

CHAPTER 3 OBJECTIVES AND STRATEGY

INTRODUCTION

- 3.1 : This chapter demonstrates:
- how we arrived at the LTP objectives in the Provisional Plan
 - the consultation on the objectives carried out since the Provisional Plan was published
 - the relationship between national objectives and the seven objectives of the LTP
 - the relationship between the LTP objectives and themes in the Government's Guidance
 - how the LTP objectives relate to strategy development, the implementation programme and targets.
- 3.2 : If the LTP is to make a significant impact upon sustainable development and transport in South Yorkshire, it is vital that its strategies and programmes are integrated with thinking and action across other policy areas and at all levels of decision making.
- 3.3 : Too often in the past links between local transport planning and other planning have been partial, piecemeal and insufficiently sensitive to the needs of local communities. The Partners are committed to the development of a transport strategy which is integrated into the wider vision for South Yorkshire and the Region.
- 3.4 : This stems from the recognition that South Yorkshire needs a step change in the development of its social and economic base if it is to address the serious social, economic and environmental consequences of the economic decline of the last two decades, but that this must be achieved within the context of the new approach to sustainable travel set out in "A New Deal for Transport".
- 3.5 : In response, the public and private sectors, working through the South Yorkshire Forum, have set out a Vision for South Yorkshire. This is intended to inform policy development in all areas, but especially in developing the Single Programme Document (SPD) for Objective 1 status and in supporting strategies and programmes. The Vision is set out in Fig 9.

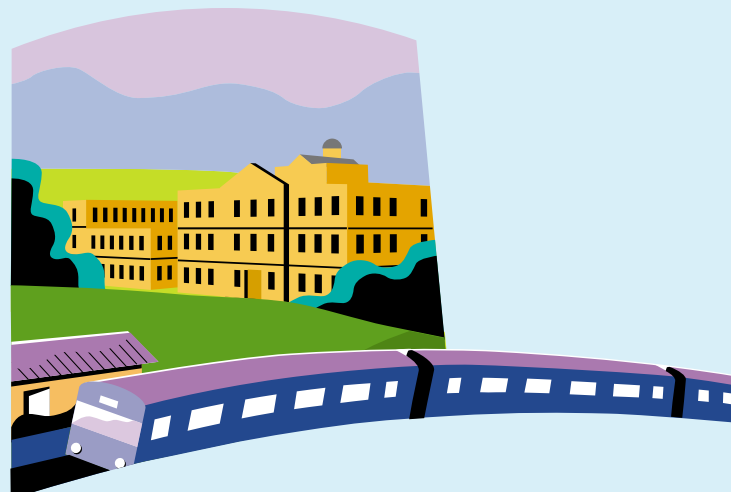
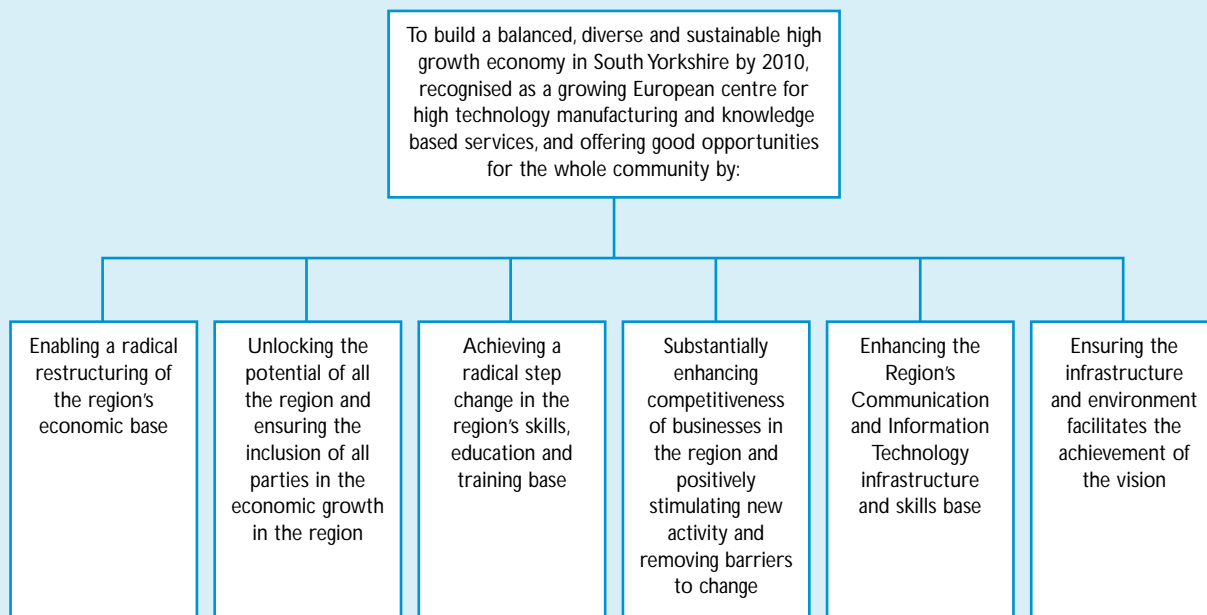


