Appendix A: Objectives

Draft LTP Objectives

Outcome objectives
- Enable good access for all, while seeking to enhance sustainability
- Have reliable and resilient transport networks
- Facilitate and accommodate growth in a sustainable way
- Manage and develop the transport network in a way that increases attractiveness, supports communities and enhances quality of life
- Reduce transport related carbon emissions
- Minimise the impacts of transport on our environment
- Maintain the highway network
- More travel by active modes
- Reduced risk of death or injury due to transport accidents.

Cross cutting delivery objectives
- Focus resources on those schemes which produce the greatest benefit.
- Maximise the benefit of existing assets.
- Ensure partnership working with stakeholders to deliver added value.
- More community involvement in the design, provision and management of transport

Draft LTP Objectives and outline of Policies and relationship to Shropshire Community Plan

Priority 1 – Enterprise and growth, with strong market towns and rebalanced rural settlements

Our aspiration: Shropshire's economy will be dynamic and modern, with an enterprise culture that attracts investors and skilled workers. Shrewsbury and Shropshire's market towns will have a distinct identity, be vibrant and accessible, and rural settlements will be strengthened as hubs of activity and development either individually or as networked clusters, providing community benefit leading to more sustainable places and a rebalancing of the countryside.

Community Plan Aim (By 2020 we will ensure that…)	Transport Output that would help to achieve the community plan goals	LTP Objective	Outline of Policies (We will……)
1. The economy is sustainable and businesses are competitive and resilient	• Good connectivity and access for workers, customers and goods • Predictable and reliable journey times • Enable a choice of transport modes to improve access for all and to enhance sustainability	• Enable good access for all, while seeking to enhance sustainability • Have reliable and resilient transport networks	• Encourage location of business with significant transport requirements in more accessible locations with good access by sustainable modes *(link to LDF.)* • Make best use of our roads by following a hierarchy of managing demand then increasing capacity before building new roads • Improve access to rail stations • Lobby for improvements to rail services • Lobby for specific enhancements to trunk roads • Support and seek to improve the suitability of freight distribution • Address congestion hotspots to enhance reliability through cost effective measures • Minimise disruption to network users from maintenance works and unexpected events
2. The local workforce has higher skill levels and access to better paid employment	• Good access to education and job opportunities	• Enable good access for all, while seeking to enhance sustainability	• Encourage location of education facilities and large employers in more accessible locations with good access by sustainable modes *(link to LDF)* • Improve sustainable access for all to work and education opportunities (including wheels to work)
3. Services meet the needs of local people and access is easier	• Good access to services	• Enable good access for all, while seeking to enhance	• Encourage location of key shops and services in more accessible locations with good access by sustainable modes *(link to LDF)*

Community Plan Aim (By 2020 we will ensure that…)	Transport Output that would help to achieve the community plan goals	LTP Objective	Outline of Policies (We will……)
		sustainability	• Provide and manage town parking as part of a balanced transport network meeting accessibility needs • Provide park and ride services where these can provide a viable alternative to town centre parking • Support more local, remote and electronic provision of services to reduce the need to travel • Ensure at least a minimum standard of bus access to essential services
4. Housing meets the needs of local people through a range of suitable housing options, particularly affordable housing developments	• Transport provision for new housing development, and managing the increased travel demand resulting from housing growth	• Facilitate and accommodate growth in a sustainable way	• Encourage location of new housing development in more accessible locations with good access by sustainable modes *(link to LDF)* • Ensure design of new developments prioritises active and sustainable travel modes *(link to LDF)* • Seek financial contributions to necessary improvements to transport infrastructure and services as a result of new housing development *(link to LDF)*
5. Shropshire's reputation as a great place to live, work and visit will be widely recognised	• Good access to a range of places by a choice of transport modes • Minimised negative impacts of transport (e.g. noise, congestion, impacts on streetscape) • The transport network to positively contribute to enhancing attractiveness and vibrancy of towns, villages and rural areas	• Minimise the impacts and of transport on our environment. • Reduce the impact of traffic on communities and quality of life	• Develop, manage and maintain the transport network in our market towns in a way which helps to enhance attractiveness and vibrancy • Enhance tourist access and experience and encourage greater use of sustainable travel modes

Priority 2 – Responding to climate change, and enhancing our natural and built environment

Our aspiration: Shropshire will be recognised as a leader in responding to climate change. We will work with communities to prepare for and adapt to the issues that climate change may bring and ensure the rich varied environment is valued, protected and enhanced. Natural resources, waste and water will be managed efficiently and we will adapt our needs to meet the changing demands of the climate.

Community Plan Aim (By 2020 we will ensure that:)	Transport Output that would help to achieve the community plan goal	LTP Objectives	Outline of Policies (We will……)
1. Shropshire has a lower carbon footprint, inspired and implemented through community leadership	• Reduce total miles travelled • Greater use of lower carbon modes of transport • Improved efficiency of vehicles	• Reduce transport related carbon emissions	• Seek to reduce the number and length of vehicular journeys • Promote use of lower carbon modes • Promote and support use of alternative fuel and more efficient vehicles • Raise awareness of and encourage more efficient driving practices • Lead by example, including implementing the council carbon management and travel plans
2. Our rich and varied natural and built environment and heritage is protected and enhanced, balanced by innovative thinking in design, build and technology	• Reduce negative and enhance positive impact of roads and traffic on townscape, heritage. landscape, biodiversity, noise and air quality	• Minimise the impacts of transport on our environment.	• Seek improvements to air quality • Aim to minimise impacts of road traffic noise • Take opportunities to reduce unnecessary lighting and light pollution • Minimise the risk of flooding and water contamination • Minimise the impact of traffic and enhance the contribution highways to landscape and streetscape • Minimise impacts on biodiversity • Minimise the risk of soil contamination
3. Our streets are clean, the roads are maintained and there are accessible areas of the countryside and green open spaces	• Adequate road maintenance & street cleaning • Access to the countryside & open space	• Maintain the highway network • Enable good access for all, while seeking to enhance sustainability	• Undertake maintenance in the most cost effective way to provide safe roads and maintain the highway asset • Provide a safe road surface • Provide adequate drainage

