

DRAFT



Worcestershire Local Transport Plan 3

The Third Worcestershire Local Transport Plan (LTP3)

Foreword

Welcome to the third Local Transport Plan (LTP3), which sets out transport policies and strategies for Worcestershire from 2011 to 2026.

The planning and delivery of an efficient, affordable and multimodal transport network is essential if Worcestershire is to be able to achieve its vision (as set out in the Worcestershire Sustainable Community Strategy):

A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment

This Local Transport Plan has been developed at a time of significant political, economic and social change:

- *The national economy is undergoing a period of recovery; as a result, public funds will be limited for some of the life of this local transport plan.*
- *A growing localism agenda is empowering local residents to make decisions which were previously made by government organisations*
- *Projected rises in fuel costs are likely to strongly influence the way we travel in future*
- *This LTP3 is being produced at a time of significant funding uncertainty.*

The performance of the transport network influences the Worcestershire economy, environment and the quality of life that people enjoy. In particular, our transport networks are essential to enable residents to access the services and facilities they need to enjoy a high quality of life. Businesses rely on these same networks to provide access to employees and enable rapid movement of freight, providing access to raw materials and delivery of finished products.

Worcestershire County Council has a good track record of delivering high quality schemes. Examples include the Stourport Bridge Renovation, Evesham High Street Enhancement and the Diglis Bridge.

This draft LTP3 has been developed to be compliant with national priorities, and local needs, as set out in the Worcestershire Sustainable Community Strategy, produced by the Worcestershire Partnership.

In the short term, funding availability is likely to be limited. This will make planning and delivering transport particularly difficult. Therefore, it is essential that we make the right choices when faced with spending cuts and maintaining service provision. This is your opportunity to get involved in this challenging process, by telling us how we can continue to provide greater transport choice in Worcestershire.

Thank you,



Cllr Derek Prodger MBE
Cabinet Member for Transport and the Safe Environment



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Developing the Plan

The Vision for Worcestershire

The Worcestershire Partnership brings together local government, public services such as health, learning providers, police and probation, voluntary and community organisations and local businesses within Worcestershire. The partnership has, through extensive consultation with the public, identified a vision for Worcestershire:

"A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment"

Transport has a strong role in helping to deliver this vision, particularly in terms of supporting the economy, providing efficient and convenient access to key services and facilities such as employment, healthcare, education and leisure facilities. The transport network links people to jobs; delivers products to markets; underpins supply chains and logistics; and supports domestic and international trade. A transport network which is accessible to all and which delivers fast and reliable journey times for people and goods will support the economy. Conversely, slow and unreliable transport networks which do not provide the necessary access to key destinations such as businesses, employment opportunities and markets will inhibit economic performance.

Worcestershire's third Local Transport Plan (LTP3) will, over the period between 2011 and 2026, seek to ensure that transport is able to play a full role in assisting the delivery of this vision for the county, by boosting our local economy and protecting and enhancing our built and natural environments.

Previous Performance

Worcestershire County Council has developed a strong track record for delivery during the LTP2 period (2006-2011). More detailed information is available in the LTP3 Essential References Document and the policy documents. In addition, a number of area-specific highlights are identified in the area transport strategies in Section 11. The significant progress made during LTP2 has delivered some encouraging trends:

- *Steady increases in the amounts of people walking, cycling and using passenger transport and reduced car use for short journeys. In particular, the 'Choose how you move' in Worcester project achieved significant success and national acclaim for its results.*
- *Improved road safety, as a result of the delivery of a comprehensive package of measures designed to reduce casualties and promote road safety. Worcestershire's roads now rank alongside the safest in the country. The County has secured a 60% reduction in the rate of 'Killed or Seriously Injured' (KSI) and 51% reduction in actual KSI's since 2000*
- *In March 2008, Worcestershire County Council achieved the prestigious Beacon Award Authority Status (tackling climate change) with sustainable transport fundamental in shaping one of the first climate change strategies in the country.*
- *The implementation of an Urban Traffic Management and Control computer system for Worcester supporting a network of Variable Message Signs and other network management tools has delivered improvements to network journey times and reliability.*
- *In late 2007, WCC won the 'Best Direct Marketing campaign' with the 'Big Days Out' Walking Pack*

- *90% of schools are signed up to an approved School Travel Plan and travel education packages*
- *Public rights of way improvements mean that over 75% of the network is judged as 'easy to use', up from 56% in 2004.*
- *Walking/cycling infrastructure has delivered new schemes to boost tourism, including the development of National Cycle Network Route 45 (within Worcestershire, Bewdley to Worcester via Stourport-on-Severn and Droitwich).*
- *In 2008, a review of passenger transport contracts including the launch of e-tendering auctions has lead to savings in excess of £1 million.*
- *The average subsidy per bus passenger is now £1.44, down from £1.80 in 2006. For example, after implementing revised routes, timetables, introducing a single operator and substantial marketing, Evesham passenger numbers have substantially increased, reducing the passenger subsidy to just 23p down from 63p.*
- *Rail patronage has exhibited sustained growth throughout the LTP2 period, with approximately 7 million passenger journeys now made from Worcestershire's rail stations every year.*
- *Bus patronage has increased significantly during the LTP2 period. Over the period, bus patronage has increased to 17.5 million passenger journeys per annum.*
- *The greatest increase in bus demand over the period 2006/07 – 2008/09 has occurred on:*
 - *Cross Boundary bus services (+1.38 million passengers/annum, +53%)*
 - *Intra County bus services (+0.3million passengers/annum, +12%)*
 - *Bromsgrove District bus services (+70,000 passengers per annum, +38%)*
- *The new 'Severn Card' bus pass has improved student accessibility including the extension of the pass until 7pm and weekends, facilitating the extended schools' curriculum. Well in excess of 500,000 journeys were made in 2007/08 with the new card, significantly boosting the travel opportunities for young people.*
- *An extended network of Community Transport services provides access for rural residents to employment, education, retail, leisure and health facilities.*

National Objectives

The Department for Transport published 'Delivering a Sustainable Transport System' (DaSTS) in 2008, which set out the government's long-term transport strategy. This approach was informed by and developed following the outcomes of the Eddington Transportation Study and the Stern Review on the Economics of Climate Change.

The resultant approach covers all modes of transport and involves not just infrastructure improvements, but also innovation and behavioural change. It sets out five distinct but interrelated goals which consider transport's wider impacts on climate change, public health, the natural environment and quality of life. These goals are:

- *To **support national economic competitiveness and growth**, by delivering reliable and efficient transport networks;*
- *To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;*
- *To **contribute to better safety, security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;*
- *To **promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society; and*
- *To **improve quality of life** for transport users and non-transport users, and to **promote a healthy natural environment**.*

This long-term transport strategy highlights that the greatest challenge for transport planning in the short, medium and long-term is to deliver growth (particularly economic) whilst tackling the impacts of climate change.

Local Objectives

The Worcestershire Partnership has developed the Worcestershire Sustainable Community Strategy (WSCS) which includes six cross-cutting themes and a series of objectives; all of which are influenced by the performance and availability of suitable transport infrastructure and services. These are identified below in Table 1.1.

Table 1.1 - Worcestershire Sustainable Community Strategy Cross-Cutting Themes and Objectives

Worcestershire Sustainable Community Strategy Cross-Cutting Themes	Worcestershire Sustainable Community Strategy Objectives
Communities that are safe and feel safe	<ul style="list-style-type: none"> ▪ <i>To continue to improve community safety and build confidence in communities</i>
	<ul style="list-style-type: none"> ▪ <i>To reduce the harm caused by illegal drugs and alcohol</i>
A better environment for today and tomorrow	<ul style="list-style-type: none"> ▪ <i>To protect and improve Worcestershire's natural and historic environment</i>
	<ul style="list-style-type: none"> ▪ <i>To promote the prevention, re-use, recycling and recovery of waste</i>
	<ul style="list-style-type: none"> ▪ <i>To address issues of water quality, supply, and consumption and land drainage in Worcestershire</i>
	<ul style="list-style-type: none"> ▪ <i>To increase energy efficiency and increase the proportion of energy generated from renewable sources</i>
Economic success that is shared by all	<ul style="list-style-type: none"> ▪ <i>To promote technology-led growth benefiting all sectors and parts of the county</i>
	<ul style="list-style-type: none"> ▪ <i>To support the sustainable development of the county through infrastructure development (in particular transport infrastructure) and establish Worcester as a growth point</i>
	<ul style="list-style-type: none"> ▪ <i>To remove barriers to employment and improve skills</i>
	<ul style="list-style-type: none"> ▪ <i>To ensure that Worcestershire's economic interests are effectively represented at all levels</i>
Improving health and wellbeing	<ul style="list-style-type: none"> ▪ <i>To support adults to lead healthier lifestyles</i>
	<ul style="list-style-type: none"> ▪ <i>To reduce health inequalities</i>
	<ul style="list-style-type: none"> ▪ <i>To improve the quality of life and independence of older people and those with a long-term illness</i>
	<ul style="list-style-type: none"> ▪ <i>To improve mental health and wellbeing</i>
Meeting the needs of children and young people	<ul style="list-style-type: none"> ▪ <i>To support children, young people and families to lead healthy lifestyles</i>
	<ul style="list-style-type: none"> ▪ <i>To identify and deal effectively with bullying and support all children, young people and families who have been affected by it</i>
	<ul style="list-style-type: none"> ▪ <i>To raise the educational achievement of all children and young people</i>
	<ul style="list-style-type: none"> ▪ <i>To ensure children, young people and their families have access to positive things to do and enjoy in their communities</i>

Stronger communities	<ul style="list-style-type: none"> To provide decent, appropriate and affordable housing that meets the diverse needs of Worcestershire
	<ul style="list-style-type: none"> To improve quality of life in Worcestershire by providing vibrant cultural and sporting opportunities for all
	<ul style="list-style-type: none"> To support effective volunteering that is accessible to all
	<ul style="list-style-type: none"> To reduce income deprivation including child and pensioner poverty
	<ul style="list-style-type: none"> To deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network

Worcestershire LTP3 Objectives

In accordance with the National and Local objectives, a series of local transport-specific outcomes have been identified for the Worcestershire LTP3. These are shown below in Table 1.2.

A principal aim of this LTP3 is to deliver the greatest possible benefits through the delivery of cost effective transport infrastructure and services. Worcestershire County Council will make full use of its Transport Scheme Appraisal Framework to ensure that all proposed and delivered schemes meet this aim.

Table 1.2 - National, Local and the Worcestershire LTP3 Objectives

National Transport Objectives	Worcestershire Sustainable Community Strategy Objectives	Worcestershire Third Local Transport Plan (LTP3) Objectives
To support national economic competitiveness and growth, by delivering reliable and efficient transport networks.	<ul style="list-style-type: none"> Economic success that is shared by all Stronger Communities 	To support Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network The Economic Objective
To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.	<ul style="list-style-type: none"> A better environment for today and tomorrow 	To reduce the impacts of transport in Worcestershire on the local environment, by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health The Environment Objective
To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health.	<ul style="list-style-type: none"> Communities that are safe and feel safe 	To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel The Health and Safety Objective

To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;	<ul style="list-style-type: none"> ▪ Stronger Communities ▪ Meeting the needs of children and young people 	To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society. The Equality Objective
To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment	<ul style="list-style-type: none"> ▪ A better environment for today and tomorrow 	To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets The Quality of Life Objective
	<ul style="list-style-type: none"> ▪ Economic success that is shared by all ▪ Stronger Communities ▪ A better environment for today and tomorrow 	To enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works The Asset Management Objective

What has influenced LTP3?

This document has been developed to align with a wide range of legislation, policies, strategies and plans at both a local and a national level. In particular, the LTP3 is closely aligned with the following local strategic documents:

- *The Worcestershire Sustainable Community Strategy*
- *The Worcestershire Economic Strategy*
- *The Worcestershire Local Area Agreement*
- *The emerging **Local Development Frameworks** which are currently being developed by the Worcestershire Borough, City and District Councils.*

What Has Changed From Previous Local Transport Plans?

Previous local transport plans for Worcestershire were developed to cover five-year periods, from 2001 to 2006 and then 2006 to 2011. Recent government guidance has given local transport authorities the freedom to locally decide the length of local transport plans. Worcestershire has chosen to develop the LTP3 for a longer plan period (from 2011 to 2026), as this will enable Worcestershire County Council to be more strategic, and where justified, ambitious in its aims for maintaining and enhancing Worcestershire's transport networks. In particular, this will enable the development of major schemes, as identified in Section 11.

The LTP3 strategy will be delivered through a number of shorter-period (up to 5 years) detailed Delivery Plans. The Delivery Plans will take account of the availability of funding over these periods and the appraisal of the case for investment in specific transport schemes and packages of schemes. The first Delivery Plan will be prepared once there is greater clarity on the funding situation for Worcestershire, following the Government's comprehensive spending review and the revisions to funding arrangements for local transport, including the Local Sustainable Transport Fund.

In particular, a major change in this LTP3 will be the way that Worcestershire County Council prioritises limited funding allocations to invest in transport schemes. In future, all transport schemes proposed for delivery through the LTP3 will be appraised using the Worcestershire Transport Scheme Appraisal Framework, which will prioritise our investment in transport towards those proposals which can be proven to best support agreed local and national objectives and thus deliver the greatest returns on investment. Further details on this approach can be found in Section 9.

LTP3 Structure

The structure of this LTP3 has changed significantly from previous versions, in that it has been structured as a compendium. Topic specific policies and plans have been developed as separate documents, which are set out in Section 10. This is to ensure that the LTP3 can be updated over time to ensure continued relevance to changing circumstances.

The Economic Objective

Introduction

The Worcestershire LTP3 Economic Objective is:

To support Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network

The availability of reliable and efficient transport networks plays a major role in the effectiveness of the Worcestershire economy. Evidence has shown that a good transport network is important in sustaining economic success in modern economies. Where investment in transport infrastructure and services has been inadequate, this has been shown to adversely impact on future growth and competitiveness.

