



Shropshire Local Transport Plan

Provisional LTP Strategy - Summary 2011- 2026

June 2011

1. Introduction

The purpose of the Local Transport Plan (LTP) is to set out transport objectives, policies and programmes for the County. The plan covers all aspects of transport and highways with a specific emphasis on provision determined at a local authority level, including walking, cycling, public transport, car based travel and freight together with the management and maintenance of highways.

Transport decisions and actions impact on a wide number of issues including safety, the economy, the environment, health and quality of life. A key role of the Local Transport Plan is to set out how we plan to develop, manage and maintain our transport networks in a way which will also contribute to Shropshire's wider economic, environmental, health and social objectives.

2. Format of the new Shropshire Provisional Local Transport Plan

The new Shropshire Provisional Local Transport Plan is made up of the following documents:

- **LTP Strategy.** This framework document will set out the transport objectives, policies and priorities for the period 2011 to 2026.
- The LTP strategy is supported by a series of **LTP Evidence Base** documents; and has been subject to a **LTP Sustainability Appraisal**.
- **LTP Implementation Plan.** This delivery plan, updated annually, will reflect on delivery and achievements over the last year, set out transport aspirations identified by Shropshire communities and state the projects and schemes to be delivered over the next few years.
- A series of **strategies and policies** containing more detail on the way in which policies and priorities set out in the LTP strategy will be pursued. e.g. Bus Strategy, Parking Strategy, speed limit policies. Supplementary documents will be prepared and revised as necessary during the LTP period.

3. LTP Strategy document outline

The LTP Strategy has 7 chapters and has been developed, taking into consideration:

- The local issues and aspirations identified by stakeholders through a variety of consultation exercises.
- National transport and related policies
- Baseline data from local and national sources identifying trends and issues.
- A realistic assumption of the level of funding that will be available over the LTP period.

The seven chapters cover

- **Transport Context and Issues** -This chapter summarises the key Transport issues in Shropshire.
- **Vision and Objectives** - This Chapter sets out a transport vision and objectives that will support the delivery of the Shropshire Community Strategy vision and priorities.
- **Economy and Growth** - This chapter sets out policies on key issues which relate to economic development and population growth.
- **Traffic, Carbon and Environment** – This chapter sets out policies relating to traffic growth, carbon emissions and environmental impacts of transport. The strategic approach is to encourage reductions in travel by high carbon modes where this is practical; to encourage and support greater vehicle efficiency and to deliver targeted solutions to mitigate local environmental impacts in particularly sensitive areas.
- **Maintaining the Highway Network** - This chapter focuses on policies for keeping our roads in a safe condition and maintaining our highway asset in the most cost effective way. Our approach is based on the principal that 'prevention is better than cure'.
- **Accessibility and Health**- This chapter sets out policies relating to maintaining and improving travel options for people without access to a car and those with mobility impairments; and policies to encourage and facilitate more active travel to improve health.
- **Safety and Security**- This chapter focuses on policies to improve the safety of Shropshire's roads, and addressing concerns over road safety and personal security when travelling. Our approach is to give the highest priority to reducing risk of accident for road users and age groups at greatest risk i.e. motorcyclists, pedestrians and cyclists; young drivers and tackling high risk behaviour e.g. inappropriate speed and drink driving.

4. LTP Policies

The draft policies set out in the Provisional LTP Core Strategy are set out in **Appendix A**.

Appendix A: Provisional LTP Core Strategy - Policies

Economy and Growth

Policy E1: Air Travel

We will support improvements to public transport access between Shropshire and existing regional airports, including Birmingham International and Manchester Airport.

Policy E2: M6 Toll Road Link

We will support the Highways Agency, the M6 Toll Road operator and neighbouring authorities in providing of a new motorway standard link between the M54, M6 North and M6 Toll.

Policy E3: Strategic Road Network Reliability improvements

We will support the Highways Agency in seeking to improve the reliability, safety and efficiency of the Strategic Roads within Shropshire.

