



4.1 TACKLING CONGESTION

We will:

- strengthen and diversify the economy;
- provide an effective, efficient and accessible Council.

By committing to:

- support local economic performance by provision of an integrated transport network;
- make best use of existing infrastructure;
- improve community health by increasing walking and cycling;
- increase travel choice and improve quality;
- support the proposals to develop and enhance the City Centre;
- support and influence growth through travel solutions.

4.1.1 Congestion and the Growth Agenda

Congestion has a negative impact on economic performance and the quality of life. During the life of the LTP2, demand for travel is forecast to grow rapidly in the Peterborough sub-region. If this growth in demand is not managed, Peterborough’s relatively good transport access and low levels of congestion, created mainly through New Town infrastructure, will be eroded. This, in turn, will pose a real threat to the corporate ambitions of the Council. This section sets out the strategies that will address and manage congestion to ensure the continued economic growth and prosperity of Peterborough.



Morning traffic on Town Bridge

4.1.2 Traffic Management

Key Actions	
	Establish a new, updated road hierarchy
	Set out a comprehensive monitoring regime
	Identify current and future congestion hotspots
	Relieve traffic pressure on congested routes through an annual programme of schemes
	Provide web-based access to street works information

As traffic authority for the local road network, the Council has powers under the *Highways Act 1980* to create, improve and maintain highways. Under the *Road Traffic Regulation Act 1984*, the Council is further empowered to make traffic regulation orders to regulate the speed, movement and parking of vehicles. In addition, the *New Roads and Street Works Act 1991* provides powers to direct the timing of utilities’ street works to minimise disruption to the network. The *Traffic Management Act 2004*, adds to the powers detailed above, introduces a new ‘network management duty’ on the Council and requires the appointment of a ‘Traffic Manager’. With effect from 4 January 2005, all traffic authorities have a duty to ensure the safe and expeditious movement of all modes of transport within their area. Further, they are required to co-operate with other authorities and agencies that may be affected by their actions to achieve a coherent regional traffic network with free-flowing road conditions.

The production of the LTP2 afforded the Council the opportunity to review its internal structure, to both build on the successes over the past five years and formalise how it will deliver key areas for the future. One such area is the network management duty required of the Traffic Manager, a role that the Head of Transport and Engineering fulfilled for the Council following publication of the Traffic Management Act in November 2004. The creation in January 2006 of a new Traffic Management Group (comprising the Street Works Co-ordination, Traffic Management, Parking, Road Safety and Engineering teams) within an enhanced Transport and Engineering Services also resulted in the manager of that group becoming the authority’s formally nominated Traffic Manager.

The structure therefore enables the Council to discharge its obligations under the Act and permits a co-ordinated

approach to the management of the highway network, such that the main priorities can be actively delivered to support the Council's corporate aims and the growth agenda in terms of Intelligent Transport Systems.

This new structure accords closely with that of the recently created EEDT sub-group "Traffic Management and Road Safety" and therefore the Council has aligned itself to the regional structure. The initial meeting of the sub-group took place in 2004 and thus the Council can demonstrate active participation and involvement with regional issues through this forum. Similar sub-groups will either continue to exist, or be created, for the respective teams to promote cross-boundary co-operation and the dissemination of best practice.

The inclusion of the Parking Team within the Traffic Management Group permits (in conjunction with the ongoing work of the PEP2 project) local congestion, accessibility and safety issues to be enforced where they are caused by illegal parking. In addition, greater control of parking for special events and festivals held within Peterborough is possible, thereby minimising congestion on the highway network.

Identifying and Managing the Road Hierarchy

The Peterborough Transport User Hierarchy was developed for the LTP1 and ratified by key stakeholders and elected members alike.

The Transport User Hierarchy is interpreted flexibly in the context of local network conditions to best retain transport mode mobility. For example, on Primary Routes, it is desirable to move road haulage further up the priority table. In general, opportunities are actively sought to improve accessibility and safety for vulnerable groups such as pedestrians, cyclists and those with mobility difficulties issues, in keeping with the *Travelchoice* project.

The Transport User Hierarchy

In all matters of land-use and transportation planning, consideration will be given to the needs of user groups in the following priority order:

- pedestrians and those with mobility difficulties;
- cyclists;
- public transport including coaches and taxis/private hire vehicles;
- motorcycles;
- rail freight;
- commercial and business users including road haulage;
- car borne shoppers and visitors;
- car borne commuters.

To proactively manage planned activities and react effectively to unplanned incidents, it is essential that the

organisation has robust procedures in place and good access to current, accurate and relevant data regarding the road network. A review of the Peterborough road hierarchy is now being carried out to better inform future planning and decision making. Roads will be classified according to their function and local environment – pedestrianised street, residential access road, local distributor, district distributor etc. These will be further broken down into sections and the predominant users identified. This will facilitate the identification of more localised transport user hierarchies on a route by route basis and therefore act as an audit prior to the implementation of new transport schemes. Liaison with adjoining highway authorities will ensure that cross-boundary routes hierarchies are co-ordinated.

Congestion Management

Peterborough is fortunate in having an excellent Parkway system, which forms a dual carriageway ring road around the city, and directs the majority of through traffic around the City Centre. Relieved of this traffic burden, high levels of accessibility to the City Centre are normally experienced. This statement is supported by the data contained in the Transport Statistics Bulletin *Road Travel Speeds in English Urban Areas: 1999–2000* commissioned by the former Department of the Environment, Transport and the Regions. Peterborough was listed as having the highest average peak and off-peak speeds in the country (35 mph average), in comparison with national figures of 21.2 mph peak and 25.4 mph off-peak. However, traffic build-up does occur for short periods during peak hours, particularly at major junctions. When significant problems occur outside this period, they are generally accident or incident related.

The projected growth of Peterborough requires the Council to actively address the threat of growing congestion. Section 3, *Challenges and Opportunities*, details how the Council will utilise the *Peterborough Transportation Model* to help plan the city's growth in a sustainable manner. This model represents the analytical evidence base for many of the strategies contained under the shared priority headings.

Figure 11 details the forecast network delays, comparing 2003 base case to 2021 projections. A wider green band depicts a greater delay. In general, the primary tools for tackling congestion on these routes will be:

- an annual programme of network infrastructure improvements focussing on junctions/routes with network delays;
- major infrastructure improvements when identified through the growth agenda;
- a targeted programme of business travel plans;
- targeted programme of promoting *Travelchoice*;
- the use of technology to promote public transport and manage traffic flows;
- freight quality partnerships.

Figure 11: Peterborough Transportation Model: Network Delays



Do Nothing 2003



Do Nothing 2021

The forecast change in city-wide traffic flows is discussed in more detail in Annex 5.

In implementing congestion improvements, the Council will seek to add value by considering vulnerable road user requirements, safety improvements and opportunities for bus priority. Journey times on these priority routes will be monitored as a local indicator for the LTP2.

Monitoring the Road Network

To effectively manage the local road network, to the benefit of all road users, the Traffic Manager will require access to relevant, timely, and accurate data. Peterborough currently monitors a screenline which follows imaginary lines (north-south along the railway line and east-west along the River Nene). Checks are carried out annually in May and consist of a 12-hour classified manual count at 20 screenline monitoring points, four of which are cycle footbridges. Information gathered at these sites over a period of ten years and data from an inner screenline (nine of the sites) was used to provide a measure of modal share.

The new mandatory indicators introduced by DfT for the LTP2 have necessitated a restructuring of existing monitoring arrangements. A City Centre cordon comprised of manual and automatic traffic counts was established to replace the inner screenline. This network, in addition to the existing screenline counts, will provide continual monitoring of traffic volumes and facilitate detection of growth trends. Further, automatic traffic counts can be integrated into any 'intelligent transport systems' introduced in the near future, and also contribute to automatic network and incident management processes. Figure 12 details the screenline, cordon and automatic traffic counts.

Co-ordination and Direction of Works

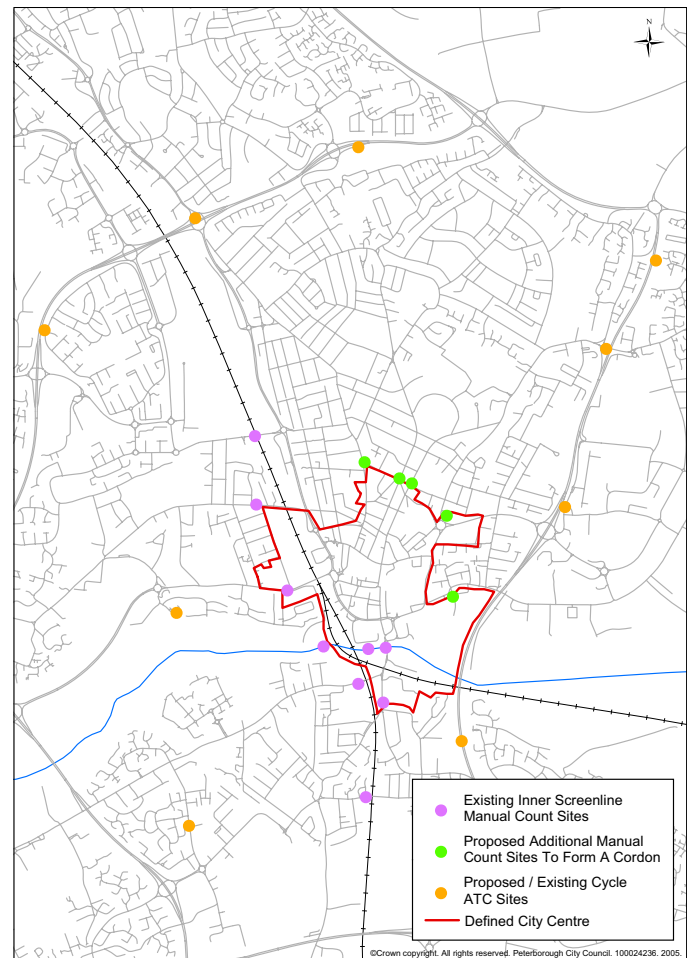
Procedures will be established, in light of the road hierarchy review, to ensure planned works are carried out at the most appropriate time, bearing in mind both their specific location and the impact on the network as a whole. These procedures will also ensure that reasonable alternative routes exist (known as road pairing) which are unaffected by other activities. Opportunities will be sought to encourage joint working arrangements on the same stretch of road to minimise disruption. The inconsiderate placing of temporary structures in the highway, such as skips and scaffolding, can cause safety and accessibility problems, and reduce network capacity. Controls on these activities will continue to be via a permit system.

