In addition, part of the LDF Core Strategy Policy 14 ‘Cultural, Historic and Built Environment’ is also relevant here, which is aimed at: *“Protecting and enhancing the historic environment, cultural and built heritage within the Borough to maintain and improve quality of life“.*
- Highway construction and maintenance can also adversely affect landscape quality, and to minimise any adverse effects LDF Core Strategy Policy 12 ‘Natural Environment’ is relevant. This states that: *“Biodiversity, including habitats, and geodiversity will be protected from development. Where appropriate, development that delivers enhancement will be consistent with*

local biodiversity targets and objectives.” This will help to ensure that biodiversity and landscape are assessed and addressed for all new proposals and maintenance works.

- Impermeable hard surfacing can also cause polluted runoff and consideration will be given to minimising the use of such surfacing; but where this cannot be avoided the use of vegetated drainage systems that can protect the quality of underground water and soil will be considered.
- The safety of the travelling public and the personnel who carry out maintenance and new construction will be of the utmost importance.

To bring all these issues together the Council will in addition consider the relevance and usefulness of using a good practice guide such as the Highways Agency guide “Building Better Roads: towards Sustainable Construction”. This document covers topics such as greenhouse gas emissions, noise generation, effects on biodiversity, heritage and the built environment, landscape, soil and water quality and provides guidance on how best to minimise and avoid any adverse effects.

### Area Based Measures

- Telford Town Centre – Investment will include implementation of the full adopted CTAAP transport mitigation strategy including developer funded measures
- Improving sustainable access to existing and new major employment sites arising out of the LDF Core Strategy Review and associated supporting documents

#### **LTP POLICY 13**

**To reduce congestion by making better use of existing infrastructure, better management of travel demand and increased use of new technology**

### 3.1.5 Linking People and Jobs

Local accessibility to jobs and training opportunities is critical if our labour markets are to function efficiently. In this regard it is crucial to improve access to work and training opportunities, particularly for those who do not have access to a car. This is particularly important in rural areas of the Borough where there are no major employers or training facilities.

#### **LTP POLICY 14**

**To work in partnership to improve access to employment and training opportunities, particularly for those without access to a car**

Accessibility issues are addressed in further detail in Section 3.3

## 3.2 Reducing Carbon Emissions

### 3.2.1 Summary

This section covers the challenges:

- Reducing transport related emissions
- Responding to current and future climatic conditions

### 3.2.2 Monitoring

Currently there is a national performance framework for local government which contains a range of National Indicators against which performance is monitored. The government is reviewing this performance framework and any changes will be reflected in LTP3.

There are currently no specific transport National Indicators relating to carbon emissions however transport is relevant to the following indicators:

*National Indicator (NI) 185: CO<sub>2</sub> reduction from LA operations:* The aim of this indicator is to measure the progress of local authorities in reducing CO<sub>2</sub> emissions from the relevant buildings and transport used to deliver its functions and to encourage them to demonstrate leadership on tackling climate change.

*NI 186: Per capita reductions in CO<sub>2</sub> emissions in the local authority area:* Action by local authorities will be critical to the achievement of the Government's climate change objectives. Local authorities are uniquely placed to provide vision and leadership to local communities by raising awareness and to influence behaviour change.

*NI 188: Adapting to Climate Change:* The indicator allows authorities and partners to measure progress in adapting to climate change over five levels. The levels range from identifying the priority areas for adaptation through to developing and maintaining an adaptation action plan.

### 3.2.3 Introduction

The Climate Change Act sets a target to reduce UK greenhouse gas emissions by at least 80 per cent by 2050. The most significant sources of greenhouse gases today are carbon emissions from industrial processes, heating buildings, electricity production and transport. Domestic transport currently contributes about 21% of UK carbon emissions.

The Government's White Paper 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' forms part of the Government's overall strategy to tackle carbon emissions from transport (DfT, January 2011). The vision is for a transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities. The strategy is based on

the concept of enabling choice, and that in the short term the most effective action can be taken at the local level. With this regard, the White Paper announced plans to introduce a Local Sustainable Transport Fund for local authorities to bid for in support of sustainable transport solutions that support economic growth while reducing carbon.

Guidance on the scope of the fund and the criteria against which applications will be assessed has just been issued by the Department for Transport. The Council is developing an application with a view to securing funding towards a package of sustainable access improvements.

### **Peak Oil**

Peak oil describes the point at which the amount of oil produced globally reaches its absolute maximum. From this point onwards oil will still be produced but at a lesser volume and cause serious challenges through rising costs. There is considerable debate as to when this might happen. Through the LTP the Council is aware of the potential impact of peak oil and the need to build in resilience against its effects by promoting more sustainable forms of transport such as walking, cycling and public transport.

### **Telford & Wrekin Council's Climate Change Initiatives**

The long term ambitions for Telford & Wrekin are set out in the document "Vision 2026" produced by the Telford & Wrekin Local Strategic Partnership which is made up of the Council and other public, private and voluntary local organisations. One of Vision 2026's key themes, which is currently under review, is to create a "Sustainable Green Community" and the document recognises that in achieving this:

*"The challenge is to reduce emissions of greenhouse gases and to prepare for the consequences of climate change. Telford & Wrekin will become an exemplar in its leadership to reduce carbon emissions and, by 2026 we will have made major progress towards achieving our ambitious target of a reduction of 36% of emissions from 1990 levels." (Vision 2026, Telford & Wrekin Partnership, refreshed 2008).*

Telford & Wrekin Council produced its first climate change strategy for the community, 'A Climate for change', in 2006. The strategy encourages organisations in the community to examine the issues and plan their response. To encourage this to happen the Council set a target for reducing carbon emissions by 60% by 2050 from 1990 levels; since then this has been revised to reflect NI 186 and an interim target has been set of reducing emissions by 7% per resident by 2011/12 compared with 2005 levels. The Council has also identified its own corporate emissions baseline for the services it provides and working groups in a number of areas, including transport, have developed an action plan for the period 2008-11 in order to reduce emissions. The current target is to reduce emissions from Council operations by the equivalent of 10% from a 2008/9 baseline by 2011/12 (*Telford & Wrekin Council, 2009*).

### 3.2.4 Reducing Transport Related Emissions

#### Helping People Make Low Carbon Travel Decisions

The Council recognises it has a role to play in reducing transport related emissions but also appreciates other factors will have an influence on reducing emissions that are outside the control of the Council. These external factors include the development of new vehicle fuel technologies and international / national use of market mechanisms such as taxes and duty to support a transition to a low carbon economy. Ways in which the Council can make a difference locally, described in more detail below and outlined in Table 3.1, include:

- Encouraging more efficient use of motor vehicles
- Reducing the need for people to travel
- Promoting low carbon travel alternatives including walking and cycling for short distance trips
- Promoting the use of public transport, in particular rail, for long distance trips
- Managing transport assets to reduce the Council's carbon footprint

In 2009 the Department for Transport commissioned a number of studies in response to the Government's guidance on 'Delivering a Sustainable Transport System (DaSTS) (DfT, 2008). One of these studies, the 'Growth Point Connectivity Study', undertaken in association with Telford & Wrekin Council, Shropshire Council and Herefordshire Council, examined the following challenges with respect to the Growth Point towns of Telford, Shrewsbury and Hereford:

- Addressing the demand for travel resulting from new development, both employment and housing
- Reducing the need for travel
- Overcoming the barriers to use of sustainable travel modes, including walking & cycling, where these are viable options for travel

A comprehensive list of potential sustainable transport interventions and a discussion about their application to Telford can also be found in Appendix 3 of the 'Delivering a Sustainable Transport System' (DaSTS) 'Growth Point Connectivity Phase 1' Report (*Mouchel, May 2010*).



Table 3.1 – Typical Measures for Sustainable Travel Packages

Travel plans	Promoting public transport	Active travel choices	Influencing demand	Marketing and branding	More efficient use of vehicles
<b>Workplace travel plans</b>	Fare incentives and smart ticketing	Walking support and infrastructure	Tele-working/ Teleconferencing	Information on travel choices including better public transport information	Car clubs and car sharing
<b>School travel plans</b>	Improved service and vehicle quality	Pedestrian and cycle training	Home shopping	Travel awareness campaigns	Efficient driving techniques (Eco-driving)
<b>Personalised travel planning</b>	Better access / interchange	Workplace cycle facilities and incentives	Parking management strategies	Branding	Change to low emissions vehicles
<b>Station travel plans</b>	Better integration	Cycle hire schemes	New development located with good connections to public transport, walking, cycling and bridleway networks	Cycle, walking and bridleway signing and route maps	Reducing congestion and disruption to traffic

### Encouraging More Efficient Use of Motor Vehicles

The Telford & Wrekin Borough area comprises a mixture of urban and rural communities and the multi-centred, low density form of Telford means that distances for walking and cycling can be prohibitively long. The car will therefore remain the only suitable transport for many journeys and will continue to contribute towards achieving transport objectives in Telford & Wrekin.

We will seek to promote more efficient use of motor vehicles, through the promotion of car sharing, for instance via the Council's Journeyshare website. A key means of promoting car share, as well as a shift to other forms of transport, will be achieved by encouraging the adoption and implementation of voluntary travel plans, including the Council's travel plan, and securing travel plans as a planning condition.

In the period up until 2022 the main reduction in carbon emissions from road vehicles is likely to come from the use of renewable transport fuels and new tougher EU regulations on new cars. After 2022 and up to 2050 new vehicle technologies are expected to allow new vehicles and fuels to be introduced (*'Low Carbon Transport: A Greener Future: A Carbon Reduction Strategy for Transport'*, DfT July 2009). New ultra-low carbon vehicle types are likely to include hybrid vehicles (combining on-board batteries with internal combustion engines to provide power), electric vehicles (EV) and hydrogen fuel cell vehicles. Local authorities may have a role in helping to facilitate the provision of EV charging points before the end of the LTP period and the Council will introduce charging points for electric vehicles as appropriate.

Telford & Wrekin Council operates a number of vehicles and in 2009 carried out a trial in which four of its vehicles were converted to use bio-diesel rather than diesel. Whilst this trial did not lead to an operational cost saving and has been discontinued the Council will continue to investigate ways to reduce the carbon emissions of its own and its contractor's vehicle fleets.

Measures to manage the highway network to reduce disruption from incidents and congestion and make journey times more reliable, as outlined in Section 3.2, will also contribute towards making more efficient use of motor vehicles.