We would particularly support:

- Safety improvements on the A49 that did not negatively impact on the Shropshire Hills AONB
- Dualling or partial dualling of the A5/A483 north of Shrewsbury
- Improved junction capacity at junctions on the A5 Shrewsbury and Oswestry bypasses

Policy E4: Network capacity management hierarchy

We will aim to tackle and prevent congestion and delays through the application of a hierarchy of measures

- 1st.- Reducing demand through encouraging non-travel alternatives, car sharing and use of sustainable modes
- 2nd.- Network Management to managing the network more effectively
- 3rd.-Targeted capacity improvements at junctions
- 4th.- Road widening
- 5th.- New road links or bypasses

Policy E5: Network management

We will improve the management of the road network to reduce and prevent congestion and disruption.

This will be achieved by:

- Completing a Road Hierarchy review to ensure the classification, management and maintenance of county's roads reflects their existing function.
- Introducing Urban Traffic Management and Control Systems where there are significant numbers of traffic signals. Using the system to smooth traffic flows, better manage available road capacity, respond to events on the network, encourage the use preferred routes and to provide greater priority to pedestrians, cyclists and buses.
- Using Traffic Regulation Orders to prevent parking that would cause unacceptable traffic delays or safety concerns.
- Utilising our civil enforcement powers to proactively tackle illegal parking.
- Considering seeking powers to enforce moving traffic offences e.g. yellow box junctions, one way streets, routes restricted to certain types of vehicles, bus lanes and weight limits where it causes congestion, environmental intrusion or it is detrimental to road safety.
- Where feasible providing adequate passing places and lay-bys on principal routes to enable overtaking of slow moving vehicles.
- Improved co-ordination and management of planned events, road and streetworks; including the introduction of a permit scheme to act as an incentive to reduce the amount of time spent on the highway.
- Improved incident response and contingency planning to establish diversionary routes quickly and enable roads to be returned to normal operation as soon as possible after an unplanned event such as an accident, especially on traffic sensitive roads.

- Improved information available to the public of current and planned road closures, roadworks, obstructions, and other events

Policy E6: Capacity improvements and new roads

Where demand and network management measures have been proven to be insufficient to deal with network problems we will make best use of our existing roads by increasing capacity before any consideration of building new roads.

New road building will be restricted to where all other options have been fully considered, the benefits significantly outweigh the costs (both financial and environmental), and for which funding is available. Schemes would be prioritised on the basis of their cost benefit assessment.

Policy E7: Tackling Shrewsbury’s traffic problems

We will implement a Transport Strategy for Shrewsbury as funding opportunities become available. We do not expect to promote full construction of the Shrewsbury North West Relief Road during the plan period, but will retain the ability to construct the road in future if necessary and affordable.

Key elements of the Shrewsbury Transport Strategy will be:

- Significant improvements to the walking, cycling and public transport networks in Shrewsbury to reduce traffic demand.
- Progressively reducing the levels of car parking within the river loop; and prioritising the use of park and ride and edge of town centre parking.
- Reductions in traffic, increased pedestrian priority and environmental enhancements within the town centre; including better connection of the town with the river.
- Encouraging and facilitating traffic to use the inner ring road and outer bypass in preference to travel through the town centre.
- Traffic management measures, including Urban Traffic Control, to improve capacity of key junctions, particularly on inner and outer bypass routes.
- Development of a Shrewsbury Parkway Rail Station and fourth park and ride site; this is likely to be towards the latter part of the plan period.
- Any significant new development along the identified line of a possible future North West Relief Road will be required to either construct part of the road to an appropriate standard or protect the line as appropriate, in order that the future provision of the full road would not be compromised.

Policy E8: Car parking and park and ride

We will ensure provision of adequate car parking in Shropshire towns and other key visitor locations. We will manage car parking spaces in a way that will make most efficient use of parking space to support local economies and encourage use of alternative travel modes where available, making use of park and ride where viable.

