

# PART B - THE STRATEGY

## 1. OVERALL CONTEXT

### INTRODUCTION

1.1 This section of the Plan describes the transport strategy that has been adopted to achieve the four overall LTP objectives which were outlined in Part A. It has been produced within the context of the problems in achieving those objectives which are also outlined in Part A.

### A FUNDAMENTAL REVIEW

1.2 This strategy is the result of a fundamental review of transport. The review started in the Spring of 1998 with the decision to review the transport policies that were then in place. It was decided to do this by undertaking a major consultation exercise using new techniques to ensure early and full involvement by the whole community.

1.3 The first stage of the review was completed in Spring 1999 with the publication of a completely new set of integrated transport policies which had emerged from that exercise in 'A Better Way To Go.' These policies have been incorporated in this LTP. The consultation showed that these policies enjoyed widespread support.

1.4 The review was given additional impetus by the publication of the Government's White Paper on the future of transport in July 1998 and the opportunity to produce a Local Transport Plan. The consultations were extended in scope to cover the other aspects of LTPs. Specifically, the consultations were used

- to identify objectives and targets - none of which existed previously and
- to guide the formulation of the programme of work in Part E of this LTP.

1.5 Accordingly, the process undertaken over the last two years represents a complete and fundamental review of all aspects of transport strategy in Warwickshire which has ensured consistency with both Governmental guidance and the principles of integrated transport.

## 2. UNDERLYING PRINCIPLES

### INTRODUCTION

2.1 Our strategy to achieve the Plan's objectives is based upon the four underlying principles of Best Value, Community Involvement, Integration and Partnerships.

#### STRATEGIC OBJECTIVES

- To achieve **Best Value** from our investment in transport.
- To achieve **Community Involvement**, consulting widely with local people, transport operators and community groups.
- To achieve **Integration** of different modes of transport and of transport planning with the planning of other services e.g. land use planning, health planning etc.
- To form **Partnerships** with other organisations involved directly or indirectly in the provision of transport, including District and Borough Councils.

### BEST VALUE

2.2 The County Council has embraced Central Government's agenda to modernise local government. Our approach has been to lead change rather than follow it, particularly in implementing Best Value.

2.3 Therefore, this LTP is founded on the principle of achieving Best Value, ensuring that the County delivers its services to clear standards covering both cost and quality.

#### STRATEGIC TARGETS

- To carry out Best Value reviews of all of local highway network management services by 2006.
- To achieve Chartermark designation for our entire highway network management activities by 2001 and maintain that designation thereafter.

### COMMUNITY INVOLVEMENT

2.4 As mentioned in Part A, a cross section of the local community (including the business community and local organisations involved in the provision or control of transport) has been involved in the preparation of this LTP - including the preparation of this strategy.

2.5 The community involvement described above will not be a 'one-off' exercise. It will continue during

- the on-going monitoring and review of the Local Transport Plan;
- the preparation of the next Local Transport Plan which will be published in five years time;
- the detailed formulation and implementation of the measures proposed in the LTP.

#### STRATEGIC TARGET

- To obtain an overall positive feedback from the community about their involvement in transport planning in general and this LTP in particular.

### INTEGRATED TRANSPORT

2.6 We will seek to promote integration

- between transport planning and other aspects of planning (social, economic and environmental) such as the planning of health and education;
- between transport planning and land use planning;
- between the different modes of transport;
- between public transport services, trains, buses, taxis and 'unconventional transport';
- between the local road network in Warwickshire and the local road networks in areas of other local transport authorities;
- between the local road network and the national road network (motorways and trunk roads).

## PARTNERSHIPS

2.7 Achieving the objectives of this Plan will require many organisations to work in partnership with each other. No one organisation can achieve the objectives of this Local Transport Plan on its own.

2.8 Therefore, we are building and extending partnerships with

- planning authorities including those within Warwickshire, the West Midlands and adjacent areas to ensure consistency with regional planning guidance and development plans (details are given in Transport and Development in Part C);
- other West Midlands authorities to review Regional Planning Guidance, including the Regional Transport Strategy;
- other transport authorities including metropolitan district councils and other county councils to deal with cross boundary issues (details of which are given in the Area Plans in Part D - in particular, Coventry City Council, Solihull Metropolitan District Council and the County Council are working together to develop and implement a transport strategy for the sub-region, having developed a Memorandum of Understanding as a basis for the LTPs);
- the Highways Agency, particularly to integrate the national and local transport networks (details of which are given in the Highway Network Management section of Part C);

- the shadow Strategic Rail Authority;
- other organisations involved in the provision of transport (e.g. district councils, public transport operators, freight companies etc.).

2.9 Partnerships have been formed with other transport authorities to ensure consistency across local authority boundaries and to ensure that best practice is identified and followed. In particular, meetings are held to cover transport planning issues

- at a regional level in the West Midlands and with adjacent regions;
- with Solihull and Coventry on a sub-regional level;
- with other West Midlands shire counties and with shire counties in other regions.

2.10 More specific details of current and planned partnerships for specific transport measures or areas of the County are described in the Parts C and D of the Plan.

### 3. THE CORE STRATEGIES

#### INTRODUCTION

3.1 This section outlines the core strategies by which we will address each of the four overall objectives of the LTP.

#### A FAIRER, MORE INCLUSIVE TRANSPORT SYSTEM

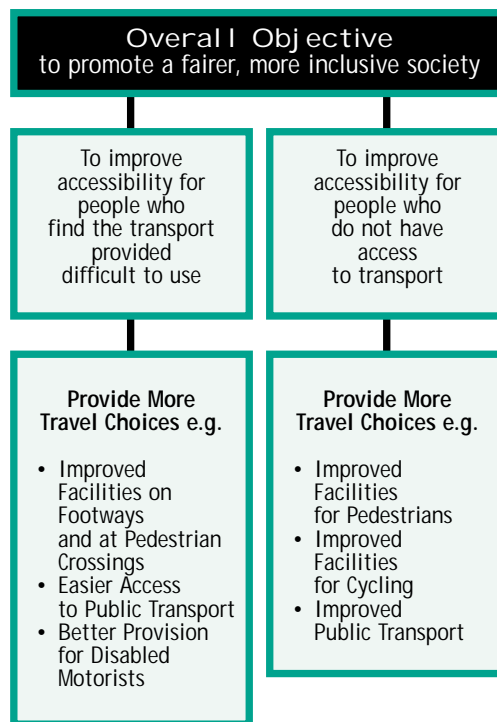
##### The Strategy

**STRATEGIC OBJECTIVE**

To improve accessibility for those people who are relatively disadvantaged by the existing transport system, either because they find the transport provided difficult to use or they do not have access to transport.

3.2 Our strategy to achieve this objective is illustrated below. In summary, we will seek to develop

- improved facilities for pedestrians and other users of footways;
- improved facilities for cyclists;
- a high quality public transport system which is integrated with other forms of transport (for instance walking and cycling) and is affordable to the user.



