

Individual Executive Member Decision

Title of Report:	Local Transport Plan Supporting Strategies (Passenger Transport and Freight) and Cycle and Motorcycle Advice and Standards for New Development
Report to be considered by:	Individual Executive Member Decision
Date on which Decision is to be taken:	21 November 2014
Forward Plan Ref:	ID2810

Purpose of Report: To gain formal approval of the Passenger Transport and Freight Strategies and the Cycle and Motorcycle Advice and Standards for New Development, all of which support delivery of the Local Transport Plan 2011-2026.

Recommended Action: That the Executive Member for Transport (Policy) and the Executive Member for Transport (Operations) approve the LTP supporting strategies and the Cycle and Motorcycle Advice and Standards.

Reason for decision to be taken: The two strategies which support the delivery of the Local Transport Plan 2011-2026 and the Cycle and Motorcycle Advice and Standards have all 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 documents which is what is now being sought.

Other options considered: The different approaches to the strategies and the cycle and motorcycle advice note were considered at the time of development through the Transport Policy Task Group.

Key background documentation: Transport Policy Task Group Papers from the following meetings:
6th July 2012 - Draft Passenger Transport Strategy for consultation
7th December 2012 - Passenger Transport Strategy consultation report and final proposed strategy
21st March 2014 & 23rd May 2014 - Draft Freight Strategy for consultation
18th July 2014 - Draft Cycle and Motorcycle Advice and

Standards for New Developments for consultation
19th September 2014 - Freight Strategy consultation
report and final proposed strategy
24th October 2014 - Passenger Transport Strategy
refreshed post-consultation final version
24th October 2014 - Cycle and Motorcycle Advice and
Standards for New Developments consultation report and
final proposed document

Portfolio Member Details	
Name & Telephone No.:	Councillor Hilary Cole - Tel 01635 248542 and Councillor Pamela Bale – Tel 0118 9842980
E-mail Address:	hcole@westberks.gov.uk and pbale@westberks.gov.uk
Contact Officer Details	
Name:	Chris Sperring
Job Title:	Principal Transport Policy Officer
Tel. No.:	01635 519284
E-mail Address:	csperring@westberks.gov.uk

Implications

- Policy:** The Passenger Transport and Freight 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.
- The Cycle and Motorcycle Advice and Standards guidance provides assistance to developers when designing developments and, through linkages with a proposed new policy on residential parking, will be used in determining planning applications once the new policy is in place.
- 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.
- There are no financial implications with regard to the Cycle and Motorcycle Advice and Standards guidance note.
- Personnel:** n/a
- Legal/Procurement:** None
- 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 http://intranet/EqIA			<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 – no comment (07.11.2014)

Ward Members: All Members have been included in the consultation for both supporting strategies and the Cycle and Motorcycle guidance note.

Opposition Spokesperson: Councillor Keith Woodhams – Supports the strategies and advice note (12.11.2014).

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

Officers Consulted: Gary Lugg, Mark Edwards, Bryan Lyttle, Jenny Graham, Andrew Garratt, Matthew Metcalfe, Clive Tombs, Emma Thorne

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 Passenger Transport and Freight 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 The strategies have been developed over the first few years of the LTP delivery and have built on previous strategies from the LTP covering the period 2006-2011.
- 1.3 The Cycle and Motorcycle Advice and Standards for New Development guidance note updates guidance that has been used since 2008. This updated set of advice and standards will continue to help deliver aspects of the LTP relating to new development and supporting cycling and will also support good outcomes to negotiations on planning applications.
- 1.4 Both the strategies and the guidance note have been developed under the guidance 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.
- 1.5 The remainder of this report provides a brief summary of the two strategies and the guidance note. The full strategies and guidance note can be found in the appendices.

2. Passenger Transport Strategy

- 2.1 The Passenger Transport Strategy (Appendix A) forms part of the delivery of the LTP Key Policy K9 on Passenger Transport. It also expands on the supporting policies covering Bus Strategies (PT1), Community and Voluntary Transport (PT2), Rail Travel (PT3), Taxis and Private Hire Cars (PT4), Passenger Transport Information, Promotion and Ticketing (PT5), Infrastructure and Interchange (PT6), Park and Ride (PT7).
- 2.2 The strategy also considers issues that influence the provision and development of transport services in the District, including recognising the serious financial challenges facing the authority in the light of reduced funding, increased demand for services, plus rising operator's costs and tender prices. There is an onus on the strategy to deliver value for money and financially sustainable transport services.
- 2.3 The strategy takes forward the wider view of passenger transport provision outlined in the previous LTP strategy rather than focussing on just bus and rail modes. Therefore separate strategies for each of the various passenger transport services have been developed, namely; bus and coach, community transport, taxis and private hire vehicles, and passenger rail.
- 2.4 Bus and Coach Strategy – This looks at how bus and coach services in the District can be maintained and where possible enhanced in the context of challenges faced in providing these services. It outlines the commercial and contract bus services operating in the District and identifies a hierarchy of bus services to help categorise services to reflect the strategic or local connectivity that they provide. For commercially operated services, the primary objective is to encourage and

enable retention of commercial operations. However, the majority of bus services are supported services and given budgetary pressures there is a need to ensure that available funding is used wisely. Therefore the strategy contains an approach to funding supported services outlining priorities taking into account level of demand for travel, value for money, and availability of funding.