This will be achieved by:

- Setting parking charges in a consistent manner across Shropshire based on a town hierarchy, reflecting the size and parking demand in each town.
- Ensuring there is provision of adequate town centre parking space to meet demand; in larger towns the required space may be split between town centre parking and edge of town park and ride provision.
- Encouraging the most efficient use by shoppers of prime on and off street parking spaces through the use of time restrictions and charges where appropriate.
- Encouraging long stayers, including commuters, to use alternative modes or more distant car parking.
- Where alternatives are available aiming to establish a hierarchy based on pricing that encourages local bus use, followed by park and ride, then town centre parking.
- Maintaining existing park and ride services and seeking to expand park and ride, with a particular focus on a site to the east of Shrewsbury, and a new park and ride service for Oswestry.

- Improving car parking signage and information to encourage use of the most appropriate car parks and discourage unnecessary traffic circulation in towns.
- Enabling the creation of residents parking zones where there is majority support from local residents.
- Encouraging and enabling private non-residential car park owners to produce and implement travel plans which address levels and management of parking within their sites, and are compatible with the Council's transport and parking policies. New developments will be required to adhere to parking standards and to develop, implement and monitor effective travel plans.

Policy E9: Access to work

We will seek to maintain and improve access to work and training opportunities while reducing car dependency

This will be achieved by:

- Ensuring the continued provision of bus services in towns and on strategic routes at key morning and evening commuting times.
- Seeking opportunities to improve bus services to better serve employment locations at times to suit shift patterns, where funding is available.
- Seeking funding through Section 106 agreements from significant new employment development where there is a need to improve bus services to serve the development.
- Encouraging car-sharing through workplace and town based car sharing schemes.
- Assisting employers in developing workplace travel plans to improve access to their workplace, particularly by sustainable travel modes, as well as considering initiatives such as home working and tele-working to reduce the need to travel.
- Requiring the development of travel plans for significant new developments.
- Working with partners to support the Wheels to Work programme, which provides tailored transport solutions to individuals finding lack of transport a barrier to accessing employment opportunities.
- Placing a high priority on improvements to walking and cycling routes used by commuters.
- Further developments of park and ride services and enhanced marketing and incentives for commuter and business use.

Policy E10: Supporting sustainable tourism

We will seek to enhance tourist access and experience, manage tourist traffic and encourage greater use of sustainable modes of transport.

This will be achieved by:

- Seeking to enhance the street environment and public realm in Shropshire's towns, providing greater priority for pedestrians, shoppers and visitors to enjoy the historic environments, contributing to enhanced vibrancy and vitality and tourism experience.
- Improving the quality of visitor gateways including railway stations, bus stations and car parks; and enhancing visitor information available at these sites.
- Promoting the use of public transport including rail, bus, taxi and Shropshire Link by visitors. This may include visitor focused marketing and promotion, modifications to existing services to better meet visitors requirements and supporting visitor focused services, such as Shropshire Hills Shuttles.
- Encouraging greater use of park and ride where it exists by visitors through improved information, promotion and signing.
- Seeking to improve traffic and car parking signage to assist visitors and to reduce unnecessary traffic in town centres.
- Providing sufficient, free coach parking in Shropshire Council car parks.
- Enabling the signing of appropriate visitor attractions in line with our tourism sign policy.
- Seeking to enhance the use of information and view point lay-bys at appropriate locations.
- Supporting and promoting tourism related walking, cycling and horse riding, through improved promotion, information and signing; appropriate route maintenance and targeted network improvements.

Policy E11: Location and design of new development

We will ensure that new developments are located, designed and served by transport in ways that enhance accessibility and reduce car dependency.

This will be achieved by:

- The objectives, policies and proposals of the Local Development Framework documents including the Core Strategy, Site Allocations and Management of Development DPD and supporting documents including the LDF Implementation Plan and localised Place Plans; and through the implementation of policies and proposals through the Development Management process.
- The identification of new land for development in appropriate and sustainable locations and through the careful planning, design and servicing of new development
- Requirements for transport assessments and the development of travel plans for significant new developments.
- Producing design guidance to promote best practice in the layout and design of new developments.
- Requiring promoters of new developments to either provide or financially contribute to the provision of necessary transport infrastructure and services, through site specific agreements or payment of a community infrastructure levy.