#### Disability Issues

3.3 This strategy demonstrates the commitment to meeting the needs of disabled people.

3.4 The principles of community commitment and partnership that underlie the whole LTP are being followed in tackling disability issues. For example, organisations representing the needs of disabled people have been involved in the consultations used to draft this LTP. They will continue to be involved

- in future consultations, for example, consultations for the Rural Transport Partnerships (involving transport operators including operators of community transport) and Road Maintenance Review initiatives;
- in partnership working with the County Council, for example, conducting audits of facilities and in the provision of training.

3.5 Training is being provided on disability issues in partnership with organisations representing the needs of disabled people. An Equality Awareness training course is being provided for all County Council staff over the

next five years. In addition, more specific training is being planned for those involved in addressing the transport needs of disabled people.

3.6 The County Council has convened a Corporate Disability Group to co-ordinate its work on disability issues. Transport is one of the issues that will be covered by that Group.

3.7 The proposals in this LTP should provide disabled people with greater mobility. As shown in the above illustration of the strategy, it should assist them to use footways, pedestrian crossings, public transport and cars. Specific measures to maintain and improve access when they are using these modes of transport are detailed in the Transport Measures Plans included in the Part C of the LTP. As stated in 'Better for the Motorist', care will be taken in the design of measures to reduce car dependency to avoid disadvantaging disabled motorists who rely on cars for their mobility.

**FULL EMPLOYMENT AND A STRONG ECONOMY**

**The Strategy**

**STRATEGIC OBJECTIVE**

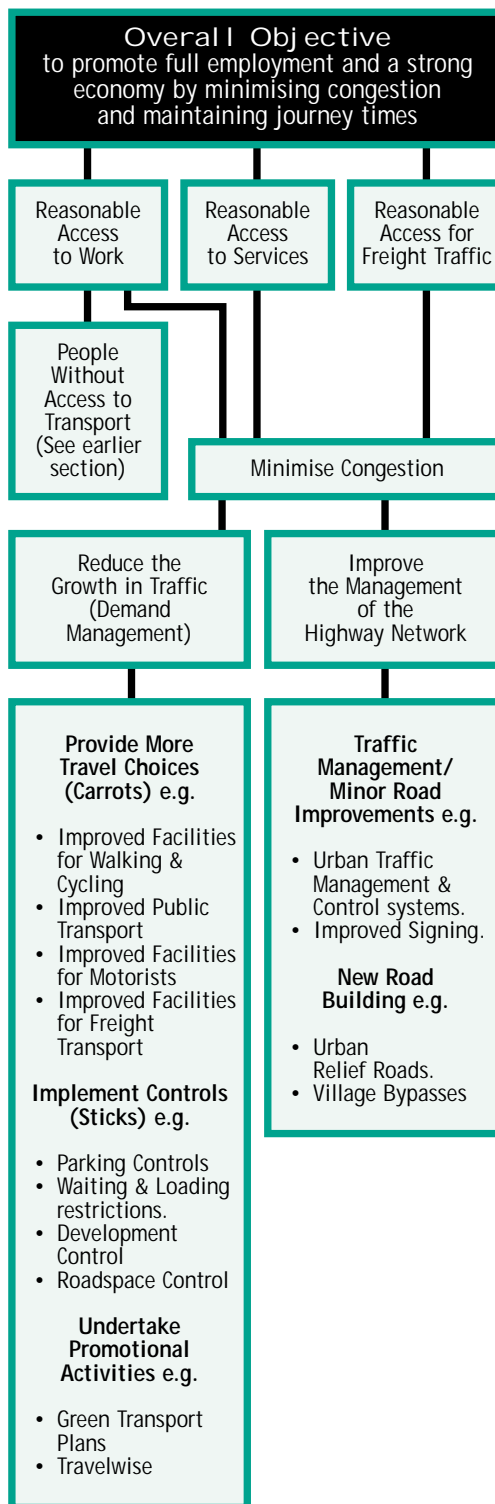
To provide full employment and a strong economy by minimising congestion and maintaining journey times on the local road network in order to provide

- reasonable access for the workforce to potential work,
- reasonable access for potential customers to services and
- reasonable access for the conveyance of freight.

3.8 The strategy to minimise congestion and maintain journey times is illustrated below. We will seek

- to use demand management measures to reduce the growth in road traffic, providing more choice (the use of 'carrots'), implementing controls (the use of 'sticks'), promoting alternatives to the use of cars and promoting a reduction in travel;

- to improve the management of the highway network, achieving more efficient use of the existing network by implementing traffic management/minor road improvements and enlarging that network by selective new road building.



## Road Traffic Reduction

3.9 Studies have shown that the potential for reducing traffic growth in Warwickshire is limited (see Annex containing the report under the Road Traffic Act 1997). Therefore, this LTP does not set a general target for road traffic reduction.

3.10 However, the LTP does include measures that will reduce traffic flows in specific geographical areas such as the introduction of pedestrianisation or pedestrian priority measures in town centres and traffic calming in some residential areas (e.g. the Home Zones initiative).

3.11 The County Council will set targets for traffic reduction in the specific geographic areas where such measures are being planned and implemented.

In a household survey, about 75% agreed that measures should be undertaken to reduce car use. About 15% claimed that they would reduce their own use of cars.

3.12 As also mentioned in the report under the Road Traffic Act 1997, the County Council will review the issue of road traffic reduction targets in the light of further information and if worsening traffic problems leads to the adoption of additional, more stringent demand management measures.

3.13 The LTP does set targets for journey times and for a reduction in car use on school journeys. These are given below.

3.14 Our traffic models indicate that journey times could double in urban areas by 2011 with increasing traffic flows unless the planned measures to reduce the growth in traffic and improve the management of the transport network are undertaken.

3.15 The School Travel Advisory Group (STAG) report suggests a national target for 2010 to reduce the level of car use to that recorded in the mid 1980s (16%). School journey data for this date is not available for Warwickshire, but the 1999 survey indicates that current levels of car usage are above national levels (37% compared to 29% nationally). Using STAG's target as a guide and bearing in mind the need to reverse the current upward trend in car trips, the following targets have been set.

### STRATEGIC TARGETS

- To avoid congestion increasing journey times on the local highway network by more than a half between 1999 and 2011.
- To reduce the proportion of school journeys undertaken by car from 37% in 1999 to 33% by 2006 and 24% by 2011.

## REDUCTION OF TRAFFIC IMPACT ON THE ENVIRONMENT

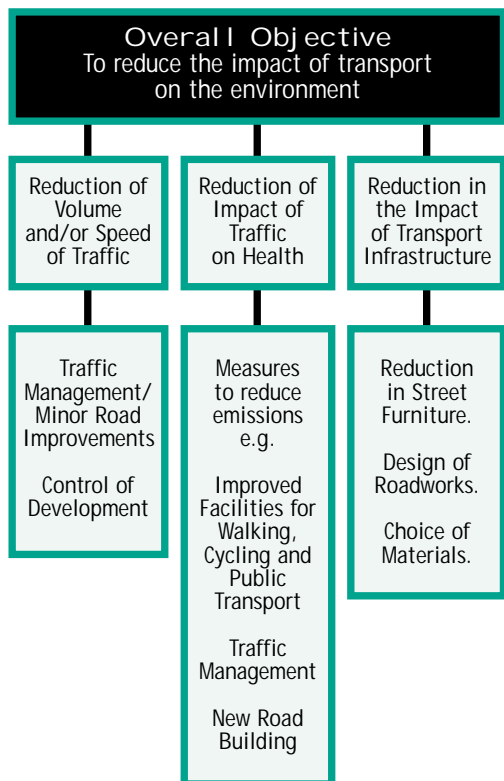
### The Strategy

### STRATEGIC OBJECTIVES

To reduce the impact of transport on the environment, we are seeking

- to reduce the environmental impact of traffic (its speed, volume, noise and emissions) on environmentally sensitive areas,
- to reduce the impact of traffic on health and
- to design transport infrastructure to be sensitive to its surroundings while still being effective.