**LTP POLICY 15**

**The Council will work with users, businesses and developers to implement successful sustainable travel packages such as those identified in Table 3.1**

**LTP POLICY 16**

**The Council will initiate trials of new vehicle technology for its own vehicle fleet where there is likely to be a cost saving. It will also monitor progress on the roll-out of low carbon vehicles to decide when to facilitate the provision of the necessary infrastructure such as charging points for electric vehicles**

### **Reducing the Need for People to Travel**

Measures that the Council can take to influence demand for travel includes the introduction of planning policies through the Local Development Framework to secure the location, pattern and mix of new development that reduces the need for longer distance travel and supports the use of sustainable transport. Developments will be encouraged, for instance, that contain a mixture of housing, employment and community facilities, consist of high quality walking and cycling routes and are linked to existing public transport corridors. In addition, we will adopt a Plan Led approach to secure appropriate contributions from developers in order to help mitigate the impact of developments on the existing transport network to provide, for example, junction improvements, pedestrian crossing facilities, cycle infrastructure and support for bus services.

### **Promoting Low Carbon Travel Alternatives including Walking and Cycling for Short Distance Trips**

The introduction of measures to promote and improve facilities for walking, cycling and public transport, documented throughout this Plan, will provide travellers with a low carbon choice for travel, especially over short distances.

### **Promoting the Use of Public Transport, in Particular Rail, for Long Distance Trips**

We have set out in this Plan a number of ways we will work with partners to improve access to the public transport network, for those without access to a car or for those who wish to use an alternative mode of travel.

### **Managing Transport Assets to Reduce the Council's Carbon Footprint**

The Council undertakes a range of activities to provide a safe and efficient highway network. This includes maintaining some 1,000 km of carriageways and some 1,400km of footways and cycleways. We always look to apply cost effective materials and processes that are kinder to the environment where practical. Whenever roads are reconstructed, the old materials are recycled for use on other civil engineering works or disposed of through local recycling centres. We consider methods to extend the life of our assets with the minimal use of prime aggregates, for instance the use of slurry sealing and surface dressing of existing roads and footways. Over the last few years we have used a slurry seal product which contains a high percentage of rubber crumb from recycled car tyres in place of stone.

The Council maintains approximately 24,000 street lights and 3,800 illuminated signs and bollards installed for the protection and convenience of members of the public. We undertake a maintenance programme to replace ageing lighting stock with modern efficient units. However, this still represents a significant demand for electricity and we will continue to examine the benefits and issues, including safety implications, of switching off or dimming lighting, and installing modern low energy lighting, in appropriate locations in order to make cost savings and reduce carbon emissions.

**LTP POLICY 17**

**The Council will continue to examine ways to increase efficiencies when constructing new infrastructure or maintaining the highway network, including increased use of recycled materials and materials with a low stone content**

**LTP POLICY 18**

**Where appropriate the Council will dim or switch off street lights, or install modern low energy bulbs and replace illuminated traffic signs with retro-reflective signs**

### 3.2.5 Responding to Current and Future Climatic Conditions

The Council is currently assessing the impact of climate change on Council services in the context of National indicator (NI) 188, "Planning to adapt to climate change". The Council has produced a study called a Local Climate Impact Profile (2008) which satisfies the requirements needed to reach level 1 status of NI 188. The aim of the study is to assess the impact on Council services of severe local weather events linked to climate change and to prepare for the effects of future events. In the last decade there have been 62 significant weather events in Telford & Wrekin which have had a major impact, in some way, on the services which the Council and its local partners provide. The main types of severe weather events which have been recorded and their transport impacts are as shown in Table 3.2.

**Table 3.2 – Severe Weather Events and Transport Impacts**

<b>Severe weather event</b>	<b>Transport impact</b>
<b>Heavy rain and flooding</b>	Flooding closed roads and made travel hazardous
<b>High temperatures and drought</b>	Public and social care transport users suffered discomfort in hot vehicles. Drought caused subsidence of road surfaces which then needed repair
<b>Snow, ice and frost</b>	Required extra gritting of roads and damaged road surfaces which then needed repair.
<b>All severe events</b>	Caused travel disruption and required temporary road closures and diversions

Source: Local Climate Impact Profile (Telford & Wrekin Council, 2008)

In addition, the Council has utilised the latest climate projections to complete a risk assessment (level 2 of NI 188) of the likely impacts that climate change could have on the services that the Authority and its local partners provide. This assessment found that there were several moderate and low level risks associated with the transport sector. These vary in magnitude from major impacts such as subsidence resulting in damage to physical infrastructure (see the case study in the inset below) to relatively minor impacts such as an increased demand for cooling on public transport.

Further work by the Council to meet the requirements of NI 188 will culminate in the production of an adaptation action plan (level 3), which will be implemented in the final level, level 4.

The LTP proposes that improved traveller information will be provided, possibly through means such as TV, radio, SMS, and the internet so that people can make their travel decisions before they leave home or work; and variable message signs and public transport information for travellers on the move. These communication channels should also be used to help travellers deal with the impact of severe weather events such as road closures, bus and train delays and cancellations, and to provide additional information about alternative routes and modes that can be used to complete journeys.

**LTP POLICY 19**

**Improved information should be provided to travellers to make them aware of any disruption to transport as a result of severe weather events**

### 3.2.6 Case Study

**Safety fear closes Bolas Bridge**

**Telford & Wrekin Council has been forced to close a minor road which straddles the boundary with Shropshire Council after a routine inspection found a bridge had become unsafe due to erosion of the river bed.**

**The unclassified road between Great Bolas and Little Bolas will be shut for a number of weeks while temporary safety measures are put in place to bolster the bridge.**

**It is expected the first phase of work to get the road re-opened may cost up to £30,000 with a more long-term solution likely to be as much as £100,000.**

**As part of the routine inspection, a diver was sent down to inspect the foundations of the bridge over the River Tern and discovered that river bed levels had dropped half a metre below the foundations of the bridge.**

*(Source: Wellington News, August 26, 2010)*

## 3.3 Promoting Equality of Opportunity

### 3.3.1 Summary

This section covers the LTP3 objectives:

- To ensure all members of the community, particularly those without a car, those with a low income and people with disabilities can access local job and training opportunities, education, healthcare, shopping, leisure, cultural and community facilities
- To promote a range of sustainable transport modes (such as public transport, walking and cycling) in both urban and rural areas that support the needs of the community by providing access to key services including employment and education
- To work with transport operators and the voluntary sector to develop ways of making transport more affordable and convenient

### 3.3.2 Monitoring

Currently there is a national performance framework for local government which contains a range of National Indicators against which performance is monitored. The government is reviewing this performance framework and any changes will be reflected in LTP3.

*NI 175: Access to services and facilities by public transport, walking and cycling*

*NI 176: Working age people with access to employment by public transport (and other specified modes)*

*NI 198: Children travelling to school, mode of transport usually used*

### 3.3.3 Introduction

Improving accessibility in Telford & Wrekin is crucial to provide everyone with equal opportunities to access services and facilities. An Equality Impact Assessment has been carried out to determine how the LTP will affect different groups of people and the results of this assessment have been used to ensure that the LTP addresses the accessibility needs of the whole community.. The following goal is specific to access centring around jobs, education, healthcare, shops and leisure:

**“Allow everyone to access jobs, education, healthcare, shops, and leisure”**

Access to transport, or lack of it, can have a direct effect upon the opportunities residents of Telford & Wrekin are able to take up. Availability of transport for those without a car can significantly increase their opportunities to get to key activities and services such as work, training, education, healthcare and shopping. Being unable to access even these essential services can lead to social isolation and create an equalities gap not so readily experienced by those who have access to a car or who

are close to a good quality transport network. Further inequality can be experienced by some groups in the community who find it difficult to access transport information or those with particular needs that cannot be met by the transport available. Promoting equality of opportunity as part of LTP3 also has direct links to Telford & Wrekin's Local Strategic Partnership "Vision 2026", the core strategic document guiding the long term development of Telford & Wrekin. This Community Strategy is in the process of being updated but the current overall vision for 2026 is of:

*"A successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin"*

Furthermore within Vision 2026 transport and accessibility are highlighted with the following objectives:

*"Improving access to services and life chances through supporting and developing sustainable modes of travel including public transport, walking and cycling"*

*"Excellent connectivity and transport services and infrastructure supports the social, health and employment needs of a growing population and provides new employment opportunities"*

Telford & Wrekin Council's own Priority Plans also have an impact on increasing equality of opportunity through the provision of sustainable transport options. The Environment and Rural Area Priority has the most links to Equality of Opportunity within LTP3, specifically Part c: *"Improving Mobility around the Borough"*.

The objectives of Part c of this Priority Plan are to:

- Design, deliver and manage a transport network which supports sustainable economic growth and promotes travel for all
- Minimise increase in levels of congestion
- Optimise accessibility to local facilities including healthcare, education and employment in Telford Town Centre, Borough Towns and the rural area
- Satisfaction with mobility in the rural area
- Keeping transport moving in adverse/extreme weather

Accessibility Planning formed an important part of LTP2 and this is continued through into LTP3 with Equality of Opportunity.

Providing equality of opportunity is only possible where there is an understanding of the groups who are, or maybe, experiencing a lack of equality with regards to transport. An overview of those groups is detailed in Table 3.3:

**Table 3.3 – Potential Accessibility Issues for Equality Groups**

<b>Group</b>	<b>Potential accessibility issues</b>
<b>Older people</b>	Access to transport <ul style="list-style-type: none"> <li>• Distance to access transport</li> <li>• Transport being accessible according to needs (e.g. no step access to buses)</li> </ul> Access to healthcare, shopping and leisure
<b>Younger people</b>	Access to leisure/social facilities Access to employment (part and full time) Access to education/training Access to facilities evenings/weekends for which taxis can be important.
<b>People with disabilities</b>	Access to appropriate transport <ul style="list-style-type: none"> <li>• Wheelchair access</li> <li>• Distance to access transport</li> </ul> Access to door to door transport Access to healthcare, shopping and leisure Access to understandable transport information
<b>BME groups</b>	Access to understandable transport information
<b>Unemployed/low paid</b>	Access to affordable transport Ability to reach interviews/training Access to employment outside of 9-5 working day
<b>One car households</b>	Access to transport when only car is not available
<b>Single parents</b>	Access to childcare using public transport Access to affordable transport Access to employment, education, shopping, healthcare
<b>People in rural areas</b>	Access to frequent/any public transport Access to employment, education, training Access to leisure, shopping, healthcare Access to facilities evenings/weekends

Clearly, all the accessibility issues above can be cross-cutting across the groups as each individual is likely to have a number of different access needs. The cost/affordability of transport, for instance, could be an issue for all groups. This table is not exhaustive and continuing research into the needs of Telford & Wrekin's residents will provide a dynamic understanding of the accessibility needs of the community.

