



# Local Transport Plan

Consultation Document

# Have Your Say

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## Foreword

### Foreword

- 1 Transport and travel is a fundamental part of everyday life – it enables us to visit friends and family, commute to work, access healthcare, education, shopping and leisure activities, and supports a healthy and vibrant economy. The Local Transport Plan (LTP) aims to capitalise on the strengths of the existing transport system in Cheshire East, including excellent transport links to major centres via the rail and motorway network, and set out a strategy of how we will look to improve it into the future.
- 2 Good transport connections are integral to our ambitious plans for economic growth and protecting our environment to ensure a sustainable future for all our residents and businesses. The quality of the transport on offer will be influential in meeting our wider aspirations for the borough, as set out in our Sustainable Community Strategy – “Ambition for All”.
- 3 We are ambitious about our future in Cheshire East and the role transport will play, but we must also be realistic about the challenges we face. The way we travel is changing to adapt to climate change and new technologies, the age profile of the population and shifts in the global economy. Our travel patterns are car dependent for the majority, which means we will have to find ways to travel smarter, possibly less often and in some cases look to other modes of travel such as public transport, walking and cycling.
- 4 The LTP will shape future investment in our highways and public transport network over the next 15 years, so we would welcome your comments on the proposed priorities and strategic direction for transport in Cheshire East.
- 5 Once finalised, the strategy will be supported by three year implementation plans which will transform our strategy into action. There will be a period of public consultation on the first draft implementation plan in the New Year.
- 6 I look forward to receiving your comments and suggestions.



A handwritten signature in black ink, appearing to read 'Wesley Fitzgerald'.

Wesley Fitzgerald  
Leader of Cheshire East Council

If you have any questions about the consultation process, please email:  
[ltp@cheshireeast.gov.uk](mailto:ltp@cheshireeast.gov.uk)

## Have Your Say!

- 7 Cheshire East's new Local Transport Plan (LTP) will be published in April 2011.
- 8 We want to ensure that the LTP reflects the needs of local people and businesses, so we have launched this public consultation on the draft strategy from **Tuesday 19<sup>th</sup> October** until **Sunday 21<sup>st</sup> November 2010**.
- 9 This consultation document summarises our plans so far, and now everybody has the opportunity to have their say on our proposals.



**What do you think?**

**What should be our transport priorities for the next 15 years?**

- 10 Please find enclosed a questionnaire to enable you to comment on the proposed policies and priorities. Please complete the questionnaire and return using the FREEPOST address below by Sunday 21st November.

**Cheshire East LTP Strategy Consultation**  
FREEPOST CW247  
Floor 6 - Strategic Highways & Transportation  
Delamere House  
Crewe  
CW1 2LL

- 11 The full draft LTP strategy is available to view and comment on via the website - [www.cheshireeast.gov.uk/travel](http://www.cheshireeast.gov.uk/travel)





## What is the LTP?

### What is the LTP?

**12** The Council are developing a long term transport strategy for Cheshire East, which will cover the period from April 2011 to March 2026. This summary document sets out the proposed objectives, policies and priorities for transport.

**13** Cheshire East's draft LTP strategy relates directly to the seven priorities of the Sustainable Community Strategy (SCS) – 'Ambition for All' – to illustrate how transport contributes to the achievement of wider aspirations for the area. The SCS thematic areas are:

- Ensure a sustainable future
- Create conditions for business growth
- Drive out the sources of poor health
- Nurture strong communities
- Support our children and young people
- Prepare for an increasingly older population
- Unlock the potential of our towns



**14** The LTP strategy will be supported by rolling three year implementation plans, translating the strategy into deliverable actions. The first implementation plan will be released for public consultation in January / February 2011 and will include a criteria for prioritisation against which potential initiatives will be judged, as well as performance indicators.



