



4.2 DELIVERING ACCESSIBILITY

We will:

- provide the best possible health and well-being;
- provide high quality opportunities for learning and ensure that children are safe.

By committing to:

- better accessibility for all, with particular reference to those living in rural areas and those with mobility difficulties;
- greater integration between different means of travel;
- supporting the proposals to develop and enhance the City Centre;
- supporting and influencing growth through travel solutions.

4.2.1 Accessibility Planning

Increased ownership of a private car has led to the reorganisation of service destinations within society. Services and employment have increasingly moved away from the traditional centres within urban areas to peripheral locations only easily accessible by the private car. For households without access to a car, alternative transport provision has to be in place to ensure services and employment can be accessed at a reasonable cost in a reasonable time. In households that own one car, the major wage earner often uses the car during the day to access employment, therefore leaving the remaining family members without access to a car and reliant on public transport or other means of travel.

Ensuring people can get to work, school, healthcare, affordable healthy food and live in a safe environment constitutes a key Government objective. While transport networks developed traditionally through transport planning attempt to meet these needs, it is now recognised that there are barriers to accessing key services that were not always apparent in the past. These barriers could include a bus service being too expensive or services being located in places difficult to reach unless access to a car is available.

The 2003 Social Exclusion Unit Report *Making the Connections* introduced the concept of accessibility

planning and set out the links between social exclusion, transport and the location of services. The 2003 report identified that transport provision and location of services can reinforce social exclusion. The 2003 report and the DfT's *Guidance on Accessibility Planning in Local Transport Plans* identified four key service areas that have the greatest impact on an individual's life chances and quality of life. The main focus of this strategy is on access to the following four key service areas:

- health care;
- education and skills;
- employment;
- healthy affordable food and leisure opportunities.

Making the Connections identified five key barriers to access the services that people require:

- the availability and physical accessibility of transport;
- safety and security;
- the cost of transport;
- poor information and limited travel horizons;
- the location of services.

Making the Connections identified a new approach – accessibility planning – to ensure that there is a clear process and responsibility for identifying groups and geographical areas with accessibility problems, and to consider and implement a wide range of solutions. Government guidance defines accessibility planning as 'promoting social inclusion by tackling the accessibility problems experienced by those in disadvantaged groups or areas'.

Accessibility planning provides the Council with the opportunity to use an evidence-based approach of looking at access to key services and employment, and at the link with social exclusion. It also offers the opportunity to work with other service providers to develop measures to overcome the barriers identified.

In response to the DfT's guidance, the Council has developed an Accessibility Strategy, supported by *Accessibility Action Plans*. The development of the strategy involved extensive partnership working to establish problems, solutions and delivery. It also includes indicators and targets to measure progress on the accessibility initiatives implemented.

The Accessibility Strategy sets out the context and direction for accessibility planning for Peterborough City Council. It will be used to engage future partners, maps

out how the strategy has been developed and details the priorities for accessibility improvements.

4.2.2 Link to Wider Objectives

Regional Context

East of England Plan

The *East of England Plan* recognises that poor transport contributes to social exclusion and restricts access to the activities that enhance people's quality of life. It further recognises that relevant policies to improve accessibility include those for transport provision (i.e. walking, cycling, public transport and good inter-modal interchanges), as well as those for spatial planning through locating development of public facilities and employment where they can be accessed by all transport modes. This is supported through the spatial policy set out in the *East of England Plan* for achieving sustainable developments.

A Shared Vision - The Regional Economic Strategy for the East of England

The *Regional Economic Strategy* recognises the major driver of social exclusion is low income but ill health, poor skills, unemployment and poor housing can all contribute. Addressing problems of social exclusion is central to building sustainable communities. In particular, access to services, transport and information is highlighted to achieving an inclusive society. Goal four of the strategy looks specifically at social inclusion and broad participation in the regional economy. This goal includes a number of priority actions for the region including:

- supporting those who are disadvantaged to achieve their potential;
- supporting disadvantaged communities and groups to access sustainable employment opportunities;
- providing access to essential services.

Local Context

The Community Strategy

As detailed in *The Wider Context*, the *Community Strategy* (Growing the right way: a bigger and better Peterborough) developed by the Greater Peterborough Partnership has a clear vision for a growing and pioneering city.

The vision unites the many organisations involved in the future development of Peterborough to direct them to work in partnership with a common purpose. It establishes the key local priorities for Peterborough as:

- health – life expectancy in Peterborough is significantly lower than the national average;
- education – levels of educational achievement, in certain key areas, are below the national average;
- safety – particularly fear of crime and community cohesion.

Vision for Peterborough

'A bigger and better Peterborough, the centre of a thriving community of villages and market towns.

A city that grows substantially and sustainably, building on its heritage and environment city status.

A city that is acknowledged internationally as a model of how to deliver truly sustainable growth in order to improve the overall quality of life of its people, communities and environment.'

Accessibility as a cross-cutting initiative will contribute to achieving the *Community Strategy* vision and priorities by promoting social inclusion, economic regeneration through improving access to services and the way they are delivered.

Accessibility planning will improve quality of life for all residents by ensuring they have access to key services and employment. This will be achieved through working with local communities and other service providers to integrate the development and delivery of high quality services and transport networks. Therefore, the Accessibility Strategy shares the same vision as the *Community Strategy* - to ensure all service sectors and the community are working towards a common goal.

The Corporate Strategy – A Vision for 2020

The Council's *Corporate Strategy*, in response to the *Community Strategy*, sets out how the Council will contribute to the shared vision (set out above). A corporate ambition is that Peterborough provides a place for business, a place to live and learn, whilst offering a quality, safe and attractive environment that is easily accessible.

The strategy also identifies the challenge of demographic changes in Peterborough. A shift in the age profile and ethnic composition will impact upon the demand for key public services, and the way they are delivered and accessed.

Accessibility planning will be integral in delivering the priorities of the *Corporate Strategy*. The challenges brought about by demographic changes will need to be addressed by improving the way services are delivered. This may be by removing the barriers to accessibility such as fear of crime or lack of information. The causal chain in Annex 4 details how the Accessibility Strategy delivers the *Corporate Strategy*.

Accessibility and the Growth Agenda

As discussed in *Challenges and Opportunities*, Peterborough will be a centre for major economic growth over the life of the LTP2 and beyond. Peterborough not only expects to grow, but wants and has the capacity and capability to grow. Aligning accessibility planning with the planning process will ensure existing and new communities have access to key destinations and services throughout the growth period and beyond, to achieve quality of life improvement for all.

Accessibility techniques, such as mapping and partnership working, are powerful and will provide the essential evidence base to inform planning decisions and complement traditional tools such as transport assessments and policy statements. In addition, accessibility planning will play a strategic role in the *Local Development Framework* when the potential locations for growth are being assessed.

The challenge that growth brings is that demand for transport will inevitably increase. Such demand against a backdrop of a fairly static highway network will create pressure to reduce the need to travel and increase the efficiency and knowledge of the local transport network. Accessibility planning can play a central role by informing the design of new development and by analysis of access to and within the neighbourhood.

An ambitious programme of projects is planned to support Peterborough's growth. These projects will have an impact on how individuals access services.

The Peterborough Secondary School Review

The Council's Children's Services Department will be implementing a major modernisation of Peterborough's secondary schools during the life of the LTP2 (as detailed in full in *Challenges and Opportunities*). The *Peterborough Secondary School Review* will provide the foundation for the continuing growth of Peterborough by ensuring sufficient places at schools and will allow a broader curriculum with more work-related courses, taught in an environment designed to help students achieve their full potential.

Implementation of the *Secondary School Review* will introduce fundamental changes in trip patterns to the schools involved, as pupil numbers increase and, potentially, school journeys lengthen. With over 12,900 pupils in secondary education in Peterborough, these changes will affect a considerable number of daily journeys. Working with the Children's Services Department and their consultants will ensure that transportation is a key element in each school's development strategy; and each school will be required to produce a school travel plan. The planning process will help maximise improvements to the highway infrastructure by ensuring high quality pedestrian and cycling routes are delivered, as well as securing improvement to the bus service provision. This will be particularly important to those households without access

to a car. Figure 15 illustrates current accessibility to secondary schools by public transport whilst figure 16 illustrates accessibility to secondary schools once phase one of the Secondary School Review has taken place.

Accessibility planning will provide an evidence base to identify groups/geographical areas affected by the changes in secondary education. Accessibility planning officers will continue to work in partnership with the Children's Services Department to find suitable solutions.

The Greater Peterborough Health Investment Plan

As discussed in *Challenges and Opportunities*, the *Greater Peterborough Health Investment Plan* is heralded as a major step forward in the modernisation of local health care facilities and delivery entails the construction of a new integrated care centre on the site of Peterborough's main hospital (2007), a mental health unit (2007) and the replacement of Peterborough's existing two hospitals with a single hospital (2010) located at the Edith Cavell Hospital site to the north-west of the city.

The overall effect will be to reduce the number and length of trips required to access health care by providing more primary care services closer to the patients' homes; reduce congestion in the hospital's car parks and transport network; and improve accessibility to health care. To meet these challenges, a comprehensive travel plan will emphasise patient access, as the new hospital will be located away from Peterborough's railway and bus stations.

Whilst accessibility planning can do little to influence the location of these new health care facilities, it can still play a role in identifying the groups of people who will have the greatest difficulty in accessing the new facilities. By working with developers, the Council will identify suitable interventions.

Primary Care

Three primary care one-stop centres are intended to act as general practitioner surgeries/walk-in-centres for health care and are due to be built in 2007. The Non-emergency Patient Transport Services Project will provide transport arrangements for all new NHS facilities. Accessibility planning will influence this project in a number of ways, detailed later in the strategy.

Investing in Communities Programme

Investing in Communities is an innovative programme led by the East of England Development Agency (EEDA) to encourage a long-term partnership approach to regeneration and renewal in deprived communities. The programme is designed to tackle social exclusion and inequality.

Investing in Communities will encourage a holistic partnership-led approach to regeneration rather than the current piecemeal approach that often leads to isolated and duplicated activity, bringing limited benefit to