In mature economies (like Worcestershire's), with well-established transport networks and where connectivity between economic centres is already in place, the evidence suggests investment should be focused on maintaining or enhancing the performance of the existing networks, particularly where journey time reliability is deteriorating. The efficiency with which existing transport networks are used is just as important as the underlying investment in major new infrastructure (and can improve justification for investment in new infrastructure).

In addition, the national economy is currently facing a period of recovery. During this period (which is likely to coincide with the first LTP3 Delivery Plan period), it is improbable that Worcestershire County Council will be in a position to fund or bid for funding for many new major transport investment projects unless there is a robust business case to support investment.

Within this context and in particular during the first LTP3 Delivery Plan period, Worcestershire County Council will seek to use available funding to maintain or enhance the performance of its existing transport networks to support and enhance the local economy.

Local Enterprise Partnership – Worcestershire Works

In response to the government's announcement of their intention to abolish Regional Development Agencies (RDA's) in June 2010 Business and Civic leaders in Worcestershire have submitted a proposal for the formation of "Worcestershire Works" as the Local Enterprise Partnership (LEP) for the county.

The basic concept behind LEPs is to create the conditions for economic and business growth through a re-focus of economic development effort upon local and functional geography. The establishment of LEPs will provide a mechanism for continuing to provide some of the functions currently delivered by Advantage West Midlands.

Worcestershire Works will identify and co-ordinate the delivery of Worcestershire's key economic priorities which are recognised by both business and public sector. The central objective is to create the right environment to encourage investment from new and existing businesses, to foster our own success, build on our small number of large industries, supporting medium sized companies with global promise to grow and succeed.

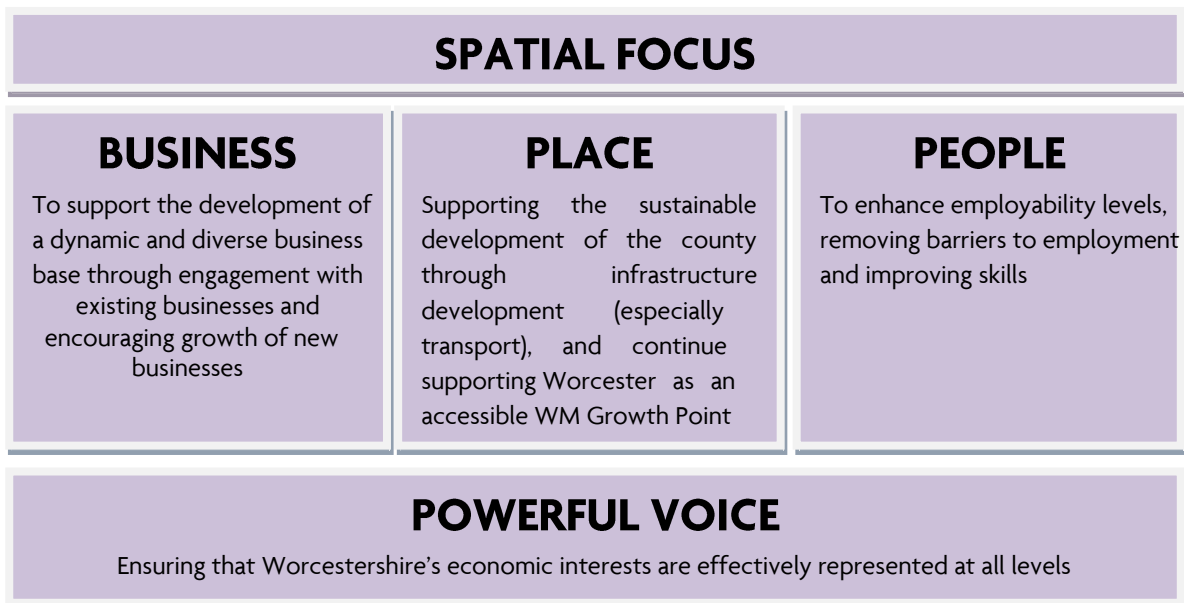
The Worcestershire Economic Strategy (2008-2018)

The Worcestershire Partnership published a refreshed Worcestershire Economic Strategy in 2008, which was refreshed in 2010. This set out the following vision for Worcestershire's economy:

In ten years time, technology-led growth will have contributed to the sustainable development of Worcestershire and strengthened its role as an economic driver for the region – acting as a catalyst for all sectors of the economy and areas of the County to benefit and providing well paid and highly skilled jobs and high quality of life for residents

The Worcestershire Economic Strategy's objectives and spatial foci are shown in Figure 1.1.

Figure 1.1 - Objectives and Spatial Foci for the Worcestershire Economic Strategy



Effective and sustainable transport solutions are a crucial element of wealth creation for Worcestershire. It is important that businesses are fully involved in contributing to the transport planning process. The Worcestershire Works LEP is seen as the most appropriate vehicle for engaging in this dialogue¹.

The Worcestershire County Economic Assessment² identifies that Worcestershire's principal economies are:

<i>The Public Sector (Administration, Education and Health):</i>	26.3%
<i>Retail and Tourism (Distribution, Hotels and Restaurants):</i>	25.2%
<i>Banking, Finance and Insurance:</i>	17.1%
<i>Manufacturing:</i>	16.7%

Set against this context, it is considered that investments in Worcestershire's transport networks should be targeted at those schemes which support:

- *Efficient access by employees to the major employment areas of Worcestershire*

¹ www.worcestershirepartnership.org.uk/cms/docs/Refreshed%20Worcestershire%20Economic%20Strategy%202010%20-%202020.doc

² www.worcestershire.gov.uk/cms/community-and-living/research-and-intelligence/housing-and-economy/economy/economic-assessment.aspx

- *Efficient access to/from retail, health and education facilities and services and tourist attractions by consumers, employees and goods,*
- *Efficient movement and operation of freight, including consolidation and storage facilities*
- *Excellent access by all modes of transport to/from and within Worcestershire's areas of tourism, including rural areas, Areas of Outstanding Natural Beauty and major towns and cities*
- *Growth of the local economy.*

Table 1.3 below identifies a number of economically focussed aims, together with the LTP3 policies which will enable each aim to be realised.

Table 1.3 - LTP3 Economic Aims and Linked Policies

<i>LTP3 ECONOMIC AIM: To improve accessibility by all modes, particularly to Worcestershire's main urban areas</i>
<ul style="list-style-type: none"> ▪ Ensure that modes are appropriately prioritised when designing schemes. For example, interurban roads should be prioritised for freight and longer distance motorised traffic, whereas urban streets should be prioritised for pedestrians and cyclists (for more details, see the Traffic Management and Parking Policy) ▪ Work with partners to create and maintain a walking network and public realm (see the Walking and Public Realm Policy) ▪ Promote further rail parkway stations and rail and bus park and ride facilities to maximise the amount of workers and visitors (including shoppers and tourists) that can access Worcestershire's constrained urban areas without increasing congestion and journey times (see the Traffic Management and Parking Policy) ▪ Promote the use of motorcycles to enhance accessibility (see the Motorcycle Policy) ▪ Reduce street clutter and unnecessary infrastructure (see the Transport Asset Management Plan) ▪ Promote coach parking and layover facilities in urban areas, to encourage more shoppers and tourists to enjoy Worcestershire's attractive built and natural environments (see the Traffic Management and Parking Policy) ▪ Work with operators and improve infrastructure and services to make passenger transport more attractive to users and encourage switching from car, particularly in congested urban areas and along high demand inter-urban links (see the Integrated Passenger Transport Policy) ▪ Improve the accessibility, reliability of journey times, punctuality and commercial viability of passenger transport services through investment in infrastructure at key pinch points (see the Integrated Passenger Transport Policy) ▪ Provide walking, cycling and passenger transport maps for all of Worcestershire's urban areas, to encourage increased use of sustainable modes such as walking, cycling and passenger transport, thereby reducing congestion. (see the Smarter Choices Policy) ▪ Improve integration between passenger transport services and systems, particularly in terms of ticketing (see the Integrated Passenger Transport Policy)

LTP3 ECONOMIC AIM: To enhance footfall in Worcestershire's town and city centres, by improving the public realm through resurfacing, regenerating, renewing and de-cluttering our public spaces, and ensuring that use of parking capacity is optimised

- Develop strategic traffic and parking management plans which cover entire urban areas. These plans will involve a full parking capacity review, a parking pricing review, a network review and an infrastructure review. The plan will then set out a focussed investment plan to deliver schemes to optimise the use of transport infrastructure, including both highways (on-street) and off-street parking capacity (for more details, see the Traffic Management and Parking Policy)
- Reduce street clutter and promote the development of high quality public realm schemes (See Walking and Public Realm Policy)
- Delivering more motorcycle parking spaces where demand requires it and space is available (see the Motorcycle Policy)
- Work with the Borough, City and District Councils to develop a robust, standardised enforcement procedure across Worcestershire for all traffic and parking management measures (see the Traffic Management and Parking Policy)
- Give due consideration to market stalls (and similar) and events on the highway (see the Walking and Public Realm Policy)

LTP3 ECONOMIC AIM: To ensure that new developments across the county are designed to minimise their impacts on Worcestershire's transport networks, by locating new developments in the most accessible locations and developing supportive transport infrastructure and services

- Work closely with partners to ensure new developments consider walking infrastructure (for more details, see the Walking and Public Realm Policy)
- Continue to work in partnership with planning authorities and developers to ensure that all new developments in the county are designed to be sustainable financially, economically and environmentally (see the Development Control (Transport) Policy)
- New developments must maximise use of existing transport infrastructure and services to accommodate travel demand generated by new/changed land uses. This will include: Locating new developments on existing walk, cycle and passenger transport routes and services, maximising use of non-car modes, such that the impact on congested sections of the network are minimised, investing in walk, cycle and passenger transport infrastructure and services enabling new developments to be served without incurring ongoing additional revenue costs (see the Development Control (Transport) Policy)
- Promoters of new developments must identify both the on and off-site transport infrastructure and services required to deliver accessible and sustainable new developments. (see the Development Control (Transport) Policy)
- New development must have in place adequately funded and managed Travel Plans which support the delivery of sustainable development (see the Development Control (Transport) Policy)

LTP3 ECONOMIC AIM: To Improve journey time reliability and network efficiency by reducing congestion, to enable, in particular, the expeditious movement of freight in, out and across Worcestershire

- Prioritise limited funding towards investment in the transport infrastructure and services in the busiest /most used transport corridors and congested urban areas (for more details, see the Transport Asset Management Plan)
- Use the local media to communicate dynamic travel information and marketing campaigns to the public, to encourage more sustainable travel choice and reduce congestion (Smarter Choices Policy)
- Promote modal shift towards more sustainable modes of transport, including walking, cycling and passenger transport options. (See the Smarter Choices Policy)
- Deal with 'pinch points' on Worcestershire's transport networks, to ensure the efficient movement of people and goods around Worcestershire (see Network Management Plan Integrated Passenger Transport, Cycling and Walking and Public Realm Policies)
- Continue to facilitate the Worcestershire Freight Partnership (Multimodal Freight Policy)
- Invest in ITS innovations where a strong business case can be justified (ITS Policy)
- Promote the more efficient operation and movement of freight, through exploring consolidation and storage opportunities (Multimodal Freight Policy)
- Review signage and Traffic Regulation Orders for goods vehicles (Multimodal Freight Policy)

The Environment Objective

Introduction

The Worcestershire LTP3 Environment Objective is:

To reduce the impact of transport in Worcestershire on the local environment, by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health

The negative impacts of transport on Worcestershire's local environment are well known. The impacts are either direct; in the form of noise and emissions which can cause localised deterioration of air quality and contribute towards climate change, or indirect; including the development and disposal of materials to make vehicles (metals, paints and lubricants) and generation of electricity to facilitate the production of materials, and power electric vehicles.

This LTP3 compendium has been developed to be fully compliant with Government policies and guidance on the environment, including the Climate Change Act of 2008.

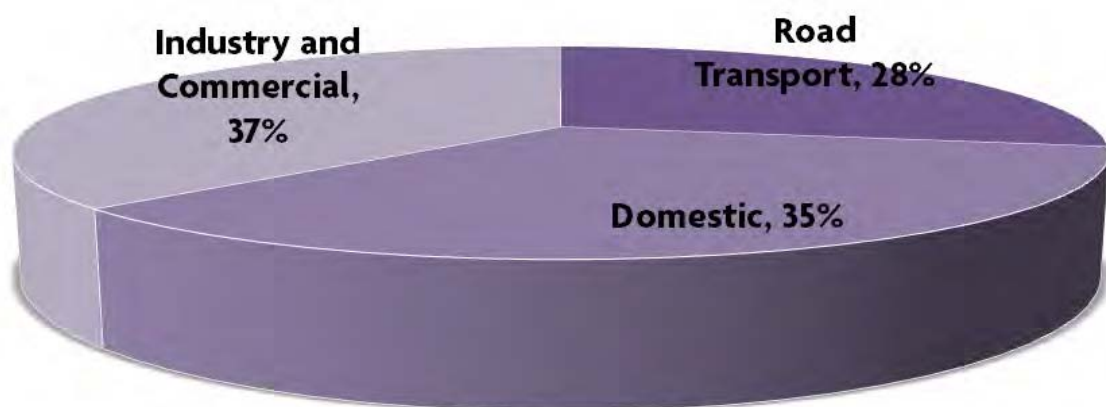
The Worcestershire Climate Change Strategy (2005- 2011)

The Worcestershire Partnership published a refreshed Worcestershire Climate Change Strategy in 2009. This strategy sets out the following framework to guide Worcestershire's approach to tackling climate change:

- 1. Raise awareness of the issue of Climate Change and its impact on the County***
- 2. Reduce Climate Change causing gas emissions across the County***
- 3. Plan for and adapt to the inevitable impacts of Climate Change on the County***

In particular, the Worcestershire Climate Change Strategy cites information supplied by Defra in 2005, which identifies that transport emissions (excluding motorways) in Worcestershire account for 28% of Worcestershire's CO₂ emissions. This is shown in the graph in Figure 1.2 below.