### Proposed Priorities

- 15** In developing the draft strategy, consideration has been given to the relative priorities across the thematic areas of the Sustainable Community Strategy (i.e. where transport can achieve the greatest results). Following consultation with stakeholders and Councillors, the proposed priorities for the LTP are “**ensure a sustainable future**” and “**create conditions for business growth**”.
- 16** It is proposed that future investment in transport will be directed towards the policies and interventions which support these priority areas to help grow the economy and tackle carbon emissions. This does not mean that the needs of the other thematic areas will be neglected – rather they will be supported by targeted aspects of the adopted policy solutions, which have a wide sphere of influence in other areas (e.g. needs of young and older people).
- 17** In addition, within each thematic area indicative priority policies have been identified for public consultation and are set out below. The policies within the sustainability and business growth themes are ‘core’ policies – others are ‘complementary’ and will be taken forward where resources allow, where they reflect community priorities and/or development aspirations.
- 18** The ‘core’ policies are:

#### Sustainability

- Public Transport (Service Levels & Reliability) – Work with passenger transport operators (bus, rail, community transport & taxis) to explore improvements to service levels and reliability.
- Public Transport (Integration & Facilities) – Work with passenger transport providers (bus, rail and community transport) to improve public transport integration and facilities.
- Spatial Planning – Seek to minimise the future need to travel through a strategy in the Local Development Framework that focuses most new developments in larger settlements where there is a good range of housing, jobs, shops and services already accessible by public transport, cycling and walking.

#### Business Growth

- Maintenance – Adopt a robust and efficient approach to maintenance to minimise deterioration in the highway network and associated infrastructure assets (e.g. lighting, street furniture etc.)
- Network Management – Effectively manage the highway network to reduce the level of delay and provide for the needs of all road users including pedestrians, cyclists and motorists.
- Enabling Development – Seek to enable appropriate new development by supporting transport infrastructure, regeneration and/or behaviour change initiatives that will mitigate the potential impact of development proposals.

## Ensure a Sustainable Future

### Ensure a Sustainable Future

- 19** To ensure a sustainable future, the SCS identifies the key transport role as: improving transport connections and accessible services, but also in supporting provision of appropriate housing, while protecting the countryside and encouraging more sustainable living. This will include ensuring that Cheshire East's ambitious plans for growth in the spatial priority areas of Crewe and Macclesfield encourage sustainable living.

- 20** Hence, the key issues revolve around management of transport impacts through the spatial planning system, and especially minimising the need to travel, and ensuring that there are attractive and available sustainable alternatives for the trips people make. This means walking and cycling for shorter journeys and efficient public transport for longer journeys.



- 21** The scale of the challenge in this area is evidenced by the past and projected growth in CO2 emissions from road transport, which is 37% of the total and is expected to grow by 2020 – whereas other sources of carbon are being reduced. Macclesfield, Knutsford and Wilmslow have the highest emissions from road transport in the borough. This is indicative of a very car dominated area and low public transport use relative to other areas.

#### PRIORITY POLICY

**Policy S1 Spatial Planning:** Seek to minimise the future need to travel through a strategy in the Local Development Framework that focuses most new developments in larger settlements where there is a good range of housing, jobs, shops and services already accessible by public transport, cycling and walking.

#### S1 Policy Initiatives

- 22** Undertake **transport assessments of strategic site proposals** to assess the likely cumulative impact of development proposals on the highways and transport network; and work with **neighbouring authorities** to test the transport impact of adjacent developments on Cheshire East's transport network.

### POLICY

**Policy S2 Climate Change – Mitigation & Adaptation:** Ensure that transport policies support wider climate change objectives and adaptation needs.

#### S2 Policy Initiatives

- 23 Strategic joint working** with partners across all sectors to develop, implement and monitor initiatives to reduce CO2 emissions from transport; develop and implement a **Carbon Management Plan** for the Council to reduce CO2 emissions from buildings, transport and service delivery; and **influence travel behaviour** to reduce the need to travel by private vehicle and promote the use of sustainable modes of transport.

### PRIORITY POLICY

**Policy S3 Public Transport (Integration & Facilities):** Work with passenger transport providers (bus, rail and community transport) to improve public transport integration and facilities.

#### S3 Policy Initiatives

- 24** The initiatives to translate this policy into action are: **encouraging multi-modal travel** to improve integration between different modes of transport (e.g. timetable modifications); **railway station improvements**, particularly in Crewe; improving **facilities at public transport hubs** through improved car parking and cycle parking; improvements in **access to public transport hubs** including improved signing and improvements to walking routes; improving **bus stop condition** through improvements to quality, safety and accessibility; and encouraging the use of **green fleet**.



### PRIORITY POLICY

**Policy S4 Public Transport (Service Levels & Reliability):** Work with passenger transport operators (bus, rail, community transport & taxis) to explore improvements to service levels and reliability.