Figure 15: Access to Secondary Schools

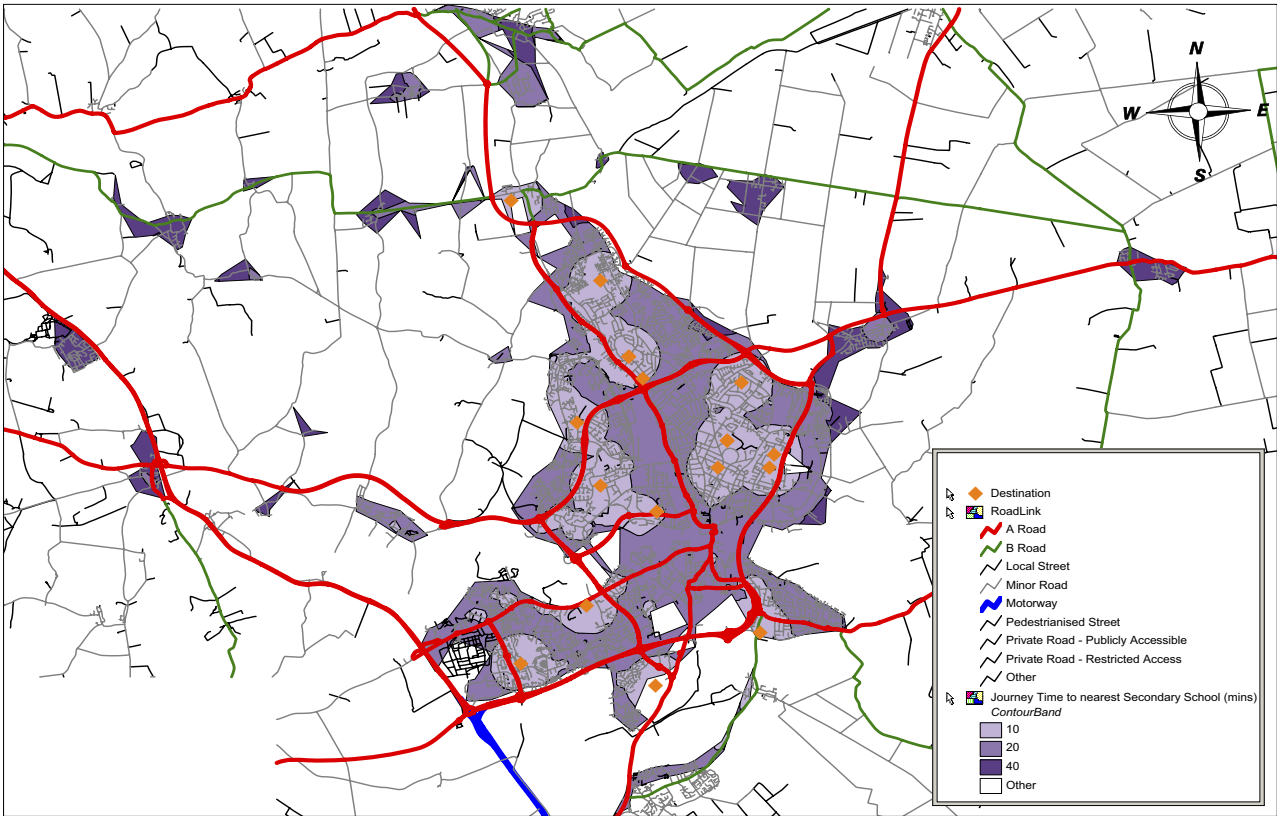
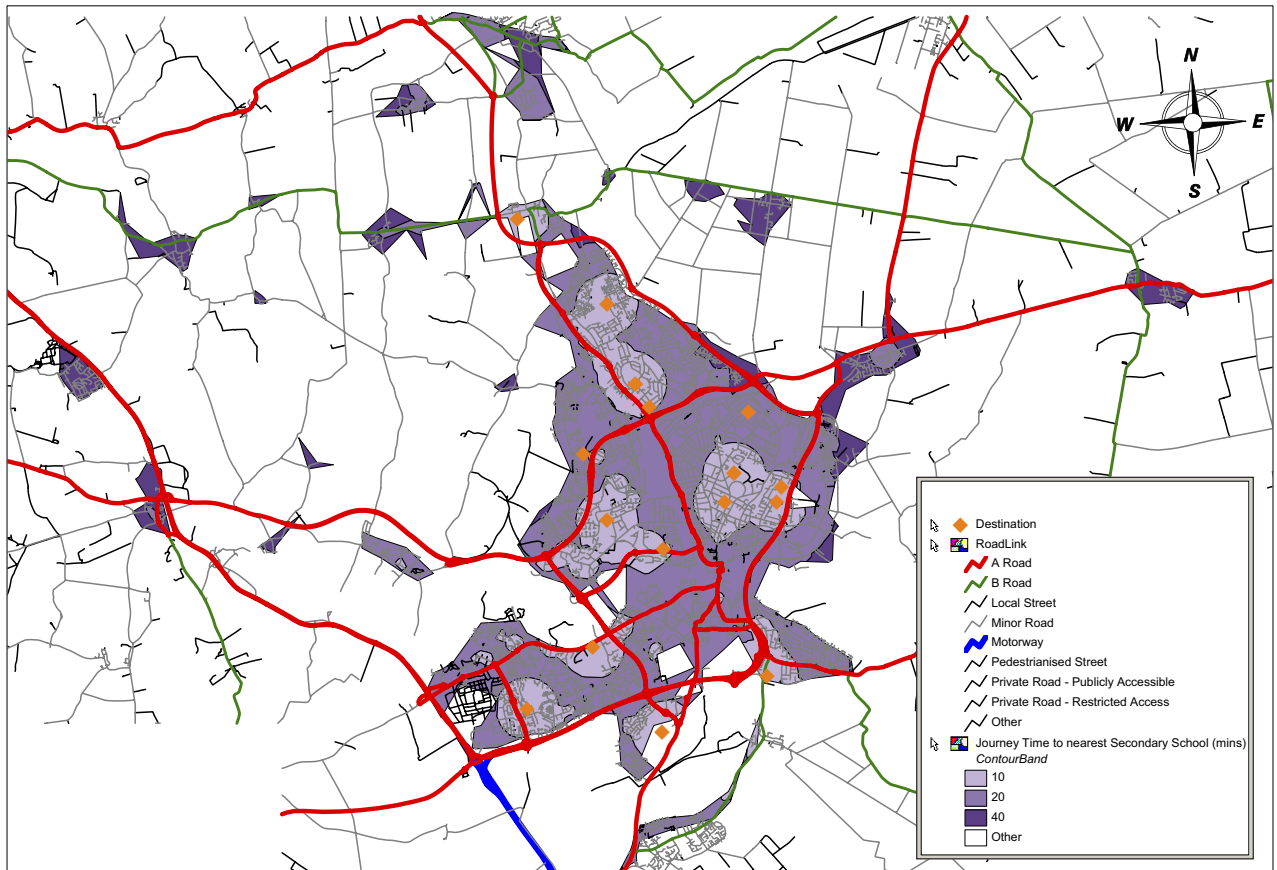


Figure 16: Access to Secondary Schools After Phase 1 of the Secondary School Review



communities. The partnership-led approach will focus on the broad objectives of:

- improving economic performance in deprived areas;
- improving the employment opportunities of disadvantaged groups;
- addressing social exclusion and inequalities.

The *Investing in Communities Programme* will be central to the Greater Peterborough Partnership's (Peterborough's Local Strategic Partnership) sub-regional regeneration activity, delivering long-term social and economic benefits and contributing to wider regional strategies.

Whilst the programme is at early stages in Peterborough, discussions have, and will continue, to take place with relevant officers leading the programme. Accessibility planning can feed in to this process by identifying the barriers related to accessing key services and employment, and working with other service providers in the community to improve social and economic aspects.

Links to Other LTP2 Policies

As discussed in *The Wider Context*, the LTP1 identified eight key objectives, which were reviewed with national, regional and local policy documents, including the *East of England Plan* and the *Community Strategy*, to identify any potential policy conflicts. The review confirmed that no policy conflicts occurred – therefore the objectives remained. In light of the growth aspirations, two further transport objectives were added. The LTP2 transport objectives are:

- *City Centre* - support the proposals to develop and enhance the City Centre;
- *Growth* - support and influence growth through transport solutions;
- *Accessibility* - better accessibility for all with particular reference to those living in rural areas and those with mobility difficulties;
- *Economy* - support local economic performance by the provision of an integrated transport network;
- *Efficiency* - make the best use of existing transport infrastructure;
- *Environment* - reduce the environmental impacts of transport;
- *Healthy Travel* - improve community health by increasing walking and cycling, and reducing transport related pollution;
- *Integration* - greater integration between different means of travel;
- *Safety* - reduce the number of personal injury accidents amongst all travellers and reduce travel related crime;
- *Travel Choice* - increase travel choice and improve quality.

Although one of the objectives addresses accessibility specifically, all of the objectives contribute to improving

accessibility. For example, promoting travel choice goes hand-in-hand with promoting accessibility and social inclusion objectives; improved travel information through the *Travelchoice* project will help remove one of the barriers to accessibility.

Principles of accessibility planning, including a strong evidence base and improving access to key services, will underpin the LTP2 and its supporting policies. Key elements of the LTP2 are listed in Table 12, outlining their contribution to improved accessibility.

4.2.3 Developing the Accessibility Strategy

This section outlines the work that has been undertaken to inform the development of the Accessibility Strategy. It provides an indication of the accessibility priorities for the Council in terms of specific geographical areas, destinations and groups. In addition, it provides information on partnership working that has been undertaken (or is being progressed) to develop the strategy.

Strategic Accessibility Assessment

The first phase of accessibility planning was based around a strategic accessibility assessment. This provided a clearer picture of the accessibility issues facing the Council and identifies priority accessibility problems on which resources and actions are to be targeted. Peterborough's strategic accessibility assessment comprised three parts: an area-wide strategic mapping audit; the establishment of partnerships; and a review of existing evidence.

Strategic Mapping Audit

A strategic mapping audit is aimed at providing an overview of the main accessibility challenges, and to identify geographical areas with poor accessibility to key services and employment. Peterborough's strategic mapping audit was undertaken for the main destination types set out in *Making the Connections* in terms of journey time.

Initial maps were based upon access to key destinations at peak times on weekdays. These maps revealed schools, employment and GPs located in the urban area were highly accessible by public transport at peak times. With an increasing number of jobs operating on shift patterns and schools offering breakfast and after-school clubs, transport is often required at alternative times. Therefore, further mapping has taken and will continue to take place to assess accessibility at these times.

In the rural areas of Peterborough, transport provision (as well as service delivery) impacts upon accessibility. Maps show villages to the north-west of the Peterborough area have poor accessibility to services,

Table 12: LTP2 Strategies and the Impact on Accessibility

Transport Strategy	Description of Key Elements	Impact on Accessibility
Tackling Congestion	The <i>Travelchoice</i> project will provide a linkage between soft measures (such as information and personalised travel planning) and infrastructural improvements to create a seamless approach to sustainable travel.	Positive impact - a number of initiatives, detailed further in <i>Tackling Congestion</i> and <i>Delivering Accessibility</i> , complement accessibility objectives. Promoting alternative modes of transport will also increase knowledge of travel options for all.
	The implementation of the Primary Cycle Network and infrastructure improvements as identified by the cycle audit.	Positive impact – the Primary Cycle Network provides 11 routes throughout the city linking townships to key destinations including employment and shopping facilities.
	To complete a walking review to establish infrastructure requirements, maintenance and monitoring regimes, and a route prioritisation methodology to improve accessibility to key services.	Positive impact – walking is a cost-free means of gaining access to places of work, education, healthcare and other services. People are also more likely to use public transport if the walk between interchanges is uncomplicated, safe and enjoyable.
	The Council supports motorcycling as an important part of the transport mix whilst recognising road safety issues. The Council will also continue to implement secure parking for motorcycles throughout the Council area.	Positive impact – mopeds and motorcycles can provide a suitable way to access key services and employment, particularly in rural areas – e.g. 'Wheels to Work' schemes.
	The <i>Bus Strategy</i> will improve bus infrastructure, and bus service information.	Positive impact - public transport is a key part of the travel provision for those without access to a car. Key improvements to public transport are central to improving accessibility to key services.
	<i>Intelligent Transport Systems</i> will implement significant improvements to public transport, through the introduction of bus priority and real-time passenger information onto core bus routes over the next five years.	
Safer Roads	Provide infrastructure, training and publicity to highlight safety particularly to children and young adults.	Positive impact – road accidents and the fear of them, can affect people's perception of access to key services, but accessibility planning can also have a negative impact. More people walking and cycling could potentially increase the number of accidents involving vulnerable road users.
	<i>Safer Journeys to School</i> comprises the development of a school travel plan and complementary infrastructure improvements.	Positive impact – more people walking, cycling and using public transport means more people on the streets – a deterrent to crime and improves community safety.
	<i>Speed Management Strategy</i> prioritises rural and urban sites perceived to have speeding problems. A point is awarded if the site is used by vulnerable road users to access local amenities such as schools, food shops, and health centres.	Positive impact – reducing vehicle speed can alleviate community severance, improving access to key facilities.
Better Air Quality	Procedure for monitoring air quality pollutants is identified and encouragement of the use of sustainable transport to reduce emissions.	Positive impact - encouraging sustainable forms of transport such as walking and cycling can improve health and quality of life.
Maintaining the Highway Network	Outlines the strategies for highway, bridge, traffic signal and street lighting maintenance.	Ensuring transport infrastructure is well maintained will help remove barriers to accessibility, particularly for pedestrians. A clean and well-maintained environment will also help reduce the fear of crime.

particularly healthcare and food shops. These villages border the market town of Stamford, Lincolnshire, where many services are delivered. Further research and mapping is required to identify the accessibility needs of these villages and the links with Stamford.

Mapping will continue to be undertaken, particularly to investigate access to employment and leisure facilities located out of town, at evenings and weekends.

Partnerships

Although mapping provides an important tool to help identify accessibility problems, partnerships can offer an important 'reality check' of maps. They also provide an insight to the 'real' access issues faced by individuals by identifying localised accessibility problems.

A partnership approach is required because accessibility planning is a cross-sector initiative for which decisions and actions taken should contribute positively to accessibility problems. The Council acknowledges that solutions are likely to consist of a package of interventions delivered through contributions from all partners. The Council will therefore be working closely with its partners to jointly identify the nature and extent of accessibility problems and to then develop shared problem statements, solutions and subsequent *Accessibility Action Plans*.

Partners will also continue to provide the relevant data required to build an evidence base for initial accessibility issues for their service.

As part of the strategic accessibility assessment, discussions took place with officers from other organisations (such as Jobcentre Plus and the Greater Peterborough Primary Care Partnership) and consultation was also undertaken with the Education Board of the Greater Peterborough Partnership (Peterborough's Local Strategic Partnership). The aim of these discussions was to raise the profile of accessibility planning and identify where problems exist for people accessing key services and employment. These valuable one-to-one discussions with key officers also identified decisions and service delivery policy planned for the future that the accessibility planning process can inform.

