

Individual Executive Member Decision

Title of Report:	Local Transport Plan Supporting Strategies (Active Travel, Smarter Choices, Road Safety)
Report to be considered by:	Individual Executive Member Decision
Date on which Decision is to be taken:	27 March 2014
Forward Plan Ref:	ID2809

Purpose of Report: To gain formal approval of the Active Travel, Smarter Choices and Road Safety Strategies which support the delivery of the West Berkshire Local Transport Plan 2011-2026

Recommended Action: The Executive Member for Transport (Policy) and the Executive Member for Transport (Operations) approve the LTP supporting strategies.

Reason for decision to be taken: The three strategies which support the delivery of the Local Transport Plan 2011-2026 have been developed through the Transport Policy Task Group and undergone a period of public consultation. The Executive Members for Transport (Policy) and Transport (Operations) have the authority to formally approve these strategies which is what is now being sought.

Other options considered: The different approaches to the strategies were considered at the time of their development through the Transport Policy Task Group.

Key background documentation: Transport Policy Task Group Papers from the following meetings:
27th May 2011 - Draft Active Travel and Smarter Choices Strategies for consultation
28th October 2011 - Active Travel and Smarter Choices Consultation reports and final proposed strategies
26th July 2013 - Draft Road Safety Strategy for consultation
22nd November 2013 - Road Safety consultation report and final proposed strategy

Portfolio Member Details	
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Implications

- Policy:** The Active Travel, Smarter Choices and Road Safety Strategies demonstrate in more detail how the policies of the Local Transport Plan 2011-2026 will be delivered. The LTP and its policies were adopted by Full Council on 3rd March 2011.
- Financial:** The strategies will be delivered within agreed budgets each year and have been written in such a way to acknowledge the current challenging financial environment.
- Personnel:** n/a
- Legal/Procurement:** n/a
- Property:** n/a
- Risk Management:** The Council's risk management methodology is applied to major projects delivered through the strategies.

Is this item relevant to equality?	Please tick relevant boxes	Yes	No
Does the policy affect service users, employees or the wider community and:			
• Is it likely to affect people with particular protected characteristics differently?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Is it a major policy, significantly affecting how functions are delivered?		<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Will the policy have a significant impact on how other organisations operate in terms of equality?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Does the policy relate to functions that engagement has identified as being important to people with particular protected characteristics?		<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Does the policy relate to an area with known inequalities?		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Outcome (Where one or more 'Yes' boxes are ticked, the item is relevant to equality)			
Relevant to equality - Complete an EIA available at www.westberks.gov.uk/eia			<input checked="" type="checkbox"/>
Not relevant to equality			<input type="checkbox"/>

Consultation Responses

Members:

Leader of Council: Councillor Gordon Lundie

Overview & Scrutiny Management Commission Chairman: Councillor Brian Bedwell - the report is noted.

Ward Members: All Members have been included in the consultation for each of the three supporting strategies.

Opposition Spokesperson: Councillor Keith Woodhams - the ID report is noted.

Local Stakeholders: Stakeholders for each strategy have been included in a formal consultation period and comments made have been taken on board and influenced the production of the final proposed strategies.

Officers Consulted: Gary Lugg, Mark Edwards, Bryan Lyttle, Chris Sperring, Mark Cole, Andrew Garratt

Trade Union: n/a

Is this item subject to call-in?	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
If not subject to call-in please put a cross in the appropriate box:		
The item is due to be referred to Council for final approval	<input type="checkbox"/>	
Delays in implementation could have serious financial implications for the Council	<input type="checkbox"/>	
Delays in implementation could compromise the Council's position	<input type="checkbox"/>	
Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months	<input type="checkbox"/>	
Item is Urgent Key Decision	<input type="checkbox"/>	
Report is to note only	<input type="checkbox"/>	

Supporting Information

1. Background

- 1.1 The Active Travel, Smarter Choices and Road Safety Strategies form part of the delivery of the Local Transport Plan 2011-2026. They provide information to support the delivery of the relevant key policies in the Local Transport Plan (LTP).
- 1.2 They have been developed over the first few years of the LTP delivery and have built on previous relevant strategies from the LTP covering the period 2006-2011.
- 1.3 They have been developed under the governance of the Transport Policy Task Group and are recommended for approval by the Portfolio Holders for Transport Policy and Transport Operations through this Individual Decision.
- 1.4 The rest of this report provides a brief summary of the three strategies. The full strategies can be found in the appendices.