## Ensure a Sustainable Future

### S4 Policy Initiatives

- 25** Bus services - consider the options for **supported services** through revised support criteria; seek **new commercial opportunities** by working with operators to explore opportunities where there is likely to be a concentration of demand; and support the provision of additional **bus driver training**.



- 26** Rail services - work with strategic partners (e.g. GMPTE, Welsh Assembly Government) to influence **rail service specifications** ; work with stakeholders to improve the local rail network, including **reinstating passenger services** on the Middlewich to Sandbach railway line.

#### POLICY

**Policy S5 Public Transport (Information & Marketing):** Work with passenger transport operators to promote the use of public transport through improved information and marketing.

### S5 Policy Initiatives

- 27** **Target promotion** towards commercial services which are 'at risk', services with the greatest potential for mode change, high frequency routes and new or amended services; **multi-media information** to communicate with passengers through a variety of channels; and **computerised booking systems** for flexible transport services to improve the efficiency and facilitate scheduling of services.



#### POLICY

**Policy S6 Public Transport (Fares & Ticketing):** Work with passenger transport operators to develop fare initiatives and simpler ticketing solutions.

### S6 Policy Initiatives

- 28** Work with operators and cross boundary partners to explore **intelligent ticketing solutions** including multi-modal options; and **monitor and review the fare structure** to identify any issues associated with the cost of travel by public transport.

#### POLICY

**Policy S7 Walking:** Work with stakeholders to improve facilities for walking so that it is attractive for shorter journeys.

### S7 Policy Initiatives

- 29** **Footway and footpath improvements** including resurfacing, provision of lighting and seating, and the removal of barriers; support the development of **new walking routes, pedestrian crossing points** and **route signing** for on and off-road pedestrian routes to encourage greater use for walking.



#### POLICY

**Policy S8 Cycling:** Work with stakeholders to improve facilities for cycling so that it is attractive for shorter journeys.

## Ensure a Sustainable Future

### S8 Policy Initiatives

- 30** Seek to provide **new cycle routes** both on-road cycle lanes and off-road routes to make commuter cycling a safe and quick alternative to car use; **junction and route improvements for cyclists** including the provision of filter lanes, advanced stop lines and toucan crossings to prioritise and enhance the safety of cyclists; work to provide greater **cycling facilities**; improved **route signing** which state the destination, distance and journey time to selected destinations.




### POLICY

**Policy S9 Technology & Energy Efficiency:** Encourage technological development in transport services in partnership with operators to improve energy efficiency of transport infrastructure.

### S9 Policy Initiatives

- 31** Investigate **hybrid and electric vehicle** options for fleet vehicles and seek to promote their use more widely in Cheshire East, including provision of charging points where possible, particularly in new developments; investigate the dimming or removal of unnecessary **street lighting** at certain times; **introduce low energy technology** (e.g. replace traditional illuminated bollards with reflective technology); and utilise **sustainable materials** (e.g. aggregates in highway maintenance projects).

### Create Conditions for Business Growth

- 32** The issues in relation to business growth focus on creating the conditions for greater prosperity, and in transport terms, centre on the removal of barriers to doing business, such as congestion. Current congestion ‘hotspots’ occur on the inter-urban network including Crewe Green Roundabout and the A500 Barthomley Link in Crewe, as well as the A34 around Congleton and the A6 through Disley. Schemes such as the Crewe Green Link Road will unlock the potential of towns, enable development and make Cheshire East an increasingly attractive location for business growth.
- 
- 33** There are important links to the sustainability chapter above, in that the locations of new commercial activity will create destinations which people will wish to access from both existing and new housing sites. Hence, the two will need to be planned together, particularly where edge of centre sites need improved access provision.
- 34** Further location and access issues are raised by the existence of pockets of deprivation and worklessness in parts of the borough, particularly in Crewe, with a need for jobs at suitable skill levels and which can be reached affordably without the need to run a private car. These issues will be accounted for further in transport frameworks developed locally.
- 35** Attracting investment and fostering growth in the commercial sector will need transport to be reliable and predictable – especially by road, where most goods movement and much business travel takes place. Hence, it will be vital to more effectively maintain and manage this network to ensure delays are minimised and journey quality is acceptable.

#### POLICY

**Policy B1 Strategic Partnerships for Economic Growth:** Work with neighbouring authorities, appropriate regional/sub-regional organisations, public transport operators and providers to enhance cross-boundary and strategic investment opportunities in transport.