The *Traffic Management Act 2004* reinforces the powers contained in the *New Road and Street Works Act 1991* and introduces more stringent measures and powers, aimed at assisting the Traffic Manager in his task of achieving a local road network with free-flowing traffic conditions in furtherance of the foregoing. There are

new requirements to work in partnership (particularly on cross-boundary issues) with neighbouring local authorities, the Highways Agency and other stakeholders to ensure the network as a whole functions efficiently and to ensure the same rules are applied to local authority works as to those generated by utility companies. Continued membership of the Highways Authorities and Utilities Committee for the Anglian Region will better enable a 'level playing field' to be realised and accepted in practice. This forum meets on a quarterly basis and provides regular contact with neighbouring local authorities and statutory undertakers to discuss issues of mutual concern. From a cross-boundary perspective, the East of England Directors of Environment and Transport (EEDET) meet quarterly to address and assess current issues. This group is supported by a number of sub-groups, including the EEDET Asset Management, Maintenance and Engineering Group and the EEDET Traffic Management and Road Safety Group. The Highways Agency attends both of these sub-groups to provide an interface between trunk and local roads.

The Council is committed to upgrade its existing geographical information system to facilitate electronic mapping of the road network. Different information will sit on different map layers and will include the following: the road hierarchy; road pairing data on traffic sensitive streets; residual road life; and local authority assets.

Figure 12: Location of Peterborough's Central Traffic Counts



Committed street works, maintenance programmes and planned events will also overlay existing data. New requests to carry out works on the highway will be considered in the light of existing commitments/ circumstances and be programmed to avoid conflicts or disruption. This system will be available on-line, facilitating electronic booking of road space and allowing the sharing of certain information with utilities companies, the Highways Agency, other local authorities, the emergency services and the general public. This information will be helpful in maximising the operational efficiency of the network, by facilitating forward planning of works and influencing the route choices of transport operators and the general public.

Dealing with Planned Events

The *Traffic Management Act 2004* will enable the Council to better manage traffic movement in Peterborough. The Council will utilise the powers conferred within the Act to provide for adequate parking space for any planned large scale event. A combination of technology (discussed in detail under *Intelligent Transport Systems*) and civil enforcement will be utilised to regulate the movement of traffic on roads, ensure safety and avoid congestion problems. All planned events where parking is deemed to be at a premium will be co-ordinated with emergency planning officials and other stakeholders.

4.1.3 Intelligent Transport Systems (ITS)

Key Actions

Implementation of an Intelligent Transport System to include:

- urban traffic management and control
- bus priority
- traffic and traveller information
- car park guidance systems
- incident control systems
- automated enforcement systems

Developing ITS for Peterborough

An Intelligent Transport System is essentially the application of information technology, telecommunications and associated management techniques to transport. An Intelligent Transport System will be at the forefront of delivering the Council's congestion objectives.

The *City Centre Framework Transport Report* identified the early implementation of an Intelligent Transport System as being essential to provide the platform for, and subsequently manage, future growth. In recognising this, the Council will look for early delivery of the Intelligent Transport Systems project. This will either entail using any successful allocation from future rounds of Office of the Deputy Prime Minister's 'Growth Area Funding' or 'Community Infrastructure Funding' or, if unsuccessful, investing a significant percentage of its LTP2 capital allocation to this project.

To set the scope for the Intelligent Transport System, key stakeholders (including the Highways Agency, bus operators, emergency services, planners, parking managers and other interested parties) were invited to an Intelligent Transport System inception workshop in March 2005. This workshop served to establish the overall aims of an Intelligent Transport System and these are:

- provide comprehensive traffic and travel information through a wide range of channels;
- integrate all available transport network control systems for optimum performance;
- monitor the integrated transport network;
- respond to incidents quickly to minimise their impact on transport;
- work with other network operators to deliver a first class service to the travelling public in Peterborough.

Urban Traffic Management and Control

Urban traffic management and control is a technique for linking a group of traffic signals via a control centre to manage vehicle queuing and therefore optimise the available capacity on the road network. Currently, all Peterborough's traffic signals operate independently,

maximising capacity at individual sites. Switching from independent signals to a linked system can typically achieve reductions in vehicle delay ranging between 10% and 40% through signal sequencing. The ability to strategically control traffic will lay the foundation for an Intelligent Transport System and, as such, the Council aims to have an urban traffic management and control centre in place by April 2010, if dependent solely on the LTP2 funds.

Bus Priority

Peterborough has an excellent network of segregated bus routes in the townships to the north and south of the city. However, bus reliability can be compromised when the buses enter mixed traffic routes closer to the City Centre. Urban traffic management and control married to global satellite positioning, will enable the management of traffic signals to give a green signal to a bus that is running late. Urban traffic management and control will, in turn, ensure that any delays to non-bus streams are kept to a minimum. The technology will also introduce the concept of virtual bus lanes, whereby traffic upstream of the bus is cleared to provide an uninterrupted passage for the vehicle. This technology will be introduced initially on Peterborough's Primary Public Transport Corridor (the city's core transport corridor enhanced during the LTP1) and then applied to all core, high frequency bus routes.



Bus Lane on Town Bridge

Real-Time Passenger Information

A regular comment from non-users of public transport is that they cannot easily access up-to-date bus information. Real-time passenger information is a component of an Intelligent Transport System that will track the location of a bus and feed estimated times of arrival to the public via bus stop signs, mobile phones, internet and other media.

The Council, together with Bedfordshire County Council and Cambridgeshire County Council, has formed a consortium for the purpose of implementing a real-time passenger information network throughout the respective authorities. This has ensured that best value is obtained in procuring the technology and that control centre

running costs are shared. The first on-street signs will be introduced on the Primary Public Transport Corridor in 2006, followed by a route by route assessment for future implementation of on-street signs.

Car Park Guidance

In Peterborough, car park access can often be the focal point for congestion on the network. This is particularly true of the Queensgate Shopping Centre car parks (located on the A15 Bourges Boulevard) during peak shopping times. Parking surveys have identified that the peak parking demand is approximately 83% in all public car parks, therefore implying that both better use can be made of existing provision and there is capacity for future growth in Peterborough. This is further reinforced by the *City Centre Framework Transport Report* which concludes that there is no need to increase the overall numbers of parking spaces to accommodate the re-development of the City Centre. An Intelligent Transport System will provide a car park guidance system that will monitor car park usage and guide drivers to where there are available spaces via road side variable message signs. These signs will be located on the Parkway network around the city to enable drivers to make early travel decisions and reduce journey times from the arterial routes into the city.

Incident Management

An Intelligent Transport System allows the technology to monitor journey times on the network and the identification of incidents leading to significant congestion. This will be an invaluable tool for the Traffic Manager who will be able to respond to incidents on the network by instigating a pre-planned package of traffic measures from the control centre. Journey time information can be broadcast to the public via electronic media enabling the negative effects of an incident on traffic flows to be kept to a minimum. The technology will also be utilised for pre-planned events such as sporting events and concerts and has the potential to be used for environmental control to mitigate the worst impacts of vehicle borne emissions.

Civil Enforcement

An Intelligent Transport System also provides the digital technology to enable remote enforcement of traffic offences. Early installation of an Intelligent Transport System will place the Council in a strong position to implement the civil enforcement provisions of the *Traffic Management Act 2004*. This will be camera enforcement of bus lanes and box junctions initially.

4.1.4 Travelchoice

Key Actions	
	Develop clear, concise and marketed travel information in all areas of sustainable travel
	Personalised travel planning to be offered to all residents within the urban area
	Develop electronic media to inform travel choice
	Introduce pledge cards to encourage smarter travel choice and to inform travel pattern databases
	Undertake an intense annual marketing programme
	Develop interactive travel planning through the <i>Travelchoice</i> website

A recent Government report, *Smarter Choices – Changing the Way We Travel*, studying the various initiatives described as soft transport policy stated ‘The challenge now for local authorities is to recognise the potential benefits of smarter choice measures so that they can make them an integral part of their transport strategies. Not only can they reduce congestion, but they give people genuine travel choices. They also contribute cost-effectively to other Government priorities, such as improving accessibility and social inclusion, encouraging regeneration, reducing pollution and carbon emissions and helping to increase levels of physical activity’.

The Council’s *Travelchoice* project, will look to address the linkage between the ‘soft measures’ and infrastructural improvements to not only create smarter choices but to create a seamless approach to sustainable travel in Peterborough. To enable the city to grow in a sustainable way, this integrated approach will be maintained over the life of the LTP2 and beyond.

The project seeks to encourage people to use sustainable travel options for some of their daily journeys. It combines a quality choice of travel options, good information about these options and active encouragement to try these out.

Information

Travelchoice will deliver consistent, concise and marketed travel information in all areas of sustainable travel. This will promote confidence and real travel choice in journey decisions.

All travel information provided by the Council will carry the *Travelchoice* logo and adhere to the colours and guidelines set out through the original branding exercise. Each mode of transport will be allocated a different colour for branding purposes.

This will provide high quality, professional literature and materials that will effectively inform, promote and market real sustainable travel options within Peterborough.

Personalised Travel Planning

Personalised travel planning will provide the foundation for taking travel information and disseminating it at a household level. Over half the population of the Council area, approximately 70,000 people will be offered the opportunity to receive personalised travel information over the next three years. Information that is provided through this process will be defined by the individual travel patterns of households and therefore be tailored to their needs.



SMS Text & Go Leaflet

It is the overall longer term aim of the project to allow access to personalised travel planning for the entire population of the city. This will be done using an internet-based system that would allow people to log onto their own personal web page and find travel information that is specific to their daily journeys. With an electronic-based system, updates on bus times and cycle routes can be delivered automatically. However, it is appreciated that paper-based information is important so this format would still be provided to complement a wide range of materials.

Good Going – Smarter Choice Pledge

Travelchoice information will be produced for each pre-defined area of Peterborough, therefore allowing a more personalised, area specific approach. The associated leaflet will include a map of the local area highlighting route information for public transport, cycling and walking, together with key sustainable travel information.

It is proposed that this information includes a *Good Going* pledge card. This card, originally developed in London, asks people to pledge to use more sustainable forms of transport. In return, the card offers discounts and access to promotions and competitions.

Peterborough is the first city outside of London to join the *Good Going* campaign and this will bring substantial benefits to the promotion of sustainable travel.

The pledge card will be used as a means to encourage people to receive the *Travelchoice* information and, more importantly, agree to receive further updates relating to specific travel needs. This is seen as a crucial step in the longevity and integration of the Government's *Smarter Choices* approach. Gathering a database of key contact information along with information preferences will provide a powerful tool in expanding and enhancing the travel information network.

Car Club

The Council is currently investigating the potential for setting up a city-wide 'car club'. The scheme would be similar to those such as Edinburgh, Bristol and London and other European cities.

Essentially, a car club is made up of a number of people who are the joint owners of a car. For a monthly fee, members can book the car for a number of hours. The on-board telematics system means that users can book the cars via the internet or over the phone and then unlock the cars using smartcard technology.

It will work towards addressing the issue of social exclusion experienced by those without access to a car and will reduce the number of households needing more than one car. It is estimated that each car club car can replace between 5 and 10 private cars.