Traffic, Carbon and Environment

Policy C1: Rail Infrastructure

We will support the Department for Transport Rail Group, the Welsh Assembly Government and Network Rail in undertaking improvements to rail lines and station infrastructure that will enhance the speed, capacity and attractiveness of rail travel in and to Shropshire.

We would particularly support:

- Line speed improvements on the Wolverhampton to Shrewsbury and Chester to Shrewsbury lines
- The electrification of the Wolverhampton to Shrewsbury Line
- Provision of CCTV at stations where anti-social behaviour is a problem
- Improved passenger waiting and interchange facilities and information at stations

Policy C2: Rail Services and Information

We will support the DfT and Train Operating Companies in improving frequency, quality, reliability, comfort and affordability of train services in Shropshire.

We would particularly support:

- Reinstatement of a direct service between Shrewsbury and London
- Enhanced service reliability
- Additional train capacity or more frequent services at peak times on the Shrewsbury to Birmingham route
- Provision of an hourly service on the Aberystwyth to Shrewsbury line, with the possible extension of this service to Crewe.
- The provision of better services between Shrewsbury and Crewe, particularly a return evening commuter service at around 17:30 from Shrewsbury
- Extension of some services from Shrewsbury to Manchester, to access Manchester Airport
- A fifth train per day in the Heart of Wales line

Policy C3: Access to rail stations

We will seek to work with partners to improve access by a range of modes to rail stations in Shropshire enhancing awareness and information about services.

This will be achieved by:

- Developing a new Shrewsbury Parkway Station to the east of Shrewsbury at Preston Boats (see policy E5)

- Working with partners to expand station car parking facilities where required and viable
- Improving access to stations by cycle and foot, including improved routes to stations and provision of adequate cycle parking facilities
- Encouraging bus and rail operators to co-ordinate bus and rail times
- Promoting 'plus bus' through ticketing for combined rail and bus journeys
- Ensuring sufficient information regarding other forms of transport is available to persons arriving by train at the stations within the County
- Ensuring sufficient information regarding rail services is available both at rail stations and in the communities served
- Supporting the work of the Community Rail Partnerships in promoting services and stations and negotiating improvements.

Policy C4: Managing freight

We will accommodate the necessary movement of freight to and through Shropshire while seek to reduce the impacts of HGV's on the environment and local communities

This will be achieved by:

- Facilitating the movement on freight on strategic routes and enabling necessary access to rural sites such as quarries and farms.
- Ensuring sufficient provision of HGV parking and rest areas on identified routes
- Considering the potential impact of goods movements associated with new development through the planning process, particularly for rural developments.
- Encouraging greater movement of goods by rail, including promotion to local business of the Telford Rail Freight Terminal at Donnington, Telford.
- Using signing to encourage HGV traffic to use the most appropriate available routes where impacts on local communities and sensitive environmental areas can be minimised.
- Work with the DfT and other local authorities to improve the data used by satellite navigation systems; the aim would be for 'Sat Nav' systems to identify routes unsuitable for HGV's and promote the most appropriate freight routes
- Considering the introduction of weight restrictions where communities are impacted by significant HGV movements and there are reasonable and more suitable alternative routes available.

Policy C5: Encouraging more sustainable travel choices

We will use promotional techniques to proactively encourage more sustainable travel habits

These will include:

- Leading by example through the implementation of the Shropshire Council travel plan, with a focus on reducing unnecessary business mileage, reducing the carbon impact of essential business journeys and encouraging and rewarding more sustainable commuting practices.
- Supporting and promoting technologies, initiatives and services which reduce the need to travel e.g. tele-conferencing, homeworking, local and remote provision of services
- Working with schools and colleges to assist them in implementing and reviewing their School Travel Plans
- Assisting more workplaces to develop effective travel plans and where appropriate parking policies that encourage sustainable travel.
- Requiring effective travel plans for all significant new development
- Utilising Personalised Travel Planning techniques to encourage behavioural change in a designated community; this technique will be targeted at people experiencing a period of lifestyle change or linked physical service improvements.
- Promoting and encouraging the development of local Car Clubs
- Promoting and facilitating car sharing
- Undertaking event focused and longer term travel awareness campaigns