Preliminary discussions with partners identified particular groups within the urban area with access problems. Mapping revealed transport provision is available therefore other transport barriers such as cost or fear of crime may hinder residents' accessibility. The wider LTP2 consultation process also highlighted further accessibility problems. For example, the local 'Diversity Working Group' highlighted cost as a major barrier to transport and therefore access to key services.

Each theme identified in the Government's *Accessibility Planning Guidance* is discussed below, detailing the policy context, key partners, and the emerging

accessibility issues identified from the initial discussions with partners.

Access to Healthcare

Improving access to healthcare, particularly for those from disadvantaged groups and areas, can contribute to good health by helping to ensure that appointments are not missed and that medical help is sought at an early opportunity. It is also recognised that, for some, the inability to access work and key services contributes to poor health and reinforce health inequalities. Improving patient access will have the added benefit of enabling visitors and employees to reach healthcare facilities.

The National Health Service (NHS) 10-year plan *Choosing Health, Making Healthier Choices Easier* sets out a programme to transform the NHS so that it is redesigned around the needs of patients, giving them a greater choice over where and when they receive treatment. The drive is to improve accessibility through the development of primary care services, particularly in disadvantaged areas and the provision of more local treatment.

Deprivation is a key determinant of health and illness. In Greater Peterborough, there is a correlation between the socio-economic circumstances of the population and their self-reported health status (Greater Peterborough Primary Care Partnership, *Director of Public Health Annual Report 2004*). Whilst Peterborough enjoys high quality healthcare, public health is relatively poor, with life expectancy of both males and females significantly below the national average.

Each week in the Greater Peterborough Primary Care Partnership area, 960 patients do not attend their GP appointment and 240 patients miss a hospital appointment. Each day, 80 patients are seen at the local NHS walk-in centre, with the most frequent attendees being 17-25 year olds. This data will be used to provide the basis for further strategic mapping across Peterborough, identifying groups and areas that have access problems to health services.

Discussions were held with representatives of the Greater Peterborough Primary Care Partnership's Public Health Team, and the Modernisation Team, the latter being responsible for transport services between different forms of healthcare within the Greater Peterborough Primary Care Partnership area. The discussion identified possible accessibility challenges as:

- access issues related to the development of the hospital through the *Greater Peterborough Health Investment Plan*;
- transport provision, particularly non-emergency patient transport services, is highly fragmented and there is a lack of collaboration between service providers;
- lack of knowledge on transport options available to healthcare;

- access to healthcare for marginalised groups, particularly asylum seekers and refugees, travellers and the homeless.

Access to Education and Skills

The ability to access education facilities is central to the aim of ensuring that pupils and students are able to achieve the results they deserve. Travel costs may cause financial difficulties for families on low incomes that are not entitled to free transport, particularly with the increasing number of parents exercising 'parental choice'. Schools are now encouraged to offer a wide range of activities outside the standard school day, including breakfast and after-school clubs. There is also greater flexibility in the 14-19 education system. Therefore, accessibility planning can help provide greater equality for pupils whose parents do not have access to private transport.

A lower proportion of the population in Peterborough than the national average has high-level qualifications; in 2005, 53.5% of pupils gained five or more GCSE's at grades A-C, against a national average of 56.3%. Some 30% of adults have poor literacy and numeracy skills compared with the national average of 24%. Within Peterborough, the link between low educational attainment and the proportion of people within low skilled work is strong. Therefore, to meet the community strategy objective 'to offer high quality and employment opportunities and increase the number of people in employment', these people may first require access to adult learning to increase their skills and opportunities.

Following a workshop with the Education and Learning Board of the Greater Peterborough Partnership, and consultation with officers working on the *Secondary School Review*, the key accessibility issues were identified around access to secondary education. In addition, a valuable one-to-one discussion was held with the principal of the Peterborough College of Adult Education around accessibility to lifelong learning. The discussions identified that the College's prospectus did not contain travel information. It was thought potential students may not apply for courses because they have no information on how to access the college, therefore the *Travelchoice* team prepared a statement detailing travel information, which is included in the College prospectus for September 2005.

The discussions identified possible accessibility challenges as:

- access issues resulting from the *Secondary School Review*;
- difficulties for people wishing to undertake adult learning opportunities, particularly at evenings and weekends, based upon knowledge of evening bus services and fear of crime on the journey to and from the bus stop.

Access to Employment

The objective of Jobcentre Plus is to 'promote opportunity and independence for all'. Many jobseekers experience difficulties accessing interviews and travelling to jobs for various reasons, including the availability and affordability of transport. Lack of access to transport can be the barrier that prevents individuals returning to work. People in search of work often find their opportunities are reduced by the inability to access workplaces by alternative modes to the car. Jobcentres frequently report that transport problems cause difficulties for people, either because there are few services, a need to interchange exists or there are badly timed services.

The population of Peterborough is relatively low-skilled; unemployment in Peterborough is 1% higher than the average for the East of England and higher than the comparator towns of Cambridge, Milton Keynes and Northampton. The average weekly earning in Peterborough at £425 is below both the regional and national average.

Peterborough's employment areas, aside from those located in the City Centre, are mainly located on the periphery of the urban area in business parks. Lynch Wood and Thorpe Wood are major employment areas for service sector jobs, particularly call centres. Manufacturing jobs are based to the east of the city in Fengate and Boongate. Over the past few years, there has been a growth in distribution centres located on the outskirts, on the Primary Road Network. Figure 17 illustrates accessibility to the out-of-town employment areas by public transport on a weekday morning at peak times.

Initial discussions have taken place with Jobcentre Plus but further discussions are needed to resolve the strategic accessibility issues related to the Jobcentre and employment which currently include:

- problems with access to out-of town employment areas (particularly the A1 services and the distribution centres);
- lack of knowledge by jobseekers on public transport routes and services
- public transport journeys are perceived as long or services do not correlate with shift-work.

Access to Healthy Affordable Food

Access to healthy affordable food has become a significant issue in recent years with the increased reliance on supermarkets and their car-friendly locations that often do not suit non-car owning shoppers. Improving access to a healthy diet can contribute towards the achievement of key health outcomes because a poor diet can be a contributory factor for major diseases and diet-related diseases (such as diabetes and obesity).

The Greater Peterborough Primary Care Partnership is doing considerable work on 'food deserts' (areas where

people experience physical and economic barriers to accessing healthy food) and on the '5-a-day' (fruit and vegetables) initiative, particularly in the Central and Dogsthorpe Wards.

Discussions took place with the Nutrition and Dietetic Service (part of the Greater Peterborough Primary Care Partnership). The Nutrition and Dietetic Service produced *Choosing a Better Diet – Food and Health Action Plan for Peterborough* in September 2005. The objectives of the action plan are:

- to increase knowledge about healthy eating among the whole population;
- to increase access to healthy food and increase choices for families in the most deprived areas;
- to increase purchasing, preparation and cooking skills;
- to develop a joint obesity strategy.

It was agreed that accessibility planning could contribute to the achievement of objectives in the action plan by working in partnership. Further details of how the Council will work with the Nutrition and Dietetic Service are detailed in full later.

Access to Leisure Facilities

Improving access to leisure facilities by cycling and walking can help encourage a healthier lifestyle and

support the Government's aims to increase levels of physical activity for both adults and children.

The *Travelchoice* Team are working with the Peterborough Local Access Forum to look at ways of improving access to the countryside and public rights of way network.

Mapping and discussions with residents will be undertaken to establish the type of leisure facilities that people want to access and when they want to access them.

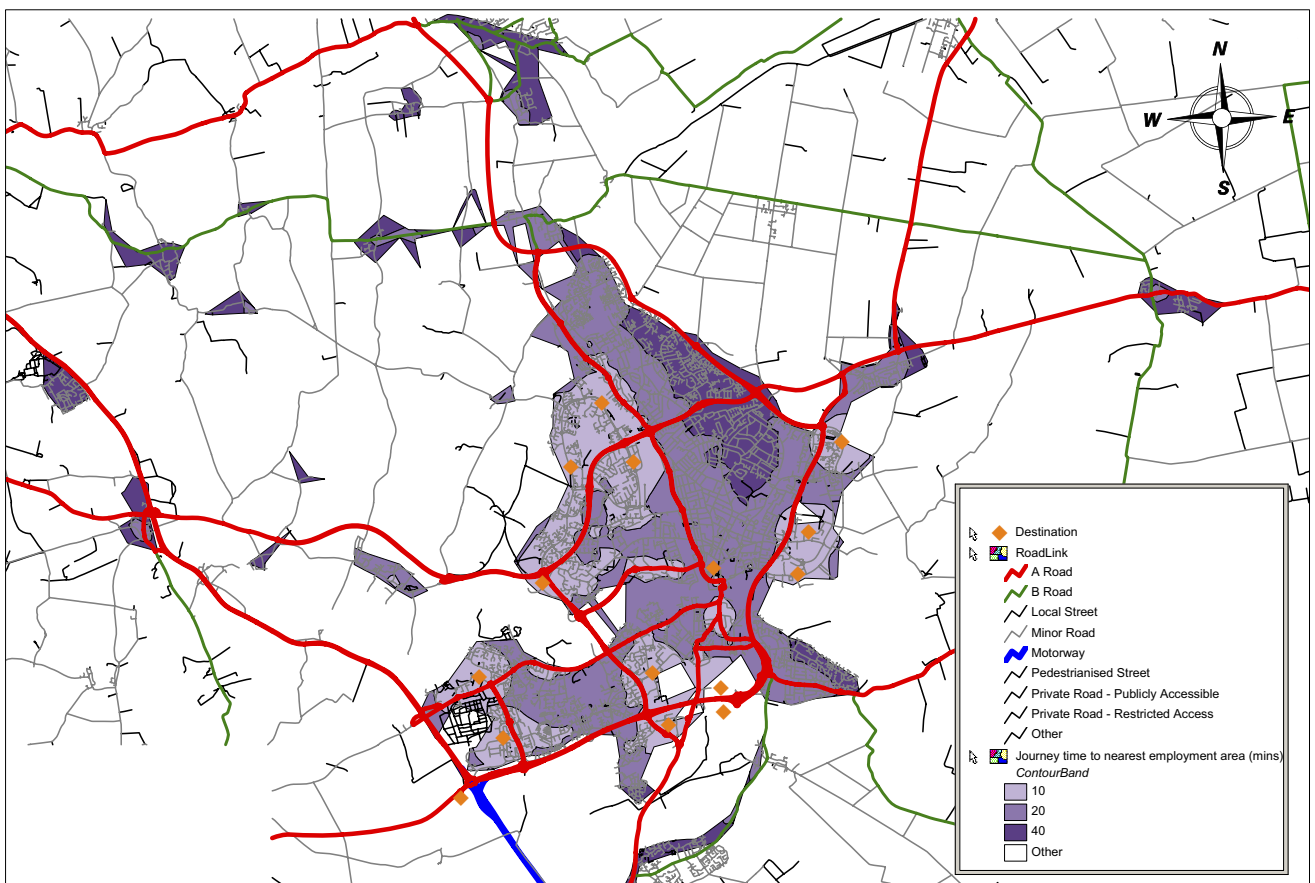
Review of Existing Evidence

Index of Multiple Deprivation 2004

People living in deprived areas are more likely to be at a disadvantage and suffer from social exclusion. By analysing the *Index of Multiple Deprivation 2004* (produced by the Office of the Deputy Prime Minister), wards that are likely to suffer from or are at risk of social exclusion can be identified. The *Index of Multiple Deprivation 2004* comprises seven domains including: employment deprivation; health deprivation; education, skills and training deprivation; and barriers to housing and services.

Mapping of the *Index of Multiple Deprivation 2004* has shown that the residential communities immediately to

Figure 17 : Accessibility from the Out-of-Town Employment Areas



the north of the City Centre and parts of the residential estates built in the New Town era are severely deprived (figure 18). Overall, Peterborough has nine wards that fall into the 20% most deprived in England. Dogsthorpe, Ravensthorpe, Central and East Ward fall within the 10% most deprived in England. These wards suffer from multiple deprivation including poor health, low educational attainment and low income. The rural wards to the north-west (such as Barnack and Glinton) and the urban wards (such as West and Orton with Hampton) are within the least deprived 20% in England.