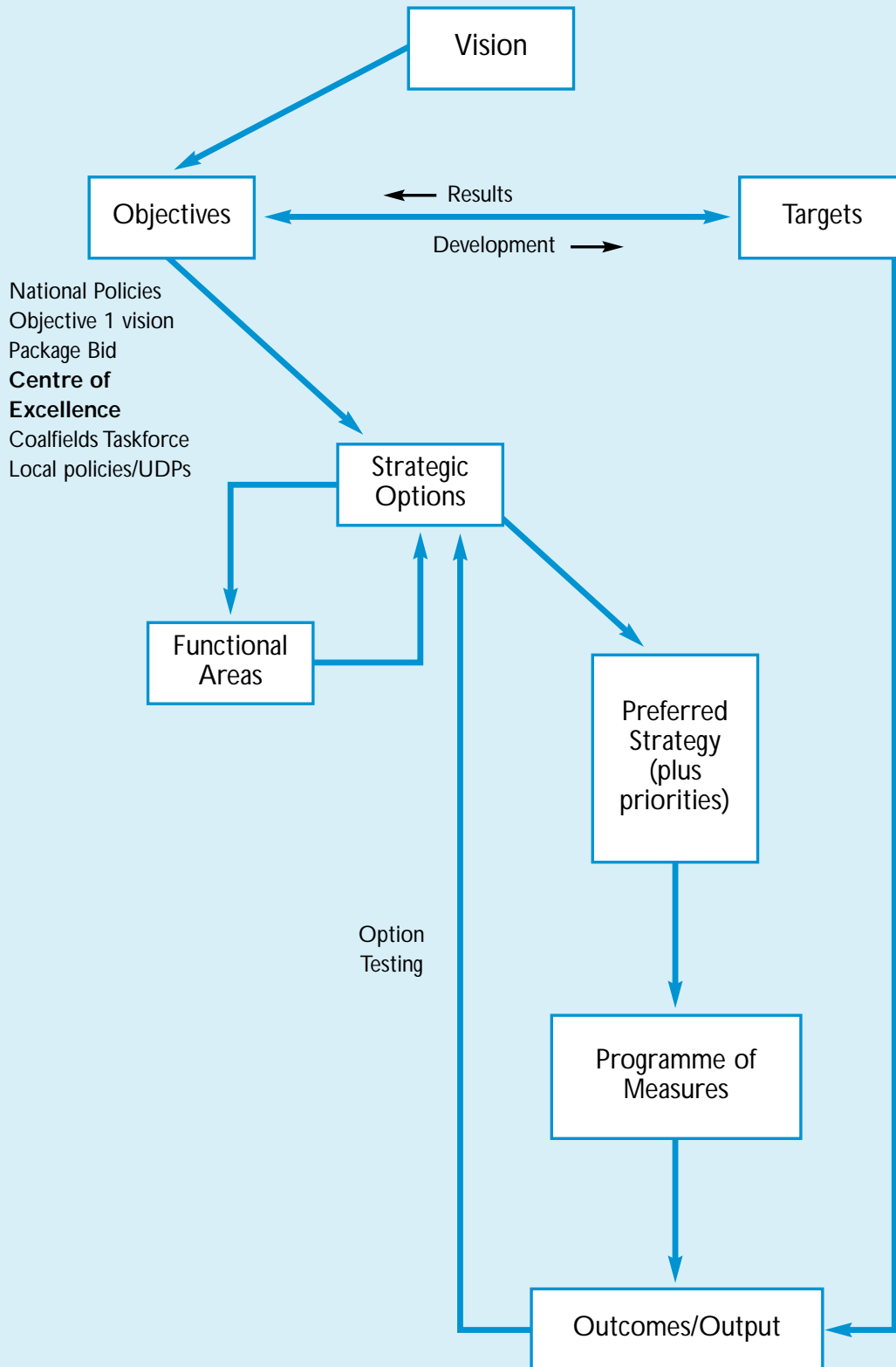
FIGURE 9 SOUTH YORKSHIRE FORUM: VISION FOR SOUTH YORKSHIRE


OUR TRANSPORT VISION

- 3.6 : The main challenge for the Partners is how to support the achievement of this vision for social and economic regeneration in a sustainable way. A key principle in the delivery of our strategy has been the setting of our target for road traffic reduction ie to contain traffic at 1999 levels. There is a very real chance that economic re-structuring will add to existing problems of the environmental impact of traffic, social exclusion, congestion, and safety unless there is careful integration with the new 'plan, monitor and manage' approach to transport planning.
- 3.7 : Therefore a clear statement is needed of the approach to be adopted to the movement of people and goods, as part of the overall vision. Elements of this have previously been incorporated into the strategy set out in the Joint Transport Package Bid and the **Centre of Excellence** initiative. These have now been re-assessed in the light of the adoption of the Vision for South Yorkshire.
- 3.8 : The Partners undertook a review of the strategy, in 1999, facilitated by consultants Steer Davies Gleave. The review took account of national objectives, regional policy and local circumstances in deciding what the South Yorkshire objectives should be. The process is illustrated in Fig 10.

FIGURE 10

1999 OBJECTIVE AND STRATEGY REVIEW PROCESS