3.16 The strategy to achieve these objectives is illustrated below.



### Priorities

3.17 We will particularly seek to reduce the impact of traffic

- on the environment of town centres, giving greater priority to the need to maintain and enhance the vitality of our town centres than to the needs of traffic passing through those areas;
- on the environment of residential areas, making our towns places where people want to live by introducing measures to give people priority over vehicular traffic in those areas;
- on the environment of the countryside by reducing the impact of vehicular traffic on particular villages and country lanes;
- on the environment of Conservation Areas, giving greater priority to the need to maintain and enhance the environment of those areas than to the needs of traffic.

**STRATEGIC TARGET**

To reduce the impact of vehicular traffic on the centres of Nuneaton, Bedworth, Leamington, Warwick, Rugby and Stratford-upon-Avon by 2005.

### A Healthy Environment

3.18 Transport promotes health indirectly by enabling access to people, goods and services. It achieves and maintains social networks. However, transport may damage health directly by air pollution, noise and climate change.

3.19 We will promote greater health by

- taking steps to reduce road traffic emissions where they are at high levels
- encouraging healthy lifestyles by seeking to improve facilities for walking and cycling, especially on school journeys.

### Air Quality

3.20 The improvement of air quality has been given a high priority by government and local authorities. Local authorities have a duty to monitor and publish air pollution levels. Where objectives for air quality are not likely to be achieved, Air Quality Management Areas (AQMA) have to be declared and action plans drawn up for improvements.

3.21 The exact relationship between traffic and health problems is not fully understood. The most significant improvements in air quality have come about as a result of advances in vehicle technology. However, improvements to the transport system can also contribute to an improvement in air quality.

3.22 Air quality improvement targets have been adopted in Warwickshire in line with the national targets. A summary of the national targets is provided in the Progress Report and Monitoring document.

3.23 In general, the problems of air pollution are less severe in Warwickshire than in cities and conurbations. However, further research and monitoring work is in progress which might identify the need for specific strategies in certain areas. It will soon be possible to summarise which if any areas need to be declared as AQMA's. Currently it appears that

- greatest importance will need to be placed on a reduction in Nitrogen Dioxide levels;
- the most likely problem area is the centre of Rugby but the situation may change as more information becomes available (the proposed Rugby Western Relief Route will remove a significant amount of traffic from the town centre);
- in other areas, current levels of pollutants are generally within government guidelines although the transport strategy will contribute to an improvement in air quality.

3.24 The LTP will be amended to incorporate measures required to implement these action plans.

3.25 Close liaison is maintained with district councils, other authorities in the region and at a national level through the Warwickshire Environmental Protection Council.

### Noise Pollution

3.26 Direct noise monitoring is carried out by the Environmental Health Officers of the District Councils. In general this tends to be done in response to noise issues raised by the public and not on a routine basis.

3.27 The transport strategy should produce benefits in noise reduction. In addition, noise effects are considered for new projects. The appraisals carried out for major schemes contain specific references to noise levels.

### Climate Change

3.28 Climate Change is caused, in part, by the "greenhouse effect." The main gas which contribute to this "greenhouse effect" is carbon dioxide which accounts for about 80% of greenhouse gas emissions. In 1995 the UK was responsible for about 2.2% of the world's carbon dioxide emissions with emissions of just under 10 tonnes per head, about twice the world average.

3.29 The transport system is the third largest source of greenhouse gas emissions in the UK, after energy supply and business but it is the fastest growing. Road transport accounts for 92% of greenhouse gas emissions from transport and of this 98% is carbon dioxide.

3.30 The Local Transport Plan addresses this issue by

- reducing travel by the control of development;
- continuing to educate children and the public in general in the effects of travel on the environment;
- encouraging more sustainable travel methods by providing better facilities to make those modes more attractive and by publicising their availability and environmental benefits;
- reducing congestion for road travel by the measures outlined above.

#### STRATEGIC TARGET

To contribute to the national targets for air quality and emissions including an overall 20% reduction in carbon dioxide emissions by 2010.

#### IMPROVING THE ENVIRONMENT OF PEOPLE WHILE TRAVELLING

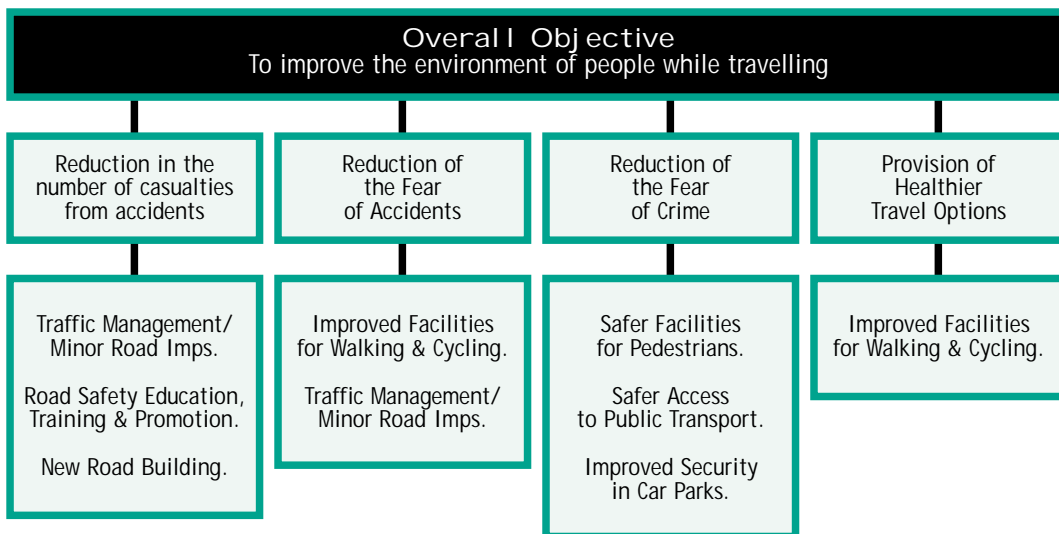
#### Summary

#### STRATEGIC OBJECTIVE

To improve the environment of people while they are travelling by reducing road traffic accident casualties, reducing the fear of accidents, reducing the fear of crime and the providing healthier options for travel.

3.31 The strategy to achieve this objective is illustrated below. It includes

- implementing traffic management/minor road improvements and
- improving facilities for pedestrians, cyclists and the users of public transport.