Community Plan Aim (By 2020 we will ensure that:)	Transport Output that would help to achieve the community plan goal	LTP Objectives	Outline of Policies (We will……)
			• Manage street lighting in a sustainable way
			• Treat designated parts of the highway in winter to keep free of frost, ice and snow
			• Improve resilience of the highway network to changing climatic conditions
			• Consider environmental impacts and opportunities for environmental enhancements when undertaking highway maintenance
			• Ensure maintenance practices give a high priority to the needs of pedestrian and cyclists on appropriate routes
			• Enable access for all to the countryside and open space
4. Our natural resources are managed sustainably, and the generation and landfilling of waste is reduced	• Minimise use of natural resources in developing and maintaining the highway network	• Minimise the impacts of transport on our environment.	• Maximise efficient use of materials and encourage greater use of recycled materials

Priority 3 –Healthy, safe and confident people and communities

Our aspiration: Our communities are strong, healthy, safe and inclusive, and encourage cultural diversity, voluntary effort and participation in community life.

Community Plan Aim (By 2020 we will ensure that:)	Transport Output that would help to achieve the community plan goal	LTP Objectives	Outline of Policies (We will……)
1. Our communities are more vibrant, cohesive and residents take personal and collective responsibility for their wellbeing	• A transport environment that encourages social interaction • Responsible and considerate road users • Community involvement in the design, provision and management of transport	• More travel by active modes • Reduce the impact of traffic on communities and quality of life • More community involvement in the design, provision and management of transport *(cross cutting objective)*	• Create a physical and cultural environment where everyone feels confident to walk and cycle • Support community cohesion and reduce the severance effect of main roads and traffic • Set appropriate speed limits and take measures to achieve lower speeds on village and urban roads
2. Local people, particularly those who are younger, have better social, cultural and leisure facilities	• Good access to social, cultural and leisure facilities -particularly for young people	• Enable good access for all, while seeking to enhance sustainability	• Improve sustainable access for all to social, cultural and leisure facilities, with a particular focus on providing access opportunities for young people
3. Children and young people are encouraged to reach their full potential, and decide on Shropshire as their place of choice	• Good access to education, work and leisure opportunities for young people	• Enable good access for all, while seeking to enhance sustainability	• Improve sustainable access for all to work and education opportunities (including wheels to work)
4. Health inequalities between men and women and between affluent and non-affluent areas are reduced. People are healthy and more active, and healthcare provision is accessible and meets the needs of the community	• Greater opportunity to use active travel modes • Access to physical activities, healthy foods and healthcare	• More travel by active modes • Enable good access for all, while seeking to enhance sustainability	• Improve conditions for cycling and encourage cycle use • Improve conditions for walking and encourage more access by foot (including walking for health) • Improve sustainable access for all to sports facilities, health care and hospitals • Put particular emphasis tackling inequalities and on improve access and opportunities for more

Community Plan Aim (By 2020 we will ensure that:)	Transport Output that would help to achieve the community plan goal	LTP Objectives	Outline of Policies (We will……)
			disadvantages communities
5. Older people are active and healthy, have the opportunity to work if they wish, and those with long term conditions are supported to live independently	• Opportunity for older people to use active travel modes • Access to work for older people • Access for older people and those with disabilities	• More travel by active modes more often • Enable good access for all, while seeking to enhance sustainability	• Enable older people to stay active by providing appropriate walking and cycling facilities and encouragement • Improve sustainable access for all to work opportunities • Take reasonable steps to remove barriers to access for people with mobility difficulties
6. People feel safe, secure and protected, reflecting the low crime rate in Shropshire and recognising the contribution of public services in making Shropshire safe.	• Reduce risk of road accidents • Increase perception of road safety • Increase perception of personal security	• Reduced risk of death or injury due to transport accidents. • Reduce the impact of traffic on communities and quality of life	• Deliver cost- effective remedial measures to the highway which improve safety • Seek to improve awareness and behaviour of all road users through education and publicity • Target road safety initiatives at high risk groups • Work with partners to encourage compliance with and enforcement of road traffic laws • Adopt measures design to reduce crime, fear of crime and anti-social behaviours on the transport and highway networks
7. Drug and alcohol misuse and its impact is lower, enabling resources to be used elsewhere	N/A		
8. Families and individuals with more complex social, learning or health needs, and people whose circumstances make them more vulnerable than others are supported or protected through both appropriate and targeted services	• Special transport provision is available were necessary and mainstream transport provision caters for such individuals where possible	• Enable good access for all, while seeking to enhance sustainability	• Aim to make transport services accessible to all • Support specialist and community transport services which provide essential access for people with additional transport needs