- 3.9 : The way in which the South Yorkshire Objectives relate to the Government's national transport objectives is shown in Fig 11.

FIGURE 11 COMPARISON OF SOUTH YORKSHIRE AND NATIONAL OBJECTIVES

SOUTH YORKSHIRE LTP OBJECTIVES	NATIONAL OBJECTIVES
To improve and protect the environment	To improve and protect the environment
To improve transport to areas of poor accessibility and job creation as an integral part of regeneration	To contribute towards an efficient economy, and to support sustainable economic growth in appropriate locations
To reduce the need to travel while improving the efficiency of the transport system and sustaining a vibrant economy	
To meet the needs of the socially and physically disadvantaged	To promote accessibility to everyday facilities for all, especially those without a car
To provide genuine choices of travel mode	To promote the integration of all forms of transport and land use planning, leading to a better, more efficient transport system
To improve safety for all travellers	To improve safety for all travellers
To maintain infrastructure to ensure the safe and efficient movement of goods and people	

LINKS BETWEEN OBJECTIVES, STRATEGIES AND MEASURES

- 3.10 : Fig 12 demonstrates how the strategies and programmes of work have been developed from the objectives and how those programmes of work contribute towards the targets.
- 3.11 : Flow diagrams for each of the individual objectives are shown in Annex 1 Monitoring Report.