### 3.3.4 Access to Jobs, Training, Education, Healthcare, Shopping, Leisure, Cultural and Community Facilities

The relevant LTP objective is:

“To ensure all members of the community, particularly those without a car and people with disabilities can access local job and training opportunities, education, healthcare, shopping, leisure, cultural and community facilities”

Telford & Wrekin Council will continue to proactively seek to improve accessibility. Providing access to services is not just about putting transport in place, it is also about working in partnership with the providers of services to look at ways of potentially taking services to people. The following are examples of what Telford & Wrekin Council is currently doing:

- Training is being provided at community centres which reduces the need for trainees to travel
- Telford & Wrekin Council provides subsidised travel passes for public transport to students who are over 16 and under 19 years of age. Each Flexi Pass allows the student free travel on the Arriva bus network within the Telford & Wrekin and West Midlands area
- For those with special needs Telford & Wrekin Council has developed an independent travel training course in partnership with Adult Social Care. In January 2010 this was cascaded to Special Educational Needs secondary schools to encourage pupils to use public transport prior to leaving the school and going to college
- The Council is also looking at ways to personalise activities such as personal care services by empowering those receiving the care to choose a local provider to provide their care instead of the Council. This could have major implications for the way that services are provided in the future and the way in which people access those services

Telford & Wrekin’s Local Strategic Partnership (LSP) has a wide range of members with whom we will work in partnership to help achieve improved accessibility whether by transport or non-transport methods.

Where solutions are sought via transport modes, working in partnership with local transport operators will be essential. Telford & Wrekin Council has a long history of partnership working. The main local bus operator Arriva have been working in partnership with the Council for over ten years. In recent years, this has been extended out to include other operators such as Arriva Trains Wales and London Midland trains. These partnerships are crucial in order to achieve long-term accessibility improvements, not only locally, but regionally and nationally also.

The Telford & Wrekin Rights of Way Improvement Plan (ROWIP) has linkages with LTP3, Equality of Opportunity and accessibility. The ROWIP seeks to improve the Rights of Way network particularly for elderly and disabled residents, but will take

into account the location of workplaces, retail, education, leisure and heritage assets and improve access to these places.

**LTP POLICY 20**

**To work in partnership with the Local Strategic Partnership to seek and deliver non-transport solutions to issues of accessibility**

**LTP POLICY 21**

**To work in partnership with local transport providers to deliver improvements to transport services, infrastructure and information to meet the needs of the public**

**LTP POLICY 22**

**Work alongside the Rights of Way Officer to increase access to all services and to leisure and recreation through the Council's Rights of Way Improvement Plan**

### 3.3.5 Promotion of Sustainable Transport Modes to Support Access to Key Services

The relevant LTP objective is:

*"To promote a range of sustainable transport modes (such as public transport, walking and cycling) in both urban and rural areas that support the needs of the community by providing access to key services including employment and education"*

Promoting sustainable transport modes can enable people to access services and raise awareness of the availability of accessing those services.

Sustainable transport includes, but is not limited to:-

- Public transport (buses, trains)
- Walking
- Cycling
- Horses and horse drawn carriages
- Car sharing / taxi sharing

One of the concerns for many residents is the condition of footways and the availability of infrastructure such as appropriate crossing points. The lack of a consistent approach to the provision of dropped kerbs, for instance, on pedestrian routes in the older town centres is a particular problem. The Council seeks to make improvements to the footway network in association with routine maintenance operations and where practicable will develop, in consultation with residents through

Town and Parish Councils, programmes for identifying targeted footway improvements for implementation as resources permit.

The above approach would be complimentary to work undertaken at a local level to promote walking in towns and villages, for instance the nationwide 'Walkers are Welcome' initiative. Wellington has recently been accredited as a 'Walkers are Welcome' town, acknowledging that the town is walker-friendly. As well as providing organised walks and other social events, the scheme allows communities to benefit from regular networking opportunities with other 'Walkers are Welcome' towns.

As the development of Telford & Wrekin continues to take place to encourage growth of the economy alongside increased housing, leisure and community provision, localised congestion will increase and more emphasis will be placed on the need and desire to access other transport modes.

Further to this, in rural areas, where sustainable public transport is significantly more difficult to achieve, promotion of other sustainable modes of transport will be vital to ensure access to services is available to outlying residents.

Two supporting strategies are being developed with respect to the Ironbridge World Heritage Site:

- Rail Access Strategy
- Sustainable Access Strategy

Promotion of sustainable transport to meet the needs of the community will require extensive partnership working across numerous organisations and with communities whose members may, for example, volunteer to provide drivers for community car schemes. For example to reach job seekers and assist them to access interviews and training and work opportunities will require partnership working with Jobcentre Plus. Promoting access to education will require partnership working with training providers, colleges and schools. For schools, the Safer Routes to School programme offers both physical measures (crossing points etc) and soft measures (walking buses etc) which can promote the use of sustainable transport to young people and provide them with transport habits which have the potential to stay with them into adulthood.

Promotion of sustainable transport should not take place in isolation. Often many services are available to the community much closer than realised and rather than looking to provide people with sustainable transport links into the main Telford centre area, promotion of services on a localised basis can reduce the need to travel and mean sustainable transport such as walking or cycling are more attractive options. For example, many community centres offer a wide range of services for people to access locally, such as mother and toddler groups. It is as important that the services themselves are promoted as much as the options to access those services.

Telford & Wrekin's long-term strategy recognises the importance of the car for access, given that the Borough was developed at a time when the car was the future and the road network built accordingly. Therefore, whilst sustainable transport is

primarily based around public transport, walking and cycling, the role of the car cannot be ignored. More efficient use of the car, for example cutting down on the number of journeys made by car and wherever possible car sharing, especially to work, will be encouraged. This also links into the LTP strategy for reducing carbon emissions. Linked to this, where people's only option to reach work is by taxi, the use of taxi sharing should be encouraged. This can significantly reduce the cost to the passenger and make a job/training opportunity previously thought inaccessible, accessible.

**LTP POLICY 23**

**To work with local businesses to promote and encourage the use of sustainable transport to reach work, including car sharing and taxi sharing**

**LTP POLICY 24**

**In conjunction with partners develop strategies for promoting and raising awareness of sustainable transport modes via a range of mediums to encourage increased use to access local services**

**LTP POLICY 25**

**Develop and widen the implementation of Safer Routes to School schemes across the Borough to promote and encourage travel to school by sustainable means**

### 3.3.6 Making Transport More Affordable and Convenient

The relevant LTP objective is:

*“To work with transport operators to develop ways of making transport more affordable and convenient”*

Even when transport is accessible for the community, there often still remain barriers to using it; whether these are real or perceived. Two of those barriers are that transport is often not seen as affordable and/or convenient.

People will not travel on public transport if these barriers are not tackled. The only way to realistically tackle these barriers is to continue, and develop, the partnerships that Telford & Wrekin Council has with local transport operators.

Taxis and private hire vehicles provide a safe and quick way of making door to-door journeys and are particularly valuable to those with mobility difficulties, carrying heavy shopping, living in rural areas or travelling at night when public transport services are limited. However, they can also be expensive – whilst sixty-six percent of residents are satisfied with the overall local taxi (or mini cab) service in Telford & Wrekin, only forty-eight percent of residents are satisfied with the cost of taxis (National Highways & Transport Survey, 2010). The Council will continue to install

taxi pick-up and drop-off points at key transport interchanges and locations where evidence supports such provision. Taxis are permitted to use many but not all bus lanes. A review will be undertaken to determine the appropriateness of allowing taxis to use all such facilities.

A Dial-a-Ride service is available in the urban area for people with mobility problems who cannot access conventional bus services.

The Council has a long and successful relationship with Arriva, the local bus operator. This has led to a number of improvements to bus services on the part of Arriva and infrastructure on the part of the Council to improve bus punctuality and make buses more attractive to the local community. This was reflected by a significant increase in bus patronage over a number of years. In the last two years patronage levels have started to show a slight decline; which is expected in the current climate where funding is scarce and the rate of new development has slowed.

Maintaining a public transport network to connect communities to services is a key concern for the rural area.

Developing ways to make transport more affordable and convenient, and equally change public perception of this, will be a challenge. It not only means working closely with local transport operators but also links in closely with the promotion of sustainable transport.

The Council subsidises a small number of the Borough's bus services where there is a need/demand for service but where it may not be currently commercially viable for an operator to run. Bus routes and timetables are reviewed in partnership with local bus operators and having regard to the Council's bus subsidy policy which contains criteria against which new and existing contracts can be tested, both in terms of value for money and accessibility factors. It will not be possible to maintain a comprehensive bus network and the main priority will be to provide access to key services.

The Council does have its own fleet of vehicles, of which a number are used for timetabled bus routes mainly in the rural area during their downtime from carrying out social care and education trips.

The Council will continue to review rural and urban transport schemes operated by its own fleet service, having regard to the availability of funding and analysis of the benefits such services provide. The Council will also continue to seek innovative solutions for providing transport options that are not commercially viable, and acknowledges the role that Community Transport can play.

Making transport more affordable and convenient is as much about promotion of what is currently available and its cost just as much as developing ways to reduce cost and increase convenience. This means drawing attention to the real cost of the car (fuel, depreciation, MOT, Tax, Insurance) against the cost of public transport /

walking / cycling to raise awareness and decrease the barriers to using transport other than the private car.

**LTP POLICY 26**

**Continue, and develop partnerships with local transport operators in order to improve the punctuality, convenience and affordability of public transport**

**LTP POLICY 27**

**To continue to review transport services operated by the Council to ensure value for money and to seek potential improvements to affordability, convenience and access for the community**

**LTP POLICY 28**

**To continue to review the bus subsidy policy to ensure value for money and maximum accessibility for the community**



## 3.4 Contributing to Better Safety, Security and Health

### 3.4.1 Summary

This section covers the following issues:

1. With recent cuts in government funding, how can we make best use of existing funding to ensure that our transport networks are safe and secure for the public?
2. How can we encourage more people to be physically active at all ages and what provisions can be made to ensure that everyone has access to physical activities?
3. With Telford being seen as a car dominated area, having heavy road use and a lack of efficient and direct footways and cycle ways, how can we reduce this and turn Telford into a more pedestrian and cyclist friendly place?