## Create Conditions for Business Growth

### B1 Policy Initiatives

- 36** Work with the Highways Agency to improve the management of traffic on the **strategic road network** (motorways and trunk roads); support national initiatives to improve **strategic rail infrastructure** including the Northern Hub capacity improvement scheme and a high speed rail network serving the North West.
- 37** Continue to work with partners to investigate affordable ways of delivering schemes within the **South East Manchester Multi Modal Study (SEMMMS)**; seek to gain support through the Cheshire & Warrington **Local Enterprise Partnership (LEP)** for emerging transport priorities that unlock economic growth; co-ordinate ongoing liaison and partnership working with **Manchester Airport Group (MAG)**; work with **visitor economy partnerships** to develop and promote sustainable transport options for tourist attractions.



#### PRIORITY POLICY

**Policy B2 Enabling development:** Seek to enable appropriate new development by supporting transport infrastructure, regeneration and/or behaviour change initiatives that will mitigate the potential impact of development proposals.

### B2 Policy Initiatives

- 38** **Facilitate sustainable development** through the provision for walking, cycling, public transport and recharging points for electric vehicles; develop an appropriate approach to **developer contributions** that enables improvements to both local and strategic transport provision; work with developers, land owners and funding bodies to deliver **major infrastructure for new development** that unlocks new development opportunities; and consider initiatives that would help support proposals for **transport & regeneration** improvements.

#### PRIORITY POLICY

**Policy B3 Network Management:** Effectively manage the highway network to reduce the level of delay and provide for the needs of all road users including pedestrians, cyclists and motorists.

### B3 Policy Initiatives

- 39** Develop a functional hierarchy of roads based on road-user need to help determine priorities for **network and route planning** and work with neighbouring local authorities to ensure consistent cross-boundary “route management”; seek to improve **junction efficiency** through minor alterations to signal timings or junction geometry; effectively co-ordinate and **manage network disruption** (e.g. roadworks) and plan effective strategic diversion routes.
- 40** Undertake a review of existing highway signage and pedestrian guard railing across the borough with the aim to reduce the amount of unnecessary **highway clutter**; seek to provide further functionality and continue to develop the range of **driver information** on roadworks and delays; develop a programme of remedial work at high risk **road-rail incursion** sites; **prepare for climate change** by developing suitable mitigation or contingency plans where the network is most susceptible.



### POLICY

**Policy B4 Network Improvement:** Work to improve the operation of the highway network for all users through provision of new and enhanced infrastructure.

### B4 Policy Initiatives

- 41** Investigate **highway capacity improvements** where alternative options are unable to alleviate traffic and congestion problems in key locations; investigate potential **junction upgrades** and the need for upgraded facilities for pedestrians and cyclists at key junctions; explore opportunities to develop **bus priority measures** on the highway network to reduce delays and improve reliability of services.



## Create Conditions for Business Growth

### POLICY

**Policy B5 Freight:** Work with freight operators and organisations to establish appropriate freight routes, delivery routines and driver practices to minimise congestion and pollution.

#### B5 Policy Initiatives

- 42** Establish a **freight partnership** for road hauliers to address concerns around routing, driver behaviour and delivery times; ensure that **freight routes and delivery access** arrangements are appropriately maintained and signed; support initiatives by developers, businesses, Network Rail and operators, to promote **rail freight transfer**.



### POLICY

**Policy B6 Parking:** Adopt a consistent and structured approach to parking supply, management and tariffs, seeking to balance the issues of sustainability, quality of life and economic vitality.

#### B6 Policy Initiatives

- 43** Invest in the **provision of high quality parking** in appropriate locations, balancing the needs of a range of users; maximise the availability of short-stay **retail parking** in central locations and encourage long-stay business parking in areas less crucial for retail customer access, also examine the potential for Park and Ride provision to reduce town centre congestion.
- 44** Consider the needs of local residents and support the introduction of **Residents Parking Zones**, where appropriate; ensure a consistent approach to **parking management** across the borough which includes flexibility to reflect local pressures (e.g. congestion) and which encourages sustainable travel choices.