Census 2001

The *Census 2001* for Peterborough revealed over a quarter of households are without a car. 41% of households in Central Ward and 37% of households in both Dogsthorpe and East Ward do not own a private car. The rural ward of Newborough has relatively high levels of car ownership; only 12% of households in Newborough do not have access to a car. Strategic mapping has shown that wards which suffer from social exclusion and have high levels of non-car ownership suffer from lower levels of accessibility (figure 19).

In Peterborough:

- 11% of people are young people (aged between 16 and 24);
- 14% of people are aged over 65;
- 69.2% of people are of working age (between 16 and 74);
- 16.8% of people classified themselves as having a 'long-term limiting illness';
- 15.8% of people are state benefit unemployed lowest grade workers.

Community Survey

The *Community Survey* was carried out in summer 2005 for the Council's Community Services Department. The rationale for conducting the survey was to understand the priority issues that are facing residents, particularly those in the areas at risk of or experiencing social exclusion, highlighted by the *Index of Multiple Deprivation 2004*.

The survey was designed to identify issues and social and economic barriers, resulting in evidence for the *Investing in Communities Programme* (discussed earlier). The survey focussed on the 22 most deprived Super Output Areas (SOAs) in Peterborough in the 9 wards of Central, Dogsthorpe, East, Orton Longueville, Ravensthorpe, Paston, Orton Waterville, Bretton North and Stanground Central.

The survey analysed demographic factors, economic status, and considered workless, self-employed and employed residents.

The survey highlighted a number of priority actions, some of which related to accessibility planning. These priority actions include:

- support to workless residents with basic and personal skills (such as time keeping), transport (particularly in Paston and Dogsthorpe) and lack of affordable childcare were key barriers preventing the return to work;
- support to employed residents, flexible training hours from training providers required so residents that work can still access training at a time convenient to them;
- concerns about basic skills and qualifications were highlighted regularly amongst the Pakistani community and those aged 44 and over. High interest in IT courses presents an ideal opportunity to deliver basic skills and other training in tandem;
- health problems were found to be severe with rates of illness and depression running considerably higher than UK averages. These issues are an area of concern and have a direct impact on people's ability to work. Clinics and access to facilities to support the treatment of illnesses should be allotted high priority in these wards of the city;
- aspects of the local environment which were poorly rated were access to employment opportunities and access to advice;
- awareness of community organisations and what is available to residents in their community was generally low;
- the fear of crime was considered to be a barrier when provision of facilities takes place at night. Improving community safety and reducing fear of crime will ease barriers and assist people access training and possibly employment in the evenings.

The *Community Survey* has influenced the accessibility strategy by identifying a number of barriers to accessing key services and employment in the areas at greatest risk of, or suffering from social exclusion.

Peterborough Public Transport Review

In August 2004, the Council undertook a review of the Council's subsidised bus network. The review appraised of Peterborough's bus service provision in relation to socio-demographic characteristics on a ward by ward basis. It was found that most outlying rural settlements have service provision into Peterborough City Centre during the morning and evening peak periods, but this significantly changes in the evenings and on Sundays with either a reduced service provision or no service at all.

Accessibility to bus stops was evaluated. The proportion of households with 400 metres of a bus stop with a service frequency in to Peterborough City Centre of 15 minutes or better was on average 69% across the weekday service, although this increased to 82% for a 30 minutes or better service. The level of service accessibility in the five rural wards is particularly low. The urban ward of Ravensthorpe has a high level of deprivation relative to the other wards in the district and has a poor level of bus service penetration and frequency.

Figure 18: Overall Index of Multiple Deprivation 2004

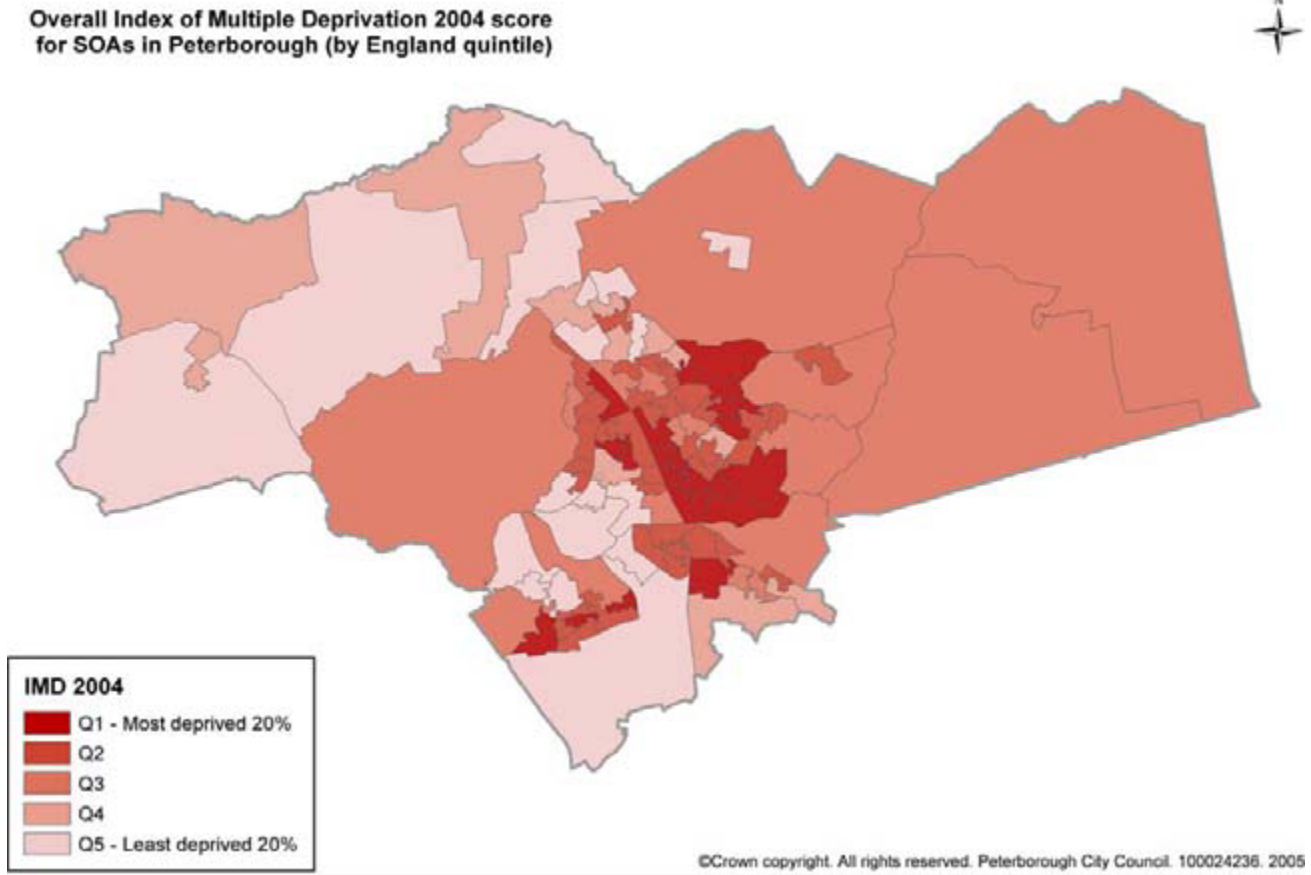
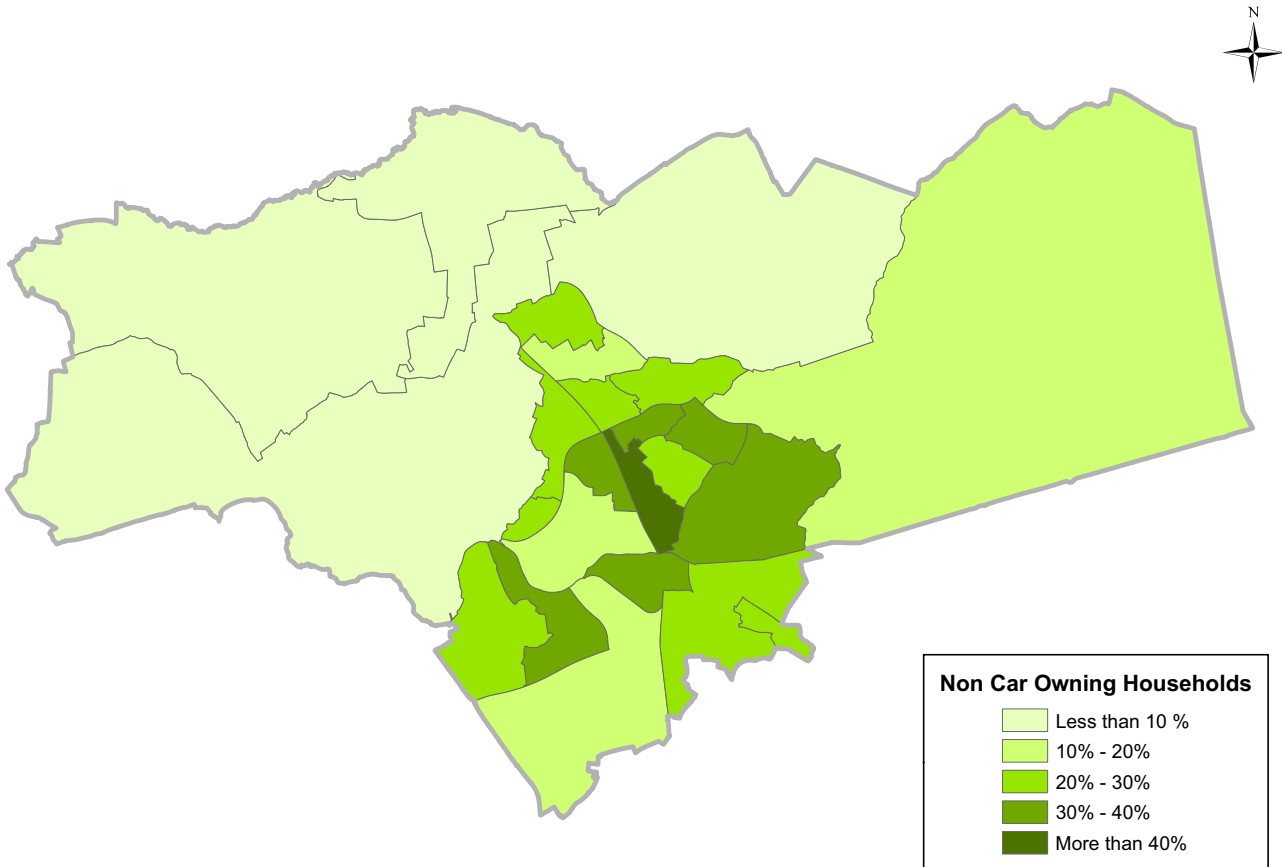


Figure 19: Percentage of Households Without Access to a Car



Part of the review also included consultation with the public and the main bus operators in Peterborough. The consultation found that deterrents to using public transport included safety and security fears (particularly at bus stops where there is often little or no lighting), as well as an inability to get to or from their place of work by bus (because the timetabled services either leave too late for work start times or do not provide a journey home after work).

When considering access to essential services, access to the hospital was the most common theme with the main problems being timetables not coinciding with general appointment and visiting times. It was also found that some members of the public found the main bus station confusing with services to the same parts of Peterborough departing from bus stops at different ends of the bus station.

The report produced a number of recommendations including better public awareness of the general bus options, enhancements to safety and security and integrated ticketing initiatives. Since this review was undertaken, the Council have introduced a number of improvements to the bus network including *Community Link* (see *The Role of Buses*) which has improved service provision across the area. The study still provides a strong evidence base to assist with identifying areas which may have poor accessibility and high levels of deprivation, and barriers to accessing the transport network.

Travelchoice – Travel Behaviour Research

The research was conducted in 2004 to obtain information on how people in Peterborough travel and on the reason for their mode choice (discussed further in *Challenges and Opportunities*).

The travel behaviour of people in Peterborough is quite simple. Leisure accounts for more than a quarter of all trips made, shopping and travel to work one fifth of trips each, and travel to school or college accounts for 10% of all trips. On an average day, 22% of trips are made by residents on foot, 5% by bicycle and 6% by public transport.

A more detailed analysis revealed walking trips are more common on weekdays than at the weekend, resulting from young people and unemployed people. Public transport is used mostly for education, shopping trips and personal business. Retired people, younger people and employed women use public transport more than average.

Lack of information was the main reason public transport was not used. Only 1% of people stated perception of time and cost as a reason not to use public transport.

Regional Accessibility Planning

Peterborough also has a sub-regional role to play; the city acts as an origin and destination for many journeys and services provided in the city. Close working with neighbouring authorities both in the East of England and East Midlands Region enables better identification of cross-boundary movements and resulting accessibility barriers and problems.