Figure 1.2 - CO₂ Emissions by Sector (Worcestershire) 2005



A specific Transport and Climate Change Policy has been produced as part of the LTP3 Compendium. However, the approach to reducing the impacts of transport on the environment in Worcestershire must necessarily be far wider in scope if it is to achieve meaningful progress against this objective. A combination of making changes to our travel patterns, focusing limited funds on transport interventions designed to enhance local environments (by improving local air quality and reducing noise, for example) and embracing new technologies and innovations that reduce the impacts of transport on our environment will all be explored during the LTP3 plan period. Table 1.4 below identifies a number of environmentally focussed aims, together with the LTP3 policies which will enable each aim to be realised.

Table 1.4 – LTP3 Environmental Aims and Linked Policies

<p><i>LTP3 ENVIRONMENTAL AIM: To reduce the impacts of transport noise (and vibrations) on our built and natural environments</i></p>
<ul style="list-style-type: none"> ▪ Continue to work in partnership with relevant organisations including those in the health sector, the private sector, service providers and other local authorities to ensure that transport accessibility is given appropriate consideration in terms of its impact on the economy, environment and access to essential services. (for more information, see the Transport and Climate Change Policy) ▪ Ensure highway infrastructure is maintained to minimise the impacts of transport-related noise on local communities (see the Transport Asset Management Plan) ▪ Ensure that the impacts of traffic noise on local communities are considered when developing schemes to enhance the public realm (see the Walking and Public Realm Policy)
<p><i>LTP3 ENVIRONMENTAL AIM: To optimise the resilience of Worcestershire's transport networks to the negative impacts of climate change (in particular, flooding) with the desired outcome of developing our transport networks so that they maintain a reliable service during major weather events and temperature change</i></p>
<ul style="list-style-type: none"> ▪ Plan to maximise the resilience of transport to the effects of climate change, including; Emergency response planning, maintaining transport access to major settlements and monitoring impact of weather on transport and amending appropriate strategies (for more information, see the Transport and Climate Change Policy) ▪ Continue to invest in schemes and projects designed to combat and mitigate against flooding events (see the Transport and Climate Change Policy) ▪ Integrate into all transport policies, strategies and schemes the measures needed to minimise the impact of transport on climate change, including raising awareness of the issue of climate change (see the Transport and Climate Change Policy) ▪ Work with partners to improve the maintenance of the walking network, including winter maintenance programmes (see the Walking and Public Realm Policy) ▪ Work with partners to ensure that there is appropriate consideration of non-transport methods of improving accessibility, including telecommunication systems (see the Transport and Climate Change Policy) ▪ Identify and promote rail and water freight opportunities (see the Multimodal Freight Policy)

LTP3 ENVIRONMENTAL AIM: To reduce the primary and secondary adverse impacts of transport on local communities, with the desired outcome of reducing transport's contribution towards climate change and wider environmental deterioration

- Increase the efficiency of transport operations and assets, including street lighting (for more information, see the Transport and Climate Change Policy)
- Work with the authorities responsible for measuring and monitoring air quality to: Identify at an early stage potential air quality deterioration, understand the transport related causes of designated Air Quality Management Areas, develop transport schemes to mitigate localised poor air quality (see the Transport and Air Quality Policy)
- Develop schemes and measures which encourage use of less-polluting transport modes (walk, cycle and passenger transport), in particular for journeys to/from/through Air Quality Management Areas. (see the Transport and Air Quality Policy)
- Ensure that transport accessibility issues are fully taken into account from the outset when planning new land use developments, and work with planning authorities to ensure that appropriate transport infrastructure and services are put in place to deliver accessible and sustainable developments. (see the Transport and Climate Change and Accessibility Policies)
- Work to reduce harmful emissions from transport both for both Worcestershire County Council vehicle fleet and contracted services and the wider transport network (see the Transport and Climate Change Policy)

The Public Health and Safety Objective

Introduction

The Worcestershire LTP3 Public Health and Safety Objective is:

To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel

The relationship between transport and public health and safety is at times complex, but occasionally simpler than many might think. Many of the key challenges in this area are essentially psychological, although physical intervention (in the form of new or better maintained transport infrastructure and services) has a role to play to enable delivery against this objective.

Public Health

The Worcestershire Partnership provides an overview of health across the county, which identifies that the residents of Worcestershire are generally healthier than the English national averages:

"...however the population is not homogenous; there is a mix of rural and urban areas with an older population in the former and younger in the latter. Whilst our urban areas tend to have high IMD scores (Indices of Multiple Deprivation) the County has rural areas which score very highly for deprivation in terms of geographical access to services, including health services"

Key Points:

- *Overall life expectancy in Worcestershire for men and women is higher than national figures for England*
- *Population growth will be mainly in older age groups (over 65s), particularly in the rural areas*
- *Mortality rates from major health diseases such as circulatory diseases and cancers have been decreasing.*

There is room for continued improvement and priority areas include:

- *Smoking cessation and adult obesity reduction remain priorities*
- *A significant proportion of children are overweight or obese*
- *20% of adults drink more than the safe limit*
- *Less than a third do the recommend amount of exercise and majority do not eat at least 5 portions of fresh fruit and vegetables each day*
- *Cases of dementia are increasing*
- *Number of falls in older people over 65 has risen steadily³*

³ www.worcestershirepartnership.org.uk/cms/theme-groups/health-and-well-being/health-in-worcestershire.aspx

Public Safety

There are a variety of factors that can impact on public safety whilst using Worcestershire's transport networks, these include:

- **Modal conflict** - *for example, where pedestrians wish to cross busy roads, or cyclists wish to use the same road space as motorised vehicles*
- **Speed** – *in general, the greater the speed, the higher the likelihood and severity of accidents occurring due to reduced response times*
- **User Types** – *Not all users of the transport network are the same, for example, generally younger users are less risk averse, whereas older users are more cautious, which is reflected in accident statistics across the nation.*
- **Weather** – *Temperature and precipitation can have a significant effect on the travelling conditions for Worcestershire's transport networks. For example, in snow or very wet conditions, braking distances increase and visibility and road adhesion often decreases.*
- **Engineering** – *The way in which our transport infrastructure is designed and built can have a significant impact on the way that such installations are used. For example, a wide road with no on-street parking will encourage higher road speeds when compared with a narrower road with on-street parking.*
- **Enforcement** – *Unfortunately, because of user non-compliance, there is a need to enforce the safe use of our transport networks. For example, the use of safety cameras and parking enforcement cameras are used where non-adherence to parking or speed limitations is commonplace.*
- **Modal Choice** – *Certain transport modes such as rail and bus are "safer", with lower incidents of accident related injuries/death*
- **Education, Training and Publicity** – *Put simply, when users are aware of the dangers, they take greater care to avoid them. For example, continuous publicity campaigns aimed at encouraging people to stop, look and listen before crossing the road has led to long term safety benefits, as the message has been embraced in the public psyche.*

In particular, the LTP3 can assist in improving public health and safety through:

- *Investments in infrastructure and services (Engineering) to improve the safety for users of transport networks, whilst encouraging the increased use of active modes (in particular, walking and cycling).*
- *Optimum management and maintenance of transport assets to help reduce all accidents, by encouraging safer use of transport networks.*
- *Smarter Choices initiatives to break down psychological barriers to using alternative (particularly active and passenger transport) transport modes*
- *Reducing the impact of noise and transport emissions on local communities through engineering and psychological interventions (See the Environment Objective)*

A specific Transport Safety Policy has been produced as part of the LTP3 Compendium. However, the approach to improving public health and safety for existing and future users of Worcestershire's transport networks will require a comprehensive approach across all transport modes to achieve progress against this objective. Table 1.5 below identifies a number of aims focussed on public health and safety, together with the LTP3 policies which will enable each aim to be realised.

Table 1.5 – LTP3 Public Health and Safety Aims and Linked Policies

<i>LTP3 PUBLIC HEALTH AND SAFETY AIM: To optimise the maintenance and management of Worcestershire's transport assets, to reduce the risk of accidents.</i>
<ul style="list-style-type: none"> ▪ In rural areas seek to achieve an acceptable balance between costs and benefits, such that speed-management policies take account of environmental, economic and social effects as well as the reduction in casualties they may achieve. (see the Transport Safety Policy) ▪ Roads in new developments should be designed with appropriate infrastructure for pedestrians and cyclists, with a particular focus on the needs of children. (see the Transport Safety Policy) ▪ Work with partners to create a cycling network that is convenient, comfortable, safe and attractive to use (for more information, see the Cycling Policy) ▪ Consider the provision of off-road lighting for cycling routes (see the Cycling Policy) ▪ Enforcement of speed limits will be undertaken by the West Mercia Road Safety Partnership and West Mercia Constabulary, with deployment of Safety Cameras following the site selection criteria established by the partnership. (see the Transport Safety Policy) ▪ Worcestershire County Council will undertake regular monitoring of all schemes and accident statistics with a forward programme for casualty reduction works identified annually on a rolling basis. (see the Transport Safety Policy) ▪ Consider all road users, such as motorcyclists with regards to road maintenance. For example, by investing in anti-skid surfaces (see the Motorcycle Policy)

LTP3 PUBLIC HEALTH AND SAFETY AIM: To invest in infrastructure and services to improve public safety for users of transport networks, and in particular, encourage the use of more active modes of transport

- Continue to address and target safety issues in disadvantaged areas (for more details, see the Transport Safety Policy)
- Provide appropriate cycling infrastructure to suit cyclists with different needs (see the Cycling Policy)
- Provide clear and concise direction and distance signing (see the Cycling Policy)
- Investigate parking, consolidation and storage opportunities for heavy goods vehicles, to combat driver fatigue and inefficient operational practices (see the Multimodal Freight Policy)
- Worcestershire County Council will seek to manage available resources effectively to maintain and enhance the Worcestershire Public Rights of Way Network (Rights of Way Improvement Plan)
- Consider permitting motorcyclists to use bus lanes subject to any safety concerns being suitably mitigated (see the Motorcycle Policy)
 - Consider the imposition of 20mph zones in residential areas where:
 - It is considered that after the imposition of the measures, the average speed will be 20mph or less at representative sites within the zones
 - The needs of emergency services have been fully considered
 - Traffic whose destination is not within the 20mph zone have an alternative route (see the Transport Safety Policy)
- Prioritise the imposition of speed limits outside schools where there are identified and quantified safety issues that need to be addressed (see the Transport Safety Policy)
- Tackle well-used routes using a corridor-length approach to reduce the incidence of accidents (see the Motorcycle Policy)
- Work with operators to improve infrastructure and services which make passenger transport more attractive to users (see the Integrated Passenger Transport Policy)
- Encourage use of statistically "safer" modes of transport such as rail, with associated health, safety, environmental and economy benefits (see the Integrated Passenger Transport Policy)

LTP3 PUBLIC HEALTH AND SAFETY AIM: To make use of innovative Smarter Choices measures, in partnership with service providers to encourage more active lifestyles

- Conduct focussed marketing campaigns to promote sustainable transport choice (see the Smarter Choices Policy)
- Promote cycling, cycling training and driver training (for more details, see the Cycling Policy)
- Make use of Individual Travel Marketing techniques to promote sustainable travel choice (see the Smarter Choices Policy)
- Make use of social networking sites (such as Twitter and Facebook) to provide dynamic travel information and marketing campaigns to promote the increased use of sustainable modes. (see the Smarter Choices Policy)

The Equality Objective

Introduction

The Worcestershire LTP3 Equality Objective is:

To optimise equality of opportunity for all of Worcestershire's citizens, with the desired outcome of creating a fairer society

Delivering equality of opportunity to Worcestershire's residents is fundamentally a question of accessibility. Whilst car ownership and access is high in the county, not all residents have access to a car for a variety of reasons. National guidance identifies the importance of considering the specific needs of older people and those with mobility difficulties when planning and delivering transport infrastructure and services, whilst the Worcestershire Partnership identifies an objective in its Sustainable Community Strategy to meet the needs of children and young people. Most children and young people do not drive or have access to a car, so promoting accessibility for all by providing alternative transport options will be essential to meet the equality objective.

The provision of adequate accessibility to services and facilities is a complex issue. The provision of good accessibility for all can deliver enhanced economic activity, equality of opportunity and a high quality of life for Worcestershire's residents. This is explained in more detail in the LTP3 Accessibility Policy.

There are a number of ways of improving accessibility to the public, which fall under two broad headings; bringing services to the public, and bringing the public to the facilities.

Bringing Services to the Public

Improving accessibility by bringing services to the public can be a highly cost-effective way of delivering services. Examples include:

- *Grocery home deliveries*
- *Mobile library services*
- *Home visits by GPs and Carers*
- *Telecare services (such as NHS Direct)*
- *Employment that enables working from home*

In particular, improving accessibility to the Internet currently plays a major role in enabling service provision to be provided at home. There is significant potential to increase this role in future; however, this is reliant on access to a suitably connected computer, and the existence of adequate ICT infrastructure (such as telephone lines and exchanges) which in some cases can require enhancement to provide sufficient bandwidth. Whilst this issue sits outside the remit of transport provision, it is nonetheless an important consideration in the planning and delivery of services.

Bringing the Public to Services

Where provision of services at home would not result in a cost-effective service (in particular, health, education, leisure and some employment and retail opportunities), it is necessary to enable the public to access these facilities. Where ever this is the case, Worcestershire County Council works closely with service providers to ensure that services are located in the most accessible places, which are generally our main urban areas. The LTP3 can assist in delivering increased equality of access to services and facilities through:

- *Ensuring that the public are made aware of the full range of transport choices available for accessing essential services and facilities, through the provision of Smarter Choices programmes and initiatives.*
- *Ensuring the availability of an adequate walking, cycling and passenger transport networks to provide access to essential services and facilities for all (particularly those that either do not have access to a car or do not drive for a variety of reasons).*

Table 1.6 below identifies a number of aims focussed on enhancing equality of access to services and facilities, together with the LTP3 policies which will enable each aim to be realised.