### 3.4.2 Monitoring

Currently there is a national performance framework for local government which contains a range of National Indicators against which performance is monitored. The government is reviewing this performance framework and any changes will be reflected in LTP3. National Indicators relevant to this section are:

NI 47 - Killed and seriously injured

NI 48 - Children killed and seriously injured

NI 198 - Mode of travel to school

### 3.4.3 Introduction

In terms of transport and travel there are many synergies between safety, security and health, and improvements in one area often have an impact on the others. Improvements to the safety, security and health of travellers can lead to significant cost savings in the short, medium and long term. This often stems from a policy of proactive intervention in areas such as road safety, active travel and public health which reduces already significant pressure on public services including:

- £30bn – total value of prevention of road accidents (including non-reported accidents) within the UK (*Making it Count, Spending choices which protect your community, RoSPA et al, 2010*)
- In Telford & Wrekin 28.4% of adults are estimated to be obese (equating to 35,500 people). Obesity in children is significantly above the national average with 11.7% of 4-5 year olds and 18.8% of 10-11 year olds classified as obese (*Telford & Wrekin Joint Strategic Needs Assessment Priority Health Outcome for Obesity 2010*). Around 19,500 people in Telford & Wrekin are physically inactive (*Telford & Wrekin Obesity Strategy and Action Plan 2006-2009*).

- 64% of residents (75% of children) are worried about becoming a victim of crime (Telford & Wrekin Safer, Stronger Communities Partnership).

To realise these savings and improve public safety, security and health requires a long term vision and a multi-agency approach. Without this partnership working, action taken in isolation will not be sustainable. To this end the Council will, as part of LTP3, adopt a far more integrated approach to addressing safety, security and health of the travelling public in line with its corporate priorities, strongly reflecting the following Council priorities:

- |                                         |                                            |
|-----------------------------------------|--------------------------------------------|
| • Environment & rural area              | ✓ Reduced casualties                       |
| • Children & young people               | ✓ Reduced cost of travel                   |
| • Active lifestyles                     | ✓ Reduced carbon emissions                 |
| • Community focussed, efficient council | ✓ Reduced costs on health and care budgets |
| • Community protection and cohesion     | ✓ Reduced pressure on emergency services   |
|                                         | ✓ More efficient use of resources          |
|                                         | ✓ Safer communities                        |

When addressing safety issues, the Council will consider the needs of all road users. This includes the needs of pedestrians, cyclists, equestrians and other vulnerable road users when designing new and improved road layouts.

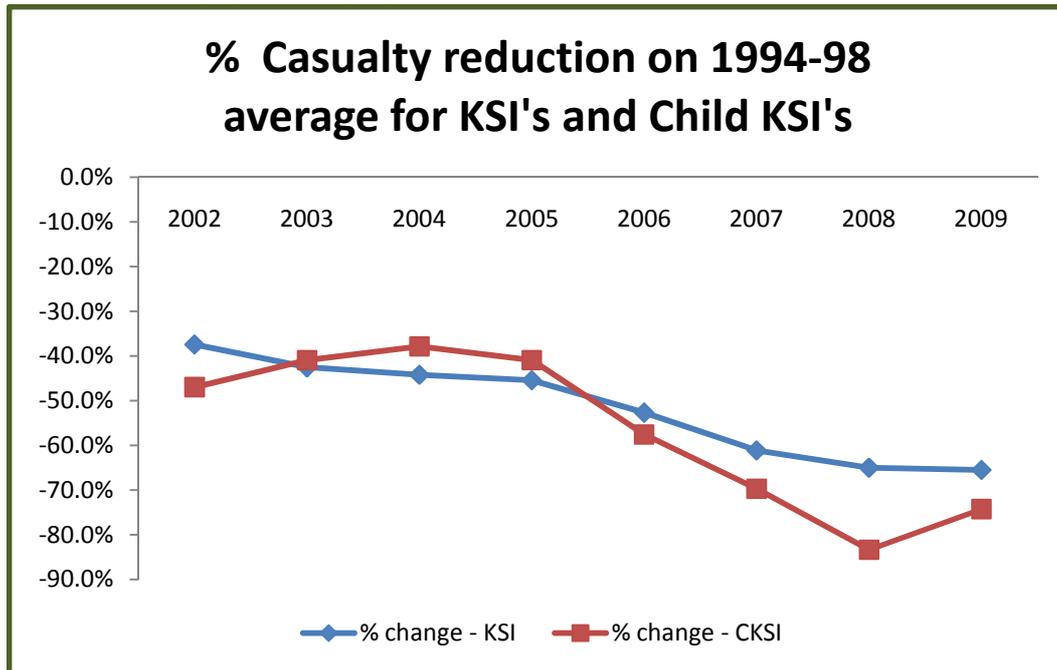
### **Performance so far**

Telford & Wrekin have been highly successful in meeting the challenge set by the national road safety strategy “Tomorrows Roads; Safer for Everyone (2000)” by significantly reducing fatal, serious and slight casualties across the Borough. In terms of key performance measures the strategy aimed for a 40% cut in Killed and Seriously Injured (KSI) casualties and a 50% cut in Children Killed and Seriously Injured (CKSI’s) on the 1994-98 baselines.

The Council has more than exceeded these targets and made excellent progress to having some of the safest roads nationally. Performance so far can be summarised as:

- A reduction of 96 casualties (65%) in all KSI’s as of 2009 on 94-98 average
- A reduction of 20 casualties (74%) in CKSI’s as of 2009 on 94-98 average

**Figure 3.4 - Percentage Casualty Reduction on 1994-98 Average for KSI's and Child KSI's**



The Council deploys a strategy of addressing casualty cluster sites with targeted engineering measures as well as developing programmes and initiatives aimed at introducing a safer roads culture from school age upwards. This has also been supplemented with local speed enforcement at sites with histories of road accidents where people have been Killed or Seriously Injured, and at high profile sites raised through expressions of community concern.

Crime, the fear of crime and anti-social behaviour can be a threat to the safety of highway users and influence how and when people travel.

A strong emphasis has also been placed on community safety and cohesion through the establishment of the Telford & Wrekin Safer, Stronger Communities Partnership. The partnership brings together a range of agencies responsible for reducing crime and anti-social behaviour in the Borough.

The Council has also developed strong linkages with NHS Telford & Wrekin around the promotion of active travel, especially within the work place. The Council are also in the process of refreshing the obesity strategy which recognises the role of a good quality built environment in helping to improve health through increased opportunity for walking and cycling.

### 3.4.4 LTP3 Safety, Security and Health Strategy

There remains across Telford & Wrekin a number of safety, security and health challenges and opportunities to address. Table 3.5 below outlines the key areas which the LTP strategy will seek to build on and address.

**Table 3.5 – Safety, Security & Health SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Success with casualty reduction</li> <li>• Success with external funding</li> <li>• Integrated approach</li> <li>• Internal restructuring</li> <li>• Active Lifestyles Priority Plan and Obesity Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Areas of high health deprivation</li> <li>• Design of the road network</li> </ul>
Threats	Opportunities
<ul style="list-style-type: none"> <li>• Maintaining current levels of performance</li> <li>• Reduction in capital spending</li> <li>• Finite revenue funding for Education, Training and Publicity programmes</li> </ul>	<ul style="list-style-type: none"> <li>• New funding streams (e.g. Local Sustainable Transport Fund)</li> <li>• Improved public realm – Borough town regeneration</li> <li>• Closer working with partners in health sector and Safer Roads Partnership</li> <li>• Investment in new infrastructure</li> <li>• Focus on efficient use of resources</li> <li>• Health outcomes amenable to transport interventions are more prevalent in deprived areas and could contribute to reducing health inequalities</li> </ul>

### Strategy Overview

The improvement of safety, security and health are not only ends in themselves but contribute to wider outcomes as part of the overall impact of LTP3.

Table 3.6 – Safety, Security &amp; Health Strategy Matrix

Policy Area	Road Safety	Active Travel	Safe, Secure Travel
Policy & strategy tools	<ul style="list-style-type: none"> <li>• Engineering</li> <li>• Education, Training and Publicity (ETP)</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion</li> <li>• Incentives</li> <li>• Education</li> </ul>	<ul style="list-style-type: none"> <li>• Enforcement</li> <li>• Promotion</li> <li>• Improvement</li> </ul>
Programmes & initiatives	<ul style="list-style-type: none"> <li>• Safer Routes to School</li> <li>• Local Safety Schemes</li> <li>• Education, Training and Publicity (ETP) activities</li> <li>• Community Concern Sites</li> </ul>	<ul style="list-style-type: none"> <li>• Active Travel Programmes</li> <li>• Promotional Activities</li> <li>• Prevention activities</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership working – Core Sites through the Safer Roads Partnership, Local Policing Teams, Community Support Officers (CSOs)</li> <li>• Safer Communities Partnership</li> </ul>
Desired outcomes	<ul style="list-style-type: none"> <li>• Healthier population</li> <li>• Balanced travel patterns</li> <li>• Enabling increased travel choice</li> </ul>		

The strategy matrix Table 3.6 above sets out the policy tools, and examples of strategic initiatives and programmes which will help achieve the three desired outcomes arising from better safety, health and security of the travelling public which are:

- Reducing costs on the local, regional and national economy through a **‘healthier population’**
- Reducing levels of carbon emissions through **‘balanced travel patterns’**
- Increasing inclusion, opportunity and enterprise through **‘enabling increased travel choice’**

To achieve the desired outcomes as set out above the LTP3 strategy will focus on the following areas:

- Best use of resources
- Encouraging increased levels of active travel
- Creation of a better environment for pedestrians and cyclists

## Best Use of Resources

Seeking the most efficient use of public resources to support the delivery of LTP3 objectives will be one of the most significant features of this plan. There is a real opportunity to achieve more in the area of safety, security and health by viewing each of these 'themes' as mutually supportive of each other as well as wider Council goals such as regeneration and reducing pressure on increasing scarce capital and revenue resources.

