

ANNEXE A

The Area Transport Strategy

Objectives

Taking into account the overall needs of the area and the problems that need to be addressed the following objectives have been identified:

- To contribute to an efficient economy and to support sustainable economic growth in appropriate locations.
- To promote accessibility to everyday facilities for all, especially those without access to a car.
- To improve safety for all travellers.
- To take account of the particular needs of the National Forest as a new sustainable attraction for recreation and tourism.
- To promote the integration of all forms of transport and land use planning, leading to a better and more efficient transport system.
- To protect and enhance the built and natural environment.
- To use the available road space more efficiently.
- To introduce a regime of demand management to control the level and pattern of traffic flow.
- Effect a significant improvement in public transport provision and usage both within the urban, inter-urban and rural context.
- Improve safety and the local environment by introducing measures that will reduce the damaging effects of transport.
- Promote a fully integrated transport network based on sustainable modes of transport.
- Reduce social exclusion in the community through the promotion of alternative transport means that actively promote inclusion.

Transport Priorities in the Strategy area.

The following are priority areas that need to be addressed.

Improving the links between Burton, Swadlincote and Ashby

Given the strong relationship between these urban areas, there is a need to ensure that for journeys between them there are attractive alternative means of transport available. The following measures will be pursued during the plan period 2006-11:

- Enhanced bus services between these areas.
- The provision of cross boundary cycle routes.
- Further investigation into the practicalities of reopening the Burton-Leicester railway to passenger traffic, either wholly or in part.
- Enhancement of bus boarding/alighting and waiting facilities.
- Introduction of real-time passenger information.
- Feasibility study of the Swadlincote regeneration route.
- Improvement of access to (and the appearance of) Burton railway station.

Improving the links to neighbouring areas

Links to neighbouring areas that fall outside of the Strategy area, should be improved by sustainable means so as to assist the development of the local economy. Of particular importance is the need to direct freight traffic to appropriate routes. Route mapping is currently being prepared by Derbyshire FQP and a similar approach would be appropriate in Staffordshire and Leicestershire. The following measures will be pursued during the plan period 2006-11:

- Further investigation into the practicalities of reopening the Burton-Leicester railway to passenger traffic.
- To seek an increased role for rail freight.
- Investigation into the enhancement of Burton-Leicester bus services via Swadlincote and Ashby.

- Investigation into the proposal to construct a new link road between A38 at Drakelow and the Ashby by-pass, including strategic cross-boundary, funding and environmental implications.

Supporting existing centres, facilities and opportunities

In order to reduce the need to travel and to reduce travel distances, it is important that local facilities and opportunities are provided and maintained for the area's population, closely related to the point of need. This policy not only relates to the shopping centres of Burton upon Trent and Swadlincote, but also to facilities such as local shops, libraries, schools and leisure attractions. The role of transport investment in achieving this objective should be the provision of bus services and/or safe walking and cycling routes to local facilities. The following measures will be pursued during the plan period 2006-11:

- An assessment of the ease of accessibility to local facilities on foot, by cycle or by public transport.
- The preparation of a prioritised action plan to address any accessibility deficiencies found.
- The introduction over the plan period of a programme of schemes to achieve the action plan.
- Improved access to National Forest sites/attractions, e.g. Conkers and Rosliston, by public transport, walking and cycling.
- Improved information and signage e.g. as part of bus quality partnership projects, for National Forest attractions or for special tourism initiatives.

Tackling rural isolation

The existing local bus network already contains many links to the surrounding areas. However, its comprehensive geographical coverage is not always supported by a high service frequency, especially in rural areas within and surrounding the Strategy area. These facilities will be assessed and improvements sought where deficiencies are identified.

The lack of employment, services and facilities presents difficulties for people in rural areas who do not have access to a car. In areas such as The National Forest, rural leisure facilities would benefit from enhanced links to the public transport network, as well as improvements to the cycling and footpath networks. The work of the rural transport partnerships in identifying deficiencies and introducing innovative solutions has been invaluable and it is hoped that these partnerships can continue in some form. The following measures will be pursued during the plan period 2006-11:

- An assessment of the ease of accessibility to rural facilities on foot, by cycle or by public transport, for local residents and visitors.
- The preparation of a prioritised action plan to address any accessibility deficiencies found.
- The introduction over the plan period of a programme of schemes to achieve the action plan, for example, through support for local bus services and community transport providers, improvements to cycle routes, rights of way and Greenways from the towns into the rural areas.
- Sustainable access to the countryside, especially the National Forest sites, for urban dwellers.

Improving Safety

Measures to improve the safety of all means of transport will be supported. This will particularly apply where safety is a significant factor in preventing the use of alternative means of transport. The following measures will be pursued during the plan period 2006-11:

- Improved boarding, alighting and waiting facilities for public transport services.
- The provision of segregated cycle routes where practical.
- Highest priority will be given to areas of specific conflict between pedestrians/cyclists and motor vehicles as identified by casualty figures.

- Improved crossing facilities at locations where roads sever other routes or communities.
- Improved surfacing and lighting on key cycle and pedestrian routes.
- Safe access to and use of public open space.

Reducing the environmental impact of transport

The transport system can have significant impact upon the environment. It is important that this impact is minimised if broader environmental objectives are to be achieved.

LTP's are subject to Strategic Environmental assessment requirements of the EU Directive. As such any policies and proposals that are put forward have to be evaluated against a wide range of environmental criteria. Where proposals are found to be detrimental to the environment, mitigation measures have to be introduced. The most likely detrimental effects are increased traffic noise and pollution, along with impacts on landscape, townscape and biodiversity. The following measures will be pursued during the plan period 2006-11:

- The introduction of significant proposals in this strategy will be accompanied by an environmental impact assessment.
- The transport impact of any major new development will be assessed, the environmental impact gauged and mitigation measures introduced as appropriate.
- Existing parking policies will be reviewed with a view to reducing car usage.
- In considering major transport proposals like the suggested reopening of the railway line, the Swadlincote Regeneration Route or the A38-A42 link, the question of noise impacts, air quality, severance, landscape, townscape and biodiversity impacts need to be adequately addressed.
- An Air Quality Action Plan will be prepared to address relevant issues in Burton upon Trent.
- Where possible, road freight vehicles will be directed away from built-up areas, to appropriate routes so that environmental impact is minimised.