Local businesses and organisations can become corporate members of the car club, linking into workplace travel plans. This can be a mutually beneficial arrangement because the businesses can use underutilised vehicles during the day. Developers will be encouraged to consider including a car club in planning applications.

Marketing and Promotion

Marketing is a process that forms an integral aspect of *Travelchoice* and in the future of travel options in Peterborough. An intensive annual marketing plan will be developed that will enable key events to be planned and, more importantly, to ensure that a constant stream of marketing is delivered throughout the year. This will enable the brand and the information materials to invoke and thereafter maintain consistently high levels of awareness in the travelling public.

Publicising *Travelchoice* is vital to achieve widespread brand recognition and so increase confidence and consistency with travel information. Publicity opportunities will be identified in the marketing plan and maximised to increase awareness.

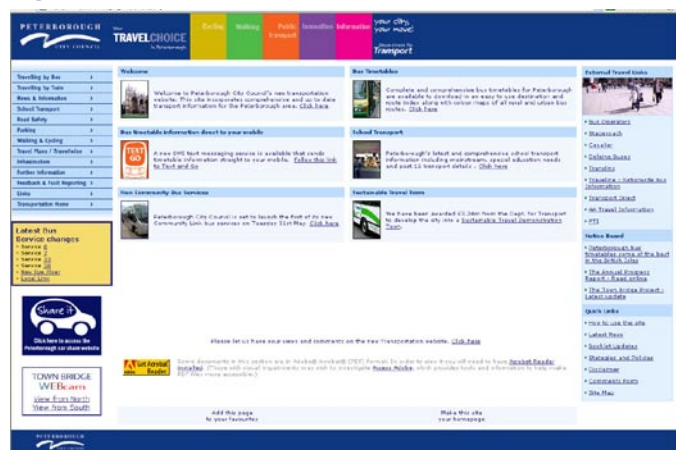
e-Government

A *Travelchoice* website is on-line (www.travelchoice.org.uk) and this provides comprehensive travel information for in and around Peterborough. Complete bus timetables are available to download, along with colour-coded route maps. There is further information available on cycling, walking, infrastructure developments, school transport, road safety and car sharing.

The website will provide the foundation to build and develop more interactive elements and to incorporate personalised travel planning web pages. A Peterborough-specific journey planner will be developed and made available, enabling people to plan their journeys in and around the city.

www.travelchoice.org.uk will provide the future for travel updates and interactive travel information. A feedback

Figure 13: Travelchoice Website



process is being developed (aligned to the Government's 'Implementing Electronic Government' programme) to enable people to comment on the development of the site.

A car sharing website was developed and is accessed from the main *Travelchoice* website. This allows people to join up free of charge and to share their daily car journeys. The 'liftshare' matching service puts people travelling in the same direction or to a similar destination in contact with each other, allowing them to arrange to travel together and share the costs, whilst also reducing congestion and pollution on the roads.

Interactive route mapping will be incorporated onto the website and will look to complement and enhance the personalised travel information. This mapping will incorporate different layers of cycling, public transport and walking routes enabling people to visually ascertain journey information within the city. This scheme will link closely with the development of real-time passenger information and allow people to locate their point of origin and click on the nearest bus stop to find out what time the next bus will arrive. Real-time passenger information will also highlight if the bus is delayed.

4.1.5 Buses

Key Actions	
	Continue to improve bus infrastructure, ensuring accessibility for all
	Work in partnership with local transport providers on core routes
	Set up a Bus Reference Group
	Set up a bus users forum
	Provide real-time passenger information by 2010 (see Urban Traffic Management and Control)
	Continuation of the Primary Public Transport Corridor programme
	Improve bus service information linking to the Travelchoice project
	Review permanent park and ride options such as developer funded or growth area funding
	Continue to provide the <i>Christmas Park and Ride</i> bus service
	Continue to improve cross-boundary bus services

The Government guidance states 'For most authorities, bus measures will be the most important means to improve access to jobs and services, particularly for those most in need. Bus travel will also be central to efforts to reduce congestion'.

The *Greater Peterborough Sub-Regional Strategy* further reinforces this view by recognising the role improvements to public transport infrastructure can have in increasing opportunities to use alternatives to the car.

Policy GPSR4: Regeneration of Peterborough City

Within Peterborough City, the East of England Regional Assembly, the East of England Development Agency, the Authority and other relevant agencies will develop and implement policies that seek to:

- support the regeneration of the City Centre to create an improved range of services and facilities including retailing, housing, leisure, cultural and green infrastructure provision;
- support the regeneration of inner urban areas;
- develop travel choice and accessibility improvements to the local transport infrastructure including Peterborough railway improvements and bus priority measures.

Peterborough City Council is committed to continually improving the public transport network to achieve a real move towards more sustainable transport modes. The

Council recognises that partnership working with local transport providers, to encourage people to use public transport as an alternative to the car, is essential and has undertaken a number of joint working initiatives with local transport providers.

Through its *Bus Strategy*, the Council is encouraging bus operators to provide high quality bus services.

In April 2004, Stagecoach (the principal local public transport operator) undertook a major bus network review and invested £1.8m in new low floor vehicles on four of its five principal routes into the City Centre. This investment achieved an overall 10% increase in passenger numbers in its first year of operation and improved social inclusion for people with mobility difficulties. The fifth route was upgraded with new low floor double-deckers in March 2006. This coincided with a joint initiative between the local operator and the Council to install real-time passenger information along a core route in Peterborough.

The Primary Public Transport Corridor saw an additional 2,477 passengers per week carried during 2004/05, which equates to a 16% increase on 2003/04. The Council is committed to rolling out the successful programme of infrastructure improvements along this corridor to all high frequency routes within the city. Proposals are discussed in more detail in *Transport Solutions*.

In addition to the major commercial network review, the Council undertook a review of its subsidised bus services and how they could best complement the new commercial network. The outcome of the review was that, apart from some small areas of social exclusion that needed to be addressed, the overall bus network in Peterborough fared as equal first (with Southend-on-Sea) in terms of outputs (best value and demand indicators) and third best in terms of inputs (socio-economic indicators) when assessed against its eight comparator local authorities.

The review also highlighted the need to promote bus services positively and to provide improved bus service information. The Council will provide branded and high quality promotional information on bus services through the *Travelchoice* project. It will also consult more widely with bus operators, bus and non-bus users, to improve the public perception of bus travel and annually review its continued subsidised service provision.

Infrastructure Investment

The surrounding bus infrastructure, bus priority, provision of travel information and passenger safety all have an important part to play when assessing the whole transport experience and when encouraging non-bus users to try the bus as a real alternative to the car.

Since 2002, 58% of all bus shelters have been upgraded using anti-vandal, anti-graffiti materials in response to the findings of the *Peterborough Transport Audit* (published in 2003). This initiative was hugely successful and has ensured that the Council's bus shelter infrastructure is more easily maintainable with improved waiting environment for bus passengers. Rural areas have also seen infrastructure investment with aesthetically pleasing wooden shelters being installed in villages, in keeping with the surrounding village settings. These improvements to passenger waiting facilities are designed to encourage increased public transport usage and reduce rural isolation. Improvements to bus infrastructure will continue through the life of the LTP2 with the remaining bus shelters, both rural and urban, being upgraded, further bus stop improvements, more hard standings at bus stops and stop-specific timetable information.

Kickstart

The Council has successfully secured funding in recent years for its rural and urban bus challenge initiatives. In November 2005, the Council was successful with its *Kickstart* bids receiving a total of £696,409 from Government to improve non-commercially viable routes.



Park and Ride Bus

The funding means that six cross-city *Local Link* services can be expanded and improved to give residents better access to employment areas, shops, hospitals, district centres and other 'social-need' destinations.

Some of the money will be used to purchase three 25-seater environmentally friendly, fully accessible midi-buses. They will replace three 15-seater mini-buses, two of which will be used on rural taxi-bus services while the third will be used up as a back-up vehicle. In addition, some buses will be equipped with communications so that drivers can be alerted to on-demand bookings from people who are unable to walk to regular bus stops.

Formal Partnerships

The *Transport Act 2000* introduced 'Quality Contracts' and 'Quality Partnerships', whereby a Quality Contract would be used where a Quality Partnership had not seen sufficient improvements.

The Council is currently working with Stagecoach on a joint initiative to implement real-time passenger information along its core route in Peterborough. Through this joint working, a voluntary 'Quality Bus Partnership' will be formed to ensure that services that operate along this core route enhance the bus services in the vicinity.

At this stage, the Council is not considering entering into a Quality Contract but will keep this method of regulating local bus services under review if other strategic objectives in its *Bus Strategy* fail to deliver a quality bus network.

The Council recognises that buses need to be reliable with competitive journey times to be attractive enough to encourage car users out of their car. The Council has held initial discussions on the principle of a 'Performance Improvement Plan' with Stagecoach as the main bus operator in Peterborough. Stagecoach are undertaking monitoring of all services and the Council awaits detailed information on this monitoring to establish the need for such a Performance Improvement Plan.

Integration with Rail

The Peterborough bus and railway stations are located relatively close together and can be accessed by an over-bridge between the two sites as a dual carriageway physically separates them at road level. Some bus services perform a link between the railway and bus stations. However, the future redevelopment of the Station Quarter and the Queensgate Shopping Centre (in which the bus station is currently sited) gives an opportunity to improve access for all users, particularly those with mobility difficulties. The Council will continue to encourage bus operators to serve the railway station to provide a transport link between both the bus and railway stations.

Travelchoice are also working closely with GNER to establish a taxibus service for those areas which have poor bus links to the railway station.

Park and Ride

It was stated in the LTP1 that the potential for a permanent full-time park and ride service for Peterborough would be investigated.

A study of feasibility was undertaken by the consultant Atkins in 1999. Public consultation during development of the LTP1 identified significant support for such a scheme.

The 1999 study used data collected from road-side interview surveys undertaken in 1991, to determine the number of car trips heading to the City Centre. A cost model was developed to estimate the amount of trips that might transfer to a park and ride service.

The feasibility study set out the criteria for identifying potential park and ride sites located on radial routes capable of accommodating 500 spaces with the ability to expand to 1,000. The most viable site was taken forward for an economic assessment. The study concluded the level of return from charges would not cover the operating and so was not economically viable.

In November 2003, the Council commissioned Atkins to undertake a more comprehensive study to review the feasibility of park and ride. The study included:

- review of previous studies;
- 2001 Census data;
- travel to work survey of City Centre employees;
- a shoppers survey;
- City Centre car park data;
- 2001 road side interview data.

The study reviewed the sites identified in the 1999 study. After taking into consideration the road side interview data, market research, site construction costs, site operation costs, bus service operation costs, the study concluded that a park and ride service is still not a viable option and would require a significant ongoing subsidy.