**Healthier Travel Options**

3.32 Some forms of transport, such as walking and cycling, promote health directly by increased physical activity and a reduction in obesity. However, walking and cycling have been in decline, partly because of a sense of danger from the volume and speed of vehicular traffic.

3.33 Therefore, achieving an improvement in the health of the community is one of the reasons why we intend to encourage walking and cycling.

**Road Traffic Accidents**

3.34 Traffic accidents are a major cause of preventable deaths and injuries, particularly in the younger age groups.

**The consultation exercise showed that:**

- over 90% think that priority should be given to reducing the actual number of casualties from road accidents rather than reducing the fear of road accidents;
- nearly 60% believe that improving the safety for walkers, cyclists and bus users is important for improving the choice people have in terms of travel mode.

3.35 More details of our strategy to address the issue of road safety are given in Warwickshire's Road Safety Strategy which appears below. To summarise, we will be addressing the issue of road safety by

- traffic management and minor road improvements, including a programme of local safety schemes and
- programmes of road safety education, training and publicity.

#### Crime

3.36 We will seek to reduce the incidence of crime and the fear of crime suffered by travellers (particularly pedestrians and users of public transport) giving priority to areas where higher levels of travel related crime occur.

#### PRIORITIES

3.37 Bearing in mind the scale of the problems outlined in the previous part of the LTP and the guidance received from the consultation exercise:

##### **a) the LTP will give highest priority to achieving**

- an improvement in the mobility of people without access to cars;
- a decrease in the level of casualties arising from road traffic accidents;
- a reduction in the traffic impact on the environment of town centres and residential areas.

##### **b) the LTP will also give priority to achieving**

- control over the level of congestion, especially in the vicinity of town centres;
- a reduction in the traffic impact on the environment of the countryside;
- a reduction in the fear of being subjected to accidents and crime while travelling (particularly the fear felt by pedestrians, cyclists and users of public transport);
- a reduction in the problems people might have in using the transport system because of restrictions on their personal abilities.

## 4. TOPIC STRATEGIES

### INTRODUCTION

4.1 This section of the LTP contains the strategies for the following transport topics:

- Road Safety
- Living Town Centres
- Quality Residential Areas
- The Countryside
- Airports (Surface Access)
- Sustainable Freight Distribution

### WARWICKSHIRE'S ROAD SAFETY STRATEGY

#### Overall Context

4.2 As mentioned in A 6.21 & 22, Warwickshire has a serious road traffic accident problem but there has been a general decline in the numbers of people killed or seriously injured over the years. The number of children killed or seriously injured is following this general declining trend. A comprehensive assessment of the road traffic accident casualty problem in Warwickshire is given in the annual report entitled 'Road Traffic Accidents in Warwickshire'.

#### Targets by 2010 - All Roads

4.3 The Government published its targets in Tomorrow's roads: safer for everyone in March 2000. Warwickshire's medium term plan Our County and its Best value performance plan promised to set targets for improving the road safety that reflected these national targets. Therefore, the national targets are reflected in the targets in this LTP.

### STRATEGIC TARGETS

To achieve by 2010 (compared with the average for 1994-98)

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

4.4 We share responsibility for reducing Warwickshire's road accidents with the Highways Agency which looks after the national road network - motorways and trunk roads. They have produced their own strategic plan for safety 'Making the Network Safer'. We will work together to tackle accidents which occur where our responsibilities meet, in particular where trunk roads impinge on local communities.

4.5 The table (SEE TABLE B2) expresses the above targets as numbers of casualties per year which must be saved on all roads in Warwickshire by 2010 in order to meet the national targets.

TABLE B1 - CASUALTY SAVINGS (1)

	Average Casualties During Baseline 1994-98			Target reduction	Casualty Savings by year 2010
	County Roads	Motorway & Trunk Roads	All roads		
					All roads
All killed and seriously injured	547	163	710	40%	284
Children killed and seriously injured	51	7	58	50%	29
All slight casualties	1994	614	2608	See below	311

4.6 The target reduction in slight casualties has been estimated in accordance with the national targets i.e. a 10% decrease in the slight casualty rate per distance travelled. The National Road Traffic Forecast indicates a traffic increase nationally of 26% between 1996 and 2010. This figure has been used to calculate the saving in slight casualties shown above. The target reduction in slight casualties shown above is not a reduction from current or baseline levels. It is the saving in slight casualties from the projected figure of 3268 slight casualties per year which would occur if the casualty rate per distance travelled remained the same.

4.7 At present there is no generally accepted basis for highway authorities to determine, in a consistent way, the number of 100 million vehicle kilometres travelled for the purpose of calculating and monitoring casualty savings. Advice from the DETR indicates that guidelines will be produced. The number of slight casualties targetted above is therefore provisional and will be modified in accordance with new guidelines when these become available.

#### Targets by 2010 - National & Local Roads

4.8 The above targets can be broken down further between the national road network and the local road network.

4.9 The Government has set a lower target for the national road network compared to the local road network. The targets set for national road network are to reduce by one third the number of killed and serious casualties by the year 2010 and reduce by 10% the rate of slight casualties.

4.10 We accept the challenge implicit in this which is that the targets for County roads must be correspondingly higher if the overall national and local targets are to be met. Warwickshire's five year targets in this Local Transport Plan allow for this factor (see below). The savings in slight casualties shown in the table are provisional, being the projected figure which would occur if the casualty rate per distance travelled remained the same. (SEE TABLE B2)

TABLE B2 - CASUALTY SAVINGS (2)

	Targets		Casualty Savings by year 2010		
	Motorway & Trunk Roads	All roads	Motorway & Trunk Roads	County Roads	All roads
All killed and seriously injured	33%	40%	54	230	284
Children killed and seriously injured	No target	50%	No target	29	No target
All slight casualties	10% per distance travelled	10% per distance travelled	73	238	311

4.11 Uniform progress is expected towards the achievement of the ten year target. The effect of savings will be cumulative over the period. In the early stages of the plan savings may be less than normal statistical fluctuations and may therefore be difficult to monitor.

#### STRATEGIC TARGET

To achieve a tenth of the final casualty reduction targets in each of the ten years 2000 - 2010.

#### Targets for 2001- 2005

4.12 Warwickshire's five year targets for reducing casualties (with annual milestones) are shown in the table below. The annual milestone targets are designed to achieve a tenth of the final targets in each of the ten years. The savings in slight casualties shown in the table are provisional, being the projected figure which would occur if the casualty rate per distance travelled remained the same.

TABLE B3 - CASUALTY SAVINGS (3)

	Casualty Savings - Milestones for 2001 - 2005									
	County Roads	All Roads	County Roads	All Roads	County Roads	All Roads	County Roads	All Roads	County Roads	All Roads
All killed and seriously injured	28	23	57	46	85	69	114	92	142	115
Children killed and seriously injured	3	3	6	6	9	9	12	12	15	15
All slight casualties	31	24	62	48	93	71	124	95	156	119

## The Strategy

### a) Safer for Children

4.13 Although our overall record for child safety in Warwickshire is relatively good, our national child pedestrian record is poor compared with some European countries. For this reason, reducing child casualties is a key government target. Accordingly, we are particularly concerned about child safety and there is therefore a special focus in this strategy on reducing the number of children who are killed or injured in road accidents.