### POLICY

**Policy B7 Business Innovation:** Support businesses to reduce carbon emissions from transport and minimise car use.

#### B7 Policy Initiatives

- 45** Work in partnership with the private sector to promote improved **Broadband infrastructure** throughout all parts of the borough; work to encourage existing employers to develop **travel plan initiatives** to encourage more sustainable business and staff commuting practices; and **Council travel** initiatives to reduce the need to travel, and influence the travel behaviour of employees for both business travel and the journey to work.

### PRIORITY POLICY

**Policy B8 Maintenance:** Adopt a robust and efficient approach to maintenance to minimise deterioration in the highway network and associated infrastructure assets (e.g. lighting, street furniture etc).

#### B8 Policy Initiatives

- 46** Develop a 'whole' life cycle approach in developing a **transport asset management plan** which will apply to all of the key transport assets which the Council is responsible for including footways, carriageways, highways drainage, street lighting, bridges, traffic signals, signs and public rights of way; adopt relevant new technologies for **defect reporting and response times**; and increase the durability and lifespan of **temporary road repairs** through the use of innovative technologies and materials.





## Drive Out the Sources of Poor Health

### Drive Out the Sources of Poor Health

- 47** The action to drive out the **sources of poor health** highlights two obvious challenges: the first is to reduce loss of life and injury in transport-related accidents; and the other to ensure people do more walking and cycling, which will help reduce obesity levels and the related health problems of diabetes, heart disease and cancer targeted by the SCS.
- 48** Alongside this, a less obvious positive contribution to health can be made by ensuring that all people have good access to nature and the countryside, which is proven to have a beneficial effect on mental health and well-being, as well as the active travel benefits.
- 49** Although big improvements in road safety have been made in recent years, there are still significant numbers of accidents, with over 68% of residents reporting having been involved in a road traffic collision. The roads remain disproportionately higher risk for motorcyclists, cyclists and people on foot – so creating a further barrier to active travel.

#### POLICY

**Policy H1 Targeted Health Action:** Work with stakeholders to identify communities, groups or areas in most need; and seek to identify targeted solutions that lower obesity rates and increase physical activity.

#### H1 Policy Initiatives

- 50** Support **health partnerships** to improve the health and well-being of residents; **target high risk groups** (e.g. children and young people, older people, disabled people, and geographical areas of low life expectancy) with active travel promotion, provision of infrastructure, facilities and training, and infrastructure improvement.



## PRIORITY POLICY

**Policy H2 Promotion of Active Travel and Healthy Activities:** Work in partnership to promote walking, cycling and horse riding as active travel options and healthy activities.

### H2 Policy Initiatives

- 51** Promote opportunities and facilities for active travel and healthy activity using appropriate media such as signage, walking and cycling maps, leaflets, events, internet sites and other technologies; undertake and support **organised walks, rides and activities** which encourage people to partake in healthy activities that they may not otherwise have the confidence or knowledge to do; enhance the accuracy of the Definitive Map and Statement and other records to provide up to date **public information on the public rights of way network**.