The conclusion that a park and ride service does not have a commercial business case in the current economic climate is one the City Council will keep under review throughout the lifetime of the LTP2. As part of the ongoing review alternative options (such as developer funding or the Government's Growth Area Funding) will be investigated.

Peterborough's *Christmas Park and Ride* bus service operates during the festive season to help ease congestion. The highest passenger numbers to date were recorded during Christmas 2004, with 8,600 passengers carried, an increase of 173% on the previous year. No charge was made for the service

in 2004. Expansion of the *Christmas Park and Ride* is currently being investigated for 2005, with the possibility of increasing the designated parking sites to three and to provide a Sunday service, particularly as Sunday trading is very popular in Peterborough. The free *Christmas Park and Ride* initiative will also continue to encourage further increases in patronage and to ease congestion during the Town Rail Bridge improvements.

4.1.6 Cycling

Key Actions	
	Continue implementation of the Primary Cycle Network
	Support the implementation of the National Cycle Network
	Implement infrastructure improvements identified by the cycle audit
	Undertake a programme of city-wide signing improvements
	Increase cycle parking provision
	Undertake a review of cycle prohibitions

With over 200km of cycle routes, Peterborough has one of the most extensive networks of dedicated cycle routes in the UK, much of which was installed as part of the New Town developments of Bretton, the Ortons and Werrington.

The housing developments of Werrington, Bretton and the Ortons have comprehensive and attractive cycle networks that link to the radial spokes of the National Cycle Network, the City Centre, and the Green Wheel (discussed in detail below). Older parts of the city, Hampton and the former British Sugar sites still require linkage to the National Cycle Network and the City Centre.

The modal share for cycling nationally has declined steadily over the past 30 years as car use has grown. Baseline travel behavioural research (discussed in detail in *Challenges and Opportunities*) shows that 5% of all trips made are by bicycle. The highest trip generating activities for cycling are cycling to work, school, and college. With 49% of all car trips no further than five kilometres, there is plenty of scope to improve these figures through an integrated and marketing focused strategy.

The Green Wheel

Over 100km in length, the Peterborough Millennium Green Wheel is a circular regional National Cycle Network route of cycleways, footpaths and bridleways that provide safe, continuous routes around the city with three National Cycle Network route creating five 'spokes' that link the wheel to residential areas and the City Centre. The £11m development was financed by National Lottery funding, sponsorship and donations. To enhance the accessibility to the Green Wheel, the City Centre and locations *en route*, a

further eight routes are planned to be completed as part of Peterborough's 'Primary Cycle Network'.

Primary Cycle Network

The Primary Cycle Network was established during the LTP1. The Primary Cycle Network is a network of 11 key routes that would best serve cyclist commuting from the townships and other utility trips. The initiative has proved popular with local stakeholders and the Council will continue with the delivery of the project throughout the LTP2. Figure 14 shows the Primary Cycle Network.

National Cycle Network

The *East of England Plan* endorses strategic cycling provision by including the National Cycle Network as a transport investment priority for completion in 2010.

The Council will continue to promote the National Cycle Network with internal and external partners and will utilise opportunities to enhance the network through complementary integrated transport projects. There is considerable scope to develop the National Cycle Network in the Peterborough sub-region into a primary tourist attraction, which will benefit both residents and visitors in addition to the local economy.

Peterborough Cycle Forum

There are many types of cyclists and various organisations with an interest in cycling. The Peterborough Cycling Forum was formed to pool knowledge from a variety of public and private organisations and informs the direction that cycling in Peterborough will take. The forum has played an active role in developing the LTP2.

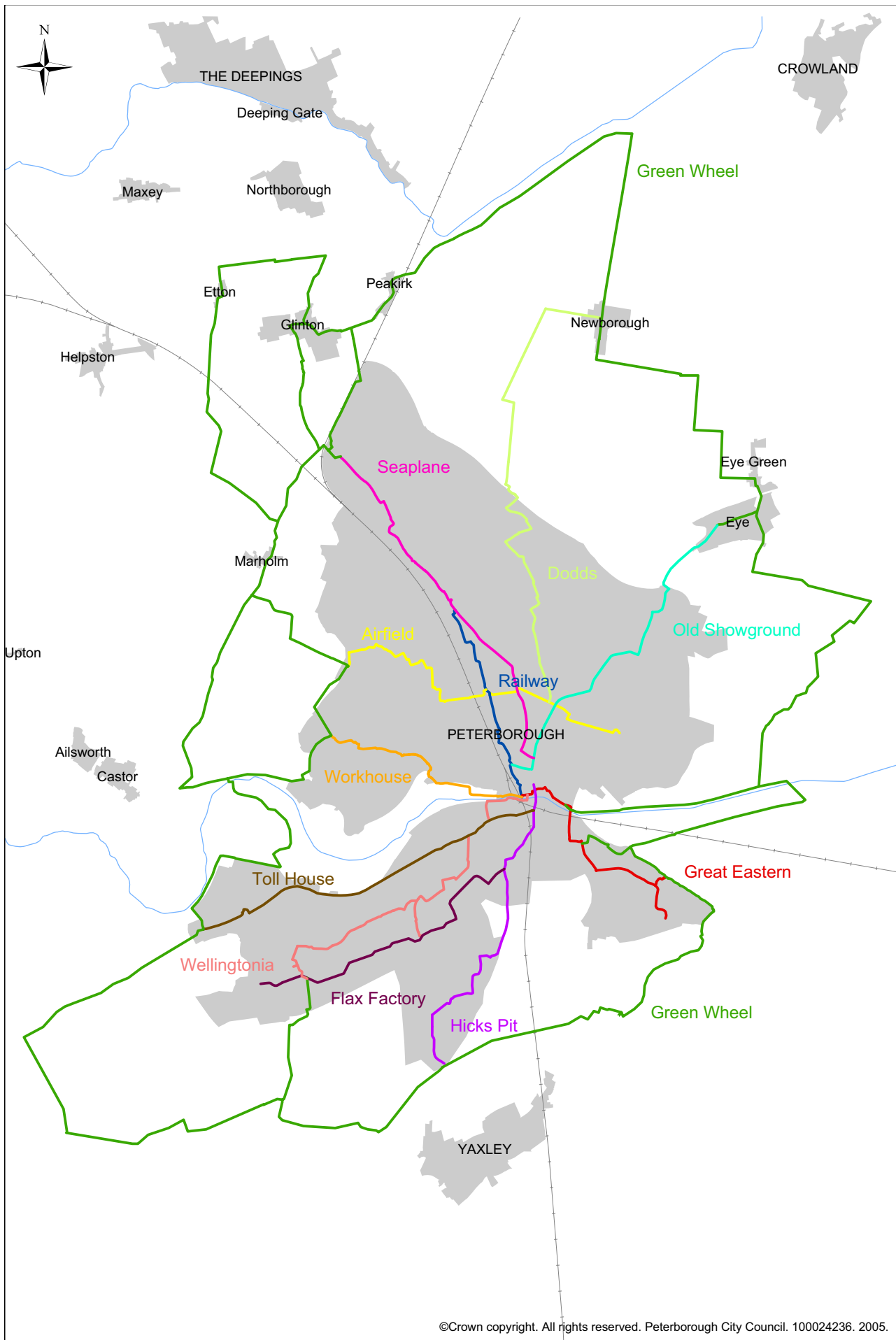
Cycle Review

In 2004, the Council commissioned a cycling review to give a comprehensive assessment of the existing network and to identify the future infrastructure improvements required to increase cycle trips. The review also took into account future development proposals.

The main findings were:

- an endorsement of the Primary Cycle Network and suggestions for new routes to form part of the cycle network. These will fill in the gaps, serve areas currently not linked to the network, and create more direct routes between key origins and destinations;
- suggested improvements to new, existing and proposed routes to improve safety, the attractiveness and comfort of the cycle routes as they are designed or maintained;
- a suggested hierarchy for the implementation of the cycle network to maximise the number of people cycling and ensure that future targets for cycling are met;
- the need for a city-wide signage audit;
- the need to improve the cycle trip monitoring.

Figure 14: Peterborough's Primary Cycle Network



Benchmarking

Peterborough's improved cycling provision during the LTP1 was recognised in the 2004 English Region's Cycling Development Team 'bell' performance rating. The Council was judged third most improved cycling authority in the country outside of London.

The Council participated in the DfT's benchmarking exercise in 2004/05, facilitated by the English Regions Cycling Development Team and the Cycle Touring Club. The exercise highlighted best practice for hard and soft measures to encourage more cycle use and assessed all aspects of Peterborough's cycling principles and practices generally. The Council will continue to participate in all future benchmarking activities.

Interaction with Land-use Planning to Promote Cycling

There are already a number of adopted *Local Plan* policies which improve and protect the facilities for cycling. A review of the cycle parking standards will be completed with a view to incorporating the revised standard into the planning process at the earliest opportunity. In addition to these, the Council will endeavour to ensure that new flat developments (other than those aimed at groups unable to cycle) incorporate appropriate cycle storage facilities for occupants.

Programme of Infrastructure Improvements

Table 10 details the hierarchy for the implementation of the cycle routes in Peterborough. The programme of infrastructure improvements will follow the recommendations highlighted in the cycle review and

the continuation of the Primary Cycle Network project. Cycle routes that link key destinations will be prioritised. Route implementation will be on a whole-route basis to create the greatest benefit to cyclists and provide value for money investment. The inclusion of the Primary Cycle Network in the *Local Development Framework* maximises the potential for private investment. The Council will seek all opportunities to enhance expenditure on the Primary Cycle Network, in line with highlighted best practice.

At suitable locations, innovative solutions (such as cycle signal activation by early detection) will be investigated to promote rapid cycle journey times. Cycle crossings in the vicinity of some schools may provide suitable sites.

Signage and Surface Markings

Improving the infrastructure through better signage is a key factor in increasing cycling. Many cyclists may not feel confident cycling to different areas due to a lack of route knowledge. Peterborough's off-road cycle tracks, in places, can be confusing for cyclists who have limited knowledge of the area. Improving route signage is an integral part of the cycling programme.

There is a plethora of different types of cycle signs within and around the city, some of which date back 30 to 40 years. The cycle review recommends that a city-wide signage programme be conducted to standardise and improve signage. The use of signage and surface marking on cycle routes will be appropriate to the characteristics of the location and the needs of cyclists.



A 24-seater Bike Helping to Raise the Profile of Cycling in Peterborough

The Council will investigate innovative ways of direction signing to reduce the impact of vandalism.

Table 10: Hierarchy for Implementation of Cycle Routes in Peterborough

Rank	Route Name
1	Airfield (currently under construction)
2	Hicks Pitt
3	Thorpe Road (and Thorpe Park Road)
4	Flax Factory
5	Central Avenue
6	Fulbridge Road
7	Dodds
8	Seaplane
9	Old Showground
10	Great Eastern
11	Toll House

Cycle Parking

Increasing the level of cycle parking is a key factor in raising the level of cycling activity. The Council will provide and encourage the installation of user friendly, best practice cycle parking at key destinations to encourage further activity. This will facilitate more commuters to cycle and help reduce the fear of theft for long term parking.