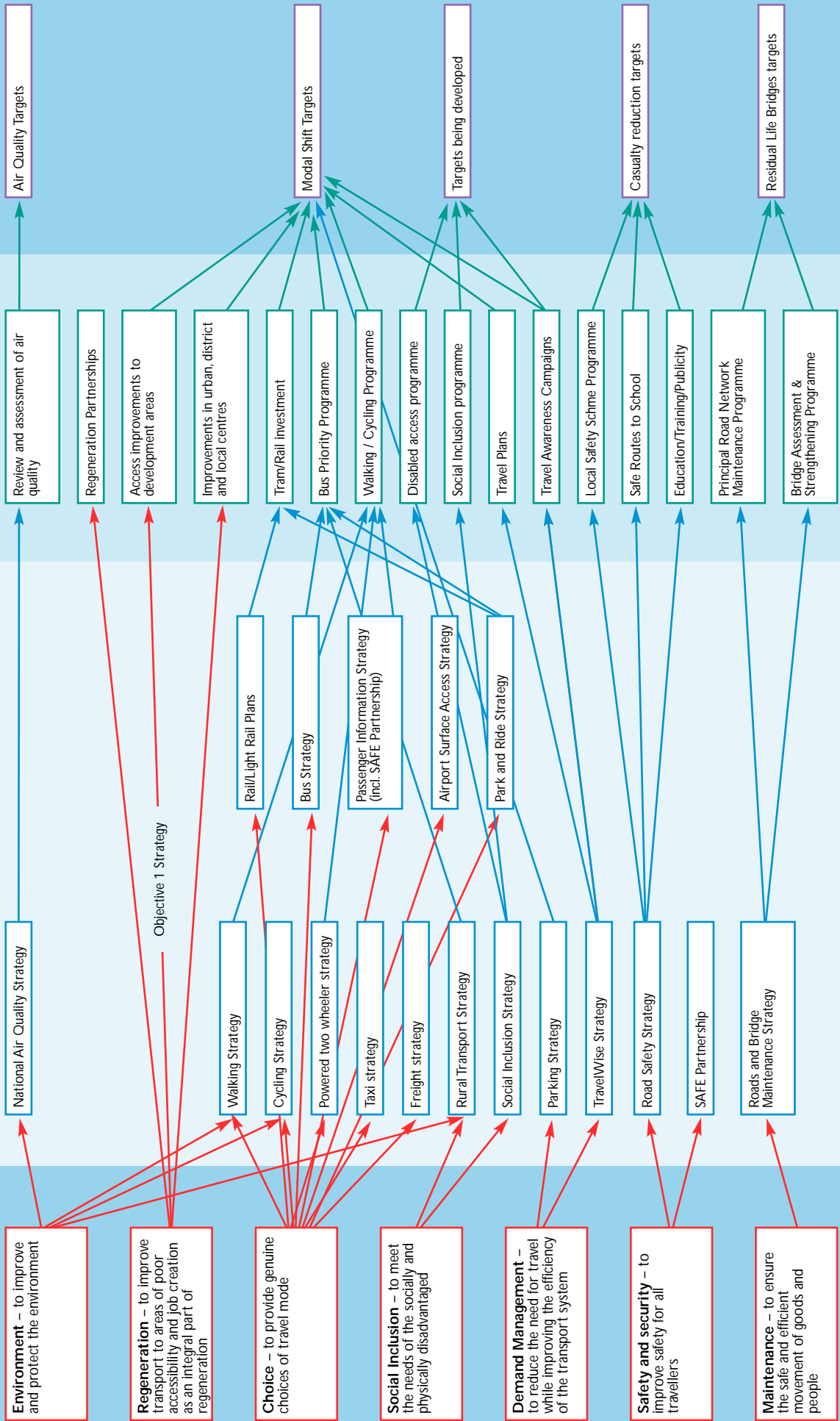
FIGURE 12
OBJECTIVES CAUSAL CHAIN

TARGET

PROGRAMME

STRATEGY

OBJECTIVE



CONSULTATION

- 3.12 : Consultation on the Provisional Plan has sought to obtain people's views on the objectives and sought comment on their priority. Both the quantitative and qualitative consultation showed that support for the objectives was very strong with little difference between the levels of support.
- 3.13 : We have planned new projects, which require a balance between different travellers and transport users, using the "hierarchy of transport users" proposed in the Provisional Plan. Qualitative consultation supported the proposal, but the quantitative consultation identified a slightly different order. However, since results of the consultations were inconclusive, we are continuing to use the proposed order ie focussing on the needs of pedestrians, people with disabilities, cyclists and public transport users when considering access to new developments. See Fig 13 below.