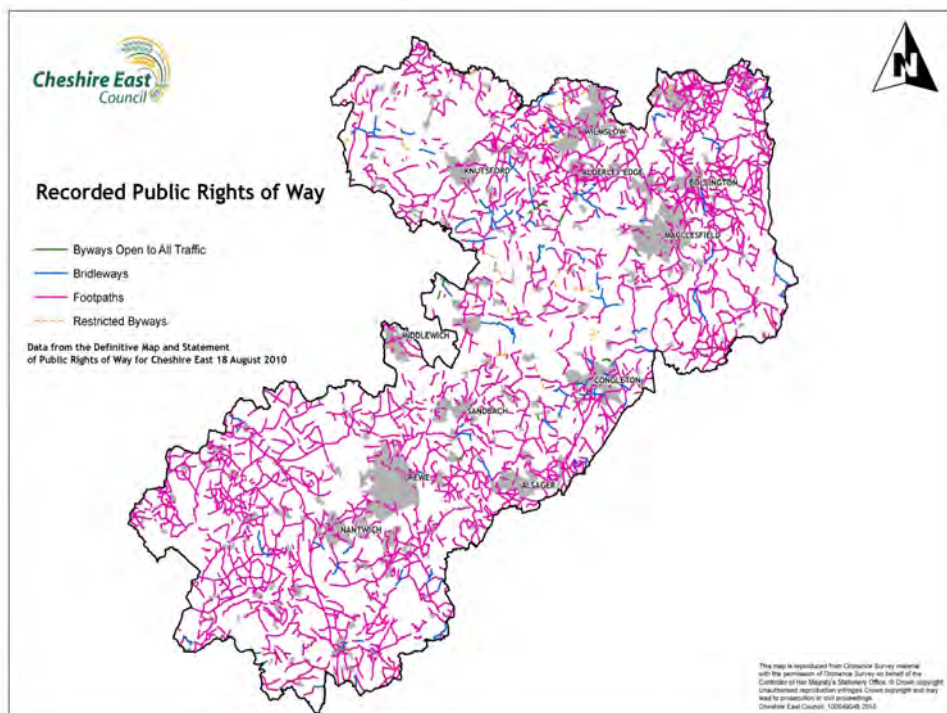
## PRIORITY POLICY

**Policy H3 Public Rights of Way & Green Infrastructure:** Protect and enhance public rights of way and transport related green infrastructure and endeavour to create new links where beneficial for health or access to green spaces.

### H3 Policy Initiatives

- 52** Improve **access to green spaces** for all members of society, including disabled people, to and within green infrastructure; seek to improve **links to key services** by routes and green infrastructure through improved surfacing and signage and creating links where gaps exist in the network; endeavour to create and enhance **leisure routes for cyclists and horse riders**; improve **litter, environmental health, safety and security**; and ensure adequate maintenance and improvements of land within the Council's ownership such as **country parks, town parks and public open space**.

## Drive Out the Sources of Poor Health



### POLICY

**Policy H4 Air Quality:** Work to improve air quality in the borough.

### POLICY

**Policy H5 Noise:** Seek to reduce the impact of noise pollution from transport.

### H4 & H5 Policy Initiatives

- 53** Work to raise awareness of air quality issues, and **public information** to communicate the results of air quality monitoring; undertake a series of sector specific campaigns aimed at better awareness of how improved **driver technique** can reduce vehicle emissions.
- 54** Undertake roadside **vehicle emission testing** of vehicles to ensure they meet vehicle emission regulations; continue to investigate innovative techniques and encourage adoption of **new technology** designed to improve local air quality; and where necessary for environmental reasons utilise **quiet surfacing systems** in highway maintenance activities.

### POLICY

**Policy H6 Road Safety (Education):** Work with partners to improve road safety through targeted education campaigns.

#### H6 Policy Initiatives

- 55** Work with local and sub-regional partners to **target high risk groups** (e.g. young adults and motorcyclists); better inform all drivers and riders of the consequences of excessive speed, alcohol impairment and not wearing seatbelts through the use of **national behavioural campaigns**; and work with schools, employers and in local communities to provide road safety **cyclist training**.



### POLICY

**Policy H7 Road Safety (Enforcement):** Work with partners to improve road safety through targeted enforcement in high risk areas.

#### H7 Policy Initiatives

- 56** Support the use of existing **speed cameras** at high risk sites to encourage drivers and riders to abide by speed limits; and support targeted **innovative enforcement schemes** to enhance road safety in towns and villages and on rural roads. For example, using peak time collision data to target specific at-risk groups, considering temporary introduction of Speed Indication Devices (SIDs) or assistance with informal community speed camera enforcement schemes.

### PRIORITY POLICY

**Policy H8 Road Safety (Engineering):** The Council will improve road safety through highway design improvements at collision blackspots.




## Drive Out the Sources of Poor Health

### H8 Policy Initiatives

- 57** Contribute towards the reduction in the number of road traffic incidents by undertaking appropriate highway design improvements through **local safety schemes**; take account of the needs of **vulnerable road users** (e.g. pedestrians, cyclists and horse riders) and the Disability Discrimination Act 2005 when undertaking highway design; consider the viability of introducing '**Quiet Lanes**' in villages to enhance pedestrian and cycling road safety using appropriate best practice guidance.



### Nurture Strong Communities

- 58** In nurturing **strong communities**, the key transport issues will be primarily local, so engagement and consideration of their views prior to determining any course of action will be crucial in achieving the SCS priority to ‘support the community to support itself’.
- 59** Local delivery of services and enabling solutions to emerge from within communities is vital to success – often finding innovative ways to retain service provision more locally, so reducing the need to travel to larger towns to access the facilities that people want. This capacity can be improved by devolving responsibility for delivery and maintenance of some current Council transport-related activity down to town, parish and local level.
- 
- 60** Accessibility to services such as education, employment, shopping and leisure can be challenging for the 39% of Cheshire East’s population living in rural areas. Areas within the Nantwich LAP have the greatest distance to travel to reach key services. Accessibility within towns can also be challenging, particularly in areas of deprivation where cost can be a barrier. Improvements in this area can emerge through technology, as well as transport services.
- 61** The best solutions to providing for disabled people, and those who experience difficulty with making longer trips, may also often be found within their local communities. This should however complement measures to ease physical access to public transport and the availability of flexible, on-demand door-to-door services for those who need them.