The Council will liaise with the Police to ensure that enforcement of traffic law is undertaken. The Council will also liaise with GNER (as the franchise holder for the East Coast Main Line) to increase cycle parking provision at Peterborough railway station.

Review of Cycling Prohibited Areas

A review of locations where cycling is prohibited will be undertaken. Many cyclists simply disregard such bans for a variety of reasons. The perception of conflict between cyclists and pedestrians in high volume pedestrian areas is substantial. This is generally not supported by any quantitative or qualitative data to confirm the perception to be justified. The regeneration of the City Centre provides an excellent opportunity to remove historic barriers to cyclists.

Cycle Courier Service

Cycle courier services are becoming increasingly popular in cities such as London and York. They offer a low-cost, environmentally-friendly business to business postal courier service.

According to initial research, cycle courier services can save time, money, and improve environmental conditions. The Council will investigate the feasibility of

establishing a courier service. Coalition with other major organisations in the area, such as those adopting travel plans, will be sought should the scheme be deemed to be feasible, beneficial, and value for money. This will enable future expansion and growth of the scheme to be unrestricted and self funding.

4.1.7 Walking

Key Actions	
	Complete a walking review to establish: <ul style="list-style-type: none"> - infrastructure requirements - maintenance regimes - monitoring regimes

Walking trips have the lowest impacts on the environment and are crucial to supporting the use of public transport. People are more likely to use public transport if the walk between interchanges is uncomplicated, safe and enjoyable. Walking also contributes to reducing congestion on the roads, particularly by potentially reducing the number of short car journeys, the most notable being associated with 'the school run'. This relieves pressure on the road network with many knock-on benefits.

Travel behaviour research (discussed in detail in Section 3 *Challenges and Opportunities*) has revealed that one in nine trips currently undertaken by the car could reasonably be replaced by walking trips. Considering roughly 45.5million trips per year within the city are made using the car, converting 5.5million of them to walking would make a significant improvement to congestion levels.

Peterborough's designation as a Regional Interchange Centre, means it is important that good provision of walking access is maintained between key facilities and transport modes.

Walking Review

The Council has undertaken a walking review of its rural and urban walking network and this was completed in March 2006.

The primary objective of the walking review is to:

- identify a route hierarchy;
- identify and prioritise routes where current maintenance and provision of infrastructure is lacking or inadequate, or alternatively where it is good;
- establish a baseline from which monitoring and evaluation can be made.

The formation of a route prioritisation methodology will be developed in conjunction with maintenance and design regimes to ensure a linked approach to enhancing the

street environment. The current methodology under consideration involves the use of the *Code of Practice for Maintenance Management*.

4.1.8 Travel Plans

Key Actions	
	Continue with the programme to target businesses with 500+ employees
	Encourage businesses with 50 to 500 employees to join the programme
	Introduce travel plans for new developments where a large number of visitor trips are likely to be generated
	Businesses affected by identified congested routes will receive priority for travel plan support
	Introduce travel plans for residential dwellings
	Develop a substantial regime to monitor travel plan effectiveness

Travel Plans

The Government's 2004 White Paper, *The Future of Transport: A Network for 2030* highlights travel plans as an example of the kind of scheme that offers significant value for money for the tax payer when compared to the cost of investing in new infrastructure. This is further endorsed by the *Regional Transport Strategy* which states 'Soft measures can create a significant shift in travel modes provided alternatives are viable'.

A travel plan is a package of measures designed to promote alternatives to the car for trips that are regularly undertaken by emphasising the options available. Most travel plans are site specific, addressing the travel patterns of a workplace, or group of work places. Travel plans can also be designed around residential areas, schools (discussed in *School Travel Plans* later in this section), retail and leisure facilities.

Current Position

Peterborough has a number of organisations with a travel plan already in place. Some of these have been written to solve travel-related problems, some to support planning applications, and others to improve a company's relationship with its staff and local community.

During the life of the LTP1, companies located in Peterborough's business parks and organisations employing more than 500 staff were encouraged to develop travel plans. Organisations showing particular commitment to travel plans included Peterborough City Council, Peterborough and Stamford Hospitals Foundation Trust, Perkins, Norwich and Peterborough Building Society, the Joint Nature Conservation Committee and the Land Registry. In addition, closer

working with town planners and developers has led to an increased number of travel plans being obtained through the planning process.

Peterborough and Stamford Hospitals Foundation Trust has embarked on an ambitious plan to solve the car parking congestion experienced by patients, visitors and staff at its hospitals. The congestion was caused by the limited number of parking spaces being used by large numbers of staff parking in the hospital car parks all day. Few spaces were left for patients attending appointments, often resulting in non-attendance and causing severe access problems for deliveries and emergency vehicles.

In order to combat the problems, a package of measures was put together by the hospital's 'Travel Plan Group', drawing on best practice from hospitals such as Addenbrookes in Cambridge. The package offers more travel options to encourage staff, patients and visitors to make use of alternative forms of transport. Initiatives include discounted bus passes for staff, bus vouchers for travelling between sites, a car share scheme, pool bikes and improved on-site facilities for pedestrians and cyclists. In the future, the hospital would like to provide their staff and patients with a park and ride service. In order to fund the initiatives, car parking charges will be increased.

Engaging Organisations

During the life of the LTP2, the Council will extend its efforts to include small to medium sized enterprises and service providers, as well as continuing to work with large sites and organisations. The Council will also aim to introduce travel plans for new residential developments and developments where a large number of visitor trips are likely to be generated.

A pro-active approach will be taken when promoting travel plans to existing organisations. Information on travel plans will regularly be sent out to all businesses in Peterborough with over 50 employees. A quarterly 'Travel Plan Newsletter' containing updates about the *Travelchoice* project, travel plan news, sustainable travel events and local best practice case studies will be sent out via email once every three months. More detailed information will be available on the *Travelchoice* website. Travel plans will also be promoted to organisations through press releases and advertisements.

As discussed under *Traffic Management*, the *Peterborough Transportation Model* will be used to identify congestion hotspots. The Council will encourage employers to implement travel plans to resolve existing or emerging travel to work problems (such as peak-time congestion, severe parking problems, etc).

Developers submitting planning applications for schemes where 50 or more staff are likely to be employed, or where a large number of visitors are expected, will be

required to prepare travel plans. The degree of detail required will vary dependent on the size and traffic impact of the business. Whenever possible, travel plan commitments will be obtained through planning obligations (Section 106 Agreements). Where less than 50 staff are anticipated, a travel statement will be requested with the planning application. Travel plan frameworks will be required where permission is given for a business park, even where individual units may be expected to employ less than 50 staff.

In line with the DfT's *Making Residential Travel Plans Work; Good Practice Guidance for New Development*, applications for new development of multiple dwellings will be required to include travel plans with initiatives designed to reduce car reliance. Developers will be encouraged to contribute to the provision of welcome packs containing sustainable travel information and travel incentives, and to the provision of personalised journey planning.

The Travel Plan Network and Partnership Working

In return for working on travel plan initiatives, organisations will automatically be invited to become part of the 'Travel Plan Network'.

This Travel Plan Network was established with the following aims:

- to be a source of information for workplaces either developing travel plans or considering developing a travel plan;
- to be a forum for sharing knowledge and best practice;
- to aid information dissemination;
- to potentially enhance the relationship between the Council and local employers, contributing to wider aims;
- to enable employers to network with a range of colleagues and meet with partners they may wish to work with.

Working with the Council to develop travel plans will enable organisations to take advantage of a range of help and guidance such as sample surveys, draft travel plan documents, public transport information, on-going support and advice, and the opportunity to obtain recognition through the 'Cambridgeshire and Peterborough Travel Plan Accreditation Scheme'. All businesses in the network will receive the quarterly Travel Plan Newsletter and occasional e-mail bulletins and employees of the workplaces on this network will benefit from free access to the Peterborough car sharing scheme, discounts at local cycle shops, etc.

In addition to working closely with workplaces and developers, the Council will also build on existing partnerships with the *Travelchoice* project stakeholders, the Greater Peterborough Primary Care Partnership,

Travel for Work Cambridge, neighbouring local authorities and the Peterborough Environment City Trust.

Promotional Events

The Council, along with external partners, will promote national and local sustainable travel events designed to increase the modal share of sustainable travel. These events will be promoted to businesses and employees who will be encouraged to take part in order to raise the profile of sustainable travel within their organisations.

Monitoring and Enforcement

The impact of travel plans on the modal split of journeys to work will be measured through the *Travelchoice* behavioural research.

In addition, annual travel surveys will be carried out to determine the travel patterns of people working within the Council's area. The survey started in 2004, and will continue on an annual basis. All organisations will be invited to take part, but it will be compulsory for those obligated under Section 106 Agreements.

All businesses with travel plans secured through the planning process will be asked to submit a regular progress report so that the success of plans can be assessed and best practice identified. The level of detail required will depend on the size and impact of the business. The report should set out all initiatives implemented and progress towards achieving targets and objectives and will be requested in the form of a Council produced pro-forma. Developments likely to generate a large number of additional trips will be expected to pay the Council an annual sum towards supporting and monitoring their travel plan development. Planning enforcement powers will be utilised if a developer does not satisfy the requirements of a travel plan.

Reducing the Need to Travel

The benefits of home working, tele-working and tele-conferencing to businesses are clear. Not only do they reduce the need to travel, but they also have financial benefits and can improve efficiency. Businesses and workplaces will be encouraged to identify means by which travel can be reduced as part of their travel plans.

In order to achieve this, the Council will continue to work with partners such as the UK Centre for Economic and Environmental Development.

4.1.9 School Travel Plans

Key Actions	
	For 90% of Peterborough schools to have a school travel plan by 2010
	To stabilise car use on the school run at present levels
	Maximise benefits from complementary projects. e.g. Safer Journeys to School
	Undertake an annual travel to school survey to monitor school travel plan effectiveness

A school travel plan is a framework within which a school's representatives review travel to their school, put in place an action plan of practical solutions to reduce car use on the school run and make walking, cycling and using the bus both safer and more pleasant alternatives. School travel plans maximise use of existing walking and cycling infrastructure and bus routes by identifying and remedying barriers to use. This reduces pressure on the road network.

Wider Benefits

School travel plans are not only beneficial in easing congestion. They can also:

- improve access to education;
- improve educational attainment;
- help tackle obesity;
- improve pupil mental well-being, confidence and community awareness;
- improve user satisfaction for walkers and cyclists across the whole community;
- improve pupil road and personal safety skills
- reduce air and noise pollution;
- prevent antisocial behaviour;
- teach the next generation of transport users the benefits of sustainable travel.