FIGURE 13 ORDER OF CONSIDERATION OF TRANSPORT USERS

PROPOSED ORDER	RESULTS OF QUANTITATIVE CONSULTATION
Pedestrians	People with disabilities
People with disabilities	Pedestrians
Cyclists and public transport users	Public transport users
Commercial vehicles	Private cars
Private cars	Cyclists
	Commercial vehicles

- 3.14 : The Public Involvement Plan in Annex 5 gives further details of the consultation process and responses.

THE COVERAGE OF THE LOCAL TRANSPORT PLAN

- 3.15 : The way in which the objectives relate to the themes in the DETR's "*Guidance on Full Local Transport Plans*" is shown in Fig 14. The themes in "*Part II: The Coverage of Local Transport Plans*" have been used as the basis for the layout of Chapter 4: Implementation Strategies and Programmes.

- 3.17 : As part of the consultation process there was concern regarding the boundaries of the functional areas. It was suggested that the definitions used should take into account those being proposed as part of the Objective 1 Single Programme Document (SPD). There is a degree of overlap, notably between the Coalfields and the Rural areas. It is also recognised that there is a fundamental difference between the upland rural areas to the west of the county, some of which suffer from significant tourism pressures, and the lowland farming areas to the south and east.
- 3.18 : The application of the Objectives will differ, according to the needs and priorities of each functional area.

PREFERRED STRATEGY

- 3.19 : In developing these preferred options, the Partners recognised that a number of factors could, and would, impact upon the strategy during the life of the LTP:
- the emerging Objective 1 SPD and Programme Complement may shift the emphasis within the strategy, for instance by requiring higher levels of development activity than envisaged in the current UDPs
 - over the period of the LTP, different elements of the strategy are expected to shift in emphasis. This particularly relates, for instance, to the completion of major highway infrastructure, but may also reflect the changing view of stakeholders in the LTP over time.



- 3.20 : The preferred strategy, as set out in Fig 15, has not been changed since the Provisional Plan. It received broad agreement as part of the consultation process. During recent months we have done more work on the links with the substrategies. Their implementation, through specific schemes and projects, will be the subject of further public consultation and participation at a local level.

FIGURE 15 **PREFERRED STRATEGIES BY FUNCTIONAL AREA**

AREA	PREFERRED STRATEGY				
Urban Centres	Progressive changes in local communities to favour walking and cycling	Major improvements in public transport	Re-prioritise use of road space according to order of consideration of transport users	Concentrate development on town/city centres and main public transport corridors	Significant transfer of long to short stay car parking
Coalfields	Target development where infrastructure exists or is to be provided within Plan period	Major improvements in public transport	Re-order modal hierarchy	Actively promote self-supporting communities with land use changes and priorities	Promotion and active support for green travel initiatives
Rural	Improvements to public transport services	Improvements to assist affordability of public transport	Actively promote self-supporting communities with land use changes and priorities	Reflect UDP policy to restrict residential development	

- 3.21 : While the initial programmes will be designed to reflect the above strategy, it is likely that in later years there will be a greater emphasis on, for instance:
- development in the Coalfields being more actively steered to sites where there is already a high level of public transport provision
 - a growing emphasis in Urban Centres towards the establishment of residential areas where walking and cycling would dominate.
- 3.22 : The LTP recognises the dynamic nature of the application of transport strategy over the next few years. It reflects greater coherence between programme planning and policy application, which is a helpful opportunity and to be encouraged. It also reflects the new DETR approach of 'plan, monitor and manage' as distinct from the former 'predict and provide'.
- 3.23 : The value of our approach to setting out South Yorkshire's strategy is that each step can be reviewed and modified systematically, leading to an explicit statement of the strategy.
- 3.24 : Since the 1999 objectives and strategy review, further work has been carried out to identify key outcomes and targets to measure the success of the strategy. (These are shown in Fig 16).