Joint LTP Statement for Government Office for the East of England Authorities

The local transport authorities within the Eastern Region have developed a co-ordinated approach to accessibility through the establishment of a regional Accessibility Planning Forum. The forum meets bi-monthly and provides the opportunity to exchange feedback on progress to date and share experiences, ideas and problems. This assists local authorities across the region to take a consistent approach whilst recognising different local issues and priorities. Wherever appropriate, joint working will take place on the facilitation of cross-border partnerships in the development of accessibility planning solutions.

WithinReach

WithinReach is a DfT-sponsored programme providing training and advice to local transport authorities concerned with accessibility planning. The Council adopted the methodology promoted by the DfT and WithinReach for the development of an approach towards its Accessibility Strategy by taking part in the 'Action Learning Programme'. The approach recommends the use of early discussions with partners to inform strategic assessments processes and the subsequent identification of detailed problem statements and goal statements to shape suitable solutions and develop specific action plans. The methodology provided the Council and its partners with a robust approach to determine specific problems and interventions with a strong evidence base central to the process.

4.2.4 Prioritisation of Areas, Issues and Groups for Action

A wide range of accessibility issues were identified, therefore there is a need to refine the issues and to prioritise areas of work over the LTP2 period. This section explains the prioritisation process that was used to develop a phased approach to accessibility priorities.

The Council originally intended to tackle accessibility problems related to healthcare, education and skills, employment, healthy affordable food and leisure facilities, thematically and sequentially, at a rate of one theme per year. It was considered that this would combine well with the current and emerging corporate initiatives such as the *Secondary School Review* and the *Greater Peterborough Health Investment Plan*.

From the strategic accessibility audit, it was concluded that a number of geographical areas (particularly those where social exclusion is at its greatest) suffered from multiple accessibility problems (rather than access to one particular service), such that a solution to improve access to one service may result in improved access to another. Consequently accessibility problems will be tackled for different geographical areas each year.

To identify the wards where social exclusion was at its greatest, each ward was assessed based on factors from the Census 2001 (including proportion of non-car owning households, proportion of under-16 year olds and 65+) and domains from the *Index of Multiple Deprivation 2004*.

The ward with the highest level of deprivation in each factor scored 10 points, with the next highest scoring ward scoring 9 points and so on until a ward received 1 point. After this, any remaining wards scored 0. After all factors were considered, a total score for each ward was derived. The wards were ranked with the wards comprising the highest scores (and therefore the highest risk of social exclusion) at the top. Annex 9 shows the matrix of the ranked wards.

It was originally intended to tackle five urban wards, at a rate of one per year and two rural wards, each over a two year period. Therefore, the five highest scoring urban wards are:

- Central;
- Dogsthorpe;
- Ravensthorpe;
- East;
- North.

And the two highest scoring rural wards are:

- Eye and Thorney;
- Newborough.

The Greater Peterborough Partnership Board was asked to agree that the wards identified were correct and to ensure the accessibility prioritisation process continues to achieve the priorities of the community strategy.

Initially, these issues were taken to the Executive Group (which comprises Directors at the Council and board members of the Greater Peterborough Partnership) to comment upon and put forward recommendations to the Greater Peterborough Partnership board. The recommendations made were:

- that the priority urban wards should increase to seven and include Orton Longueville and Paston (the next two wards in the rank), as it was felt these wards also suffer from social exclusion, and have significant accessibility issues;
- to ensure the seven urban wards are tackled over the five year period, it was felt Central, North, East

and Dogsthorpe Wards could be combined in one year as they are relatively small wards and suffer from similar issues;

- To tackle one rural ward rather than two. This reduction facilitated increasing the number of urban wards to seven. Eye and Thorney scored highly compared to other rural (and urban) wards;
- access to secondary education was identified as a priority, particularly in Bretton and access to the new Voyager School at Walton. Whilst the main focus for local accessibility improvements will be based on the geographical areas identified, it was agreed that accessibility planning officers would work closely with Children's Services to review access to education.

Following these recommendations, the GPP board agreed accessibility planning will tackle the seven urban wards and one rural ward over the next five years. It was also agreed that there would be a formal process of reporting back to the board at different stages of the *Accessibility Action Plans* to ensure consistency with the delivery of the *Community Strategy*. The phased programme for local *Accessibility Action Plans* for the LTP2 period is detailed in Table 13.

Table 13: Accesibility Planning Priorities

Ward	Problem Identification and Solution Generating	Action Plan Delivery
Ravensthorpe	2005/06	2006/07
Orton Longueville	2006/07	2007/08
Eye and Thorney	2006/07	2007/08 - 2008/09
Paston	2007/08	2008/09
Central, East, North and Dogsthorpe	2008/09	2009/10 - 2010/11

4.2.5 Approach to Accessibility

From establishing the evidence base and working with partners from other service providers, Peterborough's approach to accessibility planning is addressing two different areas. The first addresses local accessibility improvements based within the deprived wards detailed above. The second direction relates to strategic initiatives which accessibility planning is informing, such as the *Secondary School Review*.

The approach to be used for the local accessibility improvements is for the ward being targeted to undergo a local accessibility audit comprising local area mapping, and a problem identification workshop held with the residents (through existing residential and community groups in the area) and local service providers. The

workshop will identify and understand the access problems residents experience in the ward and how these affect their daily lives and quality of life. Once these tasks have been completed, a site visit to the ward will be undertaken to 'reality check' the problems identified.

Once the local accessibility assessment is completed, it will be used to generate problem statements and goal statements relating to the accessibility issues and priority groups identified in the ward. These will be agreed by the local residents and service providers.

The problem statements will be used as part of the evidence base to engage the relevant partners to form a ward-specific working group. Such a working group will have a significant role to play in the resolution of the accessibility problems faced by being responsible for:

- generating and appraising solutions within the ward;
- prioritising the interventions;
- drawing up a shared *Accessibility Action Plan* for the ward;
- developing and monitoring indicators and targets;
- delivering accessibility improvements in the area.

The *Accessibility Action Plans* will be delivered through extensive partnership working with other service providers. It is likely that solutions will be a combination of new and existing schemes, but combined to be delivered in a more co-ordinated way.

Continual monitoring of the *Accessibility Action Plan* will take place throughout the delivery period and beyond to ensure accessibility improvements are realised. At regular intervals, the working group will report back to the Greater Peterborough Partnership.

As detailed in Table 13, Ravensthorpe is the first ward to undergo the local accessibility improvement process. The local accessibility audit, including a problem identification workshop with residents and local service providers, did not identify access to a particular service as a problem but identified a number of barriers to accessibility. Specifically, these barriers were lack of knowledge about public transport and fear of crime, predominantly at evenings and at weekends. A problem statement was drawn up for the ward, and this was used to engage partners to develop solutions, and a shared *Accessibility Action Plan*.

Discussions were undertaken with the following partners to gain knowledge, develop and deliver solutions:

- *Travelchoice* team;
- City Centre Street Wardens;
- Police Community Support Officers;
- Connexions;
- Jobcentre Plus;
- Learning and Skills Council.

The *Accessibility Action Plan* for Ravensthorpe (which details the accessibility problem and goal statements, solutions and partners responsible for actions) is in Annex 9.

The approach for the accessibility planning input into strategic initiatives depends on the individual project. Each is discussed below in more detail.

Secondary School Review

The Children's Services Department identified the need for a review of travel to school to link in with changes arising from the Education White Paper *Higher Standards Better Schools for All*, the Peterborough *Secondary School Review* and changes to the natural catchment areas of local schools. A working group was set up and includes officers from Children's Services, School Transport, and the Learning and Skills Council. The School Travel Plan Co-ordinator and the lead officer for accessibility planning also attend.

The group will review travel to school patterns and produce a project plan, including what the options for improvement are, what the impact of changes to school transport would be, and ensuring access to education is fair for all sectors of the community.

Accessibility planning will be applied throughout the review and will support the working group by providing an evidence base through mapping the current situation and future scenarios. Advice on solutions to improve accessibility and removing the barriers will also be provided.

Non-emergency Patient Transport Services Review

The Council is working in partnership with the Greater Peterborough Primary Care Partnership on the integration of non-emergency patient transport services. The project will review the current patient transport services undertaken by the Council and the NHS trusts, and analyse how best to integrate these services in the future.

As part of the project, a 'Transport to Healthcare' booklet has been produced, which will be available to the general public in hospitals, GP's, dentists, pharmacies, adult social care sites, and mental health care sites. It will also be available on the Council, Greater Peterborough Primary Care Partnership and local hospital websites. The booklet will contain information about public transport, community transport, reimbursement of travel costs and concessionary fares. A local area map will also be included at the back of the booklet detailing local public transport services and healthcare facilities.

Training will also be provided to specific groups, such as those in adult social care, to encourage the use of public transport rather than patient transport services.

Accessibility planning is supporting the project by providing specific advice on access needs to healthcare and the barriers to transport, particularly when the social need of the patient transport service criteria is developed.

Hospital Travel Plan

The Council has been working in partnership with the local NHS Trust to develop and deliver a travel plan for both Peterborough District Hospital and Edith Cavell Hospital. It was recognised that the hospital car parks were congested and patients, visitors and staff did not have the information they required to find alternative ways of reaching the hospital sites.

An action plan was put in place to implement the travel plan over four phases from August 2005 to April 2007. Initiatives are being implemented in priority order based on need and results of the consultation exercise undertaken in spring 2005.

The action plan includes solutions such as:

- improve provision of information on travel options by providing travel information with appointment letters;
- review parking and create patient and visitor only car parks enforced by the Council's parking attendants;
- introduce a free shuttle bus between hospital sites for staff;
- provide pool bikes for business travel;
- improve on-site facilities for cyclists and pedestrians.

The new health facilities proposed in the *Greater Peterborough Health Investment Plan* will be required to develop a travel plan. The Council is currently working with the NHS Trust and their consultants to develop a new travel plan and continue to promote improved access to healthcare for all.

Access to Healthy Affordable Food

The Council has developed a partnership with the Nutrition and Dietetic Team within the Greater Peterborough Primary Care Partnership. As detailed earlier, one of the objectives of their action plan is to increase access to healthy food across Peterborough.

The Council will work together with the Nutrition and Dietetic Team to develop a food access radar (similar to that developed by the National Consumer Council). This radar will identify areas facing food access problems by considering:

- journey times to local food shops and supermarkets selling healthy affordable food;
- socio-economic and demographic data;
- statistics on diet-related diseases.

The food access radar will be completed by autumn 2006 and geographical areas will be identified where access to food improvements need to be made; this may be through solutions such as improving purchasing skills, as

well as transport solutions. Once the food access radar is complete, a joint action plan will be developed and implemented.

General Accessibility Action Plan

Accessibility planning is still a new initiative and work needs to continue to raise awareness and develop partnership working with other service providers.

In addition, some of the accessibility problems identified at the local accessibility audit stage at Ravensthorpe were problems that are Peterborough-wide, such as the development of an orbital bus service to district centres and out-of-town employment centres, which need further investigation. Therefore, a general accessibility action plan has been developed to identify any actions which will improve accessibility more generally across Peterborough. This is detailed in Annex 9.

The accessibility analysis and evidence base will continue to be updated and used to ensure the principles of accessibility planning are applied to the design and implementation of all new and existing transport schemes. This would particularly apply to bus service provision, as delivered by the Council in partnership with transport operators and in the development of *Kickstart* bus funding. All major transport schemes in Peterborough - including schemes funded by the LTP2, the Community Infrastructure Fund (CIF) and Growth Area Funding (GAF) - will be assessed for their impact on accessibility to key services.

When the Council is planning a new subsidised bus service or rerouting a subsidised service existing service, the core indicators produced by the DfT will be analysed to influence, if possible, these routes to ensure improvements are made.

Accessibility planning has also influenced the development of the walking review. The walking review will identify and establish a strategic prioritised walking network for Peterborough. The strategic network will form the blueprint for spending decisions and a template for future auditing and reviews of the network. In order to identify the strategic network, each route will be prioritised based upon the number of trip attractors (key services) each route has. For example routes to access health and education are given a higher priority than routes accessing leisure and cultural facilities.

Accessibility planning will be used to link land-use policy and transport planning, so as to ensure that access to key destinations is maximised for new and existing communities through the developing *Local Development Framework*.

4.2.6 Indicators and Targets

In the LTP1, excellent progress was made in accessibility terms, despite significant housing development in the

rural areas. In 2004/05, 83% of households were within 13 minutes walk of an hourly or better bus service. The Council aims to achieve the target of 95%; therefore an indicator on accessibility to the transport network in rural areas is included in the LTP2.