- 2.5 Community Transport Strategy – This covers services that tend to operate on a not for profit basis by local community groups using either paid or voluntary drivers, and have a role of enabling people without or unable to use a public transport service opportunities to access essential services. Such services are likely to become increasingly important in future years as a result of increased numbers of older people and financial pressures of supporting conventional bus services. The strategy recognises the importance of effective partnership working between the Council and transport providers to successfully deliver these services.
- 2.6 Taxis and Private Hire Vehicles – These provide services in situations where other transport services are unavailable and are also used to meet some home-to-school journeys and social care provision. There may also be opportunities to work with operators to investigate and develop taxibus/taxishare schemes to deliver local transport solutions that are unable to be met by conventional bus services.
- 2.7 Passenger rail strategy – This recognises that the Council has no powers or responsibilities relating to rail services, but outlines the Council's aspirations for rail services in the District as part of rail services continuing to be an effective transport choice. This includes actively responding to government or rail industry consultations that affect rail services in West Berkshire highlighting concerns and aspirations, and seeking good working relationships with the rail industry to help deliver improvements to passenger facilities at stations in the District.
- 2.8 Information, Promotion, and Ticketing - The strategy considers the need to provide effective marketing and information on passenger transport services in order to increase public awareness of services, and ultimately increase usage. There is also recognition of the importance of developing new technology for providing information and for integrated and smart ticketing.
- 2.9 It is intended that the Passenger Transport Strategy will next be reviewed in 2019.

3. Freight Strategy

- 3.1 The Freight Strategy (Appendix B) is an important component of the LTP, outlining how the Council intends to manage and influence freight movements in the District. It has been produced as an overarching strategy document and does not consider individual local freight issues, which are dealt with via the normal operational processes. It forms part of the delivery of the LTP Key Policy K12 on freight.
- 3.2 The strategy contains a review of current freight issues in the District, including the variety of freight movements that take place either through or within the District, and by all modes (road, rail, or inland waterway). This also provides a link to the West Berkshire Freight Route Network (FRN), which was developed as part of the previous Freight Strategy and formally adopted in February 2009. This is currently being refreshed and a new version produced in early 2015, which will be subject to a consultation with relevant stakeholders including town/parish councils, local businesses, and representatives from the road haulage industry.

- 3.3 There is a section looking at sustainable means of freight distribution (i.e. rail and water) and considers the future potential for this as an alternative to road based freight, as well as considering initiatives to better manage urban deliveries.
- 3.4 There is a specific section focusing on road freight, recognising that road haulage will continue to be by far the dominant means of freight transport and the importance it has in sustaining local economies and modern lifestyles. However, there is recognition of the impact that road freight, and heavy goods vehicles in particular, can have on local communities including air and noise pollution. In particular, the strategy identifies the linkages with the Air Quality Management Area around the Burger King roundabout in Newbury and the need to look at workable solutions for reducing the proportion of HGVs passing through the junction.
- 3.5 The Road Freight section also considers the various measures and initiatives that the Council will seek to use to manage road freight movements (such as voluntary routing agreements with the road haulage industry, direction signing, weight restrictions, and enforcement).
- 3.6 The Road Freight section also considers lorry parking, taking forward a study of overnight lorry parking in the District undertaken in 2011/12, which highlighted that overnight lorry parking regularly occurs on both the strategic (in A34 lay-bys and motorway service stations) and local (e.g. on A4 and Faraday Road) road networks. The outputs from this study included to consider an overnight lorry parking area in the Newbury area to cater for demand on the local road network.
- 3.7 The strategy also looks at national road freight issues, such as the inappropriate use of satellite navigation systems by hauliers and any proposed alterations to permitted vehicle weights or dimensions.
- 3.8 At the request of Transport Policy Task Group Members, the new Freight Strategy now includes a detailed Action Plan with timescales which encapsulates the main freight issues identified within the strategy and provides a focus for delivery during the plan period.
- 3.9 It is intended that the Freight Strategy will next be reviewed in 2020.

4. Cycle and Motorcycle Advice and Standards for New Developments

- 4.1 The Cycling and Motorcycle Advice and Standards for New Development (Appendix C) provides guidance for the level of provision of cycle and motorcycle parking for short and long stay visitors across a wide variety of development types. The note is referred to within the proposed Residential Parking Policy, which was consulted upon as part of the Housing Site Allocations DPD consultation.
- 4.2 The Council has had in place a guidance document relating to cycle parking since June 2008. This was developed through the Cycle Forum and the Transport Policy Task Group. The guidance was updated in 2011.
- 4.3 Further small updates were added in August 2014, and consultation on this draft took place between 1st August and 19th September 2014. Prior to the consultation, the draft guidance was presented to the Transport Policy Task Group on 18th July 2014, where the draft copy note was approved for publication on the consultation page of the website.

- 4.4 The consultation was announced through the Cycling Newsletter which was publicised through the same channel as the LTP newsletter, and via the Consultation Portal on the Council's website. The guidance was also publicised to the Cycle Forum, whose membership is made up of representatives of West Berkshire Spokes, CTC, cycle retailers, Sustrans and sport cycling groups. Each of the town and parish Councils were also informed of the consultation via email.
- 4.5 There was a limited response to the consultation but the responses were reported to the TPTG and the note amended accordingly.
- 4.6 The TPTG were happy to recommend the note attached at Appendix C to Cllr Bale and Cllr Cole for a joint ID for approval.

Appendices

Appendix A – Passenger Transport Strategy

Appendix B – Freight Strategy

Appendix C – Cycle and Motorcycle Advice and Standards for New Developments

Appendix D – Equalities Impact Assessments for LTP strategies