

Section 2

Transport Strategy for Peterborough

2. Transport Strategy for Peterborough

2.1 The Peterborough Local Transport Plan (LTP) sets the context for the delivery of all transport schemes and services in the city. Adopted in 2000, it contains a vision and strategy for the city for the next 15 years. Through its Local Transport Plan, Peterborough has developed a long-term transport strategy in conjunction with local businesses and voluntary and other interest groups. The main elements of the LTP are summarised below.

The Transport Vision

2.2 The Peterborough transport vision sets the context for transport provision:

- *Have more travel choice and quality, particularly relating to public transport,*
- *Offer safer travel, less transport related crime, and improved community health than at present, and*
- *Maintain the current level of freedom of movement despite increasing travel demand through an increase in the proportion of trips made by walking, cycling, bus and rail travel.*

2.3 To facilitate this transport vision a series of objectives have been set;

Accessibility

Better accessibility for all sectors of the community to the transport network (with particular reference to those living in rural areas and those with mobility difficulties).

Economy

Support local economic performance by the provision of an integrated transport network.

Efficiency

Make the best use of existing transport infrastructure.

Environment

Reduce the environmental impacts of transport.

Healthy travel

Improve community health by increasing walking and cycling and reducing transport related pollution.

Integration

Greater integration between different means of travel and with other policy areas.

Safety

Reduce the number of Personal Injury Accidents amongst all travellers and reduce travel related crime.

Travel choice

Increase choice and improve quality.

Transport User Hierarchy

2.4 The transport strategy is supported by a Transport User Hierarchy, which gives priority to sustainable means of transport.

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 taxi/private hire vehicles**
- **Motorcycles**
- **Rail freight**
- **Commercial and business users including road haulage**
- **Car borne shoppers**
- **Car borne commuters**



Town Bridge, Peterborough

Delivering the Local Transport Plan

2.5 It is a fundamental aim of the Local Transport Plan that accessibility be maintained by offering more travel choice and quality to meet the growing demand for travel while promoting economic vitality. Although the Council does not have direct control over a number of key areas of the local transport network such as commercial public transport services, it recognises its leadership role in providing an integrated transport system for the Peterborough area.

2.6 The progress reported in delivering the Peterborough LTP in the 2002 Annual Progress Report (APR) was well received by Government. The Council was ranked as 'well above average', and the fourth best authority in terms of LTP delivery in the country. This was an excellent position to achieve, given the relatively small size of the authority and the limited resources available to the Council. Whilst the 2003 APR resulted in a reduced ranking, it nevertheless highlighted the City Council's programme of works delivery above and beyond its capital allocations, reinforcing the principle that Peterborough is "a city that delivers".

Accessibility

2.7 Although transport links into Peterborough are good, traffic growth is now eroding the good accessibility these links offer. The importance of transport connections to and around the city centre was reinforced by the consultation exercise undertaken for the LTP. A number of organisations, such as the City Centre Forum and local businesses, stressed the importance of maintaining the viability of the centre. The city centre is the area of the city most susceptible to congestion caused by growing levels of traffic. A key element of the Transport Strategy is to maintain current levels of accessibility. The growing demand for travel into the city centre will have to be met if its vitality is to be maintained and developed. The demand for additional trips will be met by directing resources to maximise the use of bus, rail, walking and cycling as a means of accessing the city. Shoppers and visitors are vital to the city centre and improvements to public transport, walking and cycling will encourage the use of these modes.

2.8 Commuters cause a significant proportion of congestion. Many commuter journeys could already be undertaken by sustainable modes of transport whilst even more could be if improvements to the existing infrastructure were made. It is, however, recognised that, for some trips, the car will remain the most suitable mode.

Safer Journeys to School

2.9 In the region of 20% of trips made during peak hours in term time are associated with the journey to school. This results in congestion (particularly in residential areas), delays for buses and other important journeys, and safety and pollution problems around schools. Worryingly, the decreasing level of fitness of children due to insufficient exercise is partly related to fewer scholars walking and cycling to school.

The Council has committed considerable resources to its Safer Journeys to School initiative to address these issues. Extremely strong support for Safer Journeys to School was received through the consultation exercise.

Complementary Approach

2.10 In April 2003, the Council's Cabinet briefly reviewed the transport policy set out in the LTP. Given that one of Peterborough's attractions to incoming new business is the Parkway network of roads, concerns were raised over accessibility. It was duly recognised, though, that the bus is the most effective alternative to the car but only if swift, attractive and frequent services are available. A "complimentary approach" to transport provision thus warranted consideration – travel choice involved improved accessibility for all modes. The subsequent transport assessment linked to the City Centre Masterplan reinforced the need to manage traffic growth in a controlled way to preserve long-term accessibility.

Best Value Review

2.11 In February 2002, the Best Value inspection report for the Council's Transport and Engineering Services was released. The service was ranked as "fair with promising prospects for improvement". Inspectors recommended that the Council:-

"develops a District-wide Bus Strategy, as required by the Transport Act 2000, to strengthen partnership with the public transport operators and other stakeholders to improve the quality of bus services, shelters and public transport information".

2.12 On the subject of passenger transport, the inspectors additionally commented that:

"The Council has shown a commitment to improve, including the adoption of tougher targets through a Public Service Agreement relating to bus passenger numbers."

2.13 The Council is on target to deliver "stretched targets" on both increasing bus patronage and reducing the number of people killed or seriously injured on Peterborough's roads. The Council now has a district-wide Bus Strategy and Public Transport Information Strategy and increasingly invests in bus provision and infrastructure.

