

How Can Transport Contribute to a Flourishing Shropshire?

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Overview

- **Community Strategy objectives**
- **Transport objectives and challenges**
- **What do we need to do?**



“A Flourishing Shropshire”

1. Enterprise and growth with strong market towns and rebalanced rural settlements
2. Responding to climate change and enhancing the natural and built environment
3. Healthy, safe, confident people and communities



Economy - Transport Objectives

Community Plan Aim

Transport Objectives

Competitive, resilient businesses



Good, reliable access for workers, customers and goods

Higher skills & access to better paid employment



Access to education, access to jobs

Distinct, vibrant, accessible towns



Good access to towns
Reduce impact of traffic on towns

Housing to meet local needs



Accommodate increased travel demand resulting from housing growth

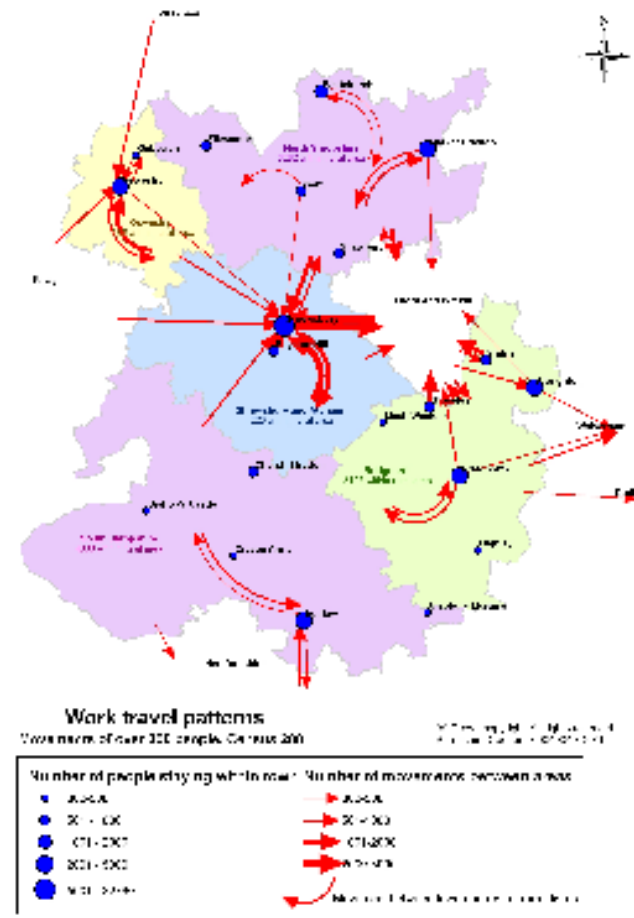
Reputation as a great place to live, work and visit- to encourage investment and skilled workers



Good access
Choice of transport modes
Attractive environment- Minimise impacts of transport e.g. noise, congestion, streetscape, landscape

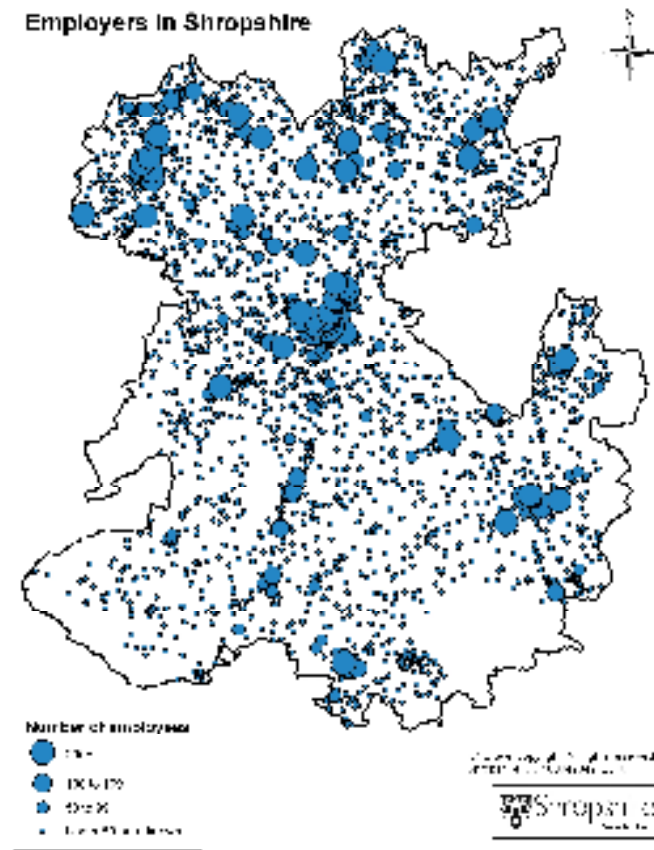
Economy-Key Facts

- Substantial housing and employment growth
- Travel to work
 - 13% home workers
 - 75% car, 4% public transport, 19% foot or cycle
 - 12% by car under 2km
- Most movements within towns, into Shrewsbury, Telford & other towns
- Access to work/ education difficult from rural areas without a car
- Limited congestion, but unexpected delays
- Tourism important, 86% by car



Economy - Key Challenges

- Accommodating growth while maintaining attractiveness
- Balancing good town access and parking with impacts
- Reliable road and rail networks
- Improving non-car access