The DfT produced six core accessibility indicators (calculated centrally) based on total journey time to jobs and services. These core indicators will be measured consistently across all LTP authorities each year. The Council will report core indicators through the *Delivery Reports* to enable a national picture of accessibility to be produced. Table 14 provides details of Peterborough's current levels of accessibility for the core indicators.

From the evidence base, the local accessibility work undertaken in the ward of Ravensthorpe and the work on strategic accessibility initiatives, journey time is not a key determinant of local accessibility in Peterborough, the majority of key services and employment are within the recommended journey time set by the DfT. Therefore journey time is not the most appropriate measure of local accessibility.

Evidence arising from the assessment of local accessibility problems and discussions with partners identified that the barriers to accessibility were more of an issue than access to a particular service or employment. The lack of knowledge and awareness of public transport services (particularly at evenings and weekends, and to other parts of the city) was highlighted numerous times as the key barrier to accessibility. In light of this, Peterborough has adopted an accessibility indicator that measures 'satisfaction with local public transport information'. This indicator reflects local accessibility priorities and will provide an overall picture of improvements to accessibility in Peterborough and will be reported through the *Delivery Report* process

In addition to our accessibility target, there are further local indicators in the LTP2 that will contribute to improved accessibility including:

- number of people offered personalised journey planning;
- number of firms adopting a travel plan;
- number of schools adopting a travel plan;
- percentage of people who expressed a fear of crime as a major barrier to travel choice.

The *Accessibility Action Plan* will target the accessibility problems identified specifically. The following 'themes', discussed in full later, will help deliver general accessibility improvements for all:

- the role of buses;
- the role of community transport;
- the role of taxis;
- the role of walking;
- Rights of Way Improvement Plan;

- the role of cycling;
- the role of land-use planning;
- removing the transport barriers to accessibility;
- rural accessibility;
- people with disabilities.

4.2.7 The Role of Buses

Key Actions	
	Improve and extensively promote the Council's <i>Community Link</i> bus services
	Improve bus infrastructure for disabled people
	Continue to enhance and improve subsidised bus services
	Work towards an all-operator, Peterborough-wide bus ticket
	Work to promote awareness of the Council's concessionary fares scheme
	Continue to increase number of students travelling to school by public transport
	Provide a wider integrated transport unit to include non-emergency patient transport services

Following major commercial network changes in April 2004, the Council undertook a review of its subsidised bus services and how they could best complement the 'new look' commercial network. Whilst undertaking the review, the Council introduced a number of trial services which it monitored closely over a period of six months to ascertain demand. As a direct result of the review and the success of the trial services, all identified areas of social exclusion were addressed. The Council launched the first of its *Community Link* services, operated with *Disability Discrimination Act 1995* compliant vehicles, at the end of May 2005. Further door-to-door *Community Link* services commenced in July 2005. Some services will operate on either a hail-and-ride or demand-responsive basis. Thus, those passengers that find it difficult to walk to a bus stop are able to signal to the bus along the hail-and-ride sections of the route or ring to book the service in advance.

Following the review of subsidised public transport and the changes to the commercial bus network, the Council increased its subsidy for local bus services from £236k to £490k in 2004/05; this represents a 107.5% increase to budget. This level of subsidy is set to continue, particularly with the introduction of the Council operated *Community Link* services and the Council's commitment to vehicle purchase. The additional subsidy has enabled the provision of cross-town services and improved the connectivity with the core commercial bus network. With the introduction of the Council's *Community Link* bus services, accessibility has also been improved as all services use Optare Solo fully-accessible vehicles.

Table 14: Accessibility Planning Core Indicators

Core Indicator (Journey Time by Public Transport)	Peterborough's Level of Accessibility
Households: within 15 minutes of a hospital within 30 minutes of a hospital	89% 100%
Households without access to a car: within 15 minutes of a hospital within 30 minutes of a hospital	94% 100%
Households: within 15 minutes of a GP within 30 minutes of a GP	90% 100%
Households without access to a car: within 15 minutes of a GP within 30 minutes of a GP	96% 100%
All pupils: within 15 minutes of a primary school within 30 minutes of a primary school	99% 100%
All pupils receiving free school meals: within 15 minutes of a primary school within 30 minutes of a primary school	100% 100%
All pupils: within 20 minutes of a secondary school within 40 minutes of a secondary school	94% 100%
All pupils receiving free school meals: within 20 minutes of a secondary school within 40 minutes of a secondary school	99% 100%
16-19 year olds: within 30 minutes of an FE establishment within 60 minutes of an FE establishment	99% 100%
16-74 year olds: within 20 minutes of work within 40 minutes of work	95% 100%
16-74 year olds in receipt of Jobseekers Allowance: within 20 minutes of work within 40 minutes of work	98% 100%
Households: within 15 minutes of a supermarket within 30 minutes of a supermarket	83% 98%
Households without access to a car: within 15 minutes of a supermarket within 30 minutes of a supermarket	91% 100%

It is anticipated that these Council-operated services will have a positive effect on the local transport market place. It is expected that such services will drive tender prices down and raise the vehicle standards on other services.

In addition, all Council subsidised services accept other operator tickets thereby avoiding any problems of integration between subsidised and commercial services. Other operator tickets equate to 45% of all journeys and therefore help to promote integrated travel and offer greater travel choice, as well as value for money. During 2004/05, the Council's subsidised bus services carried 393,605 passengers, equating to an increase of 53% on 2003/04.

The Council will continue to work with bus operators on ticketing initiatives and, in particular, all operator tickets and tickets that have a rail add-on. From April 2006, the statutory minimum requirements for local concessionary fares schemes will be increased from half fares to free fares for older and disabled people on local bus services. Improving accessibility for older and disabled people is a key part of the LTP2 and the Council's *Community Strategy*. For 2004/05, a total of 10,146 passes were issued to older people, equating to 35% of the total eligible population and an increase of 2.85% on the previous year. In advance of the changes in April 2006, the Council recruited an officer to work with disadvantaged groups on the promotion of accessibility and to assist in the Council's accessibility planning obligations.

Bus infrastructure plays a big part in encouraging people to use public transport. The Council undertook a bus stop audit of its bus infrastructure so that it can direct any future funding to areas of need. Currently, 22% of shelters have raised kerbs and 34.5% of all stops have a bus shelter. The Council will improve upon this figure, thus making bus transport more attractive to bus and non-bus users.

The audit also helped the Council to assess the availability of public transport information. The Council will improve its current satisfaction with public transport information through improved partnership working with local operators.



Community Link Bus Service

Through its procurement process, the Council encourages tenders for low-floor or *Disability Discrimination Act 1995* compliant vehicles. Currently over 40% of the bus network operates to such a specification. In May 2005, this increased to 44% with the introduction of the first *Community Link* services.

All tenders for contracted bus services (both public and school transport) are awarded on 80% price and 20% quality. As a direct result of the price and quality evaluation, the Council has seen a significant increase in the quality of vehicles on contracted services. 64% of subsidised public transport operates with low-floor and *Disability Discrimination Act 1995* compliant vehicles.

The Council's 'Model for Assessment' of subsidised bus services is set out in Annex 6 of the *Peterborough Bus Strategy*. Weighting is applied to services that transport passengers for work, school, health and welfare purposes. Weighting is also applied to disabled and elderly passengers, connectivity with other services, and safety. The Council aims to ensure that rural bus services are within a £3.00 per passenger subsidy and urban services are within a £2.00 passenger subsidy to achieve the maximum benefits of subsidising bus services.

The Council worked with such groups as the Learning Disabled Transport Group and the Royal National Institute for the Blind to improve bus travel in Peterborough and to understand the needs of disadvantaged groups. Recent initiatives have included: a group of learning-disabled being actively involved in the induction training of local bus drivers; a comments form designed for easy use; and regular meetings with the Royal National Institute for the Blind and local older people's groups.

The Council has embarked on a number of initiatives with local neighbouring authorities. These include:

- a successful joint Rural Bus Challenge with Rutland County Council to provide a cross-county accessible bus service;
- real-time passenger information consortium with Cambridgeshire and Bedfordshire County Councils;
- the Cambridgeshire and Peterborough Concessionary Travel Scheme;
- discussions on core routes into Peterborough from Lincolnshire and Cambridgeshire areas.

Whilst the Council is committed to cross-boundary working, some initiatives are reliant on co-operation from local bus operators and, as such, will require close partnership working.

Children's Transport

Through its procurement processes, the Council has reduced the average age and improved the quality of vehicles used on school transport services.

In addition, some 257 students currently travel to school using a public transport pass that allows wider travel on buses. This is an increase of 43% on 2003/04 figures. The *Secondary School Review* allows the Council further opportunities to encourage wider use of public transport services for local students.

Integration of both school and children’s social care transport arrangements was successfully implemented, yielding greater utilisation of vehicles and resources. The Council also provides a number of school transport services in-house and the investment in vehicles has enabled further integration of services across the Council.

Transport and Health

Peterborough City Council is working in partnership with the Greater Peterborough Primary Care Partnership on the integration of non-emergency patient transport services. A joint funded two-year post will review the current services undertaken by the Council and the NHS trusts and analyse how best to integrate these services in the future. This will be mindful of vehicle resources, existing transport budgets and future health and city regeneration plans.

The project will be divided into three stages. Initially, the project will map out and review current non-emergency patient-based transport. Secondly, robust service delivery models will be developed with stakeholders in the most sustainable, cost effective manner available. Finally, the project will monitor and evaluate the resulting services that are commissioned through the service delivery plans. The Greater Peterborough Primary Care Partnership will pay for all transport commissioning costs once the project recommendations have been presented. The patient-focused emphasis of this new initiative will in the long-term offer increased choice, accessibility and value for money.

4.2.8 The Role of Community Transport

Key Actions

Further improve bus routes with demand responsive, and hail and ride sections

The Council recognises the importance of community transport services, such as Octane (for Peterborough’s rural dial-a-ride service) and WRVS (a ‘Social Car Share Scheme’ for Peterborough), and the valuable contribution they make in improving accessibility to transport for people with mobility difficulties or those without access to conventional public transport. Such transport reduces social exclusion by providing vital links to essential services and shops.

The vehicles used on dial-a-ride services are fully accessible for wheelchairs and scooters, with lifts at the rear of vehicles and low steps at the side entrances to assist access for other users. Concessionary fares are accepted on the dial-a-ride services, further enhancing its attractiveness to the elderly and disabled of Peterborough.

With effect from 1 July 2005, the Council took over the responsibility of directly operating the urban dial-a-ride services under the *Community Link* brand. The Council has worked to further enhance the service provided and will be making future investment in new fully accessible vehicles.

Table 15: Number of Passengers Using Community Transport

	2000	2001	2002	2003	2004
Urban Dial a Ride	8,178	8,567	8,964	9,913	10,679
Rural Dial a Ride	2,082	2,022	2,320	3,885	4,556
WRVS Social Car	n/a	n/a	891	1,032	1,184

Elsewhere in the country, National Travel Tokens and taxi voucher schemes offer reduced taxi fares where no bus services are available. Whilst the Council has undertaken some initial investigations into such schemes, it does not, at this time, propose to implement a Peterborough-wide scheme. Given the high costs of such schemes, the Council currently considers that the best use of resources is to invest in accessible vehicles and to operate bus routes on a demand-responsive or a hail-and-ride basis.

It is planned to further improve bus routes with more demand-responsive and hail-and-ride sections over the life of the LTP2. The use of taxis for such services will also be investigated.

4.2.9 The Role of Taxis

Key Actions

Continue to integrate taxis into the wider public transport network

Taxis offer a flexible form of transport which enhances the public transport network. They play a key part in accessibility as they provide a door-to-door service which is invaluable to those who do not have access to a car or cannot reach bus services. In addition, Peterborough has a number of wheelchair-lift private hire vehicles which are used for school transport services and private

hire work. All taxi drivers in Peterborough are subjected to a rigorous vetting process, including an 'Enhanced Criminal Records Bureau Check', before being granted a licence.

Taxis often form the link to other forms of public transport, in particular when heavy luggage is transported, such as to the railway station or bus station. Taxis are the main form of transport between 12 midnight and 6 am (when there are currently no bus services operating) to disperse the 16,000 people who enjoy Peterborough's nightlife each weekend.

Peterborough currently has 171 wheelchair accessible Hackney Carriages and 426 private hire vehicles operating in the Council area.