- 2.14 The LTP and APRs can be viewed at www.peterborough.gov.uk. The document, together with all APRs, is also available in CD-Rom format. Also available are the Bus Strategy and the Public Transport Information Strategy, which provide further information for the future plans and aspirations of public transport within the city.
- 2.15 As discussed in 1.9, additional development beyond that currently forecast is likely in Peterborough as a result of the City Centre Masterplan and the acceptance of the city as a growth area under the Sustainable Communities initiative.
- 2.16 This growth will be met within the context of existing transport policy, through the provision of improved travel choice by the improvement of sustainable means of travel.
- 2.17 Acceptance as a sustainable showcase town would allow future development to be brought forward within the context of a robust sustainable transport framework.

The Greater Peterborough Partnership

- 2.18 The Greater Peterborough Partnership is Peterborough's Local Strategic Partnership (LSP) and it brings together local businesses, community groups and public and private sector organisations in a strategic partnership to improve the quality of life for those people living, working or visiting Peterborough. The Partnership produces the area's Community Strategy which sets out the key priorities for Peterborough and how it is hoped the city will develop in the future. The priorities are:
- To ensure prosperity and equality for all.
 - To build safer communities.
 - To provide an attractive and environmentally sustainable place to live.
 - To deliver high quality opportunities for learning.
 - To achieve new standards in health and care.
 - To develop community and cultural life.
- 2.19 The key priority (in terms of the Sustainable Travel Demonstration Town) is to make Peterborough 'an attractive and environmentally sustainable place to live'. This priority was developed with close reference to Peterborough's 2000/1 to 2005/6 Local Transport Plan (LTP). It sets out the need to improve travel choice and to meet

growing levels of demand for travel by sustainable means, as stated in the LTP vision and a number of the LTP objectives.

2.20 The 2003-2006 Corporate Strategy sets out Peterborough City Council's vision, aims, corporate objectives and improvement priorities in terms of delivery of the Community Strategy. This is expressed as a corporate objective 'to deliver a sustainable integrated transport system'.

2.21 An Environment and Transport Board was established by the LSP in 2003 to progress the Environment and Transport Key Element (one of six such elements of the LSP). This Key Partnership will provide a useful stakeholder forum for developing local transport policies including those relating to bus provision.

Regional Transport Strategy

2.22 To meet the overall vision and objectives of the Regional Planning Guidance 14 (RPG) there needs to be co-ordination with the city and region's transport strategies. The Regional Transport Strategy element of the RPG seeks to:

- widen travel choice: increasing and promoting opportunities for travel by means other than the private car, improving seamless travel through the provision of quality interchange facilities and raising travel awareness.
- promote the carriage of freight by rail and water and encourage environmentally sensitive distribution; and
- stimulate efficient use of the existing transport infrastructure, efficiently maintaining and managing existing road, rail, port and airport infrastructure.

2.23 The schemes within the Sustainable Travel Demonstration Town project were developed in context of the Regional Transport Strategy.

2.24 Building on the transport strategy, as set out above, it can be seen that Peterborough has a robust transport strategy. However, since the production of the LTP it has become evident that greater travel demand will occur in the future, as a result of new development, than originally forecast. Only by greatly increasing travel choice by maximising the use of sustainable modes will forecast demand be met. Given its strong policy base, and potential growth in demand, the city offers itself as an excellent location to showcase innovative and effective sustainable travel initiatives.

In particular, it offers the opportunity to introduce measures at an early stage of major development proposals.

2.25 The sustainable town approach will be built on in the Council's second LTP, work on which is just commencing. The second LTP will offer the opportunity to refocus capital investment to support the showcase initiative.

FIGURE 1 RELATIONSHIP BETWEEN SUSTAINABLE TRAVEL SCHEMES AND PETERBOROUGH'S LOCAL TRANSPORT PLAN

The table below shows how each project scheme complements the LTP objectives.

Project Schemes		Overarching objectives from Local Transport plan							
		Accessibility – Better accessibility for all sectors of the community to the transport network (with particular reference for those living in rural areas and those with mobility difficulties).	Economy – Support local economic performance by the provision of an integrated transport network.	Efficiency – Make the best use of existing transport infrastructure.	Environment – Reduce the environmental impacts of transport.	Healthy Travel – Improve community health by increasing walking and cycling and reducing transport related pollution.	Integration – Greater integration between different means of travel and with other policy areas.	Safety - Reduce the number of Personal Injury Accidents amongst all travellers and reduce travel related crime.	Travel Choice – Increase choice and improve quality.
01	Personalised Travel Planning	44	4	44	44	44	44	44	44
02	Travel Database	0	4	44	4	4	4	44	4
03	Marketing and Promotion	44	44	44	44	44	4		44
04	Cycling Enhancement	4	4	4	44	44	44	44	44
05	Walking and Safety	4	4	44	44	44	44	44	44
06	Business Travel Planning	4	44	44	44	44	4	4	44
07	Urban Traffic Control	0	44	44	4	4	0	4	44
08	Real Time Passenger Information	44	4	44	4	4	0	0	44
09	Passenger Information Schemes	44	4	44	4	4	0	0	44
10	Transportation Interactive Website	44	44	44	4	44	0	0	44
11	Interactive Kiosks	44	44	44	4	44	0	0	44
12	Travel Information Centre	44	44	44	4	44	0	0	44
13	Interactive Mapping	44		44	4	44	0	0	44
14	Integrated Sustainable Transport Guide	44	44	44	4	44	0	44	44
15	Sustainable Transport Interchange Information	4	4	44	4	44	0	44	44
16	Smartcard	4	44	44	4	4	0	44	44
17	Route Branding	4	4	44	4	4	0	0	44
18	Home Zones	4	4	4	44	44	44	44	4

KEY: Strongly support 44, Support 4, No relationship / neutral impact O, Does not support X, Very strongly does not support XX, Relationship unclear U