4.14 Policy RS1 - Child casualties will be reduced:

- by measures specifically aimed at children; in particular by education and training and by providing them with safer routes to school.
- by measures which will reduce casualties generally but can be designed to be particularly effective in reducing child accidents.

4.15 We will work in partnership with schools and others to deliver road safety education programmes, help and encourage road safety teachers and trainers, train cyclists, organise educational campaigns and events and make the journey to school safer

### b) Safer for Everyone

4.16 In its road safety strategy Tomorrow's roads: safer for everyone the Government sets out ten main themes for improving road safety. These themes have been adopted as the themes of our road safety strategy. They are listed below with an indication of where further information can be found:

- **safer for children**  
(see Safer Routes to School and Promoting Safety in Part C)
- **safer drivers - training and testing**  
(see Promoting Safety in Part C)
- **safer drivers - drink, drugs and drowsiness**  
(see Promoting Safety in Part C)
- **safer infrastructure**  
(see Highway Network Management in Part C)
- **safer speeds**  
(see Highway Network Management in Part C)
- **safer vehicles**  
(see Promoting Safety in Part C)
- **safer motor cycling**  
(see Promoting Safety in Part C)
- **safer pedestrians, cyclists and horseriders**  
(see Promoting Safety in Part C)
- **better enforcement**  
(see Promoting Safety in Part C)
- **promoting safer road use**  
(see Promoting Safety in Part C)

### c) Integration

4.17 As can be seen from this list, accidents can be combated by a variety of means; for example education and training, publicity, engineering measures and enforcement. We believe the most effective approach is an integrated one so that different methods are used together wherever possible.

4.18 We also believe in the integration of this road safety plan with Health Improvement Plans and other plans with road safety implications e.g. land use plans, educational plans.

### d) Partnerships

4.19 We welcome the Government's endorsement of partnership working. We are a founder member of Warwickshire's Action on Accidents Alliance which includes Warwickshire's County and District Councils, Health Services, Police, Early Years Forum, Age Concern and others. The Alliance members are pledged to fight accidents together to achieve the objectives of the Government's health strategy as set out in Our Healthier Nation, of which a reduction in road accident casualties is one.

4.20 Our role will be different for different themes. In some we will need to lead, in some our role will be to support and encourage others.

4.21 Our partnership with Warwickshire Police is crucial. We acknowledge the police's help in producing this strategy and we will continue to meet regularly on its implementation.

## LIVING TOWN CENTRES

### Introduction

4.22 Thriving town centres are the focus of urban life. They are central to sustainable development because they are relatively easily accessible by a choice of transport. People want well-planned town centres where they can enjoy living, shopping, working, entertainment and cultural activities.

4.23 However, town centres have too often been sacrificed to vehicular traffic. They have been sacrificed to through traffic. They also

suffer from vehicles parking within the core of the central areas - both the visual impact of parked vehicles and the nuisance of vehicles seeking places to park. Pedestrian safety is also an issue in town centres because of the conflicts that arise between pedestrians and vehicles in those areas.

#### Our consultations have shown that

- there was widespread agreement that pedestrians and not cars should be given priority in town centres, only 12% of respondents thinking that more priority should be given to cars;
- over 90% agreed that priority should be given to the need to maintain and enhance the vitality of the town centres rather than to cater for the needs of the traffic passing through those areas;
- over 80% believed that the vitality of our town centres should be maintained and enhanced by giving priority to the needs of pedestrians over traffic.

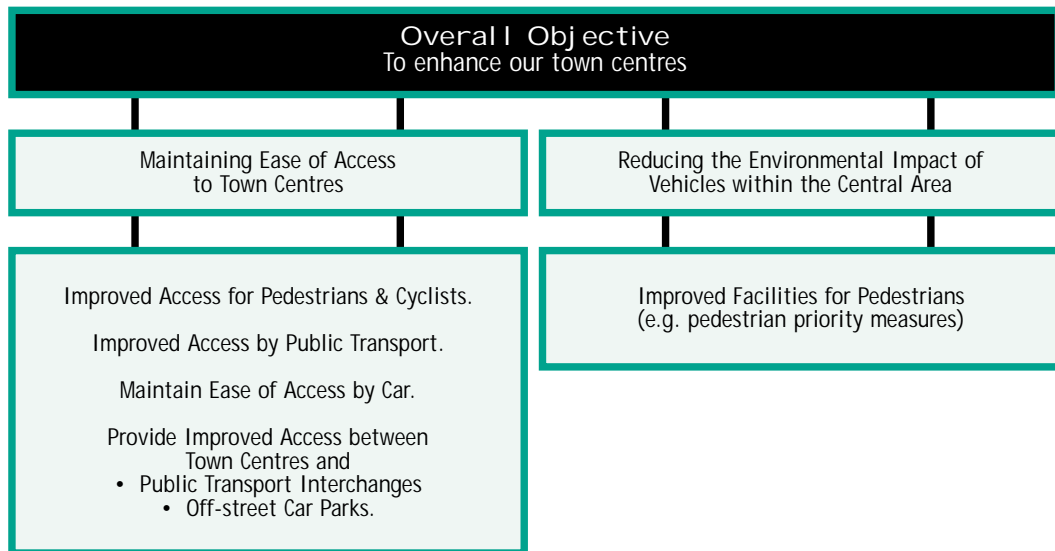
#### STRATEGIC OBJECTIVE

To improve access to town centres and reduce the environmental impact of vehicular traffic within the main shopping streets and tourist areas.

### The Strategy

4.24 The strategy to achieve the objective is illustrated below. It is designed

- to maintain ease of access to those centres by all modes of transport for those wishing to enjoy the services and facilities that they provide and
- to give priority to people over vehicles within the core of the central area e.g. the main shopping streets, tourist areas etc.



**QUALITY RESIDENTIAL AREAS**

**Introduction**

4.25 Vehicles are increasingly intruding on the quality of residential areas. Residential areas are increasingly being subject to 'rat-running' by vehicles passing through to avoid increasing levels of congestion and delays on the main road network. Residential areas are also being increasingly subject to 'overspill parking' from adjacent areas where parking may be restricted, for example town centres or industrial areas.

Our consultations showed that there is divided opinion regarding the degree to which the amount of through traffic in residential areas should be reduced - 31% believe that it should be reduced even if that causes congestion on main routes but 49% did not.

**STRATEGIC OBJECTIVE**

Our objective is to to make our towns places where people want to live by ensuring that people are able to live in towns without being intimidated by traffic.

**The Strategy**

4.26 Our strategy to achieve this objective is to give people priority over traffic in selected residential districts off main traffic routes providing most residents and other occupiers of properties in the district and its surroundings are in agreement (including the occupiers of properties adversely affected by displaced traffic).

- 4.27 The measures will include
- traffic management/minor road improvements to reduce traffic flows and/or the speed of traffic e.g. the introduction of Home Zones;
  - the introduction of residents' parking schemes.