Travel to School in Peterborough

In January 2005, 68% of Peterborough's 76 schools participated in a pupil survey about travel to school. This showed that sustainable travel modes account for 64% of journeys to school for 5-10 year olds, and 81% of journeys for 11-16 year olds.

The table shows that Peterborough has higher than average sustainable school run travel (when compared to DfT national statistics). With Peterborough being a bike-orientated city, it makes cycling a popular option for pupils of both age groups, far outreaching national figures.

Peterborough aims to maintain and improve on this

positive reliance on sustainable modes for the journey to school, as well as to support schools in encouraging even more, and safer, walking, cycling and bus use. Some Peterborough schools have particularly high numbers of pupils who walk to school, and these are often located in areas of social deprivation. As children from these areas are at high risk of being a pedestrian casualty in a traffic accident, these school travel plans will particularly focus on improving pupil road safety skills and awareness.

Our Commitment

Peterborough City Council will work with schools to develop school travel plans, to ensure that each school and local community has an action plan for promoting safe, sustainable travel to school which is tailored to its specific needs and circumstances.

The national 'Travelling to School' initiative aims for all schools to have a school travel plan by 2010. Realistically, unless school travel plans are made a statutory requirement, universal take up of this initiative will be difficult to achieve. Therefore, Peterborough aims to have 90% of schools with a school travel plan by 2010.

More women of working age now participate in work activity – 72% in 1998, compared to 56% in 1971 – with this increase primarily caused by the changing work behaviour of women with dependent children (*State of the Labour Market: 2004 Report* Office of National Statistics). The need to travel for employment, as well as the increase in household income generated by this, has led to a parallel rise in the number of households with access to two or more cars – 15% in 1980, almost doubling to 29% in 2002 (*Focus on Personal Travel 2005 Edition* - Department for Transport). Consequently, the number of women who have access to a car as the 'main driver' has risen by a third in a decade. The rise in school run traffic is one of the consequences of this social change, as more parents have access to a car and need to drop their children at school on their way to work. Therefore, rather than set targets which will go against these trends, it is more realistic to set targets which will stabilise car use on the school run at current levels.



School Cycle Compound

The Council's School Travel Plan Co-ordinator will support schools developing and implementing a school travel plan, and to obtain capital grant funding through this initiative. Peterborough has been running the Safer Journeys to School project since 1999, and further details are discussed in the Section 4.3 *Safer Roads*. This popular project will continue in parallel to the wider work done under the Travelling to School Initiative and will act as an additional mechanism for securing and funding School Travel Plans.

The Council will secure development of school travel plan through three mechanisms:

- i. Supporting schools who independently develop a school travel plan and qualify for capital grant funding
- ii. Working with schools on the Safer Journey to School project to develop school travel plans and complementary engineering schemes to improve routes
- iii. Ensuring that conditions relating to development of a school travel plan are included in planning approval for all appropriate school developments

Implementation and Monitoring

In developing a school travel plan, the process of consultation feeding into the document, and the implementation of the action plan within it, are as important as the document itself. Therefore, the Council will support schools in all stages of the school travel plan development process, as well as advise on the content of the actual document.

Once a school travel plan is approved, the Council will provide ongoing support and resources to schools to enable them to successfully implement their plan. The Council will also enable ongoing monitoring of the schools progress in achieving modal shift through the 'Annual Travel to School Survey'.

Approval of School Travel Plans

Only school travel plans which meet the Council's approval criteria will be submitted for 'Travelling to School Initiative' capital grants or for engineering works under the Safer Journeys to School project. This is based on criteria set by the Travelling to School initiative, but has been expanded to incorporate local requirements. It includes requirements for:

- evidence of consultation;
- clearly defined objectives and targets;
- details of proposed actions, timescales and responsibilities;
- proposals for monitoring and review.

UKLAST

Peterborough holds the Vice-Chairmanship of UKLAST – the national professional organisation for the

school travel plan community - for 2 years ending in February 2007. Through this, the Council will ensure Peterborough is on the leading edge of this emerging transportation field, incorporating innovative ideas in to local school travel plan, as well as publicising Peterborough schools' success at the national level.

4.1.10 Parking

Key Actions	
	Review of all on-street parking provision completed by 2007
	Civil enforcement powers for moving traffic offences will be sought
	City Centre Parking Forum will be established
	1,000 long stay spaces will be converted to short stay at a rate of at least 75 per annum from 2006
	With the exception of the railway station, long-stay parking to be relocated to the periphery of the City Centre
	On-street pay and display and limited waiting parking will be maximised
	At any one time, the parking stock will not be permitted to fall below 90% of current levels
	Existing parking levels will suffice to meet future demand although a short term increase may be required to support the redistribution of stock
	Dedicated spaces in public car parks will not be permitted except in exceptional circumstances
	Private non-residential parking standards will be set out in the <i>Local Development Plan</i> and provision will be limited to operational and disabled access only
	An additional 1060 spaces will be permitted at the railway station to meet growth projections

Parking space is a limited resource and the best use of it has to be made to promote economic viability and the quality of life for local people. Particularly in the City Centre, it is an important tool in managing the demand for travel by car and ensuring that the best use is made of off-street parking spaces. Inappropriate parking results in road safety problems, and good parking provision can have a significant impact on congestion by maintaining the free flow of traffic and freight.

Decriminalisation of Parking

The LTP1 stated the intention to introduce the decriminalisation of parking after 2004. In fact, the Council successfully took over the enforcement of parking in Peterborough from the Police in September

2003. The Council now has a team of 16 parking attendants enforcing parking contraventions throughout the Council's area. This represents a significant increase over the former traffic warden service, and has allowed a more consistent level of enforcement leading to a reduction in illegal parking.

Parking Enforcement Plan Phase 2

Demand for residents parking results in safety issues in many parts of the city. In older parts of the city, emergency service access can be severely hampered by illegal residential parking and freight delivery can be problematic. The Council is in the process of reviewing all on-street parking provision in the Council's administrative area to tackle these problems under its Parking Enforcement Plan Phase 2 project. This programme includes all rural and urban wards and will be completed by 2007.

Footway and Verge Parking

Footway and verge parking restricts the movements of pedestrians, and causes costly damage to footways and verges and blights green open spaces. The Council is working with the DfT and GO-East to pioneer an area-wide restriction on verge and footway parking. Following local consultation in 2005, a trial ban is scheduled for implementation during 2006.

Civil Enforcement

The Council propose to apply for the civil enforcement powers offered by the *Traffic Management Act 2004*. This will permit the Council to enforce moving traffic offences including access obstructions, bus lanes, one way streets, and box junction restrictions. It is envisaged that these powers will be implemented during the course of the LTP2, although the Council is trialling bus

lane enforcement with the Police as part of its traffic management for the Town Rail Bridge project.

Co-ordination with Other Parking Suppliers

The Council controls only 34% of the City Centre parking stock. To achieve greater co-ordination on policy decisions, pricing structures and security issues, it is proposed to set up a formal Parking Forum.

Coach Parking

To encourage coach services to provide a link to other major cities, the Council provides centrally located coach parking at minimal cost. Through the development of the City Centre, coach parking will continue to be provided for with a coach park centrally located near to the bus station and railway station.

City Centre Parking Strategy

An important part of the planned growth of the city will be in the City Centre. The *City Centre Framework Transport Strategy* (produced to support the *City Centre Framework*) takes the Parking Strategy in the LTP1 as a starting point.

Proposals in the *City Centre Framework* will increase the demand for parking provision in the City Centre. As discussed earlier, the *City Centre Framework Transport Strategy* identified there is no overall long-term need to increase parking spaces in the city. Additional demand is to be met by a shift to increased usage of spaces for short stay parking. This will meet the need to maintain and increase the economic vitality of the city while encouraging a shift to sustainable means of travel by commuters, who comprise the majority of long stay parking.



Illegally Parked Vehicles - Priestgate

Existing and Proposed Parking Stock

The number of public parking spaces in the City Centre stands at 8,288, comprising 2,798 Council controlled and 6,030 privately controlled spaces. Table 11 sets out

Table 11: Car Park Stock 2005

Name of Car Park	Spaces	PCC Weekday	Operator
Dickens Street	167	167	PCC
Wellington Street	692	200	PCC/Euro
Regional Pool	197	197	PCC
Bishops Road	222	222	PCC
Riverside	164	164	PCC
Horse Fair Meadow	214	214	PCC
Pleasure Fair Meadow	396	396	PCC
Rivergate Centre	477	0	Euro
Car Haven	220	220	PCC
Markets	703	703	PCC
Brook Street	142	142	PCC
Craig Street	120	120	PCC
Co-op North Street	111	0	Co-op
Queensgate Centre, Perkins	395	0	QMS
Queensgate Centre, Clare	415	0	QMS
Queensgate Centre, Cavell	764	0	QMS
Queensgate Centre, Royce	707	0	QMS
Railway Station	1,360	0	Network Rail
Wirrina	400	0	Private operator
Trinity Street	53	53	PCC
Wentworth Street	75	0	Britannia
NCP Deacon Street	108	0	NCP
NCP Lincoln Road	81	0	NCP
NCP Brook Street	19	0	NCP
NCP Brook Street	86	0	NCP
Total	8,288	2,798	

the current City Centre parking stock in detail. These figures exclude the parking at the railway station, which is considered separately below.

During the course of the delivery of the *City Centre Framework*, some car park sites will be lost from the overall stock for other land uses whilst new car parking provision will arise in different locations. It is important that, as demand for parking spaces rises, that the consequential fluctuation in overall car parking space numbers is not excessive, thereby either adversely affecting City Centre viability through under-provision or, through over-provision, impairing a shift to more sustainable means of travel. It is therefore proposed that the existing base figure of 8288 public parking spaces will not be permitted to drop below 90% of this figure to 2021, to ensure that no shortage of parking occurs during the transition in the location of parking during the implementation of the *City Centre Framework*. As discussed earlier, it should be possible to accommodate future parking demand within the existing number of parking spaces. However, some increase in spaces may be required to facilitate the redistribution of the parking stock. It will also be necessary to keep parking provision under review as City Centre proposals develop.

The current split between long-stay and short-stay parking is 40% and 60% respectively. New long-stay parking provision will only be permitted as a direct replacement for existing long-stay spaces. By 2021, 1,000 long-stay spaces will be converted to short-stay. Long-stay spaces are to be converted at a rate of 75 per year from 2006 onwards. Locations will be identified as unsuitable for long-stay parking and a programme will be developed to convert these in co-ordination with the delivery of the *City Centre Framework*.

It is proposed that short stay spaces be located in the City Centre, and long-stay spaces be placed at more peripheral locations with good, safe pedestrian access to the centre.