Efficient use of resources can be achieved through:

- Improved partnership working
- Greater community involvement and engagement to deal with issues or exploit opportunities
- Seek alternative sources of funding as a first choice
- Manage expectations – move from high cost infrastructure to low cost high impact programmes
- Combining programmes of work where appropriate
- Investigate opportunities for income generation

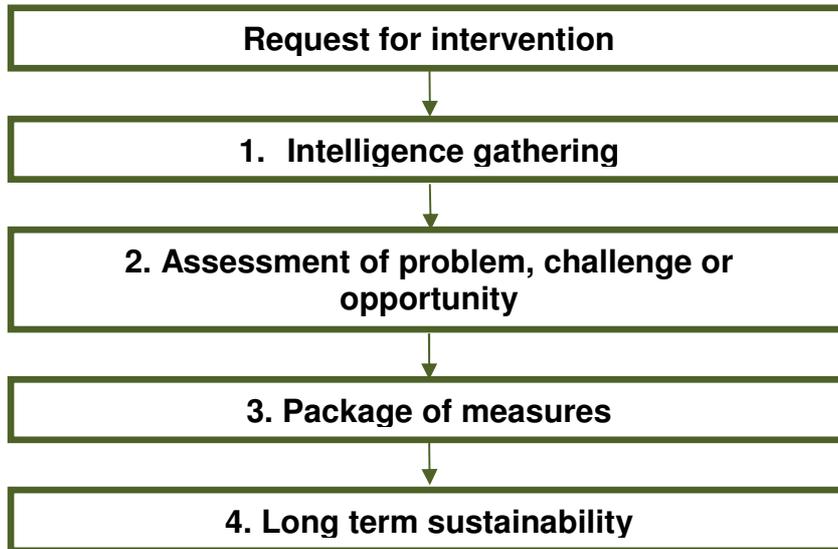
## Strategy

The key to making the best use of resources is effective intelligence and understanding of what issues we face whether they are, for example, casualty reduction, anti-social behaviour on walking/cycle routes, areas of high health and economic deprivation or congestion outside schools. Gathering, prioritising and validating this information will be crucial to ensuring the most beneficial utilisation of resources.

Further to prioritising issues, whether they are ad-hoc requests for interventions or larger strategic programmes, it is important to understand the nature of the problem, challenge or opportunity and what level or type of resource should be allocated to it (see Figure 3.7). This is centred on a culture of innovative thinking and less about what would have been done traditionally or what is perceived to be the answer. When considering safety on the transport network expectations can often centre on high cost, high impact projects which deliver physical measures to address a problem or issue. Often low cost initiatives can produce better value for money.

As part of investigating options an important element of securing value for money is to look at a package of measures which cut across Council and partner services. This builds on the Council's shift in culture towards 'One Council, One Team, One Vision' and its aspirations as a community leader by encouraging a collective approach to resolving community issues.

The final element of securing best use of resources will be to ensure that the schemes, initiatives and proposals that go forward are sustainable and not short term fixes which could create even greater revenue pressures further on.

**Figure 3.7 - Achieving Better Use of Resources****LTP POLICY 29**

**Partnership Working:** A key focus for the Council will be working in partnership with local police, the road safety partnership and with community groups. Complementary resources (capital, revenue, in kind) will be pooled to help tackle issues and opportunities which involve safety, security and health on the transport network

**LTP POLICY 30**

**Community Involvement and Engagement:** We will work with communities to design and implement appropriate programmes and initiatives. Communities will be encouraged to assume more responsibility for resolving issues and realising opportunities with the Council taking the role of 'facilitator'

**LTP POLICY 31**

**Alternative Funding:** external funding for projects, initiatives and programmes will be pursued at the earliest opportunity

**LTP POLICY 32**

**Expectation Management:** Work with external organisations and the public to analyse information and alternative delivery methods to help provide an appropriate course of action

**LTP POLICY 33**

**Income Generation: As part of delivering an efficient service, opportunities to generate income and make effective use of Council assets needs to be undertaken. This will be carried out on a project by project basis and a review of all current projects and programmes which encompass safety, security and health**

## Speed Management

Telford & Wrekin Council will continue to use speed management measures and seek effective enforcement by the Police to reduce casualties and improve quality of life where there is evidence of vehicles travelling at inappropriate speeds. The following measures will be used:

- **Speed limits:** The Council seeks to ensure speed limits are appropriate for the road conditions and contribute towards road safety. We have completed a review of all A and B roads and will continue to review speed limits on all urban and rural roads across the Borough to further improve road safety and quality of life for local residents, in particular in response to new development, new speed limit guidance or other factors that give rise to a change in local circumstances. Speed limits are determined in accordance with national guidance, currently published in Circular 1/06 by the DfT in 2006. The national guidance recommends that 20mph zones are applicable on streets in town centres or those that are primarily residential in nature which are not part of a major through route and are self-enforcing in nature. Quiet Lanes can be used in appropriate situations in rural areas to provide priority to non-motorised road users. The Council will review opportunities to introduce 20mph zones, Home Zones in urban areas and Quiet Lanes in rural areas throughout the life of LTP3 in accordance with national guidance.
- **Speed limit enforcement:** Compliance with speed limits is an integral part of a road safety strategy. Ultimately speed enforcement is the responsibility of West Mercia Police and during the LTP2 period speed enforcement was concentrated through the West Mercia Safer Roads Partnership, funded in part by ring-fenced Road Safety Grant funding. In light of national changes, alternative funding streams for speed enforcement are being investigated by the West Mercia Police Authority. The Council will continue to support the activities of the West Mercia Safer Roads Partnership (SRP) and West Mercia Police to ensure speed enforcement remains effective and supports the overall aim of road traffic casualty reduction and is keen to liaise with the SRP to develop their role in road safety education.

The Council supports the adoption of new technology, for instance in-car vehicle speed limiters, where such technology is found to be effective in reducing road casualties.

- **Speed Indicator Devices (SIDS).** If used appropriately, vehicle activated speed limit and warning signs are an effective means of raising driver's awareness of their speed and targeting road casualties. The Council will continue to support the use of such Speed Indicator Devices, in partnership with Town and Parish Councils, as a means of addressing concerns raised by residents over the speed of vehicles travelling through the area where they live.

**LTP POLICY 34**

**The Council will continue to review speed limits and consider the introduction of 20mph and Home Zones in accordance with nation guidance**

### 3.4.5 Encouraging Active Travel

Active travel refers to transport that focuses on physical activity, such as walking and cycling and horse riding, as opposed to motorised and carbon-dependent transport. There are many benefits that can be realised by encouraging active travel for a wide variety of purposes including for leisure, health, work, school, and shopping trips.

Crime and the fear of crime can act as a deterrent to active travel.

Measures to encourage active travel can often be low cost and have high impacts which can be sustained over long periods; they are also complementary to engineering and development activities helping to promote the use of new and upgraded facilities.

Increased levels of active travel can be achieved through:

- Improved safety on the transport network, including safety education and training
- Improved public realm and transport networks
- Better levels of personal safety
- Promotion of active travel and its associated benefits (for example health, financial, climate change)

## Strategy

Traditionally, activities to encourage greater levels of active travel have centred on promotional activities or the improvement of infrastructure. A broader approach is now called for which cuts across network safety, personal safety and improved health. The strategy involves 4 key areas for consideration when developing schemes and initiatives designed to encourage greater levels of active travel which cut across Council and partner agendas. These key areas are shown in Figure 3.8.

Figure 3.8 - Encouraging Active Travel



**LTP POLICY 35**

**Network safety:** Improving network safety for the travelling public will help increase confidence of all road users and help mitigate the potential for increased conflict between vehicles and other road users. Targeted road safety engineering, education, training and enforcement measures will be applied on a route or geographical basis in relation to campaigns to encourage greater levels of active travel

**LTP POLICY 36**

**Public realm and transport networks:** Regeneration and development projects will have a key role to play in encouraging greater levels of active travel through better urban design and planning. Projects should focus on improving strategic links to walking, cycling and bridleway networks and encouraging short distance trips to, for example, Borough Towns

**LTP POLICY 37**

**Personal safety:** As a mixed urban/rural area Telford & Wrekin has several key issues regarding the safety of the travelling public including segregated Rights of Way including footways and cycleways, segregated land uses and a large rural area which can contribute towards perceptions of low personal safety for the travelling public. There are also personal safety issues for bus passengers waiting for buses as well as travelling on the bus. To address these full consideration of personal safety issues will be made during project development. Allowing some routes to be designated as multi-user routes available to be used by all non-motorised users could help address these safety issues

**LTP POLICY 38**

**Promotion:** Promotion and publicity are key methods of encouraging increased levels of active travel. Use of a wide range of media outlets can help promote the benefits of active travel and provide better travel information to the general public

**Better Environment for Vulnerable Road Users**

Improving the environment for pedestrians and cyclists and other vulnerable road users such as equestrians can contribute significantly towards encouraging increased levels of active travel and improving the safety and security of the travelling public. Improving the environment for vulnerable road users needs to be targeted in such a way as to balance the wider needs for improved public realm with that of the Council's commitment to improve traffic flow and meet its obligations under the Traffic Management Act.

An improved environment for vulnerable road users can be achieved by:

- Ensuring the needs of pedestrians, cyclists and equestrians are addressed where practicable as part of new developments, regeneration schemes and public realm improvements
- Developing and implementing the Rights of Way Improvement Plan
- Seeking opportunities for safe access and recreation by creating multi-user routes, using green spaces to provide continuous routes where appropriate, in partnership with the Green Infrastructure and Delivery Plan
- Prioritising infrastructure improvements and maintenance based on safety impacts for vulnerable road users
- Targeting funding opportunities including external grants, developer contributions and capital funding to address deficiencies in current infrastructure
- Engaging with communities to rebalance the needs of vulnerable road users by improving links to services and facilities and reducing severance by the road network

#### **LTP POLICY 39**

**Development planning: Strengthened development planning policies in favour of improvements to the environment for walking, cycling and rights of way networks will help provide appropriate network enhancements centred on encouraging local trips and improvements to strategic networks**

#### **LTP POLICY 40**

**Rebalance the road network: When developing transport, regeneration and development schemes, reference should be made to local communities on how they would like to use their road space alongside wider strategic considerations for the Borough including economic growth**

#### **LTP POLICY 41**

**Improve existing assets and reduce severance: Maintaining existing infrastructure should be given priority over the provision of new infrastructure. This is especially the case when considering the on-going maintenance of routes for vulnerable users across the Borough. In addition to this, targeted improvements which reduce community severance should assume a high priority**

**LTP POLICY 42**

**Positively encourage active travel: We will give focus to schemes which positively encourage increased levels of active travel, provide increased network safety and better personal security. These schemes should also make a significant contribution to improving the public realm and increasing levels of accessibility for vulnerable road users**



## 3.5 Improving Quality of Life and a Healthy Natural Environment

### 3.5.1 Summary

This section covers:

- Enhancing the public realm and the urban and the historic environment
- Reducing the impact of transport on the natural environment
- Reducing the number of people exposed to high levels of transport noise and poor air quality
- Promoting better access to the natural and the historic environment
- Enhancing the journey experience

### 3.5.2 Monitoring

Currently there is a national performance framework for local government which contains a range of National Indicators against which performance is monitored. The government is reviewing this performance framework and any changes will be reflected in LTP3.