**THE COUNTRYSIDE**

**Introduction**

- 4.28 The main transport issues facing the countryside are
- transport for those who live, work and visit the area including, particularly the problems of those without access to cars;
  - the impact of traffic on the special character of the Countryside, particularly the speed and volume of vehicular traffic and the movement of goods by lorry.

**STRATEGIC OBJECTIVE**

To cater for the particular transport needs of people who live, work and visit the countryside while limiting the impact of vehicles upon its special character.

Consultees (examples): operators of public transport (including the operators of unconventional public transport), District Councils, representatives of parish councils, the Countryside Agency, the Cotswold AONB Partnership, the Warwickshire Wildlife Trust, the Warwickshire Rural Community Council

**The Strategy**

4.29 The strategy to achieve this objective is illustrated below.

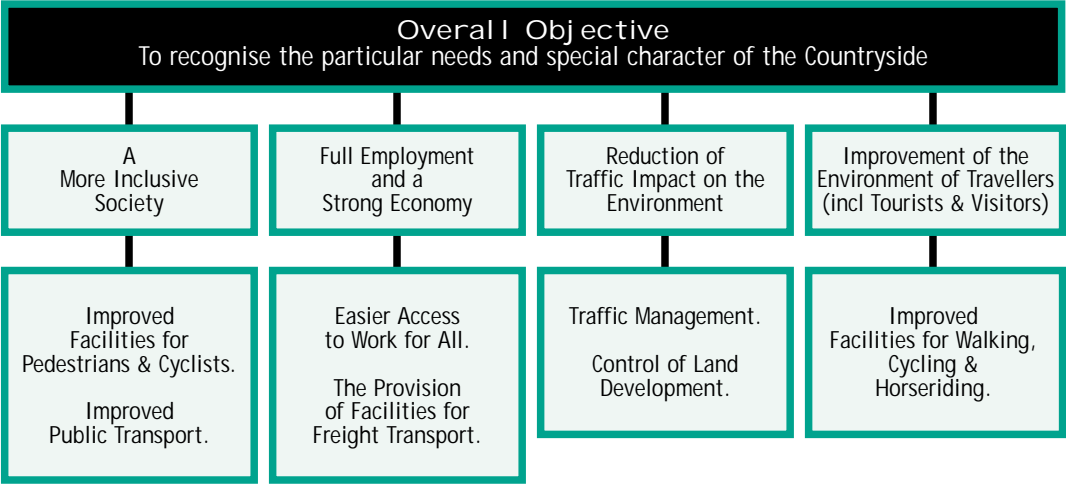
4.30 In applying the principles underlying the whole LTP to the countryside, we are particularly seeking

- Community Involvement in the strategy for the countryside, having consulted many organisations who have a particular interest in the countryside during the preparation of this LTP (see green box to right);
- to establish Partnerships - for example, the County Council is a member of the Cotswolds AONB Partnership, the Cotswolds being a nationally important entity that goes beyond the local authority boundaries.

**Transport Provision**

4.31 More details about transport provision in the countryside are given in the walking, cycling, public transport and highway network management plans in Part C.

- 4.32 The public transport plan includes
- the continued development of Bus, Taxi and Unconventional Public Transport services (including Community Transport);
  - the maintenance of defined minimum levels of service;
  - the potential development of rural bus quality partnerships;
  - funding from Rural Bus Grant, the Rural Transport Partnership & Rural Bus



Challenge;

- the dissemination of information in rural areas;
- special measures to cater for visitors and tourists (especially the marketing of services);
- the development of interchange facilities between public transport services
- the development of interchange facilities between public transport and other modes of transport.

4.33 A high priority will be given to the provision of public transport in the countryside bearing in mind the problems of people without access to cars. This issue was highlighted in the consultation exercise.

4.34 Improved facilities for Walking, Cycling & Horseriding will include the implementation of the Quiet Roads and Greenways Initiatives, the reallocation of roadspace to pedestrians & cyclists and the opening up & promotion of public rights of way.

#### Traffic Impact

4.35 The overall strategy to control the impact of traffic on the countryside seeks

- to reduce the impact of vehicular traffic on towns and villages in the countryside;
- to balance the desire to take measures to restrict the impact of lorries on the environment of the countryside with the needs for the movement of freight and
- to improve conditions for vulnerable road users such as walkers, cyclists and horse riders on selected country lanes while accommodating vehicular access needs by the provision of footways or traffic calming e.g. implementation of the 'Quiet Roads' initiative.

4.36 The main means of reducing the impact of traffic on the countryside will be the introduction of traffic management measures, for example traffic calming to reduce the speed of vehicles. More details about traffic management are given in Part C.

#### The Market Towns

4.37 We are working with Advantage West Midlands, the Countryside Agency, district councils and town councils to achieve regeneration of the market towns of Warwickshire. This work includes a major consultation exercise which is underway. It includes both particular stakeholders as well as the general community. Future reviews of the LTP will take account of the results of this work.

4.38 The key issues that seem to be emerging at this stage include the need

- to reduce the impact of vehicular traffic on the environment of the town centres;
- to improve conditions for pedestrians in the town centres, sometimes in order to encourage new uses e.g. street markets, events and entertainment;
- for improved public transport to serve both the towns themselves and connect adjacent rural areas to the towns (including un-conventional public transport e.g. taxi-buses);
- for central Bus Focal Points in the market towns;
- to build upon each town's uniqueness;
- to ensure that each market town is the hub for the rural economy.

#### Countryside Recreation

4.39 Countryside recreation can make a positive contribution to peoples' health, well-being and quality of life.

A major consultation on countryside recreation involving a random survey of households in the County revealed that there was a strong interest in both walking and cycling (particularly walking on canal towpaths and vehicle free cycle paths) as well as a need for better information about the available facilities and activities

4.40 Therefore, the main elements of the strategy for Countryside Recreation include working in partnership with other interested groups to provide

- more opportunities for safe and easy walking, cycling and horse riding by identifying networks of Quiet Roads, Greenways, bridleways and footpaths;
- more information to tell people what is available;
- more facilities that can be used without a car.

4.41 In providing more opportunities for safe and easy walking, cycling and horse riding,

- whenever possible routes will be designed to start and finish in towns and villages to maximise use;
- further routes may be provided in the most attractive countryside, possibly starting and finishing in Country Parks or locations served by public transport;
- whenever possible routes will be designed to link with the National Cycle Network;
- Greenways will be designed to provide links between towns and the countryside, including the towns and countryside outside Warwickshire e.g. Coventry, Redditch etc.;
- all public rights of way will be opened for use and accurate way-making introduced on the most popular sections of that network;
- 'Easy Going Trails/Health Walks' will be provided for the less active.

## AIRPORTS (SURFACE ACCESS)

### Introduction

4.42 Warwickshire contains a regional airport at Baginton near Coventry and five other minor operational and disused aerodromes. Baginton Airport is principally used for domestic and European freight traffic with some recreational flying and training.

4.43 Birmingham Airport, which is located just outside the County boundary in Solihull Metropolitan Borough, provides principally for long distance national and international passenger and cargo flights from the Midlands. The airport also has facilities for recreational flying and training. It is currently undergoing a major expansion of both runway capacity and passenger facilities.