Pay and Display

To support the need for short-stay spaces, the number of on-street pay and display and limited waiting areas will be maximised through the Parking Enforcement Plan Phase 2 project. As on-street parking is limited to very short stay periods, it is not proposed to include these spaces in the total parking stock figures.

Dedicated Parking

There is a demand for dedicated spaces in Council owned off-street car parks. In exceptional cases, this was permitted in the past. This does not represent the best use of parking stock and, in the future, this practice will not generally be permitted.

Private non-residential parking provision in the City Centre will be provided as set out in the *Local Plan* and subsequently the *Local Development Framework*.

Provision will be limited to operational and disabled parking only. A residential parking standard will also be established through *Local Development Plans*. Joint use will be promoted where possible. Car-free provision, including car-free homes, will be supported where practicable.

Railway Station Parking

The issue of the demand for additional car parking associated with the railway station redevelopment has to be considered in the context of national transport strategies to provide for rail commuting into large urban areas. *The Future of Transport: A Network for 2030* and the *Regional Transport Strategy* promote strategic travel between regions. In keeping with these strategies, the use of rail as an alternative to long distance car travel is supported by the Council. The railway station in these terms acts as a park and ride for London. However, any increase in car parking spaces could encourage car trips into the City Centre and, as a consequence, increase congestion albeit at only certain times of the day. In effect, the city could be accepting traffic problems around the station to reduce congestion elsewhere.

The *City Centre Framework Transport Report* states that railway station parking should encourage the use of rail and seek to avoid conflict with City Centre parking policies. To ensure that parking only serves the railway station, there would need to be conditions on planning consents. For instance, the spaces would have to be for rail travellers only or the introduction of a pricing structure strongly favouring rail commuters, so as not to add to general levels of existing commuter parking.

There is a strong case for additional parking beyond current levels at the railway station and the Council is working with railway stakeholders to progress this matter. Study work undertaken in 2005 by a combination of Jacobs Consultancy and Colin Buchanan & Partners identified the need for 1,060 parking spaces by no later than 2020. These additional spaces will not be included in the City Centre parking total set out previously. However, the Council will work with the station operators through the *Travelchoice* project to maximise trips by sustainable modes.

Parking Standards

Outside the City Centre, as set out in the Parking Enforcement Plan (see above), maximum parking standards in line with *Planning Policy Guidance 13*



Freight Train on the East Coast Main Line

(PPG13) will be applied to new developments. In view of Peterborough's designation as a Regional Interchange Centre, where public transport frequency meets the criteria set out in *East of England Plan Policy T16*, 70% of the *Planning Policy Guidance 13* maximum standard will apply. In the City Centre, parking standards will be set out in the *Local Plan* and the forthcoming *Local Development Framework*.

Workplace Parking Levy and Road User Charging

It is not the Council's intention to pursue any form of workplace parking levy and road user charging during the life of the LTP2. It will instead manage congestion and parking demand as more broadly set out in the LTP2.

4.1.11 Freight

Key Actions	
	Identify and publicise key freight routes and destinations
	Clear signing of freight routes and restrictions
	Promote Freight Quality Partnerships on congested routes
	Promote Peterborough as a location for a rail-freight terminal

The *Future of Transport: A Network for 2030*, reinforced the Government's policy for promoting the sustainable distribution of goods. It reaffirmed that efficient freight transport is essential to the UK's economy and prosperity. Goods need to move freely, reliably and efficiently whilst minimising their impact on safety, the environment and health associated with freight movement.

The demand for goods is to increase over the next 20 to 30 years, resulting in increased demand for movement. This movement is increasingly going to have to be moved in a more sustainable manner.

Role of Distribution to Economic Activity

The *East of England Plan* classifies Peterborough as a Regional Interchange Centre with excellent links to the strategic rail and road network. The *East of England Plan* recognises the importance of the region's ports to the national economy with many of these freight movements passing through the Peterborough sub-region.

The majority of freight movement through and around the region is by road, although rail freight is an important and growing mode. The *East of England Plan* seeks to promote the carriage of freight by rail and water and recognises that, to encourage sustainable distribution, interchange locations are required for transfer to and

from road, rail and water in order to take place. The *Regional Transport Strategy* set a target of increasing the proportion of rail freight carried by rail by 2010, to 25% and 30% by 2020.

The efficient movement of goods and services is vital to the local and regional economy. The *Regional Economic Strategy* recognises the ability to transport goods and services efficiently as a vital component of economic performance.

This is echoed at a local level with efficient freight distribution being a key element of the *City Centre Framework Transport Strategy*.

The movement of freight by rail offers many environmental advantages over the movement by road. However, for the foreseeable future, road haulage will be the dominant means of freight transport in the area. The Council will therefore encourage a modal shift from road to rail where possible, but recognise the importance of haulage by road and will seek to assist in providing a safe, efficient and sustainable system based, as far as possible, on suitable routes.

Routes for Freight

Feedback from local operators and businesses alike has suggested that significant driver time is lost navigating the Peterborough road network. This problem is of particular concern following the introduction of the *Road Transport (Working Time Directive)* on 04 April 2005. The road hierarchy review (a key action in *Traffic Management*) will provide the platform for identifying key freight routes, including those that are suitable for 24-hour operation. This information, together with key freight destinations and travel rest locations, will then be made available via electronic media and printed maps for distribution at driver rest stops and filling stations.

The Council will ensure that key freight routes are clearly signed and that consistency is applied to restricting freight movements. Freight operators will be consulted when new restrictions or other schemes affecting freight movement are proposed.

Freight Quality Partnerships

Freight quality partnerships present an opportunity to reconcile the business sector's need for a fast efficient supply chain with local government's wider shared priority objectives. As with business travel plans, the *Peterborough Transportation Model* will be used as a tool to identify routes that will benefit from quality partnerships and the Council will prioritise engaging operators using these routes.

The Council will continue to assist developers to implement efficient freight movement practices as part of their travel plans. Efficiency can be improved through the careful selection of vehicles, implementing fuel

management systems, good loading practices, optimising vehicle routing and driver training.

Rail Freight

The *Future of Transport: A Network for 2030* set out the benefits of freight by rail. It identified the need to grow rail freight by 80% from 1998/99 level throughout the life of the plan. Rail freight delivers wider benefits to the UK economy and environment. It contributes to congestion relief and reduces harmful environmental impacts, including reducing harmful pollution caused by carbon dioxide emissions. Each freight train removes 50 to 60 HGVs from the UK's roads and, per tonne carried, produces over 80% less carbon dioxide than road.

The *East of England Plan* further reinforces the need to promote the carriage of freight by rail regionally. Rail freight in the region is dominated by inter-modal container traffic to and from Felixstowe and Tilbury and aggregates to London. Large volumes of freight pass through Peterborough on the East Coast Main Line, and on east-west routes which are particularly vital to the economy of the East Coast ports.

The Council strongly supports the Strategic Rail Authority's programme of improvements on the East Coast Main Line and will work with the Department for Transport and Network Rail (each taking over aspects of rail related activity from the defunct Strategic Rail Authority) to encourage new rail facilities in the area. It is recognised that Peterborough's excellent rail and road connection makes it an ideal location for a rail-to-freight terminal. The Council will promote and investigate all opportunities for such a facility, taking into account local highway and environmental concerns.

The Council also supports the regional transport priority to improve the Felixstowe to Nuneaton rail corridor. The corridor will be able to handle more and longer freight trains, provide faster journey times to enhance freight's competitiveness and be available 24 hours a day for traffic. This will, in turn, take a significant amount of container traffic off the sub-regional trunk road network.

Water Freight

The Council has considered the feasibility of freight carriage by the River Nene. Physical factors such as shallow draft, low structures, tidal flows below the city and locks limit the potential for the movement of freight. However, should opportunities arise to encourage water freight in the future, the Council will investigate these. If additional river traffic is possible, it will need to be balanced with the protection of the river character and wildlife.

Air Freight

The Government's White Paper for transport and the *East of England Plan* does not support the development of the airfield at Alconbury for passenger or freight

services, but recognises the potential for relocation there of aircraft maintenance operations from Cambridge Airport.

The Council considers this as a missed opportunity to promote economic activity in the sub-region and support the growth of Peterborough. Alconbury is an established airfield adjacent to the East Coast Main Line and at a key node in the national road network. The Leader of the City Council has asked the Deputy Prime Minister to keep the role of Alconbury under review.

4.1.12 Passenger Rail

Key Actions	
	Redevelopment of Station Quarter to include: <ul style="list-style-type: none"> - improved walking and cycling links - additional cycle and car parking provision
	Encourage additional train services to call at Peterborough, particularly evening services
	Develop either a shuttle bus service from the Hampton township to the station or, with the main bus operator, effect bus service network changes
	Improve bus-rail links
	Improve bus-rail information

Key Regional Location

The *Future of Transport: A Network for 2030* identifies the importance of the railways to the country's transport infrastructure. As the economy grows, there is increasing demand for travel and the railways will play an important role in meeting this demand by providing an alternative to travelling by car, particularly between urban centres.

The *East of England Plan* identified Peterborough as a Regional Interchange Centre due to its key regional location for journey origin, destination and interchange. The city is located on the East Coast Main Line at the interchange with the Midlands to East Anglia line and is also the southern terminus of the joint line from Doncaster via Lincoln and Spalding. Its regional importance is recognised for both long distance travel, rail freight and as a rail interchange. The Council is fully committed to enhance Peterborough's role as a Regional Interchange Centre.

The Strategic Rail Authority's *Regional Planning Assessment* found that the biggest challenge for

the railway over the next 20 years will be to provide adequate capacity for the growth of peak period traffic to and from central London on the region's rail routes. To tackle this, the Council has worked actively with the rail industry in developing proposals for the expansion of the Peterborough railway station.

Forecast Growth for the Peterborough Railway Station

The Council's strategy for the future growth of the railway station was informed by commissioning consultants to undertake the following recent studies:

Consultant	Purpose of Study
Jacobs Consultancy	Assess current in-station movements and passenger throughput so as to forecast the passenger throughput for 2021, and beyond and thereby determine future station infrastructure requirements.
Colin Buchanan & Partners	Assess current travel modes and patterns to and from the station and the supporting transport network infrastructure, thereafter determining future infrastructure requirements based on Jacobs' work.
Halcrow	Use the findings of the above studies and appraise existing land usage so as to produce a coherent and comprehensive Station Quarter development brief.

The studies were all developed in consultation with Strategic Rail Authority, Network Rail, GO-East, the East Coast Main Line franchise holder and the developers of the adjacent North Westgate site.

The *Buchanan Study* identified that, if Peterborough progresses the *East of England Plan*, there could be a 34% rise in the use of the station by 2021, consistent with the growth rates built into the East Coast Main Line franchise tender documents. With the 2,562 dwellings anticipated as part of developments in the *City Centre Framework*, this could result in 1,828 more rail trips.