Policy C6: Improving vehicle efficiency

We will aim to reduce the amount of carbon and other pollutants produced per mile travelled by:

- Enforcing a maximum age limit for vehicles used on contracted services, including bus services, and for licensed taxi's and private hire vehicles
- Aiming to use vehicles compiling to the latest Euro emission standards (currently euro 5; euro 6 expected in 2014) for vehicles operating intensively within particularly sensitive areas such as Air Quality Management Areas e.g. park and ride buses.
- Exploring the use of low emission, alternatively fuelled or hybrid technology vehicles for introduction on public transport services in Shropshire
- Demonstrating best practice by requiring all council owned fleet vehicles to comply with the latest euro emission standards
- Encouraging businesses and the public to purchase and use cleaner and more fuel efficient vehicles, for example through travel plans and awareness campaigns, with a particular focus on high mileage business users
- Facilitating the increase in availability of alternative fuels and refuelling/charging points
- Considering changes to council's policies that would encourage use of very low emission vehicles, for example reductions in parking charges, where this is practical to implement.
- Promoting more efficient driving styles and practices though driver training courses and awareness campaigns

Policy C7: Air Quality

We will aim to reduce air pollution from traffic though general measures to manage traffic and emission levels, and targeted solutions for areas of specific concern.

This will be achieved by:

- Following other policies set out in this chapter to discourage traffic growth and reduce vehicle emissions across Shropshire
- Undertaking a review of the effectiveness of our existing Air Quality Management Area Action Plans and monitoring regimes and developing a single integrated Shropshire Air Quality Strategy
- In areas with particularly poor air quality consider site specific measures to reduce traffic flows, restrict or reduce the most polluting vehicles, reduce congestion and smooth traffic flows
- Continuing to undertake a programme or air quality monitoring and review

Policy C8: Improving Air Quality

We will aim to reduce air pollution from traffic though general measures to manage traffic and emission levels, and targeted solutions for areas of specific concern.

This will be achieved by:

- Following other policies set out in this chapter to discourage traffic growth and reduce vehicle emissions across Shropshire
- Undertaking a review of the effectiveness of our existing Air Quality Management Area Action Plans and monitoring regimes and developing a single integrated Shropshire Air Quality Strategy
- In areas with particularly poor air quality consider site specific measures to reduce traffic flows, restrict or reduce the most polluting vehicles, reduce congestion and smooth traffic flows
- Continue to undertake a programme or air quality monitoring and review

Policy C9: Reducing Traffic Noise

We will aim to prevent and reduce impacts of noise from road transport where necessary and practicable, focusing on areas where human health could be affected

This will be achieved by:

- Undertaking an assessment of the major roads in Shropshire identified in the DEFRA Noise Action Plan, consider the necessity of intervention if required identify any reasonable interventions that could be implemented to reduce noise or noise impact; for example use of noise barriers, introduction of low noise surfacing, reduced speed limits, HGV restrictions or other traffic management measures.
- Where necessary utilising appropriate surfacing materials to reduce noise levels, whilst preserving safety for all users and the sustainability of the highway asset.

- Considering measures to encourage the most appropriate routing of HGV traffic to reduce noise impacts on communities as set out in policy C4.

Policy C10: Reduce Environmental Impacts

We will minimise the impacts of traffic, roads and highways authority activities on Shropshire's landscape, townscape, heritage, biodiversity, water and soil quality; and seek to minimise use of non renewable resources.