#### PRIORITY POLICY

**Policy C1 Community:** Work in partnership with local communities to support community-led solutions that improve accessibility to key services (employment, education, health, shopping and leisure).

#### C1 Policy Initiatives

- 62** Through **community engagement**, encourage local people to identify and prioritise transport and accessibility issues relevant to their community; adopt a flexible and open approach to **community-led initiatives** and support local people to develop a range of solutions.

## Nurture Strong Communities

- 63** Support **local service delivery** initiatives to provide access to services (e.g. mobile service delivery and local delivery hubs); implement small-scale **local minor infrastructure improvements**; and utilise the knowledge and expertise of specialist interest **community groups** (e.g. Cheshire East Cycling Forum, Community Rail Partnerships).

### PRIORITY POLICY

**Policy C2 Accessibility of Services:** Work with partner organisations and local communities to make key services easier to access with a particular focus on disadvantaged groups and areas, including people living in rural areas, older people, young people and those without access to a car.

#### C2 Policy Initiatives

- 64** Work with service providers to influence **key service location** to ensure that any changes do not have a detrimental impact on accessibility for vulnerable groups and isolated people; work with service providers to explore the opportunity for **multi-use premises** to provide a wider range of services locally (e.g. village halls & community centres).
- 65** Further utilise **rural taxi services** and private hire vehicles by investigating innovative sharing initiatives; explore **access to employment, skills and education** initiatives to ensure that future and (where possible) existing sites are as accessible as possible to local communities; encourage **sustainable communities** where people “live local, work local, buy local” including the availability of allotments to facilitate access to affordable healthy food.

### PRIORITY POLICY

**Policy C3 Access for all:** Consider the diverse range of needs concerning disabled people and other groups who experience difficulties using the transport system.

#### C3 Policy Initiatives

- 66** Undertake regular **accessibility audits** of key transport infrastructure to ensure that they are accessible for those with mobility constraints and disabled people; encourage operators to use **accessible vehicles** by replacing older bus and rail vehicles with high quality fully accessible buses or carriages; and support the provision of **accessible information** in a range of formats to increase access to information.



- 67** Support **independent travel training** for people with disabilities and learning difficulties to gain the essential skills they need to access 'mainstream' public transport services; promote **social care transport options** and facilitate informed decision-making through easier access to information for accessing facilities (e.g. day care centres); review current **concessionary bus travel** criteria to ensure it offers value for money and supports broader policy objectives; and promote the **concessionary rail cards** national scheme offered to older people and people with disabilities.

### POLICY

**Policy C4 Crime & Terrorism:** Work with partners to reduce crime, fear of crime and anti-social behaviour on the transport network.

#### C4 Policy Initiatives

- 68** Reduce the incidence of crime and anti-social behaviour on the transport network through **targeted safety improvements**; improve the **security of stations and bus stops** including installation of CCTV; enhance **car park security** particularly those close to public transport interchanges not owned or operated by the Council; and ensure appropriate provision of **street & footpath lighting** to enhance actual and perceived safety.





## Support our Children & Young People

### Support our Children & Young People

- 69** Many of the transport issues affecting **children and young people** are closely related to accessibility by modes other than the car, since most will be too young to drive. Here, there are particular challenges associated with ensuring access to education at all stages.
- 70** Additionally, issues remain with younger people's exposure to risk on the roads – with over 10% of those killed or seriously injured being under 16, along with unusually high risks of involvement in an accident for car occupants and motorcyclists under 25. This sits alongside the growing threat to young people's health from rising obesity rates.
- 71** The overall health and accessibility issues identified above are often exacerbated for young people; however, outside of the education sector, better targeting of solutions – rather than additional measures – may be the best way to ease the transition to adulthood.



### POLICY

**Policy Y1 Travel to Education:** The Council will work with schools and colleges to enable sustainable travel to education, including appropriate provision for those eligible for free or assisted transport.