Currently, the station's main car park and Mayor's Walk overflow car park reach capacity well before 8am on weekdays. There is an element of unmet parking demand which materialises in overspill into residential (and commercial) areas and shopping-related car parks. Growth in station usage by 2021 (attributable



GNER Train Passing Through Helpston

to Peterborough's growth, including as a Regional Interchange Centre), is expected to result in a 21% increase in car trips, thereby potentially increasing the extent of unmet demand for parking space. With the Parking Enforcement Plan Phase 2 seeking to counter the overspill into residential and commercial areas, there is a need to consolidate parking linked to rail travel.

By 2021, it is expected that station entrances and bridge links to platforms need to be designed to accommodate peak passenger flows of 1,500 to 1,650 entries and 1,200 to 1,375 exits – beyond its current capacity. Long-stay car parking will need to accommodate between 2,050 and 2,275 vehicles, and cycle parking will need to accommodate 175 to 200 bicycles.

City Centre Framework and the Station

Through the *City Centre Framework*, the station area will become a major mixed use quarter with a new expanded station as the focus. In addition, a new transport interchange will emerge as links are improved to the bus station, relocated through the North Westgate development. The redevelopment of Peterborough railway station and adjacent area is crucial in creating an Integrated Transport System in the city to encourage fewer car journeys and increase levels of walking, cycling and public transport.

The studies undertaken by Jacobs Consultancy and by Colin Buchanan and Partners (both commissioned by the Council in partnership with Network Rail) identified future expansion must substantially improve pedestrian and cycle accessibility to the area, vehicle circulation and the provision of car parking. The Council is working with developers, Network Rail, train operators and Government agencies in determining the extent of infrastructure improvements. The development brief being prepared by Halcrow will explore the scope for:

- a pedestrian and cycle bridge link connecting the east and west side of the station improving accessibility between the Station Quarter, the City Centre and the new bus station. The land bridge will be segregated allowing one side for passengers accessing the station and the other to be for those passing over the railway line and on into the City Centre;
- a new 1,060 space multi-storey car park. The proposed car park will be the only additional parking provided in the City Centre as part of the *City Centre Framework* and measures will be implemented to encourage rail users only during peak commuting times;
- the Council anticipates that Opportunity Peterborough will soon take the lead in progressing the delivery of these infrastructure enhancements due to the size of funding commitment needed.

Support was given in the LTP1 and the *Local Plan* for a Crescent Link, a rail connection between the Nene

Valley Railway heritage line and the Peterborough railway station. Proposals to expand the station to meet growing demand require that the best use of available land is made. Expansion of the station must be given priority over the Crescent Link. However, if both can be accommodated without compromising the station redevelopment, the link would be a useful addition to the local rail infrastructure.

Rail Service Provision

The Council has little direct control over rail service provision. However, it will continue to use its position of influence to obtain the best possible passenger services and freight rail services for the area. In light of the changes to the Station Quarter in Peterborough City Centre and changes to the rail network, it is particularly important that the Council continues to work closely with the franchise operators.

The Strategic Rail Authority commissioned its consultants, Ove Arup, to conduct a *Regional Planning Assessment* of the railway network during 2004, and the Council contributed to this process and the Strategic Rail Authority's development of the Inter-City East Coast Main Line franchise tender documents. The East Coast Main Line is consequently due to receive local infrastructure improvement in the form of bi-directional signalling on the 'up slow' line between Peterborough railway station and Werrington Junction. In order to permit increased service capacity, additional platforms are to be formed on the west side of the existing station.

GNER was successful in winning the East Coast Main Line franchise which commenced on the 1 May 2005. The franchise is for seven years with an option for a further three and, during this period, will see enhanced high-speed intercity train services provided along the East Coast Main Line between London and Scotland via Peterborough. WAGN provides a semi-fast service between Peterborough and London. Cross-country services are provided by Central Trains and One, whilst other local services provide links to Spalding and Lincoln.

Encouragement will be given to train operating companies proposing additional services on all lines, providing that they call at Peterborough. The Council supports the development proposals that seek to improve efficiency, safety and reliability of the national rail network for both passengers and freight and will work with the rail-related organisations to realise a replacement railway station at Peterborough as soon as possible.

Hampton Railway Station

In the aforementioned *Regional Planning Assessment*, Ove Arup assessed the financial viability of potential schemes that would enhance the regional delivery of rail services. The consultants' conclusion was that the cost of a new railway station at Hampton was prohibitive. A pre-requisite of such a new station was that around two kilometres of the existing twin-track would need to

be upgraded to four-track, so Ove Arup rejected such a scheme from central Government funding potential. With minimal chance of the East Coast Main Line being upgraded to four-track south of Peterborough for at least the next 15 to 20 years, it is therefore extremely unlikely that any new development proposals in the Hampton area could financially support the level of investment needed to create the desired station.

The Council will instead work with Network Rail, GNER, developers and local bus operators to ensure that a new transport interchange (comprising an enhanced main railway station for Peterborough and new bus station) is served by improved public transport links between the interchange and Hampton.

Notwithstanding this, the Council (prompted by work undertaken by its Scrutiny Committee) wishes to see optimum use made of existing rail infrastructure in Peterborough. To this end, the Council intends to establish a working party that brings together relevant representatives of both the Council and the rail industry to fully research the potential of additional stations to the north and south of Peterborough. It is recognised that Network Rail's Route Enhancement Team will provide key input and advice and early contact has already been made. As the Council's overriding rail priority is to address the renewal of the main railway station, the output of the working party would be expected to contribute to the LTP3.

Light Rapid Transit

Research has highlighted two significant barriers to implementing a 'Light Rapid Transit' system in Peterborough. Firstly, the economic requirements of a Light Rapid Transit system must be considered. Much of the investment has to be public as, initially, the returns which the private sector requires from an investment are not achievable from light rail schemes. Possibly due to the private sector being cautious of such schemes, planners and financiers take a prudent view of ridership levels and fare revenues. This means that, on paper, schemes appear to fall at the first hurdle. Further expense is incurred due to lengthy timescales, which means that schemes have to be promoted over a longer



Dedicated Motorcycle Parking

period of time in order to construct, operate and justify the case for a light rail system.

Secondly, it should be noted that, to generate sufficient revenue and a significant modal shift, a population of at least 250,000 is required. With Peterborough's population at 159,100 in 2004, a light rail system is not realistically possible for a city of Peterborough's size. Given the local growth agenda, Light Rapid Transit may warrant further consideration in the longer term. At present, the Council is committed to improving the public transport network through the provision of quality bus corridors for the life of the LTP2, after which the case for Light Rapid Transit will be reviewed.

Improved Information for Rail Passengers

Through the *Travelchoice* project, it is proposed to install a passenger information screen in the Queensgate Shopping Centre showing arrival/departure times for trains, in addition to information on bus services. The screens will display the time of departure, destination, route information and bay or platform number. The screens will not be situated in isolation but with other transport information such as integrated timetable booklets and map information. These screens will be transferable to the bus station's new location arising from the North Westgate development.

The Council is committed to improving paper-based information at the railway station. At present, little rail information is provided at the bus station and vice versa. Therefore, it is planned that more information will be provided at both locations (including information on key destinations) at access points to the bus station and railway station. The Council will also promote the awareness of the *Transport Direct* website detailing door to door travel information by public transport.

4.1.13 Motorcycles

Key Actions

The provision of secure motorcycle parking

The DfT's *Motorcycling Strategy*, February 2005, sets out the Government's commitment to supporting motorcycling as 'an important part of the transport mix' whilst recognising road safety issues have to be addressed. The Council supports this stance and values the potential contribution motorcycles can make to reducing congestion.

Feedback from stakeholders has suggested there is potential for modal switch from car to motorcycle, if secure parking facilities can be provided at journey destinations. During the LTP1, the Council successfully introduced anti-theft locking systems at three motorcycle parks in the City Centre. The Council will continue to introduce secure parking for motorcycles at locations throughout the Council area. The locations will be

determined by information gleaned through the business travel plans.

The importance of motorcycles was recognised in the *Local Development Plan* process, whereby prospective developers are required to provide the same level of parking provision for motorcycles as that for pedal cycles.

The Council has also experimented with motorcycles using bus lanes. To reduce potential traffic congestion during the Town Rail Bridge scheme, motorcycles are permitted users of the bus lanes on both approaches. The experiment has proven successful so the Council will look to replicate this approach in the future.

Tackling Congestion 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
Traffic Management	✓✓	✓		✓	✓✓	✓✓	✓	An updated road hierarchy will better inform the management and control the highway network. Engineering intervention at congestion 'hot-spots' will have the potential to address a wide range of quality of life themes.
Intelligent Transport Systems	✓✓	✓		✓	✓✓	✓	✓	ITS provides the technological tools to promote public transport and manage traffic movements. The technology allows the introduction of positive measures to manage 'air quality' hot spots.
<i>Travelchoice</i>	✓✓	✓	✓	✓✓	✓✓	✓✓	✓✓	<i>Travelchoice</i> provides the information and promotion to make informed journey decisions. Through this <i>Travelchoice</i> will positively influence the number of people walking, cycling and using public transport.
Buses	✓		✓		✓✓	✓	✓	Improving the Public Transport network will encourage people to use public transport as an alternative to the car. Frequent and reliable bus service can improve the quality of life particularly for those without access to a car.
Parking	✓✓		✓✓		✓✓			Appropriate parking results in improved quality of life in a number of ways; it can improve road safety, allow free-flow of traffic with a resulting impact of noise and air quality, and improve the quality of public spaces.
Travel Plans		✓	✓	✓	✓✓	✓	✓	Encouraging workplaces to adopt travel plans will reduce reliance on the car by emphasising and improving the alternatives available. Increased use of public transport, car sharing, walking and cycling will benefit businesses, their employees and the wider community.
School Travel Plans		✓	✓✓	✓✓	✓✓	✓	✓	School travel plans encourage pupils and parents to choose healthier, safer and more sustainable travel modes. By getting people out of their cars public safety is improved with a corresponding reduction in air and noise pollution.

Tackling Congestion 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
Freight	✓			✓	✓✓	✓		Identifying and signing key freight routes, will ensure freight remains on suitable routes with a corresponding improvement in safety, noise, quality of public space and pollution.
Cycling	✓	✓	✓	✓✓	✓✓	✓✓	✓✓	The provision of more cycle facilities and encouraging people to cycle more through a comprehensive and integrated package of measures has the potential to significantly improve traffic congestion, improve health and positively benefit most aspects of the quality of life criteria.
Walking	✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	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.
Passenger Rail	✓		✓		✓✓	✓	✓	Redevelopment of the Station Quarter will lead an improved street scene and an integrated transport system, it provide improved links for walking and cycling to encourage sustainable modes.
Motorcycles				✓	✓		✓	The DfT's Motorcycling strategy recognises lower cc motorcycles use less fuel and therefore emit less emissions.