This will include:

- Utilising the minimum amount of street signage in order to providing necessary traffic information to reduce street clutter and visual intrusion
- Making use of appropriate construction materials when undertaking maintenance and implementing traffic schemes in sensitive rural and historic areas
- Where affordable, taking opportunities to enhance the quality of public realm and setting for historic buildings and conservation areas, and to protect historic structures from potential collisions.
- Taking opportunities to upgrade street lights to modern standards that consume less energy and minimise light pollution, reduce unnecessary lighting and switch off lights when not required.
- Supporting the limited introduction of concealed off-highway parking of an appropriate scale in sensitive rural locations to reduce visual intrusion from parked vehicles.
- Encouraging and increase the amount of sustainable, recycled and reclaimed materials used in building and maintaining roads; and use of recycled street furniture
- Following roadside verge and hedgerow cutting practices which enhance habitats and minimise wildlife impacts
- Taking opportunities to create new habitats as part of highway improvement schemes e.g. habitat for bats and sand martins in replacement bridge structures
- Reducing severance and possibilities of road collisions through crossing provisions such as badger tunnels in upgraded or new highway infrastructure
- Minimising winter salt use to reduce impacts from salt run-off on habitats
- Minimising the risk of flooding, water contamination, soil contamination

Maintaining the Highway Network

Policy H1: Cost effective Asset Management

We will take a whole life approach to highways investment and will increase the proportion of the network maintained under an Asset Preservation regime. We will use this approach where it is prudent to so, whilst ensuring that remedial work is undertaken where required to ensure safety of users.

This will be achieved by:

- Network condition data being used in the targeting of maintenance on specific parts of the network.
- Targeting highway maintenance not only at areas in poor condition, but also at areas in fair condition to prevent their further deterioration
- Making greater and more frequent use of low cost surface dressing treatments to prolong the network life to avoid the need for expensive major renewal
- Making highway investment decisions on a whole life basis, i.e. considering future highway maintenance costs early in a scheme design

Policy H2: Maintaining a safe highway

We will maintain highways in a safe condition

This will be achieved by:

- Operating a reasonable regime of safety inspections and dealing with defects using a risk based approach as defined in the safety inspection manual.
- Managing the risk of wet-road skidding incidents using our skidding resistance policy.

- Undertaking highway maintenance according to our published maintenance standards.
- Treating designated parts of the highway in winter to keep it free of frost, ice and snow, in line with our winter maintenance policy. We will seek to expand the number of roads; and particularly pavements and cycleways which are treated if affordable to do so.
- Keeping water away from the road surface by providing and maintaining adequate drainage.
- Providing and maintaining essential street and footpath lighting
- Maintaining the many bridges and other structures that form part of the highway network, and strengthening them if necessary to cater for modern traffic, or restricting their use by heavy vehicles

Policy H3: Reducing our environmental impact and responding to climate change

Where practicable we will adopt highway maintenance practices which enhance efficiency, reduce waste and natural resource use and minimise local environmental impact. We will also adapt to the new highways maintenance challenges resulting from climate change.

This will be achieved by:

- Operating an asset preservation approach which makes extensive use of surface dressing which uses less resources and energy than full structural renewal
- We will continue to use recycled materials for highway maintenance reducing energy consumption
- We will consider the use of products for road surface which can be laid at lower temperatures reducing energy costs needed to heat.
- We will investigate ways to reduce the environmental impact of street lighting including the use of low carbon technology such as LED lighting and part night switching.
- We will manage the impact of more severe wet weather by keeping the carriageways sealed by applying regular surface dressing and keeping highway drains clear by an appropriate frequency of cleaning.
- We will ensure that maintenance standards give a high priority to the needs of more sustainable modes including pedestrian and cyclists
- Considering environmental impacts and opportunities for environmental enhancements when undertaking highway maintenance

Accessibility and Health

Policy A1: Supported Bus Network

We will define minimum standards for the network of public bus services in Shropshire in a Bus Strategy. We will provide a subsidy to achieve this minimum bus network if it cannot be provided on a commercial basis.