There are no indicators directly measuring the impact of the LTP on the quality of life in Telford & Wrekin, however a number of indicators could be used to monitor performance in this area:

*NI 167* – Average journey time per mile during the morning peak

*NI 175* – Access to services and facilities by public transport, walking and cycling

*NI 178* – Bus services running on time

*NI 198* – Children travelling to school – mode of travel usually used

### 3.5.3 Introduction

Transport affects our quality of life; it enables us to access jobs, services and leisure, but it can have a negative impact by creating noise and poor air quality which adversely affect our quality of life. People's journey experiences also affect their lives, for example things like road congestion or overcrowding on public transport. Improving the quality of life for people by enhancing transport's positive impacts and minimising the adverse ones will be important in delivering the LTP's vision for 2026 which is for:

*"A successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin" ("Vision 2026", TWP, 2009)*

The "Vision 2026" document also recognises that higher economic prosperity will only be achieved if we attract people by offering a high quality environment:

*"Attracting people, entrepreneurs and innovative companies seeking out places that offer a good quality of life." ("Vision 2026", TWP, 2009, page 13)*

To ensure that the LTP is promoting quality of life for people in Telford & Wrekin it will also need to meet a number of statutory requirements which ensure that any adverse environmental impacts of the LTP are minimised. These statutory requirements are the Strategic Environmental Assessment (SEA), the Habitats Regulation Assessment (HRA) and noise and air quality legislation.

### 3.5.4 Enhancing the Public Realm

This section discusses transport in the context of the public realm, which consists of all roads and public places, the natural and built environment, noise, access to the countryside and the journey experience.

Telford was designed on the assumption that people would travel by car for most journeys and so a modern, purpose-built road system was provided at the outset. Outside Telford itself, within Telford and Wrekin there are some busy main rural roads although many rural roads and lanes have little traffic. In comparing Telford with Hereford and Shrewsbury, the draft DASTS report Growth Point Connectivity Phase 1 (Mouchel, April 2010) found that (see also page 35):

*“ it is hard to avoid the initial conclusion that Telford, with its low density, polycentric layout and modern, high capacity road system, has become significantly more dependent on car travel than the other more traditional settlements and, as a result, is inherently less sustainable in transport terms.”*  
(Growth Point Connectivity Stage 1, Mouchel, April 2010)

One of the most important opportunities for LTP3 is to use anticipated new developments to help create infrastructure that will encourage people to use sustainable modes of travel such as walking, cycling and public transport. Significant development is planned in Telford which was supported by the Council at the Examination in Public for the Regional Spatial Strategy in 2009, and the LDF Central Telford Area Action Plan (CTAAP) includes proposals to regenerate Telford town centre. It is important that transport improvements are fully integrated with land use planning to ensure that new development is located so that suitable infrastructure can be provided to help achieve more sustainable travel. Continuing close liaison and joint working between the implementation of the LTP and the LDF process will be important in achieving this aim.

It will also be important to ensure that funding for the necessary infrastructure to support new housing and other development is properly addressed by developers during the planning process so that it is provided where and when it is needed. Different proposals will need to be co-ordinated to achieve transport facilities which are attractive to use. Telford & Wrekin has a formal approach to securing developer funding and works closely with the Highways Agency in this regard.

**LTP POLICY 43**

**A joint approach to mitigating the impacts of development with the Highways Agency will be supported**

The DaSTS Growth Point Connectivity Phase 1 study report (see page 35) also refers to the challenge of accommodating significant development in Telford in the period up to 2026. The executive summary to the report suggests that the aim should be:

*“to create an urban form and density that is more conducive to cycling and walking and develop a cycling culture through a combination of hard and soft measures.”*

*“To create an increased density (of development) as an opportunity to create variety, interest and orientation for journeys on foot.”*

*“making bus use more viable.”*

*“To address the needs of people travelling to facilities segregated from residential areas, in particular for work and healthcare.”*

The second phase of this study (if it is commissioned by the DfT) will:

*“develop the intervention profiles from Phase 1 into realistic preferred options for Telford and interact with the respective LTP3 work programmes, helping to ensure that the resulting packages fully address the DfT goals and the local challenges arising from growth.” (Growth Point Connectivity Stage 1, Mouchel, 2010)*

Further interaction with the DaSTS study would be beneficial to the LTP and should be welcomed, but in the event that the phase 2 study does not happen, the phase 1 study should be used as a guide to the approach of LTP3 to new development.

**Urban Streets** make up the greatest part of the urban realm and they need to be attractive places to live and meet, and to walk, cycle and use public transport. The maintenance of principal and residential roads and footways and cycle routes was identified as having the second highest priority in the LTP3 consultation by the public and this issue is being addressed as part of the Transport Asset Management Plan (TAMP). The TAMP will also be used to declutter the highway of street furniture such as redundant signs, and excessive road markings where appropriate, while at the same time maintaining necessary signs to allow people to find their way safely around both urban and rural areas. Decluttering is also being addressed through the Council's regeneration programme, the Borough Town's Initiative (BTI).

**LTP POLICY 44**

**The Council will use the Transport Asset Management Plan and Borough Towns Initiative to declutter highways of unnecessary signs and road markings**

Guidance on how to design **new development** to promote cycling, walking and public transport is provided in Manual for Streets (DfT/ DCLG, 2007). The aim of Manual for Streets is to give advice on the design of residential streets to those involved, including local authorities. Its key recommendation is:

*“that increased consideration should be given to the “place” function of streets”  
(Manual for Streets summary, DfT / DCLG, 2007)*

Manual for Streets 2 has just been published which extends the principles of Manual for Streets to beyond residential streets and applies to both urban and rural situations.

Parking is a concern in many residential areas and it is important that design principles take into account local circumstances, to ensure that appropriate levels of parking are available. Striking the right balance over the availability, location and quality of parking is important to the provision of a safe, accessible and pleasant environment. The Council will use the principles of Manual for Streets to develop locally appropriate design guidance for parking in residential areas and a parking strategy.

Telford & Wrekin Council is also in the process of producing specific design guidance for Ironbridge Gorge World Heritage Site and Newport which are both areas with large numbers of historic buildings. The aim of this guidance is to improve the quality of the public realm by preventing inappropriate construction materials as well as providing guidance to help coordinate the many agencies which are responsible for creating and maintaining the quality of street works. Draft guides have been produced for the Ironbridge Gorge World Heritage area and for Newport.

#### **LTP POLICY 45**

**The Council will develop local design principles based upon the guidance in ‘Manual for Streets’, as a basis for discussions with developers on the provision of parking and design of residential streets. Similarly ‘Manual for Streets 2’ will be used as a basis for design principles in respect of urban and rural streets outside of residential areas. Specific design guides are being developed for use in areas where the conservation of historic buildings is particularly important.**

An issue that should be considered is severance of cycling and walking routes by transport infrastructure. The DaSTS report found that:

*“The M54 corridor causes particular severance issues and the mix of cyclists with general traffic on busy feeder routes to motorway junctions is also a negative factor.”*

For example, some of the key pedestrian and cycle routes crossing the M54 to the north of the town centre are not adequately signed and it is doubtful if many potential users know of their existence. The LTP consultation found that direction signing was currently poor and the LTP should consider this issue and the usefulness of

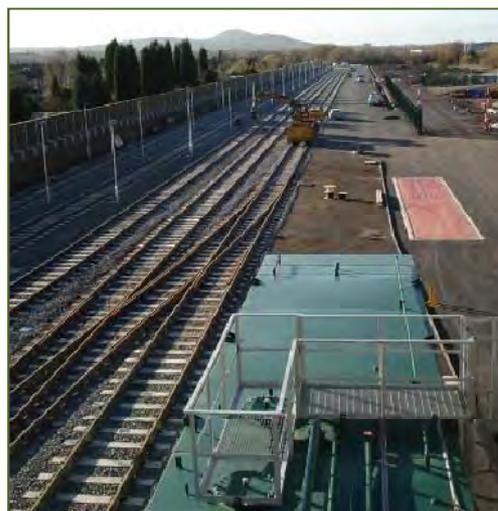
developing a joint approach with the Green Infrastructure Strategy, which is being prepared for anticipated completion in 2011/2.

### 3.5.5 Strategic Environmental Assessment (SEA) and the Habitats Regulation Assessment (HRA) of the LTP

The aim of the Strategic Environmental Assessment (SEA) is to protect the environment and integrate environmental considerations into LTP3. EU legislation requires that the following issues are considered in preparing the SEA:

- Air quality
- Climatic factors
- Biodiversity, fauna and flora
- Population
- Human health
- Soil
- Water
- Material assets
- Cultural heritage
- Landscape

The SEA with an integrated Health Impact Assessment has been produced as a separate document. The SEA process comprises a scoping report which was the subject of consultation with statutory environmental stakeholders, such as Natural England, and a subsequent Environment Report. A separate Habitats Regulation Assessment (HRA) has also been screened in consultation with the same environmental bodies to determine the need to carry out a full assessment. The purpose of the HRA screening is to determine whether the LTP will give rise to a significant impact on any European designated conservation sites. The recommendations of the HRA, which now form part of this Plan, are summarised in the box below.



### HRA Recommendations

The proposals in the LTP3 are strategic by nature, and details of specific schemes and projects for which the Council have responsibility are generally not included as these are not yet known. The only schemes named specifically are those that would be carried out by others and will not be delivered by the LTP3.

It is recommended that an additional sub-section, policy and/or statement is included in the final version of the Plan, perhaps within or following Section 3.5.5 to make it clear that an HRA has been completed. This new sub-section should include a summary of the conclusions of the assessment. It should also outline that an assessment of projects or measures that will be undertaken by other organisations (such as those mentioned by LTP policies 1, 2 and 3 and included in Section 3.5.4 Enhancing the Public Realm" - see Table 6 above), These projects would only be supported by the Council if the developer could demonstrate that according to the Habitats Regulations Assessment process there would be no likely significant effects on the relevant international site (or sites) or that effects could be adequately mitigated.