Table 1.6 – LTP3 Equality Aims and Linked Policies

LTP3 EQUALITY AIM: To ensure that adequate walking, cycling and passenger transport networks are made available to enable access to essential services and facilities for all
<ul style="list-style-type: none"> ▪ Ensure that transport accessibility issues are fully taken into account from the outset when planning new land use developments, and work with planning authorities to ensure that appropriate transport infrastructure and services are put in place to deliver accessible and sustainable developments. (see the Transport and Climate Change and Development Control [Transport] Policies) ▪ Continue to work in partnership with relevant organisations including those in the health sector, the private sector, service providers and other local authorities to ensure that transport accessibility is given appropriate consideration in terms of its impact on the economy, environment and access to essential services. (see the Transport and Climate Change Policy) ▪ Work with partners to deliver an integrated and accessible passenger transport network for the county (see the Integrated Passenger Transport Policy) ▪ Improve facilities for users, in particular at stations, stops and interchanges (see the Integrated Passenger Transport Policy) ▪ Work towards providing a comprehensive network of dropped kerbs (see the Walking and Public Realm Policy) ▪ Provide appropriate types of crossings for pedestrians, avoiding grade separated crossings (e.g. subways) (see the Walking and Public Realm Policy) ▪ Ensure that robust technical methods are used to: monitor and report on transport accessibility, identify areas where accessibility to health, employment, education, retail and leisure facilities and services is poor and highlight where this is inhibiting the achievement of health and quality of life objectives, help identify possible solutions, quantify the accessibility benefits and effects of strategies and individual schemes (for more information, see the Transport Accessibility Policy)

LTP3 EQUALITY AIM: To ensure that the public are made aware of transport choices available for accessing essential services and facilities

- Work with partners to ensure that there is appropriate consideration of non-transport methods of improving accessibility, including telecommunication systems. (For more details, see the Transport and Climate Change Policy)
- Promote effective partnership working to deliver Smarter Choices Measures with our public and private sector partners (see the Smarter Choices Policy)
- Promote plain English travel information, which is as accessible as possible to all (see the Smarter Choices Policy)
- Provide and enhance the transport pages of the Worcestershire County Council website, in response to its popularity and functionality. (see the Smarter Choices Policy)
- Promote the use of travel plans and associated support mechanisms to encourage uptake (see the Smarter Choices Policy)
- Improve information for users, for example real time information (see the Integrated Passenger Transport Policy)

The Quality of Life Objective

Introduction

The Worcestershire LTP3 Quality of Life Objective is:

To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets

Quality of life is determined by a range of factors. In particular, it is strongly influenced by the actual and perceived quality of an area in which we live. Areas which offer a high quality of life are generally considered to be those areas where residents enjoy:

- *Good access to suitable employment opportunities*
- *Good quality built environments (including housing)*
- *Good levels of physical and mental health*
- *Good levels of educational achievement*
- *Good access to recreational opportunities, including leisure facilities and services*
- *Good social cohesion⁴*
- *High personal wealth*

The provision of better transport infrastructure and services will not by itself deliver high quality of life, but will contribute towards the enjoyment of a higher quality of life for the residents of Worcestershire. The Worcestershire Sustainable Community Strategy cites 'Stronger Communities' as a key thematic area, for which a priority outcome is to deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network. In particular, transport can provide residents with a means of accessing employment, health, social and recreation opportunities, and can impact both positively and negatively on the quality of the built environment. This LTP3 document will assist in delivering enhanced quality of life in Worcestershire through:

- *Ensuring that the public are given suitable opportunities to influence the planning and delivery of transport infrastructure and services, which may impact on the quality of life that they enjoy.*
- *Working with private and public sector partners to deliver an accessible, affordable, safe, convenient, sustainable and integrated transport network to provide access to essential services and facilities (particularly for those that either do not have access to a car or do not drive for a variety of reasons) (See the Equality Objective)*
- *Ensure that the Worcestershire Public Rights of Way network is provided and maintained to enable the public to access the countryside to take advantage of healthy leisure opportunities*

⁴ Gregory, D; Johnston, R; Pratt, G et al. (June 2009). "Quality of Life" *Dictionary of Human Geography* (5th Edition). Oxford: Wiley-Blackwell. [ISBN 978-1-4051-3287-9](#).

Table 1.7 below identifies a number of aims focussed on enhancing equality of access to services and facilities, together with the LTP3 policies which will enable each aim to be realised.

Table 1.7 – LTP3 Quality of Life Aims and Linked Policies

<p><i>LTP3 QUALITY OF LIFE AIM: To ensure that the public are given suitable opportunities to influence the planning and delivery of transport infrastructure and services, which may impact on the quality of life that they enjoy</i></p>
<ul style="list-style-type: none"> ▪ Develop and deliver comprehensive consultation plans (see the Transport Consultation Policy) ▪ Deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network to provide access to essential services and facilities (See Integrated Passenger Transport Policy)
<p><i>LTP3 QUALITY OF LIFE AIM: To ensure that the Worcestershire Public Rights of Way network is provided and maintained to enable the public to access the countryside to take advantage of healthy leisure opportunities</i></p>
<ul style="list-style-type: none"> ▪ Provide a rights of way network which meets the needs of its users (the public). (For more information, see the Rights of Way Improvement Plan) ▪ Ensure that, subject to funding availability, the Worcestershire Public Rights of Way Network is easy to use and accessible by all. (see the Rights of Way Improvement Plan) ▪ The case for investment in the Worcestershire Public Rights of Way Network is strong. Worcestershire County Council will make this case, both internally and to external bodies, to justify further investment (both capital and revenue) in the network. (see the Rights of Way Improvement Plan)

The Asset Management Objective

Introduction

The Worcestershire LTP3 Asset Management Objective is:

To enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works

The Worcestershire transport asset (which includes roads, bridges, street furniture, traffic management, drainage and passenger transport infrastructure) is critically important to the social and economic wellbeing of Worcestershire. A Worcestershire Transport Asset Management Plan has been developed as part of the LTP3, to set out how this critical asset will be efficiently managed. The Asset Management objective, unlike the other LTP3 objectives, is more specifically transport focussed. The management of our transport asset will be reliant on:

- *The ability of Worcestershire County Council to effectively prioritise and spend funds to maintain and enhance Worcestershire's Transport Asset*
- *Continue to embrace more efficient working practices (such as standardisation of methods and materials) to reduce both the costs of maintaining Worcestershire's transport asset and the need to undertake maintenance works.*

Table 1.8 below identifies a number of aims focussed on maintaining and enhancing Worcestershire's transport asset, together with the LTP3 policies which will enable each aim to be realised. It should be noted that whilst Worcestershire County Council owns and maintains the majority of the highway network, there are a number of other organisations that are responsible for the maintenance of transport infrastructure in Worcestershire. These include the Highways Agency, Network Rail, British Waterways and some private landowners.

Table 1.8 – LTP3 Asset Management Aims and Linked Policies

<i>LTP3 QUALITY OF LIFE AIM: To effectively prioritise and spend limited funds to maintain and enhance Worcestershire's transport asset</i>
<ul style="list-style-type: none"> ▪ Prioritise funding towards investment in the transport infrastructure and services in the busiest /most used transport corridors and congested urban areas (for more details, see the Transport Asset Management Plan) ▪ Manage Worcestershire's public realm in a sensitive and sustainable way (see the Walking and Public Realm Policy) ▪ Use Intelligent Transport Systems measures where a strong business case can be developed which identifies that the benefits would exceed the cost of implementation (see the Intelligent Transport Systems Policy) ▪ Ensure that the appropriate levels of financial contributions are provided by developers toward the capital and ongoing maintenance costs of the transport infrastructure and services to deliver sustainable developments (see the Development Control (Transport) Policy)

LTP3 QUALITY OF LIFE AIM: To embrace more efficient working practices to reduce the costs of maintaining and enhancing Worcestershire's transport asset and the need to undertake maintenance works

- Promote the use of hardwearing materials which reduce the need for ongoing maintenance (for more details, see the Transport Asset Management Plan)
- Work with the owners and managers of transport assets not owned or managed by Worcestershire County Council (such as Network Rail and British Waterways) to ensure that infrastructure is maintained and managed as appropriate (see the Transport Asset Management Plan)
- Reduce street clutter and unnecessary infrastructure (see the Transport Asset Management Plan)
- Regularly survey street trees and consider trees as part of public realm improvements (see the Walking and Public Realm Policy)
- Choose appropriate materials for surfacing, provide guardrails only at locations where necessary and provide street lighting commensurate with the role of the transport route. (see the Walking and Public Realm Policy)

Issues and Challenges

Summary

This chapter sets out the issues and challenges that face Worcestershire over the LTP3 plan period (2011 to 2026), together with how we propose to overcome these, to enable us to deliver against our objectives, as set out in the preceding chapters.

The Issues and Challenges for the Worcestershire LTP3

This Local Transport Plan is being developed at a time of significant change and uncertainty. A PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analysis has been undertaken to consider the issues that are likely to impact on the planning and delivery of transport in Worcestershire. In each case, it is identified how the Worcestershire LTP3 has been developed to meet and overcome these issues, to the benefit of Worcestershire's residents. This is identified in Table 1.9.

Table 1.9 - Issues and Challenges for the Worcestershire LTP3

Area of Change	Issues	Challenges
Political	<ul style="list-style-type: none"> Government is increasingly driving the 'big society' agenda, which seeks to devolve decision making to the local level. As such, local communities are becoming increasingly empowered to decide their own fate, without intervention from central government. 	<ul style="list-style-type: none"> This LTP3 has been developed and structured to be compliant with government policy, and has focussed specifically on meeting local objectives and aspirations, in line with the localism agenda. This LTP3 will include a detailed delivery plan, which will be delivered in response to available funding and resources.
	<ul style="list-style-type: none"> The ability for delivery partners (in particular in the education and health sectors) to contribute towards achieving objectives is likely to change, as revised organisational structures evolve. As such, the planning and delivery of joint transport schemes (such as enhancements at hospitals, colleges and universities) may become more challenging to fund and deliver. 	<ul style="list-style-type: none"> The development of the Worcestershire Transport Scheme Appraisal Framework will enable those schemes which have clearly identifiable funding cases to be prioritised. Where schemes are promoted which require additional funding from partners organisations, they will be required to prove that funding is available and in place in order to be included in the LTP3 County and Area Transport Strategies (The Delivery Plans)
	<ul style="list-style-type: none"> Individual members of the public can sometimes feel that the delivery of local transport policy 	<ul style="list-style-type: none"> The Worcestershire LTP3 has been developed to meet the needs of the

	<p><i>contradicts their aspirations for transport in the County.</i></p>	<p><i>local community, based on a robust evidence base which is outlined in the Essential References Document. All transport schemes that are delivered in this LTP3 plan period will be based on evidence, and so will be designed to provide the greatest benefits to the people of Worcestershire. It is recognised that while this approach may not meet all of the electorate's expectations, it will, however, deliver excellent value for money and proven benefits to the public.</i></p>
<p>Economic</p>	<ul style="list-style-type: none"> ▪ <i>The national economy is undergoing rebalancing; as a result, public funds are likely to be limited, particularly during the first Delivery Plan period. This will be reflected in the scale of investment in transport in the LTP3 Delivery Plans. The first Delivery Plan will be produced following confirmation of the funding to be made available for transport in Worcestershire.</i> 	<ul style="list-style-type: none"> ▪ <i>The development of the Worcestershire Transport Scheme Appraisal Framework will result in a prioritised list of schemes for funding and delivery, defined by a clear delivery programme. As such, this programme is flexible to whichever levels of funding are ultimately allocated to Worcestershire County Council for the maintenance and enhancement of transport infrastructure and services.</i>
	<ul style="list-style-type: none"> ▪ <i>The scale of new development in Worcestershire is currently uncertain, so contributions from the private sector may be more difficult to secure.</i> 	<ul style="list-style-type: none"> ▪ <i>A Development Control (Transport) Policy has been developed as part of the Worcestershire LTP3. This outlines how Worcestershire will seek to develop a more robust approach to ensuring that developers contribute towards delivery and maintenance of any new or enhanced transport infrastructure and services to accommodate new developments.</i>
	<ul style="list-style-type: none"> ▪ <i>Projected rises in fossil fuel costs and the</i> 	<ul style="list-style-type: none"> ▪ <i>The Worcestershire LTP3 contains a</i>

	<i>current high costs of alternative fuels are likely to strongly influence the way we travel in future.</i>	<i>number of documents which focus on improving transport choice for residents and visitors to Worcestershire. The County Council will continue to enhance infrastructure to facilitate all modes as funding (and a robust business case) is identified.</i>
Social	<ul style="list-style-type: none"> ▪ <i>The population is ageing, particularly in Worcestershire's rural areas, which is likely to cause changes in travel demand, in particular, increased demand for passenger transport solutions to access key services and facilities in our urban areas.</i> 	<ul style="list-style-type: none"> ▪ <i>A Worcestershire Integrated Passenger Transport Strategy has been developed as part of the LTP3. This policy seeks to develop the passenger transport networks in Worcestershire to meet the needs of residents. As such, Worcestershire County Council will seek to maximise accessibility to essential services and facilities, within the constraints of available funding and demand to travel.</i>
	<ul style="list-style-type: none"> ▪ <i>Rates of obesity and heart disease remain major health issues in Worcestershire, due in part to sedentary lifestyles and increased affluence.</i> 	<ul style="list-style-type: none"> ▪ <i>The LTP3 contains a number of policies focussed on cycling, walking and public realm which seek to promote schemes which enhance the environment (particularly in urban areas) to support the use of active modes.</i>

<p>Technological</p>	<ul style="list-style-type: none"> ▪ <i>Innovative solutions to issues in the transport sector continue to emerge, with new technologies offering less carbon intensive and cheaper means of maintaining and managing our transport networks, and providing more intuitive, useful information to users of transport networks.</i> ▪ <i>Telecommunications continue to develop, with faster broadband now being rolled out across Worcestershire.</i> 	<ul style="list-style-type: none"> ▪ <i>The LTP3 contains an Intelligent Transport Systems policy, which sets out Worcestershire County Council's approach to investing in technological innovations to improve traffic flow and provide enhanced information to users of Worcestershire's transport networks and make more efficient use of the existing transport network. This will take advantage of increased availability of high speed telecommunications infrastructure where this is provided.</i>
<p>Legal</p>	<ul style="list-style-type: none"> ▪ <i>There are changes proposed in the way that local Byelaws are approved or rescinded by local authorities, which will mean that local authorities may have increased flexibility to dispose of outdated byelaws in future, which can often represent expensive obstacles to the implementation of transport schemes.</i> 	<ul style="list-style-type: none"> ▪ <i>The documents that make up the LTP3 have been written using a flexible approach, which will enable Worcestershire County Council and delivery partners to adapt according to changing legislative and economic environments.</i>
<p>Environmental</p>	<ul style="list-style-type: none"> ▪ <i>As urban areas are becoming more attractive, the population of the United Kingdom is becoming progressively more urbanised. In Worcestershire, the percentage of residents living in our urban areas is approaching 70%, with current trends showing gradual increases over time.</i> ▪ <i>As climate change begins to take hold, incidences of extreme weather conditions may become more regular. This may result in a range of direct and indirect impacts, including flooding, ice, heavy snowfall, and high winds, which may lead to food shortages, lack of availability of transport networks and economic decline.</i> 	<ul style="list-style-type: none"> ▪ <i>The Worcestershire Transport Scheme Appraisal Framework has been developed to highlight those schemes which deliver against a range of objectives, one of which is delivering value for money. By their nature, those schemes which are likely to result in greater benefits to more people will perform well.</i> ▪ <i>The Worcestershire LTP3 contains a Transport and Climate Change Transport Policy, which sets out Worcestershire's approach to tackling the complex issues presented by climate change through a range of transport-related interventions.</i>

Delivering the Plan and Prioritising Schemes

Overview

Worcestershire County Council has a long history of transport scheme prioritisation. This has been undertaken using a range of methods over time; with the objective of prioritising spend of limited funds towards those schemes which will deliver the greatest benefits. Clearly, with the issues that face the LTP3 (as identified in Section 8), the need to ensure that limited funds are efficiently prioritised is greater than ever before.