Environment - Transport Objectives

Community Plan Aim

A lower carbon footprint

Natural and built environment & heritage is protected and enhanced

Our streets are clean, the roads are maintained

Accessible areas of the countryside and green open spaces

Transport Objectives

→ Reduce miles travelled, lower carbon modes, improved efficiency of vehicles

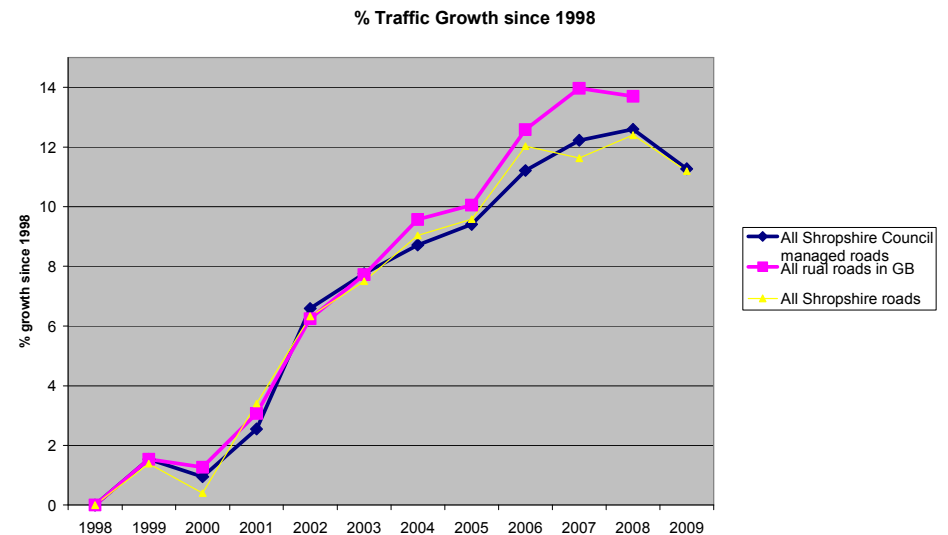
→ Reduce negative and enhance positive impact of roads and traffic on townscape, heritage, landscape, biodiversity, noise and air quality

→ Adequate road maintenance & street cleaning

→ Access to the countryside & open space

Environment - Key Facts

- Transport contributes half of all carbon emissions
- Growing emission source
- Traffic growth has slowed
- Increased park and ride use
- Four Air Quality Management Areas in Shropshire
- Road condition improving, but poor compared to some areas



Environment –Key Challenges

- Encourage sustainable travel modes
- Encourage more efficient vehicles
- Reduce traffic growth or rate of growth
- Manage traffic and roads in sensitive areas
- Maintain roads to an adequate standard



Access, Health & Safety- Transport Objectives 1

Community Plan Aim

Strong, vibrant, cohesive and inclusive communities where residents take personal and collective responsibility for their wellbeing

Local people, particularly those who are younger, have better social, cultural and leisure facilities

Children and young people are encouraged to reach their full potential, and decide on Shropshire as their place of choice

Transport Objectives

→ Transport for all
Local responsibility actions

→ Access to social, cultural and leisure facilities -particularly for young people

→ Access to education, work and leisure opportunities valued by young people

Access, Health & Safety- Transport Objectives 2

Community Plan Aim

Reduced health inequalities
People are healthy and more active
Healthcare provision is accessible

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

People feel safe, secure and protected.

Transport Objectives

→ Greater opportunity to use active travel modes
Access to physical activities, healthy foods and healthcare

→ Opportunity for older people to use active travel modes
Access to work for older people
Access for older people and those with disabilities

→ Reduce risk of road accidents
Increase perception of road safety
Increase perception of safety
Maximise security

Access, Health & Safety -Key Facts

- **Aging population**
- **Shropshire link more than double the number of passengers than previous fixed route bus services**
- **Voluntary Community Transport schemes operate across Shropshire**
- **1 in 3 year 6 pupils are overweight or obese**
- **Cycling rates in Shrewsbury increasing**
- **Shropshire relatively low and falling road casualty rate**
- **However, over 1,000 casualties per year**
- **Road accidents account for half accidental deaths**
- **Motorcyclists and young drivers have a significantly higher risk**



Access, Health & Safety –Key Challenges

- Further improve access to a range of facilities particularly for younger, older and disabled people
- Facilitate and encourage more active travel
- Seek further improvements to road safety targeting high risk groups
- Address community concerns about road safety and speeding traffic



Implementation Plan

- How much funding?
- What should we spend it on?

Implementation Plan

- How much funding?

£ 000's	Highway Maintenance	Integrated Transport	Total
2010/11	15,300	3,800	19,100
2011/12	13,518	1,590	15,108
2012/13	13,096	1,696	14,792
2013/14	12,712	1,696	14,408
2014/15	11,973	2,385	14,358

Implementation Plan

- **What should our priorities be?**
 - Shropshire Council website – search “Local Transport Plan”
- **Areas of expenditure under consideration:**
 - Maintenance
 - Safety & Speed Management
 - Network management and efficiency
 - Walking & Cycling
 - Public Transport
 - Safer Routes to School
 - Street Enhancements

Any Questions ?

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