Any development that cannot demonstrate that it would not have a significant adverse effect upon the integrity of a European site, or that impacts can be adequately mitigated, will be refused (and in the case of lower tier development plan documents, these site allocations will not be taken forward in the final plans. This is in accordance with the precautionary principle enshrined within the Habitats Regulations. Where there are imperative reasons of over-riding public interest and the authority is unable to conclude no adverse effect on the integrity of a site, the authority will notify the Secretary of State and allow them to call in the application for determination. In these situations compensatory measures to protect the European site must be put in place.

### Noise

The Department of Environment, Food and Rural affairs (DEFRA) is preparing Noise action plans required by the EU directive on the Assessment and Management of Environmental Noise. Twelve separate areas have been identified as first priority locations in Telford & Wrekin because of transport noise; these are sections of the A442, A518 and M54 roads. The guidance says that LTPs should examine the options for addressing this noise and implement any action plans that are needed. This work will need to involve the Highways Agency as they are responsible for the M54 which has two first priority locations in Telford & Wrekin.

## **Air quality**

The Council is required to review air quality in Telford & Wrekin every 3 years, this is referred to as an “updating and screening assessment“. At the last assessment in 2009 air quality in Telford and Wrekin was found to be below all the objective levels set by the EU, so there are currently no Air Quality Management Areas (AQMA’s) declared. The key transport related air quality emissions of relevance to human health are oxides of nitrogen (NOx) which mainly come from petrol engines and particulate matter emissions less than 10 microns in diameter (PM10) mainly from diesel engine vehicles. The LTP will consider the issue of deteriorating air quality as road traffic flows increase, especially in areas like Ironbridge which attracts 600,000 visitors a year, Telford town centre and motorway junctions where traffic is concentrated.

## **Enhancing the Journey Experience**

The quality of the journey experience for pedestrians and cyclists depends on many factors including the quality of street maintenance, the presence of obstructions such as vehicles parking on footways and the perception of personal security. The LTP will seek to improve footway and unclassified road maintenance and facilities for cyclists and pedestrians on key roads.

Bus patronage is falling which is due to a number of factors. Responses to the LTP consultation highlighted that improvements are needed to the frequency and reliability of bus services, the provision of new bus services and information for bus users. These issues will continue to be discussed at the Public Transport Quality Partnership and measures taken to improve bus services with Arriva Midland.

During the LTP2 period access to national rail services improved with a direct London service and a direct service to Birmingham airport. However, the ending of the Wrexham, Shropshire and Marylebone direct London service in January 2011 has been a significant loss and will be a detriment to the local economy as the population of Telford increases. The Council, working with other partners through the newly formed Shropshire, Telford and The Marches Members Rail Group, will explore every opportunity to re-instate a through service in whatever form possible, in the future. The Council will also continue to lobby the rail industry for a second limited stop semi-fast service from Shrewsbury and Telford to Birmingham New Street.

The Council will continue to seek improvements to enhance access to the three rail stations in the Borough. Access to the platforms at Telford Central rail station, for instance, is not easy for people with reduced mobility owing to the lack of lifts.

A public transport interchange has been created at Wellington rail station by the re-location of the bus station adjacent to the rail station. However the stepped route between the two is unattractive and again difficult for people with reduced mobility, and we will continue to work with Network Rail to create direct access between the bus and rail station.

**LTP POLICY 46****The Council will continue to work with Network Rail and other partners to improve access to the Borough's rail stations**

For drivers of cars and other vehicles the quality of the journey experience is strongly influenced by the reliability of journey times through relatively low levels of congestion and the ability to find a parking space. Future development across the Borough will impact on the levels of traffic on the network. As discussed in Section 3.1, the LTP will consider how to use the existing Urban Transport Management and Control system (UTMC) to manage traffic flows and improve journey information to road users through a number of different means, such as variable message signs and real time information for bus users.

Also, as discussed in Section 3.1, key improvements will also be needed to allow more reliable journeys into and out of Telford & Wrekin by road to places elsewhere in the regionally and nationally. Effective liaison with the Highways Agency will be needed as the responsible authority for the M54 and the motorway network.

**Promoting Better Access to the Natural Environment**

The Rights of Way Improvement Plan (ROWIP) for Telford & Wrekin was recently published for consultation. Its scope includes rights of way in both urban and rural areas and it contains an action plan which will be used to implement the strategy which lasts until 2017. The ROWIP, which addresses all forms on non-motorised transport, supports the objectives of the LTP and it identifies nine key action points for improving access to the countryside, of which the following are relevant to quality of life issues:

- To identify routes that have regular maintenance issues, and initiate a regular maintenance programme on these routes
- To investigate gaps in the network with particular regard to the bridleway and restricted byway network, and take the appropriate action to develop and extend the network
- To develop and promote a network of routes suitable for the needs of disabled and elderly people
- To maintain the Local Access Forum for Telford & Wrekin, and provide opportunities for user groups and partners to regularly liaise with the Council and each other.

The policy link between the Local Transport Plan and the Rights of Way Improvement Plan is included in LTP Policy 22.

Access to the natural environment is also being promoted by the Council's Rights of Way officers working with local groups. For example, the Wrekin Forest Sustainable transport and access study (September, 2010) has been developed in partnership with the Shropshire Hills AONB Partnership, local landowners, and community and

access groups. This includes proposals to introduce trails to encourage walking, cycling and horse riding; improving access to the area by bus and investigating the designation of Quiet Lanes. The Council will continue to improve access to the countryside in partnership with stakeholders. Access is also considered as part of other strategies and policy documents, for instance the World Heritage Site Management Plan, the Telford Town Park Masterplan and planning documents coming forward through the Local Development Framework.

An assessment of any projects or measures yet to be developed to improve access to the wider environment would be undertaken to determine whether there would be any likely significant effects on the relevant international site (or sites) according to the Habitats Regulations Assessment process (as required by the Conservation of Habitats and Species Regulations 2010). This assessment would need to demonstrate that the projects/measures will have no likely significant effects upon the international sites or that the effects could be mitigated.

### 3.5.6 Case Study

The following case study of an improvement to National Cycle Route 45 illustrates the sort of scheme which the ROWIP will promote:

#### **National Cycle Route 45, Preens Eddy**

**The Council has implemented a scheme on this important local and national route to replace the previous step structure that provided access to the site from the highway with a ramp that provides multi-user access, including disabled, to the route (see photo below). The scheme has also provided a high level path to alleviate problems of annual flooding to which the previous route was prone**

*(Source: Telford & Wrekin Council, LTP 2008 Delivery Report, Appendix 1)*



## **4.1 Introduction**

Monitoring has been an integral part of LTP development since the start of the LTP process in 2001. It provides a framework against which we monitor performance, thus informing the development of future programmes and projects to ensure that the appropriate resources are targeted toward the achievement of objectives.

The Council's approach to LTP scheme delivery, including risk management, will be described in the separate Implementation Plan.

## **4.2 Performance Indicators**

The Council will monitor progress against the Plan objectives through monitoring of key transport performance measures.

On 14<sup>th</sup> October 2010 the Secretary of State for Communities and Local Government announced the intended establishment of a single data list of every piece of data that central government will require from local authorities, to replace the National Indicators currently used to monitor council performance. The Department for Communities and Local Government is now consulting on the list of data that is intended to be required after April 2011. Meanwhile, we propose to use the monitoring framework outlined in Table 4.1 to monitor LTP3. This includes the transport related former National Indicators and a range of indicators specific to the local needs of Telford & Wrekin which were monitored for LTP2. Three additional indicators have been included:

1. Railway station footfall data which is collected by the Office for Rail Regulation (ORR)
2. Number of children and adults trained under the Bikeability cycle training scheme
3. The number of Air Quality Management Areas established through air quality monitoring due to emissions from transport

Each indicator is included against the LTP goal to which it is most relevant but clearly some indicators reflect performance against more than one goal. The indicators will be monitored using a traffic light system (red, amber and green) to indicate whether there has been an improvement or deterioration in performance. Performance will be reported on an annual basis unless required otherwise by the DfT.

Table 4.1 LTP3 Indicators

LTP3 goals	Indicator reference	Indicator description	Importance to local transport policy
<b>1. Making travel more reliable and efficient, to attract jobs and support growth and regeneration</b>	LTP1	Congestion – average journey time per mile during the morning peak	This provides an indication of the level of congestion. It is important to monitor the predicted increase in traffic resulting from future development.
	LTP2	Railway station footfall	This provides an indication of the level of rail use. Data is collected by the Office for Rail Regulation (ORR).
<b>2. Maintain the highway effectively and efficiently</b>	LTP3	Principal roads where maintenance should be considered	This provides an indication of the condition of the Borough's principal road network in support of the Highway Asset Management Plan.
	LTP4	Non-principal roads where maintenance should be considered	This provides an indication of the condition of the Borough's non-principal classified road network in support of the Highway Asset Management Plan.
	LTP5	Unclassified roads where maintenance should be considered	This provides an indication of the condition of the Borough's unclassified road network in support of the Highway Asset Management Plan.
	LTP6	Footway condition	This provides an indication of the condition of the Borough's footway network in support of the Highway Asset Management Plan.

LTP3 goals	Indicator reference	Indicator description	Importance to local transport policy
<b>3. Reduce carbon emissions to help tackle climate change</b>	LTP7	Change in area wide vehicle kilometres (non trunk roads)	This provides an indication in the change in traffic volumes across the Borough. Data is collected by DfT
	LTP8	Mode share of Journeys to School	This indicator helps to monitor success in promoting sustainable modes of travel on school journeys.
<b>4. Allow everyone to access jobs, education, healthcare, shops, and leisure</b>	LTP9	Access to services by public transport or walking	Ensuring Telford & Wrekin residents can access key services is vital to improving their quality of life and to achieving sustainable economic growth.
	LTP10	Satisfaction with local bus services	Higher levels of satisfaction are likely to lead to greater numbers of people using public transport.
	LTP11	Local bus passenger journeys	This indicator is a key in helping to monitor modal shift from the use of the car.
	LTP12	Bus services on time	Reliable bus services are important in order to provide a realistic alternative to the car and improve access for those without access to a car.