This section explains the development of the Worcestershire Transport Scheme Appraisal Framework. A new tool, built on existing principles which will enable Worcestershire County Council to deliver consistently against the objectives of the LTP3.

Local Choice, Local Benefits

The development of the Worcestershire Transport Scheme Appraisal Framework has been guided by a number of key principles. These are:

- *To enable timely, consistent delivery of transport schemes and initiatives*
- *To improve the availability and transparency of information used in the decision making process*
- *To make optimum use of limited available funding for transport, by prioritizing schemes that:*
- *Can be proven to deliver value for money*
- *Meet agreed objectives*

The Transport Scheme Appraisal Framework has been designed to be capable of considering all transport schemes, regardless of cost or mode. In particular, the scheme favours 'packages'; that is to say, grouping of smaller schemes to make a bigger scheme. This is because larger 'package' schemes tend to give much better value for money (with the whole being greater than the sum of its parts), and also ensure that investments are made in a holistic (area-wide) manner, rather than a piecemeal approach.

At the time of writing this LTP3 document, the forthcoming funding allocation is as yet unknown to Worcestershire County Council. As a result, this LTP3 document has been developed to provide a strategic, long-term investment approach and delivery plan. A more specific (short to medium term) delivery plan will be developed following the identification of Worcestershire's allocated funding in early 2011. In developing this plan, full use will be made of the Transport Scheme Appraisal Framework.

The delivery plan will be published in the form of County and Area Transport Strategies, with the first set published in 2011. These strategies will take the form of a rolling 36 month delivery plan programme. This approach is proposed as it will coincide with future funding allocations, which will generally be provided every five years (so two delivery plans in each five year funding period).

Identification and Agreement of Objectives

The Transport Scheme Appraisal Framework uses a method called multi-criteria analysis. That is to say, it is capable of considering each scheme's performance against a range of agreed objectives (which include the LTP3 objectives, plus a Key Indicators objective, which is explained below). The objectives and their descriptions are provided in Table 1.10.

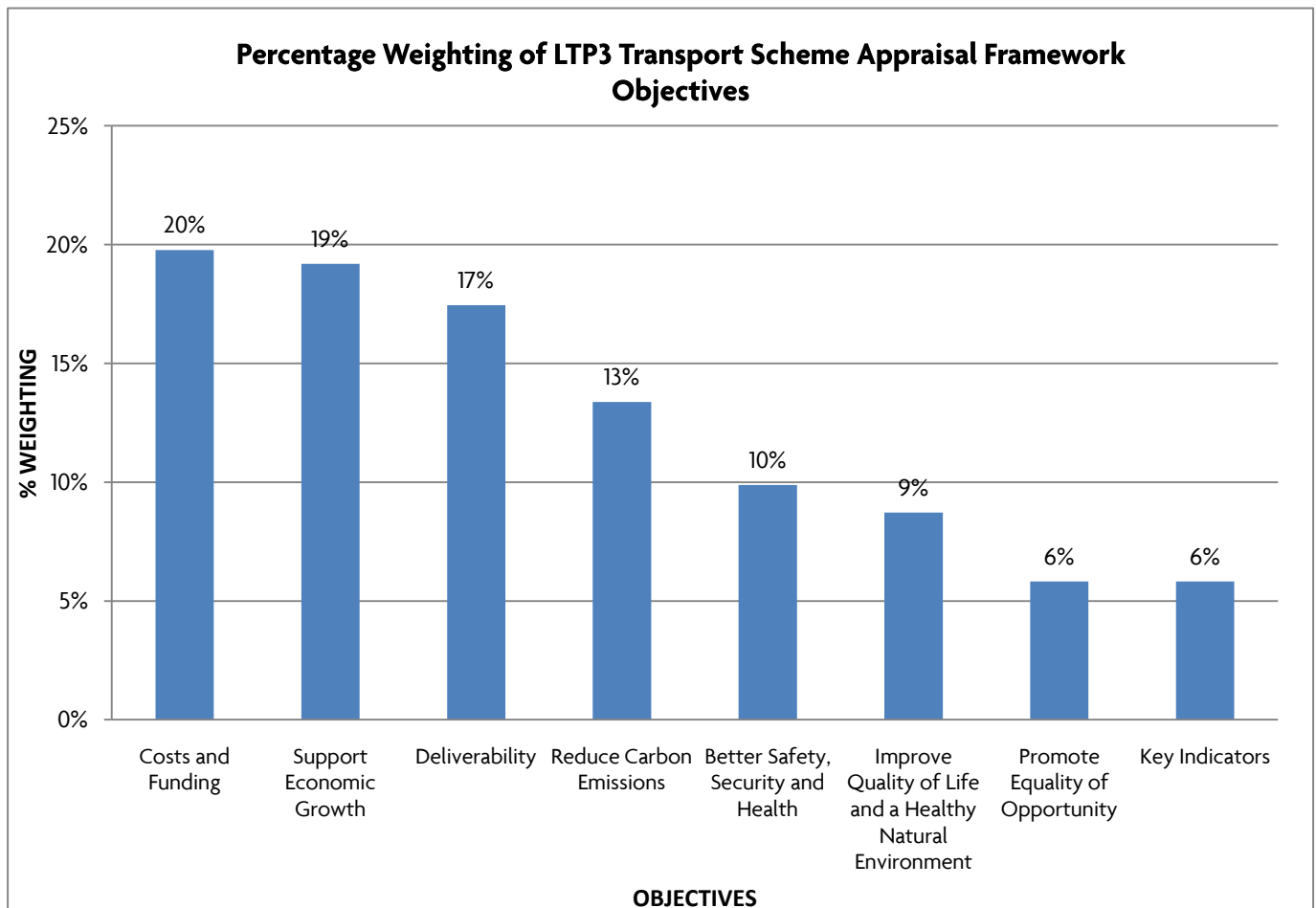
Table 1.10 - The Objectives for Prioritisation

The Economic Objective	<ul style="list-style-type: none"> • <i>Prioritising this indicator would promote schemes that improve journey time reliability and predictability for all modes, support redevelopment and regeneration of degraded places (such as public realm schemes) and enhance transport infrastructure and services to be more resilient to incidents (such as flooding, accidents and road closures).</i>
The Environment Objective	<ul style="list-style-type: none"> • <i>Prioritising this indicator would support schemes which reduce emissions from transport, such as alternative fuels, public realm enhancements, walking, cycling and passenger transport (rail, bus, taxis and community transport) schemes.</i>
The Public Health and Safety Objective	<ul style="list-style-type: none"> • <i>Prioritising this indicator would promote schemes that improve local air quality, encourage active travel (such as walking and cycling), reduce crime and antisocial behaviour and reduce accidents. However, it should be noted that Worcestershire already has one of the safest highway networks in the UK.</i>
The Equality Objectives	<ul style="list-style-type: none"> • <i>Prioritising this indicator would support schemes that make critical services and facilities (such as hospitals, schools and workplaces) more accessible and affordable for all, regardless of where people live or how well off they are.</i>
The Quality of Life Objective	<ul style="list-style-type: none"> • <i>Prioritising this indicator would promote schemes which reduce the impacts of transport noise, protect and enhance the natural environment (such as rivers, canals and forests), improve the public realm (the places we cherish), improve access to services and facilities, improve connections to national and international transport networks (regional rail, motorways and airports) and improve public access to Worcestershire's rich natural environment.</i>
Key Indicators	<ul style="list-style-type: none"> • <i>Prioritising this indicator will promote schemes which enable us to score more highly against national and local government performance indicators.</i>

The Asset Management Objective	Deliverability	<ul style="list-style-type: none"> Prioritising this indicator will promote schemes that have the greatest chance of being delivered. So, schemes which have good public, political and stakeholder support and are straightforward to deliver will be prioritised over more risky schemes.
	Costs and Funding	<ul style="list-style-type: none"> Prioritising this indicator will promote schemes which can be funded from sources other than Worcestershire County Council, deliver best value for public money, and reduce Worcestershire's maintenance liability (for example, a scheme to implement kerbs will reduce the likelihood of pot holes forming at the edges of a highway surface, so reducing ongoing maintenance costs).

The County Councillors have prioritised the objectives accordingly:

Figure 1.3 - Results of Objective Weighting Exercise



As a result of this process, the Transport Scheme Appraisal Framework has been modified to assess each scheme according to the various indicators above, with all indicators weighted in the Framework to reflect its importance.

Scheme Input and Prioritisation

At the same time that the objectives were prioritised, County Councillors were invited to feed back any transport related issues that exist in their constituencies. These issues have been collated by area, and will be developed into a series of package schemes, the contents of which cannot be properly decided until a clear understanding of future funding is achieved. The process of developing and packaging schemes is explained in Section 11.

The package schemes will be developed to tackle the issues identified by County Councillors, partners and members of the public through previous consultation exercises. In each case, these packages will be thoroughly appraised to identify the projected scheme costs (both capital and maintenance over the lifetime of the schemes) and delivery impacts, before being input into the Transport Scheme Appraisal Framework for wider appraisal against other proposed package schemes. Those schemes which score highly in the framework will be prioritised for funding as it becomes available. Any highly prioritised schemes that cannot be delivered during a delivery plan period (due to lack of funds or otherwise) will be assessed and included in the next delivery plan, subject to its business case remaining valid.

Delivery

The first LTP3 Delivery Plan will be prepared following confirmation of funding availability and will consist of the high priority schemes. The Delivery Plans will have a period of 36 months, which will coincide with likely funding allocations, which are expected to be identified every five years. Thus two delivery plans will be developed for each funding allocation made to Worcestershire County Council. Scheme specific consultation will take place as required for schemes as they are brought forward for delivery.

Performance Management and Monitoring

With the proposed abolition of many of the National Indicators, it is proposed that Worcestershire will retain a small number of local indicators, which will be published online at www.worcestershire.gov.uk/LTP3. These indicators will be published every 36 months, to coincide with the changeover of delivery plan periods. This will enable Worcestershire's residents to assess the County Council's performance based on its ability to develop and deliver transport schemes. Scheme specific monitoring will be undertaken to assess the efficacy of transport schemes to deliver against objectives.

The first set of indicators (the baseline figures) will be published to coincide with the approval of the first detailed delivery plan, following scheme prioritisation using the Worcestershire Transport Scheme Appraisal Framework.

The LTP3 Policy Compendium

Overview

In addition to this main document, the Worcestershire LTP3 is made up of a number of documents, which include transport policies and plans. Each of these documents is described in this section, with a brief overview of its contents and relevance.

The Evidence Base

The **Essential References Document** outlines the extensive evidence base that was developed to inform the LTP3 compendium documents. This includes a wide range of datasets from a number of sources which have been used to influence the development of the LTP3.

Transport Policy Documents

A number of topic-specific policies have been developed to provide additional detail and support the outcomes of the LTP3. A brief description of each of the policies is provided below.

The **Cycling Policy** considers the ways in which enhanced use of cycling will be promoted in Worcestershire, through improvements to infrastructure and services to support this mode.

The **Development Control (Transport) Policy** sets out how Worcestershire County Council will work with developers to ensure that new and changed land uses are planned and designed to minimise their impacts on Worcestershire's transport networks.

The **Integrated Passenger Transport Policy** considers rail, bus, community transport and taxi services together. In particular, this policy sets out how Worcestershire County Council and partners will work to improve integration between the various modes, whilst continuing to improve quality of service.

The **Intelligent Transport Systems Policy** sets out Worcestershire's strategic approach to the use of a range of electronic tools that can be used to improve the efficiency of Worcestershire's transport networks. These include traffic lights, signalised pedestrian crossings, Variable Messaging Signs, transport user information systems and on-line journey planners, for example.

The **Motorcycling Policy** considers the potentially valuable contribution that enhanced use of motorcycling could play in Worcestershire's transport networks.

The **Multimodal Freight Policy** sets out how Worcestershire County Council will seek to optimise the expeditious movement of freight around the county, whilst minimising the impacts of freight on local communities.

The **Smarter Choices Policy** refers to the way in which Worcestershire County Council and partners will seek to actively promote sustainable travel choices, by providing enhanced information (such as maps and timetables), developing travel plans with schools, stations and employers and promoting sustainable modes as a viable alternative to solo car use; particularly for short journeys and in congested urban areas. It sets out the ways in which the authority is undertaking its Bus Information Duty in line with the Transport Act 2000.