### Y1 Policy Initiatives

- 72** The potential initiatives to translate this policy into action are: **review the home to school transport policy** including the discretionary elements of the eligibility criteria; encourage **safer routes to school** by identifying potential safety improvements on key routes to schools through travel plans and address issues identified; explore a range of initiatives to promote and **encourage sustainable travel**; work with partners to **respond positively to changes in education delivery** (e.g. 14-19 diploma)



## Support our Children & Young People

to meet the transport needs of children and young people; work with schools and parents to encourage **sharing arrangements** for travel to education. For example, car share, park and ride, taxi sharing and minibus contracts.

### POLICY

**Policy Y2 Targeted Action for Children and Young People:** Work with stakeholders to ensure that transport provision and facilities meet the needs of children and young people.

### Y2 Policy Initiatives

- 73** The potential initiatives to translate this policy into action are: promote the services which offer fare reductions for young people and explore ways of providing **fare and ticketing incentives** for young people to use public transport; identify where transport is a barrier to employment, education and training, particularly for young people aged 16-18, and explore **transport linkages from areas of deprivation**.

## Prepare for an Increasingly Older Population

### Prepare for an Increasingly Older Population

- 74** Transport issues faced by **older people** are in many ways a subset of the challenges outlined in the community and health thematic areas. Retaining good health longer through life is important, and active travel and access to a range of facilities and services helps older people retain a higher quality of life for longer, postponing the time when availability of specialist transport and access to healthcare services become the primary transport issues affecting them.
- 75** Cheshire East has a large (19%) and growing – but also a largely healthy and prosperous – population of older people, with increasing numbers continuing to drive for longer as well as a high take-up of free concessionary bus travel. However, as people live longer, they eventually require more specialist support and the issues of transport to facilities versus at-home service provision will become acute. Older people have expressed more difficulty accessing hospitals than other facilities, and need for better targeted services.
- 
- 76** Inevitably, physical mobility declines with age, and it is important to ensure that day-to-day use of transport systems and streets is not compromised by unnecessary barriers to older people's mobility such as high kerbs or steps, lack of seating, or poor information, as well as minimising the risk of slips, trips and falls on streets and in transport systems. The Poynton shared space scheme is a positive example of where this approach has been implemented.

#### POLICY

**Policy O1 Targeted Action for Older People:** The Council will work with stakeholders to ensure that transport provision and facilities meet the needs of older people.

#### O1 Policy Initiative (Availability)

- 77** Targeted promotion and marketing to improve **travel options awareness** amongst older people, including pre-booked transport options such as Dial-a-Ride; and work with third party providers to promote and develop an **older driver assessment and training initiatives**.

## Prepare for an Increasingly Older Population

### O1 Policy Initiative (Accessibility)

- 78** Improve the physical infrastructure most heavily used by older people through **targeted access improvements**, such as provision of dropped kerbs, pedestrian crossing points and accessible bus stops. The focus will be on areas likely to make the greatest impact to the lives of older people, for example routes approaching community centres, care homes and healthcare centres.



## Unlock the Potential of Our Towns

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### POLICY

**Policy T1 Towns:** Work with stakeholders and the community to develop a local approach to transport issues that helps address local priorities and deliver the strategic objectives of the SCS and LTP.

### T1 Policy Initiative

- 79** The initiative to translate this policy into action is to develop **Transport Frameworks for Towns** in order to ascertain local priorities and undertake locally specific discussion on transport issues within each of the principal towns and key service centres (to be defined by the LDF).



## What Happens Next

### What Happens Next?

**80** Following public consultation, the transport policies and priorities will be finalised and reflected in rolling three-year implementation plans to allocate resources, as well as in each of the LTP daughter documents. The technical daughter documents include Transport Asset Management Plan, Network Management Plan, Rights of Way Improvement Plan, Passenger Transport Strategy, Road Safety Strategy and Transport Frameworks for Towns.

**81** The key dates in the development of the LTP are as follows:

Key Dates	Key Event
20th Oct 2010	Results of Government "Comprehensive Spending Review"
19 <sup>th</sup> Oct – 21 <sup>st</sup> Nov 2010	Public consultation on draft LTP strategy
Jan – Feb 2011	Public consultation on draft implementation plan
Feb 2011	Final LTP strategy
Mar 2011	Final LTP implementation plan

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