2. Active Travel Strategy

- 2.1 The Active Travel Strategy (Appendix A) forms part of the delivery of the LTP Key Policy K1 on Travel Choice. It also expands on the supporting policies covering Walking (AT1), Cycling (AT2) and has a section on Equestrian activities.
- 2.2 The strategy fits closely with the Rights of Way Improvement Plan (ROWIP), taking many of the potential improvements and delivery mechanisms from the ROWIP.
- 2.3 The strategy acknowledges that walking and cycling are not always appropriate modes of travel, but for short and local journeys they can be the easiest and quickest way to travel.
- 2.4 The Active Travel Strategy aims to improve facilities and provide incentives and encouragements to make walking and cycling as easy as possible.
- 2.5 Walking - The Rights of Way Improvement Plan forms part of the delivery mechanism for this section, looking specifically at the rights of way network. Encouragement of the use of more urban walking routes is included to help promote walking for short journeys. New and improved walking routes associated with new developments are also important for encouraging active travel.
- 2.6 Cycling - This section has been developed with help from members of the West Berkshire Cycle Forum. It looks at the current situation for cycling and how this can be improved through improvements in infrastructure and promotion and marketing.
- 2.7 Equestrians - This section focuses on the leisure aspects of horse riding, rather than as a specific mode of travel, and has been developed in consultation with local representatives of the British Horse Society. Equestrians have often been overlooked as a mode of transport, even for leisure purposes and this chapter aims to look at existing facilities and how these could be improved.
- 2.8 Although there is no specific equestrian policy within the LTP, it is included in the LDF core strategy (Policy CS13). Within the LTP there is specific reference to equestrian activities under the Health and Leisure policy (LTP K14) and the Road Safety Policy (LTP K8).

3. Smarter Choices Strategy

- 3.1 The Smarter Choices Strategy can be found at Appendix B. The term 'Smarter Choices' covers a wide range of topics, which in this case are being taken to mean measures which reduce the reliance on single occupancy vehicle use, or reduce the impact of travel on the environment.
- 3.2 There are strong links between the Smarter Choices and Active Travel Strategies, as many of the measures required through travel planning do also encourage walking and cycling, especially for local journeys.
- 3.3 As well as the Smarter Choices Strategy forming part of the delivery of the LTP Key Policy K1 on Travel Choice, it also covers the details relating to the following supporting policies from the Local Transport Plan: Travel Planning (SC1), Car Sharing and Car Clubs (SC2), New Technology (SC3) and Branding, Marketing and Promotion (SC4).
- 3.4 **Travel Planning** - There are a number of different types of travel planning, Workplaces, Residential, Schools and Personal, all of which look at ways to encourage and incentivise the use of walking, cycling and public transport for local and regular journeys. Travel Planning aims to work with those who could change their habits to more sustainable modes of travel, therefore reducing congestion and making journeys easier for those who do need to use a car for their journey.
- (1) **Workplace travel plans** work with businesses to provide encouragement to staff to reduce their reliance on single occupancy car use. Incentives include dedicated car share spaces, cycle parking, discounted public transport tickets. There are financial benefits to both the individual and business in reducing the reliance on individual car travel to work.
 - (2) **Residential travel plans** work with residents of new developments (usually large scale developments), to encourage them to consider alternatives to the car for local and everyday journeys. Incentives can include cycle training and discounted public transport tickets for a given period of time. A big life event such as moving house is a good time for people to think about how they travel around and try something alternative to the car for appropriate journeys.
 - (3) **School Travel Plans** work with pupils and staff in educational establishments to encourage walking and cycling to school, and reduce car use to reduce traffic outside schools and make the area outside school safer for those walking or cycling. Incentives can include reward schemes and new good quality cycle parking. All schools in West Berkshire have a school travel plan, but work on implementing and updating these to reflect the current situation is important to continue to see the benefits seen since School Travel Plans were introduced in 2004.
 - (4) **Personalised Travel Planning** is a relatively new development in travel planning, and has been shown to be very successful at changing individual travel habits. Personalised travel planning involves discussions with individuals about their current travel habits, how they

would like to travel and what the barriers are to using these modes. Individuals taking part are then provided with information and incentives to help and encourage them to, where appropriate, change their travel habits for more active / sustainable modes of travel.

3.5 **Car Sharing and Car Clubs** - Car sharing and Car Clubs offer alternative ways of using a car which reduce reliance on car use, but still enable people to have use of a car.

- (1) **Car Sharing** is a principle where 2 or more people from different households share a car for a common journey. The benefits of Car sharing include reduced fuel and car running costs due to sharing the driving. This is particularly relevant for the journey to work or school. Area-wide or district-wide car sharing schemes run in a number of local authorities and businesses helping to match people willing to car share. A key measure for this will be to investigate the feasibility of a district wide car sharing scheme, potentially working with local businesses to get the best benefit of matching potential car sharers for the journey to work, therefore reducing congestion.
- (2) **Car clubs** reduce the need for people to own a car themselves by providing a book-able car which can be used whenever a car is needed. Bookings can be made in advance or at just a few minutes' notice. The benefits of a car club are the reduced costs associated with running and owning a car. Car Clubs are becoming more common particularly with new large scale residential developments. The Newbury Racecourse development have a car club included in their S106 agreement, and the Council is working with the developer to set up a car club system which will have a wider impact across central Newbury and possibly wider in the future.