### Objectives

4.44 Airport surface access forms only a part of the County's overall aviation strategy. The overall Aviation Strategy for Warwickshire has the following objectives:

- to balance the economic benefits of airport development against environmental and other concerns (including the question of surface access);
- to consider how regional airports can offer the opportunity to travel and distribute goods without the need for long surface journeys;
- to identify the role of smaller airports in terms of their contribution to meeting local business needs as well as recreational training and flying;
- to improve the accessibility of the main airports within the region and the County, particularly by public transport.

4.45 This LTP concentrates on the issue of surface access to major airports e.g. those with 1,000 or more passenger air transport movements per annum.

#### STRATEGIC OBJECTIVE

To agree Airport Surface Access Strategies for qualifying airports i.e. airports with 1,000 or more passenger air transport movements per annum.

#### Birmingham Airport

4.46 The County Council supports, in principle, the future expansion of Birmingham International Airport subject to the agreement of suitable environmental mitigation measures relating to impacts on Warwickshire.

4.47 The operators of the Airport are investigating means of increasing the portion of people who access the airport by public transport. A major transport interchange scheme has been submitted to Solihull MBC for Planning Approval and a decision is awaited.

4.48 The Airport has established an Airport Transport Forum to draw up a joint Airport Surface Access Strategy. The adjacent National Exhibition Centre, Warwickshire and other local authorities are partners in this Forum.

#### Coventry Airport

4.49 Activity at Coventry Airport is sufficient to justify a formal Airport Surface Access Strategy. Therefore the County Council has established a partnership with Coventry City Council and the Airport operators to consider problems of surface access.

4.50 Coventry Airport is primarily a freight facility but opportunities to develop a substantial passenger operation are being developed. A new terminal is planned.

4.51 At present there are between 600 and 800 people employed at the site almost all of whom travel by private car since there is no realistic public transport alternative. Given these numbers, there is limited opportunity to introduce a commercially viable public transport system, but clearly if passenger numbers increase substantially then there would be more scope for a bus service.

4.52 Recent improvements at the A45/A46 Toll Bar Island Junction by the Highways Agency appear to have improved access but there are still problems in the area with vehicles using minor roads to avoid this junction. Discussion are being held with the Highways Agency regarding the long term proposals for this junction and the need to co-ordinate any improvements and modifications to the airport accesses.

4.53 Coventry Airport maintain a liaison with Birmingham Airport and do not see their operation as directly competitive but rather as complementary. Coventry Airport foresees a continuing role in freight transport together with an increase in package holiday travel and regular services for large local companies with international connections.

## SUSTAINABLE FREIGHT DISTRIBUTION

### General Context

4.54 The importance of sustainable distribution within the context of an integrated transport/land use policy is clearly set out in the Government White Paper.

4.55 Published in March 1999 as one of the daughter documents to the White Paper, 'Sustainable Distribution – A Strategy' sets out how the Government intends to deliver its strategy for sustainable distribution in the UK. One of the key implications for local authorities in this document is the emphasis placed on the establishment of Freight Quality Partnerships between local authorities, the freight industry, business communities, residents and environmental groups.

### Regional Policy Context

4.56 Of particular relevance to the Warwickshire Freight Strategy are the Regional Transport Strategy and the Regional Rail Freight Strategy. The key policies that underpin these documents are

1. the need to maintain and improve good road and rail links compatible with the Trans-European Networks (TENS),
2. the provision of good maintenance of transport networks,
3. the development of Regional Rail Freight schemes,
4. the development of the Regional Highway Network and
5. the development of Regional airports.

4.57 Improvements are specifically mentioned for rail links to the East and South Coast ports, and to maximise the use of multi-modal facilities and local freight terminals at Hams Hall, Lawley Street (Birmingham) and Daventry International Rail Freight Terminal (DIRFT).

4.58 In terms of the highway network, the regional strategies identify the construction of the Birmingham Northern Relief Road, motorway widening schemes and selected bypasses. The development of transport telematic systems such as the MIDAS and MATISSE projects in the West Midlands is also mentioned.

### Freight Movement in Warwickshire

#### (a) Road

4.59 Most freight is moved by road at present and most freight will continue to be moved by road in the future. Due to its location in the Motorway and Trunk road network, Warwickshire experiences a large amount of through movement of short and long distance road based freight haulage. Vehicle movements are also prominent in the vicinity of Hams Hall and Daventry International Rail Freight Terminals, and around the industrial estates in the main towns of the County. The town centres also experience lorry movements in relation to shop deliveries. There are several quarries and landfill sites in the County that generate large numbers of lorry movements, often impacting on some of the more rural areas of Warwickshire.

#### (b) Rail

4.60 The location of Warwickshire in the national rail network results in a large amount of through rail based freight movements. Key corridors for freight movement in Warwickshire are the West Coast Main Line (for Birmingham, the North, Scotland, London and the Channel Tunnel), Birmingham-Nuneaton-Leicester (for the East Midlands and Felixstowe), Birmingham-Solihull-Leamington Spa-Banbury (for Southampton/Millbrook and the South East), Birmingham-Tamworth (for Teeside and the North East) and Nuneaton-Water Orton (for Bescot Yard).

4.61 Key generators of rail freight in Warwickshire are Hams Hall International Railfreight Terminal, Murco LPG (Bedworth), Daw Mill Colliery (near Over Whitacre), Warwickshire Oil Storage (Kingsbury), Kineton MOD and Long Marston MOD. In addition, Daventry International Railfreight Terminal (DIRFT) is located just outside the County boundary near Crick in Northamptonshire.

4.62 Consultation with Railtrack and the rail freight industry has concluded that freight movements of between 100 and 250 miles or more provide the best opportunity for carriage by rail. This, coupled with heavy loads, offers the greatest potential for maximising economies of scale. The majority of firms dealing in this type of freight movement that are located near or adjacent to an operational railway line in Warwickshire currently use rail for all or part of their journey. Only Rugby Cement, who have investigated the potential for using rail to transport their end product, do not.

4.63 The greatest potential for new rail freight haulage however lies with new freight generators such as those proposed at Birch Coppice, Baddesley Colliery, Coventry Colliery, and the development of further rail connected sites at Hams Hall.

4.64 It should be acknowledged however that, given its proximity to the West Midlands conurbation and its location on the rail network, the majority of freight movements in Warwickshire are essentially through the County, and are therefore unlikely to be particularly susceptible to any new rail freight initiatives. The diverse trip length nature and pattern of local road freight movements generating in the County are also unlikely to be suitable for transfer to rail.

4.65 In these circumstances, the County Council sees its main role to be promoting the transfer of freight from road to rail through the land use planning process, working in partnership with local planning authorities to ensure that appropriate sites are available for development with rail access.

### (c) Other Transport Modes

4.66 There is currently no known movement of freight on the canal system serving Warwickshire. The canals are primarily used for leisure and recreational purposes.

4.67 There are three operational airfields within Warwickshire at Baginton (Coventry), Wellesbourne and Long Marston, of which only Baginton experiences any movement of freight. The airfield experiences substantial domestic and international cargo traffic movements, which predominantly arrive and depart at night.