The **Transport Accessibility Policy** sets out Worcestershire's policies for enhancing accessibility to health, employment, leisure, educational, retail and transport interchange trip attractors for Worcestershire's residents by a variety of transport modes.

Transport is a major contributor to deteriorating air quality in the county. The **Transport and Air Quality Policy** sets out how Worcestershire will seek to minimise the impacts of transport on local air quality in the county, especially where Air Quality Management Areas have been declared.

Transport and climate change has a complex, interrelated relationship. The **Transport and Climate Change Policy** explores the ways in which climate change can impact on transport and how transport can impact on climate change. In particular, this document identifies policies to minimise these impacts, such that quality of life is maintained and enhanced for Worcestershire's residents.

The **Traffic Management and Parking Policy** sets out Worcestershire's strategic approach to the management of traffic and parking demand, particularly in Worcestershire's urban areas, where congestion and parking demands are prevalent.

The **Walking and Public Realm Policy** identifies how Worcestershire will enhance its public realm (pedestrianised areas, footpaths, squares and open spaces) to promote walking and enjoyment of Worcestershire's attractive natural and built environments. In particular, this policy provides guidance on how Worcestershire will seek to redesign its streets as both attractive and functional places that the residents and visitors of Worcestershire can enjoy.

Transport Plan Documents

In addition to the transport policies set out above, there are a series of plans which relate to a number of transport related areas.

The **Rights of Way Improvement Plan** sets out Worcestershire's comprehensive approach to the management of Worcestershire's extensive Rights of Way networks, in line with the duty to prepare one placed on the County Council by the Countryside & Rights of Way Act 2000.

The Worcestershire **Transport Asset Management Plan** sets out the way in which Worcestershire Highways will manage Worcestershire's transport assets over the life of the LTP3 plan period.

The **Network Management Plan** sets out how Worcestershire will seek to optimise the efficiency of Worcestershire's transport networks, such that congestion and delay is minimised, in line with the Network Management Duty placed on the County Council by the Traffic Management Act 2004.

The **Sustainable Modes of Travel to School Plan** is a statutory requirement of the Education and Inspections Act 2006. It sets out how Worcestershire County Council will seek to encourage modal shift, by encouraging school children and their parents to consider more sustainable transport options for accessing education services. This mandatory plan draws from information from a number of the policies, including Smarter Choices, Walking and Public Realm, Cycling and Integrated Passenger Transport.

Assessment Documents

A number of mandatory assessments have been undertaken to underpin and validate the Worcestershire LTP3. These are set out below.

The **Strategic Environmental Assessment** scrutinises the LTP3 compendium documents to assess the likely environmental impacts of implementing the LTP3 over its proposed timeframe (from 2011 to 2026).

The **Health Impact Assessment** forms part of the Strategic Environmental Assessment, and considers the impact of delivering the LTP3 on public health over the plan period (2011 to 2026).

The **Equality Impact Assessment** considers the impact of delivering the LTP3 on ensuring Worcestershire County Council and partners maintain equality of opportunity for all residents, by taking into account the (sometimes specific) needs of minority groups.

The Delivery Programme

Overview

This section identifies Worcestershire County Council's proposed approach to the delivery of transport schemes in Worcestershire. This approach is necessarily strategic, as funding allocations for the short-term (next 5 years) and longer-term (next fifteen years) remain uncertain.

The Major Schemes

Major investment in Worcestershire's transport networks will be required if we are to both support the economy and address environmental targets. For example, through improved transport network efficiency, leading to more reliable journey times and reduced congestion.

Major schemes involve substantial investment (in excess of £5 million) in transport infrastructure and services and are designed to deliver commensurately large benefits to Worcestershire's economy, environment and quality of life. The scale of investment means that these major schemes cannot be funded solely through the Local Transport Plan process. Worcestershire will bid for funding from central government and the private sector to fund these schemes during the 15-year life of the Local Transport Plan. This recognises that investment in major schemes will deliver wider benefits to private and public sectors alike.

Over the fifteen year period of the LTP3, it is recognised that the economic, social, political and environmental landscape of Worcestershire will change. As such, major schemes will be identified in response to emerging circumstances. At this time, the major schemes being considered for inclusion within the LTP3 are:

- *Evesham Abbey Bridge & Viaduct Replacement*
- *Worcester Transport Strategy - Phase 1*
- *Worcestershire Parkway Interchange*
- *Kidderminster Town Package – (Phased Approach: Details to be defined)*
- *Redditch Town Centre Package – (Phased Approach: Details to be defined)*

The Packaged Approach to Delivery

As discussed elsewhere in this document, rather than delivering transport schemes in a piecemeal fashion, during the LTP3 plan period, Worcestershire County Council will seek to group transport schemes together as packages of investment. Packaging investments in a range of modes of transport generally delivers far greater benefits, and thus increases the value for money and business case for investment. This is critical in an era where Worcestershire will be required to compete for funding. Each of these packages will be incorporated with a broad area strategy. The three area strategies are identified below, together with the proposed transport investment packages.

North East Worcestershire Transport Strategy

North East Worcestershire Area Profile

North East Worcestershire is made up of the largely rural District of Bromsgrove and the urban Borough of Redditch. The area lies on the southern edge of the West Midlands Conurbation but is separated by the Lickey Hills. The area benefits from good access to the National Strategic Highway Network, including the M42, A46 and M5. The A38, A456, A491, A448, A441 and A435, provided by the County Council, represent the primary local network in the area. The majority of the population (71%) lives in the towns of Bromsgrove and Redditch.

Traffic trends in North Worcestershire indicate that there has been a slight fall in the use of Highways Agency managed roads (Motorways), although the busiest section of Motorway in Worcestershire remains the section of the M5 between Junctions 4a and 5, which is located in North East Worcestershire. On the Worcestershire principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. This may be as a result of the current economic climate.

There are a number of Air Quality Management Areas in North East Worcestershire: one at Hagley at the junction of the A456 and A491 and two around Bromsgrove, on the A38 at Stoke Heath and J1 of the M42, where the A38 crosses the motorway. There are also a number of borderline Air Quality Management Areas in and around Bromsgrove town.

The area benefits from a number of rail stations located at Hagley, Wythall, Barnt Green, Alvechurch, Bromsgrove and Redditch; the latter being the third busiest station (in terms of passenger numbers) in Worcestershire. These stations are generally served by local services which feed into the West Midlands Conurbation; however, the stations at Bromsgrove and Hagley have some services southbound into South Worcestershire and beyond. The main centres of Bromsgrove and Redditch have bus interchanges and the area is served by a bus network of prime, core and tributary routes, supported by community transport linking rural areas to Bromsgrove and Redditch. Recent usage trends indicate that the numbers of persons using North East Worcestershire's bus and rail services is steadily rising over time. In North East Worcestershire, 66% of residents drive to work, 9% of residents work from home, 9% of residents walk or cycle to work, 5% of residents catch the bus to work, 2% of residents take the train to work and the remaining 9% get to work by other means.

North East Worcestershire is relatively affluent; however, there are some areas of deprivation in the urban areas, namely the wards of Charford and Sidemoor in Bromsgrove, and the wards of Batchley, Matchborough, Church Hill, Winyates and Greenlands in Redditch. Unemployment is also focussed on these deprived areas, with the highest concentrations of residents claiming Job Seekers Allowance located in Batchley, Church Hill, Winyates, Matchborough, Greenlands, Smallwood and Woodrow in Redditch and Charford in Bromsgrove. Despite the district's proximity to the West Midlands Conurbation, over 51% of people who live in the area, work in the area. The largest employment outflows are to Birmingham, Solihull and Stratford-upon-Avon.

The Borough of Redditch prides itself on having more trees than Sherwood Forest, and the District of Bromsgrove has a key objective to preserve the attractive, rural setting of the District. Both Redditch Borough Council and Bromsgrove District Council are currently preparing Core Strategies. The majority of the area is characterised as green belt land, and so initial indications suggest that future growth (in terms of new homes and business premises) will be focussed on existing urban areas; principally around Bromsgrove and Redditch.

North East Worcestershire Transport Achievements

Worcestershire County Council, Bromsgrove District Council and Redditch Borough Council have a strong track record of partnership working to delivery benefits to local residents. In North East Worcestershire, the following transport enhancements have been delivered amongst others:

- *Passenger Transport Information Screens in Redditch*
- *Complete refurbishment of Bromsgrove Bus Station*
- *Parking improvements around Bromsgrove Railway Station (amendments to traffic regulation orders)*
- **Redditch Evening Bus Services** - *A successful Taxibus service was delivered, providing safer evening services in deprived areas of Redditch. The scheme has grown rapidly and provided 20,000 passenger journeys in 2008. This service has since been subsumed into the commercial network, and is now provided with minimum subsidy by*
- *Redditch Bus Stop Enhancements – A number of bus stops around Redditch have benefitted from enhanced information, and new shelters provided by the Borough Council.*
- *Partnership working with Worcestershire Acute Hospitals Trust to improve access to Alexandra Hospital, Redditch*
- *Partnership working with the rail industry to develop a strong business case for the new transport interchange at Bromsgrove. (Including a range of highway, parking and sustainable transport improvements)*

North East Worcestershire Transport Challenges

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In North East Worcestershire, transport improvements will be grouped into three packages:

The Redditch Urban Package

This package is expected to include (subject to definition):

- *Junction improvements at key pinch points in Redditch*
- *Significant public realm enhancements in Redditch Town Centre to support the wider regeneration initiative*
- *Improvements to passenger transport interchange facilities (rail, bus and taxi) in the Town Centre*
- *A smarter choices programme, to promote enhanced transport choice in Bromsgrove*
- *Promoting an enhanced rail service between Redditch and the West Midlands Conurbation*
 - *Improvements to sustainable transport infrastructure across the urban area, including improvements to bus stops, footpaths and cycle ways*
 - *Accessibility enhancements to the Alexandra Hospital in Redditch, potentially including a high quality passenger transport interchange*

The Bromsgrove Urban Package

This package is expected to include (subject to definition):

- *Junction improvements and highway alterations to reduce the impacts of congestion in Bromsgrove*
- *Significant public realm enhancements in Bromsgrove Town Centre, to support the wider regeneration initiative*
- *Delivery of the Bromsgrove Rail Interchange*
- *A smarter choices programme, to promote enhanced transport choice in Bromsgrove*
- *Initiatives to mitigate the designated Air Quality Management areas at Stoke Heath and Lickey End*
- *Improvements to sustainable transport infrastructure, including promotion of enhanced rail services by extending the cross city rail line south to Bromsgrove.*

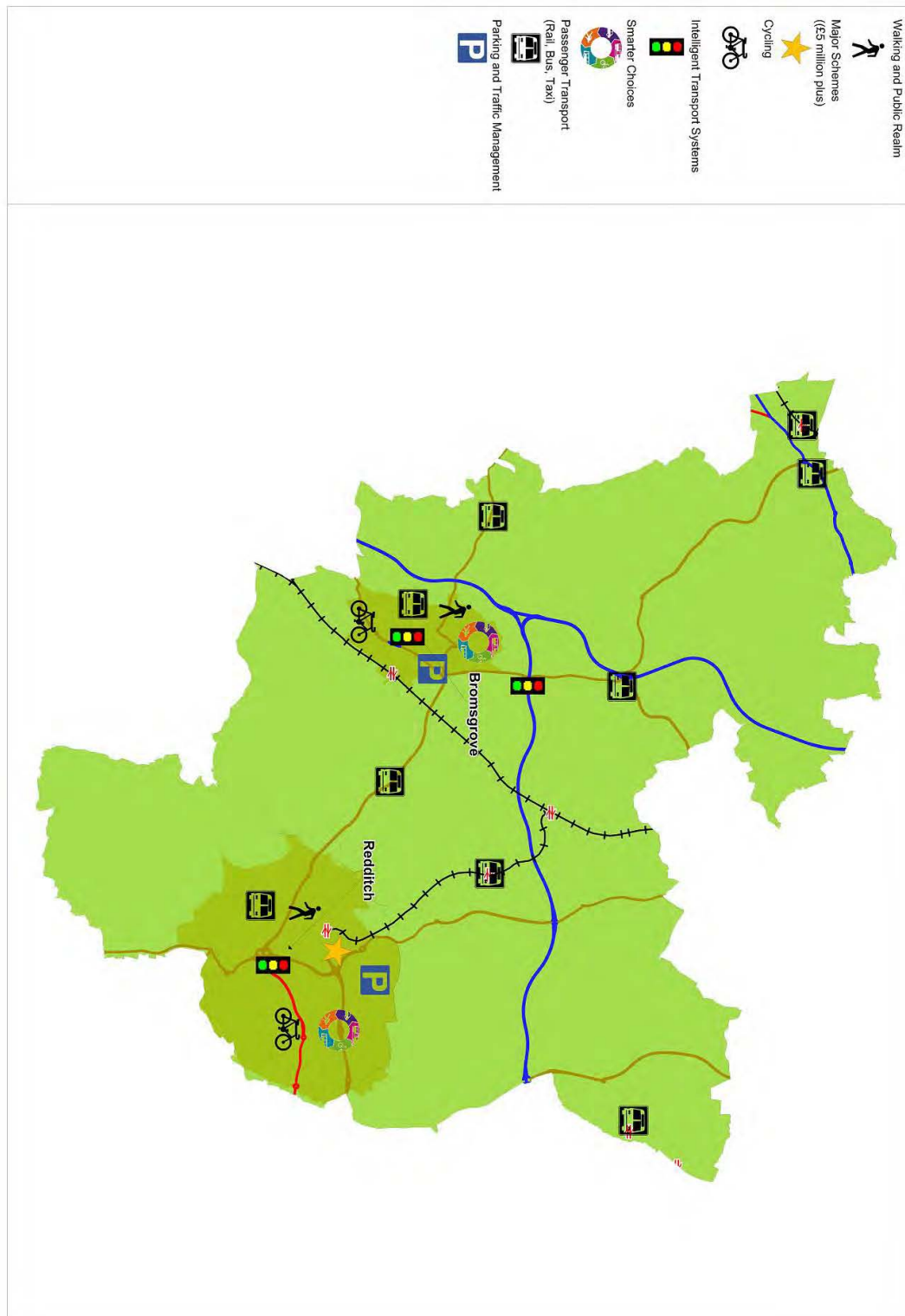
The North East Worcestershire Rural Package

This package is expected to include (subject to definition):

- *Mitigation measures at Hagley to reduce the impacts of traffic emissions on the Air Quality Management Area*
- *Partnership working with developers and partners in the West Midlands Conurbation to ensure the successful redevelopment of the Longbridge site*
- *A smarter choices programme, to promote enhanced transport choice in rural North East Worcestershire*

- *Improvements to sustainable transport infrastructure across the borough, including Public Rights of Way and enhancement of accessibility to key services and facilities, including green infrastructure*

Figure 1.4 - Plan Showing Indicative Investment Proposals in North East Worcestershire



South Worcestershire Transport Strategy

South Worcestershire Area Profile

The area of South Worcestershire is made up of the rural districts of Malvern Hills and Wychavon, and the City of Worcester. There are two Areas of Outstanding Natural Beauty; the Malvern Hills to the west and the Cotswolds to the south and east. This whole area is focussed on Worcester as the main location of services and facilities, and a major hub for transport, providing connections to the West Midlands, the South West, the rest of the United Kingdom and international destinations, via Birmingham International Airport in particular.