3.6 **New and Alternative Technology** - The LTP identifies that the Council are keen to explore new and alternative technologies that will reduce the impact of the car, and to help reduce the need to travel.

3.7 This section of the strategy outlines how the Council will be open to new ideas as they are developed. Areas of particular interest are highlighted as:

- Alternative fuel technology (Electric, Hybrid and Hydrogen vehicles)
- Development and wider availability of high speed broadband to facilitate working from home and online shopping
- Development of smart ticketing (eg. Oyster cards)

The policy and chapter leave opportunities for future developments in technology to be investigated for use in West Berkshire.

3.8 **Branding, Marketing and Promotion** - To make the most of the alternative modes of travel available to people they need to be made aware of how they can access them. West Berkshire Council currently has a number of outlets for advertising what it does in relation to transport and travel options. The branding and marketing policy, and therefore, this section of the strategy looks at how a district wide

approach to branding, marketing and promotion could be developed. This would be developed within the Council's corporate standards for branding.

- 3.9 Included in this is the investigation into the feasibility of focus years, such as the year of cycling delivered in 2012. These year long events aim to encourage people to try out and investigate alternative modes of travel, particularly for short and local journeys.

4. Road Safety Strategy

- 4.1 The focus of the Road Safety Strategy (Appendix C) is very much on seeking continued improvements to Road Safety and in keeping casualty numbers low. The strategy recognises the challenges of sustaining the Council's road safety successes whilst at the same time being mindful of its current financial pressures.
- 4.2 The Strategy covers one key policy from the Local Transport Plan which is LTP K8 on Road Safety.
- 4.3 The first two chapters of the Strategy set the scene for the document in terms of outlining the Council's role in promoting road safety, including its statutory responsibilities as the local highway authority. This also includes looking at the national and local policy context for the strategy, including how it relates to the DfT's Strategic Framework for Road Safety published in 2011.
- 4.4 The document then outlines the Council's past performance compared to the former national 2010 casualty reduction targets. This is followed by a review of current performance in relation to collision and casualty data, which outlines the latest available figures (generally for 2012) and looks at trends over the course of the last ten years. Where applicable, performance is benchmarked against Berkshire as a whole and other neighbouring local authorities.
- 4.5 Chapter 5 then looks at how road safety in West Berkshire will be improved during the lifetime of the strategy, and outlines the various measures and initiatives that will be undertaken in order to achieve this.
- 4.6 This follows the traditional 4E's approach to tackling road safety, which, considering the Council's past performance, is proven to successfully reduce the number of collisions and casualties.
- 4.7 The 4E's approach involves
- (1) Engineering - physical measures to improve safety (e.g. Traffic calming, Vehicle Activated Signs, pedestrian crossings etc.)
 - (2) Education - education, training, and publicity programme co-ordinated by the Road Safety Team (e.g. Bikeability cycle training, young rider and older driver refresher courses)
 - (3) Enforcement - Police enforcement of road traffic violations and Speed Management Strategy (e.g. addressing community concerns through the Speed Intervention Programme)
 - (4) Evaluation - including annual review of casualty data to determine continued downward trend in accident statistics

5. Resources

- 5.1 The projects and schemes that are required to deliver the three supporting strategies are all linked in with the development of the Council's Capital Programme and LTP Implementation Plan which is aligned to individual team budgets.

6. Equalities Impact Assessment Outcomes

- 6.1 The Local Transport Plan (2011-2026) was subject to an Equalities Impact Assessment. It showed that its policies should only have positive effects on equality.
- 6.2 In order that these positive elements within the overall framework are translated to the detailed level of the strategies each of the three supporting strategies has also had a stage one assessment carried out. These assessments are included in Appendix D.

7. Conclusion

- 7.1 The three strategies which support the delivery of the Local Transport Plan 2011-2026 have been developed through the Transport Policy Task Group and each undergone a period of public consultation. Comments made as part of these consultations have been addressed and changes made to the strategies, where appropriate, under the guidance of the Transport Policy Task Group.
- 7.2 The Executive Members for Transport (Policy) and Transport (Operations) have the authority to formally approve these strategies which is what is now being sought.
- 7.3 The Transport Policy Task Group has agreed that each of the strategies should be refreshed every 6 years or when there is a significant change (nationally or locally) that affects them. The overall Local Transport Plan will also be refreshed every 6 years. The first updates are therefore due in 2017 and these will include the LTP, the Active Travel and the Smarter Choices Strategies.
- 7.4 It is recommended that the Executive Member for Transport (Policy) and the Executive Member for Transport (Operations) approve the three supporting strategies (Active Travel, Smarter Choices and Road Safety) found in the appendices of this report.

Appendices

- Appendix A – Active Travel Strategy
Appendix B – Smarter Choices Strategy
Appendix C – Road Safety Strategy
Appendix D – Equalities Impact Assessments