4.68 There are long distance/strategic pipelines in Warwickshire and local pipelines running from supply points to the nearest built-up area.

### Problems and Opportunities

4.69 The main problems associated with freight distribution are

- Warwickshire generates relatively little freight compared to that which passes through the County;
- there is a potential conflict between meeting the needs of industry and commerce to transport freight, and the resulting environmental and social effects;
- the amount of freight carried by rail has, until recently, been declining, and rail freight services and facilities have tended to contract in response. Nearly all rail freight movements will need a road based movement at either end of the journey;
- there is potential conflict between the use of water for the transportation of freight, and the recreational and amenity enjoyment of inland waterways and canals;
- there are significant practical limitations on the use of the canals within the County for the movement of freight;
- the opportunities for the widespread use of pipelines for the transportation of freight in the County are limited to certain products and materials.

4.70 On the other hand, there are some opportunities including the facts that

- Warwickshire is well placed in relation to the road and rail networks and to the freight terminals at Hams Hall, Daventry and Lawley Street (Birmingham). This provides opportunities to secure economic benefits for the County and the Region as a whole;
- transport networks are to receive further investment to tackle congestion problems, particularly road access to the north west through construction of the Birmingham Northern Relief Road project, and rail access to the north west and the south east through the upgrade of the West Coast Main Line;
- there is now a greater imperative to encourage a greater use of more sustainable modes for the transportation of freight with (a) freight train operators (particularly EWS and Freightliner) improving services, and investing in new rolling stock and infra structure improvements and (b) the creation of the (shadow) Strategic Rail Authority which will hopefully provide better co-ordination of the various elements of the rail industry (including freight) and will participate in the development of land use policies.

#### Consultation Undertaken

4.71 Road Freight - A Road Freight Distribution Partnership meeting was held in 1999, which was attended by representatives of several local businesses and the freight haulage industry. The meetings highlighted a number of specific and general areas of concern, and confirmed the need for a balanced approach to be taken in the formulation of the policy and strategy in this Full Local Transport Plan.

4.72 Rail Freight - The Rail Freight Study and resulting strategy that is outlined below has been developed with the assistance of Railtrack Freight, English, Welsh & Scottish Railway, Freightliner, the Warwickshire Association of Planning Officers (WAPO) and key customers. The list of criteria and site designation will be further developed with WAPO over the coming months as part of the review of Local Plans across the County.

#### STRATEGIC OBJECTIVES

- To achieve an appropriate balance between the needs of transport in sustaining an improving economy and the need to sustain and improve the environment;
- to encourage operating efficiency and disseminate best practice in freight transport;
- to increase the proportion of companies with a recognised environmental management award;
- to encourage integration within and between all freight transport modes.

#### The Strategy

##### a) General Principles

4.73 The strategy to achieve this objective is described below.

4.74 Policy F1 - The County Council will promote

- the development of the Trans European Road and Rail Networks;
- the inclusion of sustainable freight distribution in the development of Green Transport Plans for new industrial and commercial development.

## b) Road Freight Strategy

4.75 Policy F2 - The County Council will work in partnership with the freight industry to recognise the needs of goods vehicles in the management of the highway network (including traffic management, highway improvements, highway maintenance and bridge maintenance and strengthening), including seeking

- to promote the use of a defined and agreed 24 hour lorry route network, including producing a map for distribution within the Road Haulage industry;
- to establish a zoning system in each urban area so that signage can be introduced to direct heavy goods vehicles to industrial estates and town centres via the best route;
- to control heavy goods vehicle movements through or near environmentally sensitive areas (for example conservation areas and residential areas);
- to define and enforce delivery times in town centres;
- to provide enforcement of parking restrictions to protect delivery access for lorries and heavy goods vehicles;
- to review parking and loading restrictions to identify opportunities to address problems for delivery vehicles, particularly where front only access exists;
- to ensure that reasonable access for heavy goods vehicles is maintained in connection with measures for their control and restriction.



## c) Rail Freight Strategy

4.76 Policy F3 - The County Council will work in partnership with the freight industry

- to promote the use of Freight Facilities Grant and Track Access Grants for providing financial assistance to new development seeking connection to the rail network;
- to encourage the development of facilities for dealing with small numbers of wagons which could make use of train services such as the local 'Enterprise' feeder system to Bescot Yard (the local hub point for the West Midlands);
- to encourage smaller companies that do not generate large loads to contact train operators to discuss the possibility of using the 'Enterprise' services;
- to further develop existing inter-modal freight facilities such as those at Hams Hall and DIRFT to encourage the movement of national and international freight by rail.

4.77 In terms of encouraging road to rail switch for the movement of freight, a number of measures could be pursued by the County Council, particularly in relation to the inter-modal terminals at Hams Hall and DIRFT. These could include working with the Highways Agency to promote the provision of signing information from the trunk road network (including the provision of Real Time Information on the trunk road network) and the introduction of priority measures on the roads leading to freight terminals and freight centres.

4.78 Policy F4 - The County Council will work in partnership with the local planning authorities to develop criteria which will be used to protect selected sites for future rail freight connection.

4.79 The following criteria will be used as the basis of discussions with the local planning authorities:

**Category A1:** Sites which should include development which utilises rail freight access. This status will be protected.

**Category B1:** Sites which have potential for development which utilises rail freight access. This status will be protected for a period from the adoption of the Warwickshire Structure Plan 1996 – 2011 in order to enable interested parties to develop substantive proposals. The status will be reviewed on the expiry of the period of protection.

**Category C1:** Sites which have some potential for development which utilises rail freight access. Notice will be given to the SSRA, Railtrack and appropriate rail freight operators of any planning application in respect of any of these sites in order that they may have an opportunity to make submissions concerning the future use of the site.

**Category A2:** Sites of existing or former rail facilities which are important to sustaining and developing rail freight. This status will be protected.

**Category B2:** Sites of existing or former rail facilities which have substantial potential to sustain and develop rail freight. This status will be protected for a period from the adoption of the Warwickshire Structure Plan 1996 – 2011 in order to enable interested parties to develop substantive proposals. The status will be reviewed on the expiry of the period of protection.

**Category C2:** Sites of existing or former rail facilities that have some potential to sustain and develop rail freight. Notice will be given to the SSRA, Railtrack and appropriate rail freight operators of any planning application in respect of any of these sites in order that they may have an opportunity to make submissions concerning the future use of the site.

#### d) Other Modes

4.80 Policy F5 - The County Council will work in partnership with the British Waterways Board, the Environment Agency and the Freight Industry to explore

- the potential for the transfer of freight from road to water, particularly in the context of the impact this may have on their current environmental and leisure usage and
- the potential to develop inter-modal terminals that include a waterway connection.

4.81 Policy F6 - The development of freight handling facilities at Coventry Airport (Baginton) will be encouraged in line with Policy T5 (b) of the Warwickshire Structure Plan 1996 – 2011.

4.82 Policy F7 - The use of pipelines will be encouraged while ensuring minimal environmental impact both during and after installation of the necessary infrastructure.