LTP3 goals	Indicator reference	Indicator description	Importance to local transport policy
<b>5. Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier</b>	LTP13	Number of people killed or seriously injured in road traffic accidents	Improving road safety is a key objective of the Council through the Local Transport Plan. Monitoring road accident data enables us to assess performance towards meeting the national casualty reduction targets.
	LTP14	Number of children killed or seriously injured in road traffic accidents	Improving road safety is a key objective of the Council through the Local Transport Plan. Monitoring road accident data enables us to assess performance towards meeting the national casualty reduction targets
	LTP15	Number of slight casualties	Improving road safety is a key objective of the Council through the Local Transport Plan. Monitoring road accident data enables us to assess performance towards meeting the national casualty reduction targets.
	LTP16	% of principal roads at or below national skidding resistance investigatory levels	This provides an indication of the condition of the Borough's unclassified road network in support of the Highway Asset Management Plan.
	LTP17	Number of children and adults trained under the Bikeability scheme	This indicator helps to monitor success in promoting cycling proficiency among school children and cycling skills for adults

LTP3 goals	Indicator reference	Indicator description	Importance to local transport policy
<b>6. Improve the Quality of Life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment</b>	LTP18	Annualised index of cycle trips	This provides an indication of the level of cycle use.
	LTP19	Number of Air Quality Management Areas established through air quality monitoring due to emissions from transport, namely oxides of nitrogen and PM10s	This indicator helps us to monitor when the National Air Quality objectives are exceeded. If these objectives are not met an Air Quality Management Area needs to be designated and action to meet the objectives is needed.

Abbreviation	Term	Description
	Active Travel	Transport that focuses on physical activity, such as walking and cycling and horse riding, as opposed to motorised and carbon-dependent transport
ATM	Active Traffic Management	The technique for improving traffic flow and reducing congestion on motorways by measures such as variable speed limits
AWM	Advantage West Midlands	The Regional Development Agency for the West Midlands established by the Government in 1999 to develop sustainable economic development
AQMA	Air Quality Management Areas	Where a local authority considers that one or more of the air quality objectives is unlikely to be met it must declare an Air Quality Management Area covering the area where the problem lies. Having declared an Air Quality Management Area the local authority must draw up an action plan setting out what it will do to try and meet the objectives within the area
	Asset Management Plan	Telford & Wrekin's highway asset management will set out how the Council will maintain and improve its highway assets including roads, footways, bridges, lighting, signs etc
BTI	Borough Towns Initiative	The Borough Towns Initiative is aimed at regenerating Telford and Wrekin's six borough towns (Dawley, Ironbridge, Madeley, Newport, Oakengates and Wellington) with other work being carried out across the borough in support of the scheme
	Capital Block Allocation	The capital grant given to local authorities by central government. The grant is used to implement the measures proposed in the Local Transport Plan and comprises a highways maintenance element and an Integrated Transport element

	Car Clubs	These schemes give people access to a car when they need it but without the high cost of individual car ownership. Members pay an annual fee plus a charge for each mile and hour they use a car
CTAAP	Central Telford Area Action Plan	This forms part of the Local Development Framework (LDF) for the Borough. The Action Plan covers an area of central Telford and sets out the objectives, preferred policies and proposals designed to support the re-development of the town centre and surrounding areas
	Community Strategy	This is the community's long term vision and ambitions for Telford & Wrekin and sets out the actions that are designed to achieve them
CKSI	Children Killed or seriously injured	The term used for child road casualties that have been killed or seriously injured
DASTS	Developing a Sustainable Transport Strategy	A Department for Transport White Paper which set out a framework for developing transport strategy at national, regional and local authority level. In 2009 a regional phase 1 report was produced called Growth Point Connectivity which looked at how best to apply this framework to Telford, Hereford and Shrewsbury
DEFRA	Department for Environment, Food and Rural Affairs	The Government department whose remit is the pursuit of sustainable development - bringing together all aspects of the environment, rural matters, farming and food production. It is a focal point for all rural policy, relating to people, the economy and the environment
DfT	Department for Transport	The Government department responsible for setting overall transport strategy and policy to oversee the delivery of a reliable, safe secure transport system that responds efficiently to the needs of individuals and business whilst safeguarding the environment

ETP	Education, Training and Publicity	Road Safety Education, Training and Publicity activities involve working with vulnerable road users in the community to raise road safety awareness
ERDF	European Regional Development Fund	Set up in 1975 to stimulate economic development in the least prosperous regions of the European Union
	Footpath	A thoroughfare intended for use by pedestrians, located away from a carriageway
	Footway	A thoroughfare intended for use by pedestrians, located alongside a carriageway
	Growth Point	Communities designated by Central Government as pursuing large-scale, sustainable housing growth through a partnership between local organisations and Central Government
HRA	Habitats Regulation Assessment	The statutory process to assess the impact of the LTP's policies and proposals on European designated conservation sites.
HGV	Heavy Goods Vehicle	These are vehicles with a maximum laden weight in excess of 7.5 tonnes
HA	Highways Agency	The Executive Agency of the Department for Transport, responsible for operating, maintaining and improving the strategic road network
HCA	Homes and Communities Agency	The national housing and regeneration delivery agency for England whose role is to regenerate local economies and provide affordable homes
IIL	Impact Investment Location	Set up by the Regional Development Agency for the West Midlands to focus funding on key regional developments for economic and housing growth to maximise the impact of public sector investment. Telford town centre was designated as an IIL
ITB	Integrated Transport Block	Capital funding received from Government for all LTP transport purposes except highway and bridge maintenance

ITS	Intelligent Transport Systems	The collective name for technology based systems designed to improve the quality, safety and efficiency of transport networks. Includes real time information for bus users, co-ordination of traffic signal timings to improve traffic flows and electronic road signs to provide congestion and road safety messages
	Joint Area Travel Plan	The Highways Agency and Telford & Wrekin Council are working together to develop a Joint Area Travel Plan for Central Telford to encourage more sustainable modes of travel to Telford Town Centre along both the local and strategic road network
KSI	Killed or Seriously Injured	A road casualty where someone has been killed or seriously injured
LEP	Local Enterprise Partnerships	LEPs will bring together public and private sector organisations to jointly support economic development in their area. LEPs can bid for central Government funding from the Regional Growth Fund
LDF	Local Development Framework	The spatial planning strategy introduced in England and Wales by the Planning and Compulsory Purchase Act 2004. It is a collective name for the suite of development planning documents to replace the former Local Plan system
LSP	Local Strategic Partnership	A partnership between Telford & Wrekin Council and key public and private sector organisations which produces the Community Strategy
LSTF	Local Sustainable Transport Fund	Announced in October 2010 by Central Government. This will challenge local transport authorities outside London to develop packages of measures that support economic growth and reduce carbon in their communities as well as delivering cleaner environments, improved safety and increased levels of physical activity

LTP	Local Transport Plan	Consists of a core strategy which sets out the guiding principles for the management and improvement of the transport network up to 2026 and a 4 year Implementation Plan covering all forms of transport
MEP	Marches Enterprise Towns	This refers to the three major towns in The Marches Local Enterprise Partnership: Telford, Shrewsbury and Hereford
Marches LEP	Marches Local Enterprise Partnership	Telford & Wrekin is part of The Marches LEP and will be able to bid for funding from the Government's Regional Growth Fund
NHS	National Health Service	The role of NHS Telford & Wrekin is to progressively improve the health of the population of the Borough and to organise healthcare services
NI	National Indicators	The set of measures set by Central Government in 2008 to assess the performance of local government in delivering services
	Network Rail	The statutory body that owns and operates Britain's rail infrastructure such as railway lines and signalling
PTP	Personalised Travel Plan	Involves travel advisors working with residents to gauge what their current primary modes of transport are, and then to inform them of alternatives such as cycling, walking, public transport and car sharing that they may not have considered
PRoW	Public Rights of Way	This includes public footpaths, bridleways, etc
ROWIP	Rights of Way Improvement Plan	A ten year strategic plan to manage and improve the public rights of way network for all users including walkers, cyclists, equestrian and people with mobility difficulties
QBP	Quality Bus Partnership	An agreement between a bus operator and a local authority whereby the former provides improved buses and service and the latter provides improved infrastructure

RGF	Regional Growth Fund	A Government fund intended to support economic development in the regions through Local Enterprise Partnerships
RSS	Regional Spatial Strategy	The long term land use and transport planning framework for the region. It guided the preparation of local authority development plans and local transport plans
RSS EIP	Regional Spatial Strategy Examination in Public	Last held in 2009; made recommendations to the Secretary of State for final approval
	Safer Routes to School Programme	A Council programme which includes physical measures, such as road crossings, and soft measures, such as walking buses, which promote sustainable travel to young people and provide them with travel habits that may stay with them for life
STP	School Travel Plan	A package of measures by which a school encourages walking, cycling and public transport and discourages the use of cars for the school journey
SI	Slight Injuries	The term used where someone has been slightly injured in a road accident
	Smarter Travel Choices	Techniques for influencing people's travel behaviour towards more sustainable options such as encouraging school, workplace and individualised travel planning and supporting public transport and car share schemes
STP	Station Travel Plan	Brings together all the stakeholders with an interest in rail stations (rail industry, local authorities, passenger groups, bus operators, cyclists and others) to develop and agree a coordinated approach to improving access to railway stations
SEA	Strategic Environmental Assessment	The process required by European Directive which aims to provide a high level of protection to the environment by ensuring environmental considerations are taken into account when developing plans such as the Local Transport Plan

TCAT	Telford College of Arts and Technology	A college in Telford & Wrekin
TMA	Traffic Management Act	Provides the basis for better conditions for all road users through the proactive management of the national and local road network
TEN	Trans European Network	Road and rail routes which are recognised for their strategic importance to the economy of Europe
TAMP	Transport Asset Management Plan	The set of action plans used to demonstrate best use of property and other assets
	Travelink	“Travelink” provides a range of easily accessible public transport information services including telephone and “over the counter” enquiries, joint timetable production, bus, coach and train ticketing, a website, journey planning, computerised display screen information systems and the provision of information at wayside bus stops
USA	Updating and Screening Assessment	The process by which local authorities are required to monitor air quality in their area against the UK air quality objectives
UTMC	Urban Traffic Management Control	A UTMC system is designed to control and co-ordinate Intelligent Transport systems in an urban area
	Walkers are Welcome	A nationwide accreditation scheme for towns and villages that can demonstrate their commitment towards visitors, walkers in particular. Wellington was accredited in June 2010
WTP	Workplace Travel Plans	A plan adopted by an employer for reducing the number of work journeys made by car. Initiatives include car sharing, public transport subsidies and physical measures such as showers and cycle parking to encourage walking and cycling