Approximately 286,400 live in South Worcestershire, distributed as follows: 116,700 in Wychavon, 94,700 in Worcester and 75,000 in Malvern Hills. The majority of the population live in the urban areas, including Droitwich Spa, Evesham, Great Malvern, Pershore, Tenbury Wells, Upton-upon-Severn and Worcester City. Approximately 70% of Worcester City residents live and work within the city. In comparison a lower percentage of Malvern Hills (59%) and Wychavon (59%) residents work in their home districts, signifying higher levels of longer-distance commuting to Bromsgrove District, the Wyre Forest District, Herefordshire, Warwickshire and Birmingham.

Both Wychavon and Malvern Hills have an ageing population structure with higher proportions of their residents over retirement age than in Worcester (27% and 24.5% compared with 17.5%), while Worcester has a greater concentration of working age residents (64%). This trend is forecast to continue over the LTP3 period, which has implications for transport provision.

The area benefits from good access to the National Strategic Highway Network, including the M5, M50, and A46. The A38, A44, A4440, A422, A449, A443 and A4103 and A4104, provided by the County Council, represent the primary local highway network in the area. Some of the busiest roads in the county are located in South Worcestershire and in particular in and around Worcester City. The busiest section of the A-road network is the A44 Worcester Bridge in the City Centre, with around 37,000 vehicles per day. This level of demand has led to peak period congestion, journey time unreliability environmental issues and the designation of Air Quality Management Areas in Worcester (Dolday/Bridge Street, Lowesmoor, Newtown Road and St John's), with a number of other parts of the city demonstrating deteriorating air quality.

Traffic trends in South Worcestershire indicate that there has been a slight fall in Highways Agency managed roads (Motorways), although the busiest motorway junctions in the county are located in South Worcestershire (M5 Junctions 5, 6 and 7). Traffic flows on the A-road network have remained fairly stable across South Worcestershire, although congestion and journey time unreliability remains a problem.

The area benefits from a number of rail stations located in all the major urban areas, with the exception of Upton-upon-Severn and Tenbury Wells. There are reasonably frequent services between Great Malvern, Worcester, Droitwich Spa and the West Midlands conurbation and there are approximately 12 – 15 daily services between London and Worcester/Great Malvern. There is an infrequent service between Worcester and Cheltenham and no direct access to Arriva Cross Country services (operating between the North East/East Midlands, Birmingham and the South West/South Wales). This lack of strategic rail accessibility directly impacts on Worcestershire's competitiveness as a place to do business. Despite this, rail demand across South Worcestershire stations grew by a staggering 17% over the LTP2 period (2006-2010), with nearly 3.7 million passengers during 2008/09.

The bus network in South Worcestershire is made up of urban networks in Worcester (and to a far lesser extent Great Malvern, Droitwich Spa, Pershore and Evesham), interurban routes and rural routes. These are supplemented by education travel routes and community transport services. Nearly 6.5 million passengers used South Worcestershire bus services during 2008/09.

In South Worcestershire, 69% of residents drive to work, 11% of residents work from home, 14% of residents walk or cycle to work, 3% of residents catch the bus to work, 1% of residents take the train to work and the remaining 2% get to work by other means. However, this overall figure masks some major differences between the rural areas of Malvern Hills District and Wychavon District and the City of Worcester, as shown in Table 1.11.

Table 1.11 – Journey-to-Work Mode Shares in South Worcestershire

Mode of Travel to Work	Malvern Hills %	Worcester %	Wychavon%
Work at Home	14%	8%	12%
Train	2%	1%	1%
Bus	2%	5%	2%
Motorcycle, scooter or moped	1%	1%	1%
By Car	70%	65%	72%
Walking / Cycling	11%	19%	11%
Other	1%	1%	1%
TOTAL	100%	100%	100%

South Worcestershire is a relatively affluent area. However, there are some areas of deprivation located principally in Worcester City (Warndon, Tolladine, Gorse Hill, Rainbow Hill and Dines Green) but also in Great Malvern (Pound Bank), Droitwich Spa (the Westlands Estate), and in parts of Evesham. Unemployment is also focussed on these deprived areas, with the highest concentrations of residents claiming Job Seekers Allowance located in Worcester City.

Transport Achievements in South Worcestershire

Worcestershire County Council, Malvern Hills District Council, Worcester City Council and Wychavon District Council have a strong track record of partnership working to deliver benefits to local residents. In South Worcestershire, the following transport enhancements have been delivered amongst others:

- ***Complete refurbishment of Evesham High Street (2010) – Incorporating public realm enhancements, street lighting, street furniture and street trees***

- **Complete refurbishment of Pershore High Street (2008)** – *Incorporating public realm enhancements, street lighting and street furniture, ensuring that Pershore retains its cherished 'Market Town' status*
- **The Diglis Bridge and Riverside Enhancement Scheme (2010)** – *A walking and cycling bridge over the River Severn to the south of Worcester City Centre and upgrade and enhancement of the path network along and to the River Severn in Worcester City Centre*
- **The Bromyard Road Corridor Improvement (2011)** – *A major project to improve the quality of this arterial route into Worcester. The project has included resurfacing, junction improvements and enhancements to street lighting, street furniture, signals, public realm and traffic signals.*
- **The Newtown Road Corridor Improvement (2010)** – *A major project to improve the quality of this arterial route into Worcester. The project has included resurfacing, junction improvements, a small section of bus lane and enhancements to street lighting, street furniture, signals, public realm and traffic signals.*
- **The Sixways Coachway and Park and Ride Site (2009)** – *This project delivered a coachway and Park and Ride facility adjacent to the Worcester Warriors Sixways Stadium. Sixways Park and Ride site is currently relieving pressure on the Worcestershire Royal Hospital site, and providing an attractive coachway for Worcester, significantly increasing the amount of coach services that stop there. It is proposed (subject to the approval of the Worcester Transport Strategy Major Scheme Bid) to develop improved infrastructure to enable a fast and reliable service between the Park and Ride site, Worcestershire Royal Hospital, the Shrub Hill employment area and the City Centre in future.*
- **The Worcestershire Acute Hospitals Accessibility Study** – *This project, in partnership with the Worcestershire Acute Hospitals Trust, involved an intensive assessment of accessibility by all modes of transport to the Worcestershire Royal Hospital site. It identified a number of potential transport-related improvements to enhance accessibility to the site.*
- **New Passenger Information Screens** – *These were provided at Crowngate Bus Station and Perdisswell Park and Ride site, with a further screen soon to be installed at Worcestershire Royal Hospital, providing new and improved information for passenger transport users.*

Transport Challenges in South Worcestershire

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In North East Worcestershire, transport improvements will be grouped into three packages:

- *Maximise the efficiency of the existing transport network and services, so making best use of existing assets, delivering improved and more reliable journey times through reduced congestion. This will act*

to significantly improve economic activity in Worcestershire, by improving movement of people and freight.

- *Improve connectivity, accessibility, travel choice and journey reliability to key employment, health, retail, leisure and education facilities in support of agreed objectives. In particular, improving access by all modes to major trip attractors such as Worcestershire Royal Hospital.*
- *Enhance the performance and attractiveness of the more sustainable transport modes (walk, cycle and passenger transport), resulting in health and environmental benefits, in particular, mitigating the existing and emerging Air Quality Management Areas.*
- *Ensure that growth in South Worcestershire is accommodated in a sustainable way, by providing realistic alternatives to car use wherever possible.*
- *Maintaining the availability of limited river crossings in South Worcestershire.*

The City of Worcester Urban Package

This package is expected to include (subject to further definition):

- *Delivery of Worcestershire Parkway Rail Interchange, to provide direct access to the strategic rail network in South Worcestershire*
- *Public Realm enhancements across Worcester City Centre to enable the city to develop its role as a key visitor destination*
- *Multi-Modal Improvement Corridors - five corridors that will improve connectivity, safety, accessibility, journey times, reliability and the public realm in general.*
- *Intelligent Transport Systems Measures that will reduce public uncertainty with use of Real Time Passenger Information and minimise congestion with Variable Message Signing.*
- *Rail Station Improvements, with at least two rail stations within the area to be enhanced with improved facilities and access modes.*
- *Southern Link Road Junction Upgrades - two schemes identified that will reduce congestion on this key route for local and strategic traffic.*
- *Smarter Choices Measures - various schemes to increase travel choice, including through better education and awareness of the benefits offered by sustainable modes and reduced dependency on the car.*
- *Walk and Cycle Schemes - three routes linking suburban areas with the City Centre.*

The Upton-upon-Severn Urban Package

This package is expected to include (subject to definition):

- *Town Centre enhancements:*

- *Public realm enhancements in Old to improve the attractiveness of the town to visitors and encourage enhanced economic activity*
- *Street lighting enhancements*
- *Street furniture enhancements following a de-cluttering exercise*
- *Maintenance programme for Upton Bridge, to include painting and cleaning*
- *A smarter choices programme, to promote enhanced transport choice in Upton-upon-Severn and surrounding areas.*

The Droitwich Spa Urban Package

This package is expected to include (subject to definition):

- *Town Centre enhancements:*
 - *Public realm enhancements in Droitwich Spa to improve the attractiveness of the town to visitors and encourage enhanced economic activity*
 - *Street lighting enhancements*
 - *Street furniture enhancements following a de-cluttering exercise*
 - *A smarter choices programme, to promote enhanced transport choice in Droitwich Spa and surrounding areas, this to include improved pedestrian and cyclist signage and upgraded walking and cycling routes across the town.*
 - *A rail station enhancement programme, to include enhanced facilities and accessibility*
- *Improvement of interchange facilities for passenger transport users, to improve the range of destinations available by passenger transport.*

The Great Malvern Urban Package

This package is expected to include:

- *Town Centre enhancements:*
 - *Public realm enhancements across Great Malvern Town Centre to improve the attractiveness of the town to visitors and encourage enhanced economic activity*
 - *Street lighting enhancements*
 - *Street furniture enhancements following a de-cluttering exercise*
- *A smarter choices programme, to promote enhanced transport choice in Great Malvern and surrounding areas*
- *Enhancements to Malvern Link Railway Station, to improve the quality of facilities*

The Tenbury Wells Package

This package is expected to include:

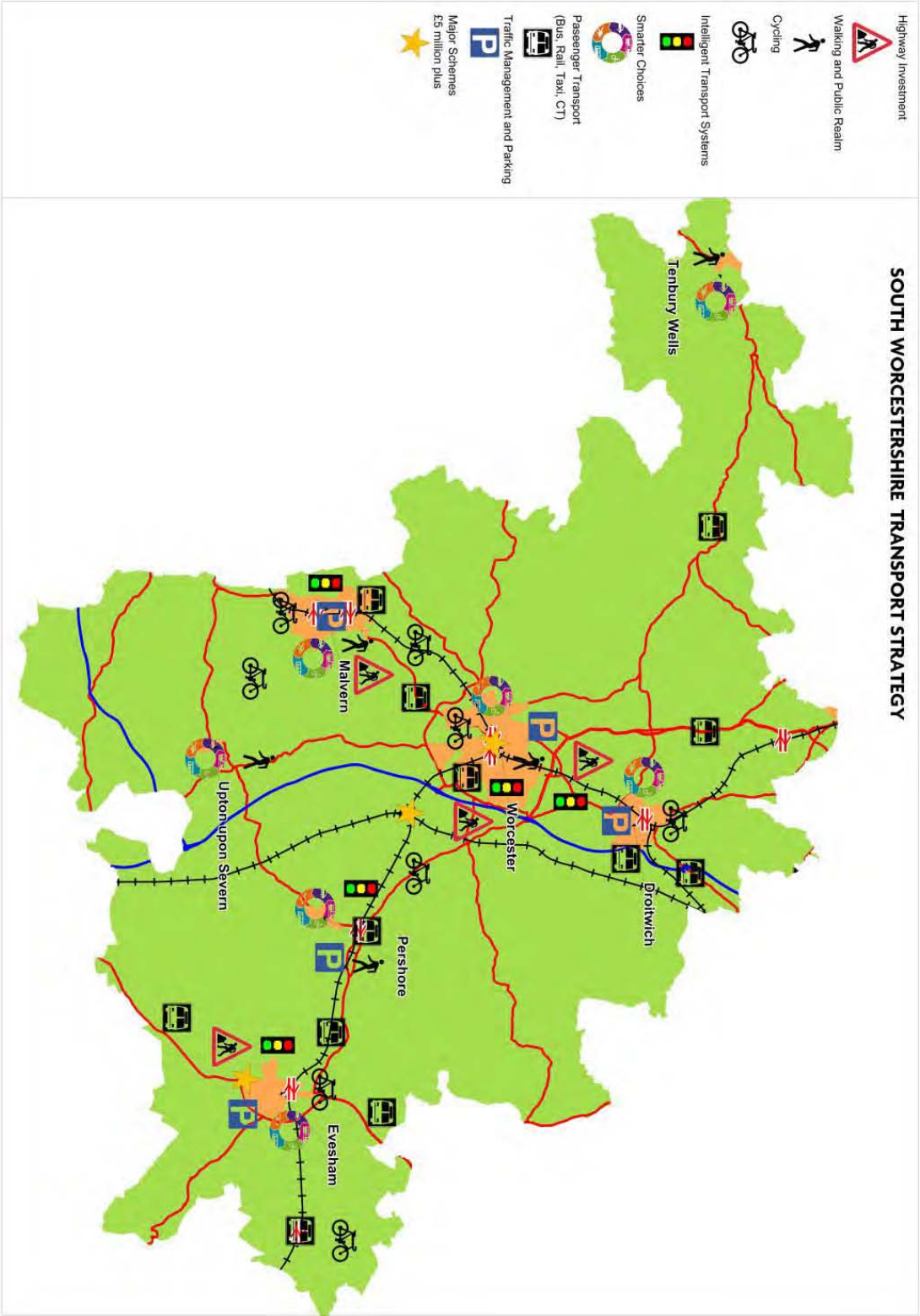
- *Town Centre enhancements:*
 - *Public realm enhancements in Tenbury Town Centre to improve the attractiveness of the town to visitors and encourage enhanced economic activity*
 - *Street lighting enhancements*
 - *Street furniture enhancements following a de-cluttering exercise*
- *A smarter choices programme, to promote enhanced transport choice in Tenbury Wells and surrounding areas*