FIGURE 16 A SUMMARY OF KEY TARGETS AND PERFORMANCE INDICATORS

PRINCIPAL OUTCOME	OVERALL OBJECTIVE	FIVE YEAR TARGET(S)
Contain car mileage by Functional area	Demand Management	<ul style="list-style-type: none"> Contain traffic at the 1999 level (as from 1999 South Yorkshire Household Travel Survey)
Obtain a shift in overall modal split	Choice Demand Management	<ul style="list-style-type: none"> From car to other forms of travel of 5% in rural/coalfield areas and 10% in urban areas (eg in Quality Corridors)
Increase the number of person trips to Urban/District/Local Centres	Environment Regeneration Safety	<ul style="list-style-type: none"> 5% increase in person trips (other than by car)
Obtain a shift in modal split on school journeys	Safety Demand Management	<ul style="list-style-type: none"> 80% of children to walk to primary schools 20% increase in use of bus to secondary schools
Obtain a shift in number of car trips to school	Demand Management	<ul style="list-style-type: none"> Reduce the number of car trips by 10% at participating schools within 1 year
Obtain a shift in modal split of journeys to work	Demand Management	<ul style="list-style-type: none"> Proportion of car journeys to work down from 73% to 67% Reduce commuter car parking in urban areas by 5% pa Reduce commuter parking in residential areas by introducing residents' parking schemes
Increase the number of walking and cycling trips	Choice Regeneration	<ul style="list-style-type: none"> Double walking trips Double cycling trips
Increase patronage of buses	Choice Regeneration	<ul style="list-style-type: none"> 5% increase
Increase the number of buses running to time	Choice	<ul style="list-style-type: none"> 90% of buses running to time
Introduce and improve Quality Bus Corridors	Choice	<ul style="list-style-type: none"> Implement one Corridor pa in each District Average bus route-speed of 25kph
Increase the number of organisations taking up Travel Plans	Choice Demand Management	<ul style="list-style-type: none"> 50 organisations to adopt Travel Plans Car usage for new business to be no greater than 60% 20 organisations to reduce supply of car parking
Reduce the number of fatal and serious injury casualties and total road casualties; reduce accident rates among children	Safety Demand Management	<ul style="list-style-type: none"> 20% reduction in all fatal and seriously injured (overall) 5% reduction in slight injuries 25% reduction in rates for children
Reduce through traffic from traffic sensitive areas	Safety Demand Management Environment	<ul style="list-style-type: none"> 30% traffic reduction within area-wide Traffic Calming projects
Improve personal and vehicle security in car parks	Safety and Security	<ul style="list-style-type: none"> Reduce crime by 10% pa Achieve Secured Car Parks Gold Award Standard for at least 1 car park pa Obtain further 'Safe Station' awards in partnership with rail operators
Reduce the speed of vehicles in traffic-calmed areas	Safety Demand Management	<ul style="list-style-type: none"> Reduce 85th percentile traffic speeds by 10mph
Improve air quality	Environment	<ul style="list-style-type: none"> Reduce levels of NO₂ to an annual mean of 40µg/m³ at specific locations Reduce levels of PM₁₀ to an annual mean of 40µg/m³ at specific locations
Increase public transport access to new development areas to facilitate access to jobs	Regeneration Social Inclusion	<ul style="list-style-type: none"> Develop appropriate public transport accessibility indicators and apply to all new development areas
Improve journey times on strategic networks	Regeneration	<ul style="list-style-type: none"> Rail journey times to be at least as quick as the average car journey time over the same distance Data collection ongoing. Targets to be determined in relation to average time delay per vehicle km on Highways Agency network Save vehicle hours through Local Network Management Schemes (Regional targets still being developed)
Reduce the percentage of Principal Roads with negative residual life	Maintenance	<ul style="list-style-type: none"> From 17.4% to 13.7%
Reduce the number of substandard highway structures	Maintenance	<ul style="list-style-type: none"> Strengthen all structures to an appropriate standard for location and use
Increase social inclusion	Social Inclusion	<p>As part of the consultancy work targets are being developed. They are likely to include:</p> <ul style="list-style-type: none"> Improving Community Transport Improving the level of service Enhanced travel and trip opportunities