During the Town Rail Bridge improvements works priority access is being given to Hackney Carriages (along with buses, motorcycles and emergency vehicles) in the 24-hour bus lanes. This priority access allows Hackney Carriages, to approach and cross the Town Rail Bridge with the minimum of delay.

4.2.10 The Role of Cycling

Key Actions	
	Continue implementation of Primary Cycle Network
	Installation of best practice secure cycle parking
	Requests be prioritised in context with accessibility planning
	Work with Police to reduce fear of crime

Cycling is a direct, easily affordable mode of travel. New cycle routes will benefit cyclists by improving access to key services, such as to schools, healthcare, employment, in addition to leisure and social activities. In comparison with the car, cycling is much more economical for shorter journeys. Initial costs for cycle equipment are low and such equipment is widely available.

The cycling network in Peterborough includes three National Cycle Network links and the local 'Primary Cycle Network' which links the townships to the City Centre. These routes are designed with personal safety in mind (i.e. good visibility through appropriate sight lines and good illumination) and should serve an obvious purpose, have good signage and be easy to follow. The Green Wheel is a 50km network that provides a safe, continuous route around Peterborough to which the aforementioned routes connect.

Cycle Facility Requests

The Council will assess requests for infrastructure improvements to the cycle network based on the achievement of the LTP2 objectives and value for money. If successful, they will be given a priority rating as detailed in Table 16 and placed on a request list for future consideration and inclusion into cycling and other infrastructure programmes. (N.B. Priority 1 is the most beneficial to the wider community and Priority 5 has the least benefit).

Table 16: Priority Placed on Cycle Facility Requests

Priority	Type of Route
1	High cycling volume areas, City Centre locations
2	Local shopping and community facilities
3	Locations on the National Cycle Network, near education centres or large employment areas
4	Areas in the vicinity or en route to leisure facilities
5	Other Areas

Priority 1 schemes will be implemented first and, once there are no Priority 1 schemes, Priority 2 schemes will be implemented and so forth. This is to ensure schemes will benefit the greatest number of people possible.

4.2.11 The Role of Walking

Key Actions	
	Develop a route prioritisation methodology
	Conduct a pedestrian review of the city

Walking is the most natural and sustainable form of transport, a form of travel in its own right as well as a component of virtually all other journeys. Walking has been in decline nationally over the last decade. Besides being the most sustainable mode of travel, it blends agreeably with current Government initiatives on accessibility, environment, health, security and social and economic development. Government policy is aimed at promoting sustainable transport and walking forms a pivotal role since it is integral to any journey.

Walking is a cost-free means of gaining access to places of work, education, health care and other services essential to our daily existence. Creating sustainable communities will reduce the need to travel long distances to gain access to services. For example, the Council's promotion of school travel plans helps to encourage a future generation of walkers. Children who become confident pedestrians are more likely to continue using this mode of transport when they are older. So, while the

Council is investing in promoting walking and creating improved walking infrastructure now, it is also lining up the next generation of users who will benefit from this.

The Council will work to ensure that walking is valued as a form of transport in its own right as well as an integral part of every other journey. Encouraging people to choose to walk for a part of their journey or in preference to other forms of transport is the central element of a 'Walking Strategy' which aims to provide benefits including:

- greater use of public transport;
- an improved economy;
- healthier lifestyles;
- social inclusion;
- a better, safer environment;
- improved accessibility to key services.

The Council will undertake a walking review, which will form a structured benchmark for assessment, monitoring and review. It will provide a mechanism through which actions and recommendations can be prioritised in the future. This improved methodology will focus the allocation of resources, where they are needed most and hence improve accessibility for the greatest number of people.



Primary Cycle Network

Partnership working is vital to integrate walking into broader strategies on sustainable travel. Walking can clearly make a positive contribution to a wide range of Government policies. The walking review will form part of the Walking Strategy and will actively seek consultation with interest groups forming working partnerships with stakeholders wherever practicably possible in order to create a sense of pride and ownership within communities.

4.2.12 Rights of Way Improvement Plan

Key Actions	
	Integrate rights of way with other transport measures in new developments
	Ensure that existing rights of way are fully and properly recorded within the 2026 deadline
	<i>Rights of Way Improvement Plan</i> identifies a set of core actions and projects to improve and extend the rights of way network

The *Countryside and Rights of Way Act 2000* requires highway authorities to prepare a *Rights of Way Improvement Plan*. Countryside access should address the widest possible framework, aiming for community involvement in recreation and at increasing functional use. Therefore, a draft *Rights of Way Improvement Plan* is attached in Annex 10.

The Peterborough Local Access Forum was established in autumn 2003, to advise on the development of the *Rights of Way Improvement Plan* and in preparation for the implementation of access to open countryside.

There are three types of rights of way in Peterborough: footpaths; bridleways; and byways open to all traffic. The Council has approximately 240km of public rights of way which are an essential part of the transport network and can provide recreational and commuter routes between villages in the rural parts and into the City Centre.

The footpaths, bridleways and byways are mainly used for recreation, but demand for more functional use is growing. There are very few areas identified as open access land (downland, heath or forest) within the Council's area and those that have been identified are small. Therefore, the rights of way network is even more important to local people for gaining access to the countryside. Particularly important are the metalled paths within communities, connecting housing to community services, schools and shops. Also important are footways alongside rural roads.

Given the programmed increase in population within and around Peterborough through the growth area status, the Council will establish a rights of way and countryside

access network which meets 21st century requirements rather than maintaining a 19th century legacy.

Integration with Other Modes

The Council's corporate vision seeks a healthy and sustainable environment with communities free from social exclusion, supporting growing communities by securing sustainable infrastructure. *The Rights of Way Improvement Plan* can help achieve this aim.

Support for public rights of way therefore forms an essential element of the LTP2. High quality routes throughout the area contribute to the delivery of the Council's objectives, especially in relation to promoting accessibility, the environment, and integration and, where attractive alternative routes exist or can be introduced, safety. Public rights of way also promote sustainability and contribute towards improving health objectives.

Additionally, promotion of rights of way also contributes to the delivery of a number of other Council strategies, notably those promoting walking and cycling. The creation, preservation and maintenance of public rights of way are also an important issue in relation to the developments proposed within the *Structure Plan*.

When considering new developments, the Council will integrate rights of way with other transport measures so as to make such routes attractive.

Programme

A full set of core actions for rights of way were identified within the *Rights of Way Improvement Plan* and a full programme will be developed in time for the adoption of the LTP2 in 2006. The core actions identified were developed in line with the LTP2 objectives:

- ensure that existing rights are fully and properly recorded within the 2026 deadline imposed by the *Countryside and Rights of Way Act 2000*;
- promote better all-year round access. Byways and bridleways will be restored and maintained for all users, sharing without conflict, to an acceptable standard;
- integrate support for rights of way into other programmes within the LTP2;
- promote routes through the provision of information as part of a mobility management programme;
- combine new cycle routes in rural areas with the creation of new bridleways wherever possible;
- take the interests of non-motorised users fully into account when planning new transport initiatives and road designs.

Horse Riding

Horse riding is addressed within the *Rights of Way Improvement Plan* as the main off-road use is by means



Interactive Kiosk at Peterborough Bus Station

of the bridleway network. Horse riding and horse-drawn carriage driving are healthy and sustainable alternative forms of transport. Leisure journeys, of which horse riding is a component, are themselves an important part of the overall highway usage pattern.

As well as the road network, which can be unsafe for horse riding, horse riders can legally utilise two different rights of way: bridleways and byways open to all traffic. In Peterborough, bridleways comprise 22% and byways 3% of the rights of way network.

As indicated above, the *Rights of Way Improvement Plan* identifies a set of core actions and projects to improve and extend the rights of way network which includes measures specifically targeting improvements the network for horse riding.

4.2.13 The Role of Land-Use Planning

Improving transport alone will not address all the barriers to accessibility. Land-use planning is an essential component that needs to be integrated with the transport strategy. The physical location of services and facilities is fundamental to their level of accessibility.

Accessibility can be improved through arranging services to be delivered in a more convenient manner. The Council will work with partners to consider the location of

their services. By locating services together, travelling and inconvenience can be minimised as multiple trips can be reduced.

The emerging *Local Development Framework* will support improving accessibility through the closer integration of transport and land-use planning.

4.2.14 Removing the Transport Barriers to Accessibility

Improving accessibility is not only about improving transport availability and provision. In areas of Peterborough, there are significant access problems where good transport provision via bus, walking and cycling is available so other factors must be stopping people from using sustainable transport.

Reducing the transport barriers could help the Council meet other transport objectives by improving access to key activities by modes of transport other than the car. If reliance on the car can be reduced, this will reduce congestion, thereby improving the local environment, improving road safety and promoting stronger communities.

These factors are discussed below, with the approach to tackling these barriers set out.

Information

Key Actions	
	Investigate future locations for interactive kiosks
	Route branding
	Install passenger information screens at key locations

Information on how to gain access to key services and employment is integral to improving accessibility, but also further wider objectives including encouraging the use of public transport and allowing people to make informed travel choice.

Travel horizons can be limited due to lack of knowledge of the transport network. A journey is more difficult if a passenger is unfamiliar with the route or not aware of the transport provision. Information is crucial to offering people the accessibility they require. The Council will ensure travel information is available for all stages of a journey; this is supported through a number of initiatives in the *Travelchoice* project.

The *Travelchoice* project will provide comprehensive and widely available travel information through various methods (including leaflets, posters, route maps and telephone-based travel information) thereby aiding increased accessibility. A *Travelchoice* information

pack will be produced for each pre-defined area of Peterborough, highlighting route information for public transport, cycling and walking.

The Council will also implement route branding, initially applied to core routes, linking key retail outlets and employment centres. The ethos behind route branding is that, if people know they can reach their destination by, say, following 'the red route' rather than a sequence of numbers, they may be more inclined to use it, therefore widening their personal travel horizons.

Passenger information screens will be located in the main shopping centre displaying both bus and rail information. The screens will display time of departure, destination and route information. Interactive kiosks will be located in key locations within the city to maximise accessibility to transport information, particularly for those who have not got access to the internet. Each kiosk will be equipped with printing options, a hearing loop facility and multilingual capabilities.

Travel information will also be targeted to key destinations such as the hospital, GP surgeries, schools and the Jobcentre to improve accessibility.

Safety and Security

Key Actions	
	Continue to provide a street warden service
	All Council-owned car parks to have an ACPO Park Mark Safer Parking designation by 2010
	Programme of architectural improvements at identified crime 'hotspots'

Crime and fear of crime, have a debilitating effect on many aspects of our society. Crime and fear of crime on the transport system can have a major effect (particularly on women and the elderly) on people's willingness to travel and their ability to access the jobs and key services that they need.

The *Travelchoice* travel behaviour survey demonstrates that fear of crime can have an effect on the decision of whether people make a journey and what mode they choose. Perception of crime can be improved through increased street lighting, installation of CCTV and the presence of street wardens.

The Council provides (through its own funds) a street warden service to provide a visible and helpful presence in the City Centre. The street wardens:

- make the City Centre a safer place to live, work and visit;
- improve the City Centre environment;

- respond to incidents of anti-social behaviour;
- offer reassurance to people living, working and visiting the City Centre and act as ambassadors for Peterborough.

In addition, the street wardens help to deter potential acts of vandalism, petty crime and anti-social behaviour through their presence in the City Centre.

Walking

Fear of crime is often a deterrent to people walking to access employment and services. The Council will respond to requests for improved safety and development of walking routes by co-ordinating activities between the Police, community safety officers, and community groups to facilitate future development.

Cycling

As with walking, the fear of crime is a significant deterrent to cycling. The Council will work with the Police to reduce the number of incidents of cycle theft and encourage the public to take preventative measures such as security coding and encouraging cyclists to purchase high-grade locks.



Cathedral Square Cycle Parking

Encouraging more cyclists onto routes can reduce the perception of crime by individuals. The Council will continue to consider personal safety when designing cycleway improvements and illuminate routes, where appropriate.

Parking

Privately operated car parks at Queensgate shopping centre and the railway station already have *ACPO Park Mark Safer Parking* status. Considerable work was undertaken to improve safety at Council-owned car parks recently. However, the *ACPO Park Mark Safer Parking* designation has not yet been applied for. Although a number of Council-owned car parks do not lend themselves easily to meeting the standards set out, the value of improving car parks to the standards is recognised. Therefore, a programme will be

implemented to bring all car parks up to the standard by 2010.