The South Worcestershire Rural Package

This package is expected to include:

- *Schemes to improve accessibility to key services and facilities for those that do not have access to a car in South Worcestershire*
- *A smarter choices programme, to promote enhanced transport choice in rural South Worcestershire*
- *Improvements to sustainable transport infrastructure across the area, including Public Rights of Way and enhancement of accessibility to key services and facilities, including green infrastructure*

Figure 1.5 - Plan Showing Indicative Investment Proposals in South Worcestershire



Wyre Forest Transport Strategy

Wyre Forest Area Profile

The Wyre Forest District of Worcestershire is made up of the three towns of Kidderminster, Stourport-on-Severn and Bewdley, in which 85% of the district's population resides. The ancient Wyre Forest, from which the district takes its name, can be found in the west of the area, and to the north and east the district is largely rural, interspersed with the large villages of Cookley, Wolverley, Blakedown and Chaddesley Corbett.

The district does not benefit from local access to the motorway network, however, despite this, the area has good connections to the Black Country and wider West Midlands Conurbation and Worcester to the south provided by the local Principal Road Network, made up of the A448, A449, A450, A451, A456 and the A4025, provided by Worcestershire County Council. On the Worcestershire principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. This may be as a result of the current economic climate. There are congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove.

Unfortunately, there are a number of Air Quality Management Areas in the Wyre Forest District: one at Welchgate in Bewdley Town Centre and one on Kidderminster Ring Road at the Horsefair. Both locations are particularly challenging to mitigate; the former because of historic, dense street patterns and the latter because of traffic volumes.

Despite its large population, the district has only two railway stations on the national rail network at Kidderminster and Blakedown. This may go some way to explain why Kidderminster ranks as the second busiest railway station in the county. These stations are served by local services which operate between Worcester and the West Midlands conurbation, although there are also a limited number of direct services to London provided by Chiltern Railways. Approximately 1.3 million passengers used Kidderminster Station during 2008/09, with a 67% increase in demand between 2004/05 and 2008/09.

There is a bus station in the centre of Kidderminster, however, this is of poor quality, and so investment will be required to develop more suitable passenger transport stopping and interchange facilities in the town. The area is principally served by an urban bus network centred on Kidderminster; however, there are a number of less frequent interurban services which operate to Bridgnorth, Bromsgrove, Worcester, Ludlow and the West Midlands Conurbation. This is supported by a community transport service linking rural areas to the Wyre Forest towns. Approximately 3.5 million passenger travelled by bus in the Wyre Forest in 2008/09.

In the Wyre Forest, 73% of residents drive to work, 10% of residents work from home, 11% of residents walk or cycle to work, 2% of residents catch the bus to work, 2% of residents take the train to work and the remaining 2% get to work by other means. Recent usage trends indicate that the numbers of persons using the Wyre Forest's bus and rail services is steadily rising over time.

The rural areas of the Wyre Forest are relatively affluent; however, the urban areas are less so. This is thought to be as a result of the decline in traditional industries, leading to increased worklessness in the area. Some of the most deprived areas in Worcestershire are located in the district in the Rifle Range area, (Kidderminster) and Areley Kings in Stourport-on-Severn. There are also deprived areas in Habberley, Broadwaters, Offmore and Comberton (all in Kidderminster). Unemployment is also focussed on these areas. Despite the district's proximity to the West Midlands Conurbation, over 65% of people who live in the area, work in the area. The largest employment outflows are to the West Midlands Conurbation and Wychavon (South Worcestershire).

The district has two of the most important tourist attractions in Worcestershire and the West Midlands, namely the Severn Valley Railway and the West Midlands Safari Park. The visitor economy is becoming increasingly important to the Wyre Forest, with the historic towns of Bewdley and Stourport-on-Severn attracting significant amounts of day-trippers, particularly during the summer months.

Wyre Forest District Council recently published its Core Strategy, which sets out a long-term approach to land use planning in the district. The main theme of the document is regeneration, with all future growth until 2026 in the Wyre Forest to be delivered using existing brown field sites. The launch of the 'ReWyre' project for Kidderminster reflects this aspiration for regeneration and growth, focussing on the complete regeneration of Kidderminster Town Centre (including Churchfields and the Stourport Road Employment Corridor.)

Wyre Forest Transport Achievements

Worcestershire County Council and Wyre Forest District Council have a strong track record of partnership working to delivery benefits to local residents. In the Wyre Forest, the following transport enhancements have been delivered amongst others:

- *Partnership working with the rail industry to develop a strong business case for an enhanced transport interchange at Kidderminster (Including a range of highway, parking and sustainable transport improvements).*
- *A package of highway maintenance improvements across the district,*
- *Bus service enhancements, including the re-introduction of evening buses linking Bewdley and Stourport with Kidderminster*
- *The enhancement of bus shelters in Bewdley Town;*
- *The enhancement of bus stops at Bewdley Load Street including two new heritage style bus shelters and a bus stop build-out on the Kidderminster-bound stop;*
- *The provision of high quality heritage type bus shelter in High Street, Stourport-on-Severn;*
- *The provision of an electronic 'scheduled departures' information display screen at Exchange Street, Kidderminster;*
- *Provision of new computerised booking software for Wyre Forest Dial A Ride (CT Scheme);*
- *The completion of the Kidderminster Town Centre Passenger Transport Infrastructure Study*

Wyre Forest Transport Challenges

Availability of public funding is expected to be limited, especially in the first five years of the Worcestershire LTP3. As such, the principal priority of Worcestershire County Council will be to ensure that best use is being made of existing transport infrastructure, by focussing on maintenance and enhancement schemes where a robust business case and funding can be identified. In each case, Worcestershire County Council will focus on those schemes which can be proven to deliver benefits in excess of their costs to the Worcestershire economy, environment and quality of life. In North East Worcestershire, transport improvements will be grouped into three packages:

The Kidderminster Urban Package (Including a Major Scheme Bid)

This package is expected to include (subject to definition):

- *A451 (Stourport-Kidderminster) transport corridor enhancements, including the Hoobrook Link Road (providing a strategic link between the A451 Stourport Road and the A442 Worcester Road)*
- *Significant public realm enhancements in Kidderminster Town Centre to support the wider regeneration initiative, including:*
 - *Resurfacing*
 - *Street lighting enhancements*
 - *Street furniture enhancements*
 - *Landscaping and street trees*
 - *Enhanced parking management*
 - *Modification of the Kidderminster Ring Road (in particular, to mitigate the impacts of the designated Air Quality Management Area) and to support regeneration initiatives*
- *Improvements to sustainable transport infrastructure across Kidderminster, including improvements to bus stops, footpaths and cycle ways*
- *The enhancement of Kidderminster Railway Station to deliver a modal interchange*
- *Improvements to passenger transport interchange facilities (bus and taxi) in the Town Centre*
- *A smarter choices programme, to promote enhanced transport choice in Kidderminster*

The Stourport-on-Severn Urban Package

This package is expected to include (subject to definition):

- *Junction improvements and highway alterations to reduce the impacts of congestion in Stourport-on-Severn*
- *Improvements to sustainable transport infrastructure across Stourport-on-Severn, including improvements to bus stops, footpaths and cycle ways*

- *Significant public realm enhancements in Stourport-on-Severn Town Centre, to support the wider regeneration initiative to include:*
 - *Resurfacing*
 - *Street lighting enhancements*
 - *Street furniture enhancements*
 - *Enhanced parking management*
 - *Landscaping and street trees*
- *A smarter choices programme, to promote enhanced transport choice in Stourport-on-Severn*

The Bewdley Urban Package

This package is expected to include:

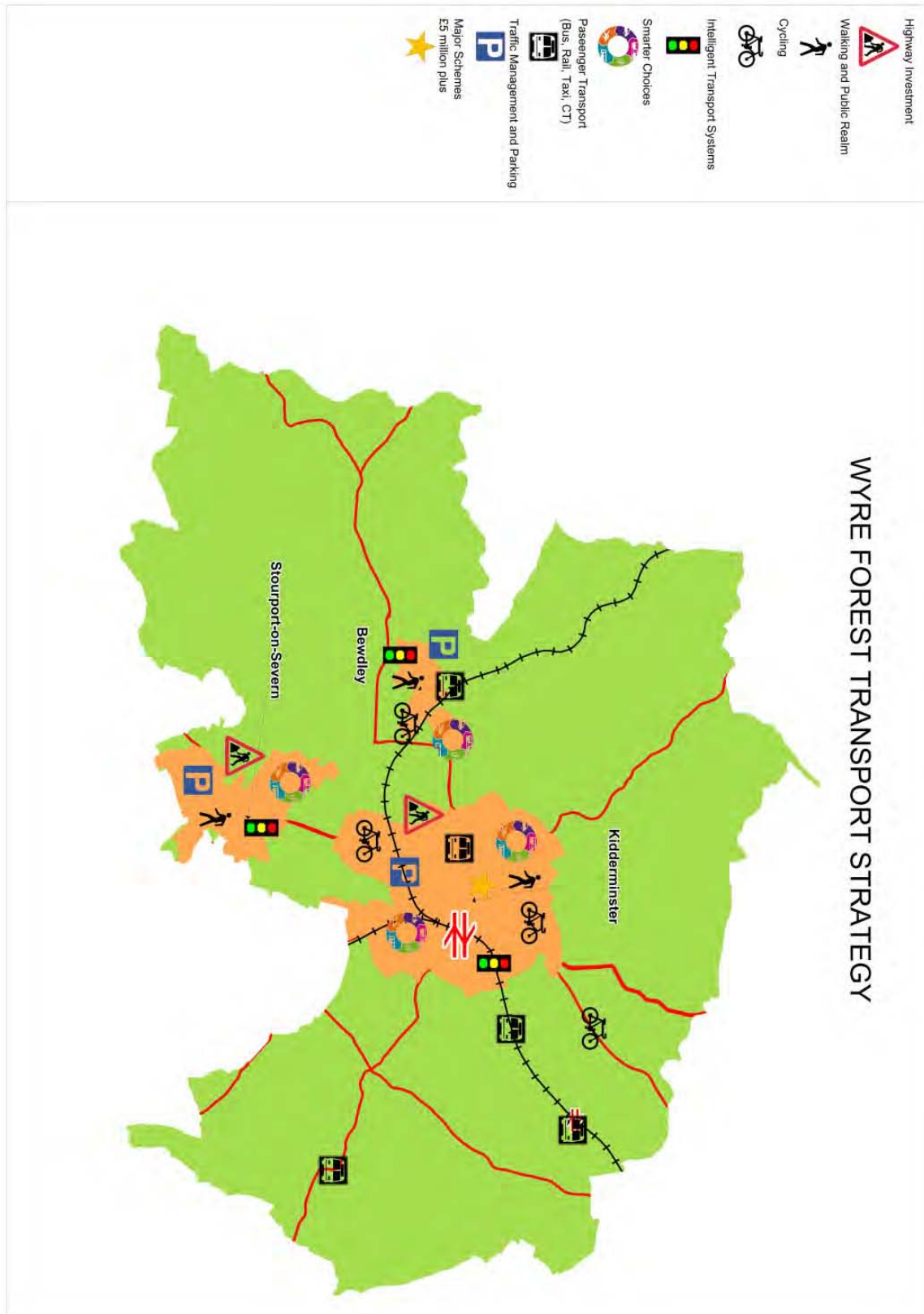
- *Junction improvements and highway alterations to reduce the impacts of congestion in Bewdley, and in particular, to mitigate the impact of the designated Air Quality Management Area in Welchgate.*
- *Significant public realm enhancements in Bewdley Town Centre, to support the continued success of this tourist honey pot. Measures to include:*
 - *Resurfacing*
 - *Street lighting enhancements*
 - *Street furniture enhancements*
 - *Landscaping and street trees*
- *Improvements to sustainable transport infrastructure across Bewdley, including improvements to bus stops, footpaths and cycle ways*
- *A smarter choices programme, to promote enhanced transport choice in Bewdley*

The Wyre Forest Rural Package

This package is expected to include:

- *Schemes to improve accessibility to key services and facilities for those that do not have access to a car in South Worcestershire*
- *A smarter choices programme, to promote enhanced transport choice in rural areas of the Wyre Forest*
- *Improvements to sustainable transport infrastructure across the Wyre Forest, including Public Rights of Way and enhancement of accessibility to key services and facilities, including green infrastructure*

Figure 1.6 - Plan Showing Indicative Investment Proposals in the Wyre Forest District Area



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To the best of our knowledge all information was correct at the time of printing: October 2010.