Public Transport

As stated in the Council's *Bus Strategy*, the Council will continue to work in partnership with the Police, community officers and bus operators to address bus crime hotspots. Operation Elderberry includes police officers travelling on public transport through crime hotspot areas, early identification of problems and regular meetings of the Crime Reduction Partnership. CCTV was installed, lighting improved and shrubbery cut back at crime hotspots. The Council has also provided funding, in partnership with the bus operator, for bus monitors in some trouble spots.

Smartcards/Ticketing

Key Actions

Introduce the smartcard initiative

The aim of a smartcard in relation to *Travelchoice* is to make journeys and, in particular, public transport journeys seamless. Creating a card that allows people to store value and exchange that for bus journeys will speed up boarding times. Efficient use of this technology will therefore provide confidence and familiarity in this type of ticketless travel option

Personalised Travel Plans

Key Actions

Introduce wide-scale personalised travel plans

Personalised journey planning will provide half of Peterborough's current population, approximately 70,000 people, with personalised journey information. The travel information provided through this initiative will be defined by the individual travel patterns of households.

The overall aim of the initiative is for the whole city to access personalised journey planning through an internet-based system, where people can log on and find out travel information specific to their journey. This would be particularly beneficial for increasing awareness of transport provision and widening the number of services and job opportunities to which people have access to. It is appreciated that paper-based information is equally important and would be provided to complement a wide range of materials.

Electronic Media

Key Actions	
	Raise awareness of on-line travel information
	Promote on-line delivery of key services

Access to services through the internet or by mobile telephones can provide the opportunity to avoid the need to travel or to access journey information. As internet access becomes widely available, opportunities to provide services on-line will make a significant contribution to reducing exclusion (including disabled people) from travel barriers.

The increase in on-line shopping and home deliveries can bring a valuable contribution to social inclusion; they are of particular benefit to those whose access to food shops is difficult.

The *Travelchoice* website will be available in a format more easily used by blind and disabled people. The Council will also promote the awareness of the Transport Direct website detailing door-to-door travel information by public transport.

4.2.15 Rural Areas

Key Actions	
	Promote community transport as a solution to social exclusion
	Continued programme of rural transport improvements

Rural Transport Audit

The quality of life for those living in rural areas is often dependent upon transport. The elderly and young, in particular, are at risk of social exclusion. In addition, growing car dependency and a decline in local services in rural areas is resulting in growing levels of traffic, concerns over road safety, noise, pollution and community severance.

The Peterborough rural transport audit was undertaken in summer 2002. The Council, in partnership with the Countryside Agency, visited the 25 parishes in Peterborough by way of a roadshow. This roadshow was a comprehensive consultation exercise giving residents an opportunity to discuss transport issues and needs in their area. The primary aim of the roadshow was to identify issues of social exclusion, accessibility and road safety.

The rural transport audit identified the main issues for transport in rural areas. These included:

- transport to and from Peterborough in the evenings was problematic, especially for younger people;
- village-to-village transport often did not exist, especially to villages that have amenities or services such as a post office or youth club;
- ability to get to work was difficult especially for those working shift patterns or part-time;
- journeys to hospitals and supermarkets in both Peterborough and Stamford are problematic;
- placement of some bus stops within the rural areas often proves inconvenient, either too far from the housing or, in some circumstances, located in a neighbouring village.

The outcomes of the rural transport audit informed a programme of schemes which demonstrated the Council's commitment to transport provision in the rural areas including:

- speed management schemes to alleviate the negative impacts of through-traffic and remove barriers to travel choice;
- establishment of rural cycle and walking network to link the villages on the B1443 corridor with Stamford;
- introduction of the *New Eye Flyer* and *Village Link* demand-responsive services;
- introduction of the cross-county bus services, serving Rutland and Peterborough.

The Council will continue this commitment through a programme of work specifically addressed at the needs of the rural community throughout the life of the LTP2.

Through funding secured from previous urban and rural bus challenge initiatives, the Council has purchased three accessible vehicles which are used for an operating rural bus service (*New Eye Flyer*) and urban bus services (*Local Link*). Through the purchase of these vehicles and new bus services, the Council is able to offer wider travel choice to vulnerable groups such as the elderly and disabled.

In addition, the Council has recently purchased a number of accessible and low-floor vehicles which are being utilised for both school and public transport services. To further build on this initiative the Council successfully submitted *Kickstart* proposals for further service improvements. This included a capital expenditure element for vehicle purchase which would be match-funded through a LTP capital funding allocation.

The Council will continue to take full advantage of its Rural Bus Subsidy Grant allocation and aims to encourage operators to invest in low-floor vehicles through the quality elements of its procurement processes.

The rural dial-a-ride services will be reviewed during the life of the LTP2, with a view to providing further enhanced services in the rural areas.

The Peterborough 'Fast Track Delegated Fund', provided by the Countryside Agency, will be used to support and promote qualifying community transport schemes in rural areas. The fund was used to provide a local community transport group with a display stand to promote their services in rural areas. New funding opportunities for community transport schemes from the East of England Development Agency and the European Union 'Leader Plus Initiative' are available, aimed at assisting rural communities to improve their quality of life and economic prosperity. The Council will continue to promote community transport as a solution to social exclusion and act as an advisor through partnerships with parish councils, community groups and organisations wishing to set up schemes.

Tourism and Visitors

By improving the accessibility of rural areas the Council will encourage visitors to enjoy the countryside and bring benefits to the local economies of rural areas. This will be progressed through the *Rights of Way Improvement Plan* discussed in further detail later.

4.2.16 People with Disabilities

Key Actions	
	Provide an accessible environment and an inclusive transport system that caters for the needs of disabled people
	Increase proportion of disabled parking to 6% of total parking stock when justified by demand but set 6% as minimum proportion for new developments
	All controlled pedestrian crossings to have tactile facilities
	Review of pedestrian signing
	Maintain good access at all times, especially during periods of highway improvements

People with disabilities are particularly at risk of social exclusion as a result of the transport network. The design of the pedestrian environment, public transport and highways infrastructure is important for the mobility of disabled people. It is recognised that, for some disabled people, the car often remains the only practical way of getting around. Measures contained within the LTP2 seek to provide an environment and transport system that caters for the needs of disabled people.

Progress towards a barrier-free environment for all will benefit not just disabled people, but other groups of people such as:

- older people;
- people carrying heavy luggage or shopping;

- temporarily 'disabled' people such as those with broken limbs;
- pregnant women;
- parents and carers pushing prams and pushchairs;
- children.

In brief, a barrier-free environment makes life easier for everyone.

The Disability Discrimination Act (1995)

Part 3 of the *Disability Discrimination Act 1995* puts a duty on service providers to ensure that their services are not unreasonably difficult for disabled people to use by removing physical barriers to access. This duty extends to facilities and services both in the pedestrian environment (for example, footpaths and footbridges) and in transport related infrastructure (for example, bus stations and stops).

Physical Accessibility

Uneven kerbs, steps and poor signage all present barriers for disabled people. The use of tactile surfacing greatly enables blind and visually-impaired people to identify street features and crossing points. The Council will seek to ensure that all surfacing, tactile or otherwise, is laid in the best interests of all disabled people.

During the LTP1, facilities for those with mobility difficulties were improved. All controlled pedestrian crossings have facilities for disabled people, including tactile paving, pedestrian tactile cones and audible signals. The Council will continue to install facilities for disabled people on all new controlled pedestrian crossings.

Signage

Good clear signage is vital for visually-impaired people and people with a learning disability to find their way around. Signage also needs to take into account which routes are suitable for wheelchair users. The Council will review its directional signage in the City Centre with particular attention paid to the needs of disabled people.

At present, access to the railway station via a footbridge from the City Centre is very poor for those with mobility impairments. In the long-term, the access to the railway station will be improved by providing at-grade crossings through the *City Centre Framework*. In the short-term, the Council will look to improve the lining and signage on the alternative routes to improve access to the station and will actively seek solutions to this problem.

Accessible Parking

'Blue Badge' holders are permitted to park in pay and display bays and Council-run car parks in the City Centre. However, there is a need for dedicated

parking spaces to ensure that City Centre services are easily accessible to Blue Badge holders. The DfT document *Inclusive Mobility: A Guide to Best Practice* (2004) recommends that parking provision for Blue Badge holders should be set at 6%. However, as Blue Badge holders are permitted to park free on-street and off-street, the current 4% provision will generally be maintained. The Council will undertake occupancy surveys to pro-actively identify locations where this level of provision is inadequate and, if necessary, set a localised divergence. Where the provision is made off-street, user-friendly wide bays will be sought. In new off-street development, 6% provision will be sought. The Council will continue to enforce compliance in these bays and encourage private service providers to do likewise.

Shopmobility

Shopmobility provides disabled shoppers and those with limited mobility with the same freedoms and benefits that non-disabled shoppers enjoy in and around the City Centre. As part of the *City Centre Framework*, Shopmobility will be relocated to an easily accessible location. Consultations will also be held with a view to increasing the usage of Shopmobility and its closer integration with the transport network.

Low-floor Buses

Currently, 56% (February 2006) of all bus services operating in the Peterborough area are operated with low-floor vehicles. The Council will continue to work with transport operators to encourage them to provide low-floor vehicles in preparation for Part 5 of the *Disability Discrimination Act 1995*. A uniform fleet of low-floor buses will ensure barrier-free access to public transport.

Disability Awareness Training

The City Council will continue to encourage local transport operators and taxi and private hire firms to ensure that all employees receive Disability Awareness training. Training will also be provided to all drivers on Council-contracted services.

Maintaining Access at All Times

The City Council will ensure that good access is maintained (such as ramps, controlled crossings and accessible parking spaces) especially during periods of highway improvements/maintenance.

Delivering Accessibility and Quality of Life Outcomes

Strategy Theme	Quality of Public Spaces	Landscape and Biodiversity	Safety, Security and Crime	Healthy Communities	Sustainable, Communities	Noise	Climate Change	Comments
Accessibility Strategy	✓✓		✓✓	✓	✓✓		✓	Improving accessibility to key services has a direct impact on the quality of life an individual experiences. Improving access to key services and employment has a positive result particularly on fear of crime, healthy communities and sustainable and prosperous communities
People with Disabilities	✓✓			✓	✓✓			Building a more accessible environment and transport infrastructure will encourage more people to leave their car at home and will help disabled people to play a greater role in the community.
Buses	✓✓		✓	✓	✓✓		✓	Bus measures are an important means to improve access to jobs and services, particularly for those most in need. This has a resulting impact on quality of life factors.
Community Transport	✓		✓		✓✓	✓	✓	Community transport makes a valuable contribution to improving accessibility for those with mobility difficulties or those without access to conventional public transport. Such transport reduces social exclusion and provides a vital link to shops and services.
Taxi's			✓		✓			Taxis offer a flexible form of transport which enhances the public transport network. They offer a valuable service for those who do not have access to a car or cannot reach bus services.
Walking	✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	Walking is a cost-free means of gaining access to places of work, education, health care and other services essential to our daily existence. Creating sustainable communities will reduce the need to travel long distances to gain access to services.
Rights of Way Improvement Plan	✓✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	Improving the RoW network has a direct impact on the quality of life and health of the Community. Helps towards providing a sustainable and prosperous community. They can also provide alternative means of access to key services and employment.
Cycling	✓	✓	✓	✓✓	✓✓	✓✓	✓✓	Improving the cycle network in addition to better cycle signage and information increases the propensity to travel by cycle.

Delivering Accessibility and Quality of Life Outcomes (continued)

Strategy Theme	Quality of Public Spaces	Landscape and Biodiversity	Safety, Security and Crime	Healthy Communities	Sustainable, Communities	Noise	Climate Change	Comments
Land-use Planning	✓✓	✓	✓✓	✓	✓✓		✓	Accessibility can be improved by arranging services to be delivered in a more convenient manner. By locating services together, travelling can be minimised, as well as a reduced reliance on the car.
Safety and Security	✓		✓✓		✓			Crime and fear of crime on the transport system can have a major effect on people's willingness to travel and their ability access to jobs and key services. Safety and security impacts upon a quality of life factors, especially for those from disadvantaged communities.
Information	✓	✓	✓✓	✓	✓✓		✓	Improved information on transport provision is integral to improving accessibility but also encourages the use of sustainable transport modes.
Smartcards/ Ticketing				✓	✓		✓	Allowing improved access to public transport and reducing the need to carry money.
Personalised Travel Plans	✓✓		✓	✓✓	✓✓	✓	✓	Providing sustainable travel information that is personally delivered to households.
Electronic Media					✓			Promoting the awareness of on line travel information can encourage the use of sustainable travel modes. The on-line delivery of key services can reduce exclusion from travel barriers and reduce the need to travel.