The key principles in defining the minimum bus network are:

- In larger urban areas and on principal interurban routes we will seek to ensure a level of service which can provide a good level of accessibility to employment and essential services, and provide a reasonable alternative to travel by car
- In more rural areas an affordable transport service will be provided which will enable residents to access essential services and prevent social exclusion; however this may not be a daily service and is not likely to be suitable as a means of accessing employment. This is likely to be via the demand responsive 'Shropshire Link' or community transport provision.
- We would seek to provide enhanced bus services above the minimum standard where this was affordable and services could demonstrate good value for money and tangible accessibility or modal shift benefits

Policy A2: Bus network enhancements

We will seek to achieve transport services in addition to the minimum network, in order to enhance accessibility, support the economy and encourage modal shift where it is affordable to do so.

This may be achieved by:

- Entirely commercial or voluntary provision of a service- where demand is such that a service would provide no or only nominal public subsidy
- Securing of specific additional resources to fund service improvements, such as through specific grants or developer contributions
- Increase overall bus use and revenue generation and/or reduce operating costs so that the public subsidy available can support a greater number of services
- Seeking opportunities with bus operators to develop new quality partnership schemes to improve commercial service provision. Where operators are unwilling to participate we may instead look to implement a Statutory Quality Partnership

Policy A3: Bus fares and ticketing

We will aim to work with the DfT and operators to maintain the affordability of public transport and target any financial assistance where there is the greatest need.

This will be achieved by:

- Undertaking regular fare reviews, setting fares with reference to contract costs and commercial fares, on supported services where the fare structure is issued and managed by Shropshire Council.
- Implementing the English National Concessionary Travel Scheme for older and disabled people
- Working with operators to explore ways of addressing the affordability of public transport for other low income groups, including young people and job seekers.
- Supporting the introduction of smartcard ticketing by operators and work together on maximising the potential of the technology to introduce innovative ticketing.

Policy A4: Improving public transport information and marketing

We will work with operators to raise the awareness of services, improve attitudes to bus services, and enhance the availability, quality and appropriateness of passenger transport information.

This will be achieved by:

- Increasing awareness of web based timetable information and planning tools i.e. Traveline, Transport Direct
- Where appropriate, formalising unmarked bus stops and install flags and timetables to provide promotion and information about the service available.
- Seeking to reinstate and expand the use of Real Time Information at bus stops
- Using personalised marketing and promotion.

Policy A5: Other bus enhancements

We will seek to implement other bus service and bus infrastructure enhancements as affordable to enhance the service reliability, interchange and customer comfort and reduce environmental impact.

These will include:

- Seeking to set, or influence service timetables to enhance opportunities for bus to bus or bus to rail journey integration
- Implementing of bus priority measures at congestion hotspots to enhance journey speed and reliability; this is most likely to be in the form of traffic signal priority
- Working with parish and town councils to improve bus shelters and town bus interchanges and waiting facilities
- Replacing or upgrading of Shrewsbury bus station
- Continuing to expand the use of modern low emission and low floor accessible buses through our contract requirements.
- In light of any national review of the home to school transport policy, continuing to enable and encourage bus use for educational journeys particularly at secondary and tertiary level.

Policy A6: Community and Voluntary Transport

We will support the work of community groups and organisations and volunteers in providing innovative local transport solutions where these are proven to meet a local accessibility need, meet quality and safety standards and be good value for money.

This will include:

- Support for 'ring and ride' schemes providing access for disabled people unable to use conventional town bus services
- Support for community bus schemes in rural areas with a limited bus network
- Support for the Shropshire Community Car scheme that is operated by volunteer owner-drivers using their own private vehicles and co-ordinated at local level.
- Consideration and support other innovative ways of enhancing accessibility for key target groups e.g. "Wheels 2 Work" moped loan scheme for job seekers

Policy A7: Taxis and private hire vehicles

We will perform our licensing duty for Hackney Carriages and private hire vehicles to ensure accessibility, safety and passenger comfort.

This will include:

- Limiting the age of Hackney Carriages and private hire vehicles to ensure safety and to minimise environmental impacts

Policy A8: Improving access for people with disabilities

We will take all reasonable steps to remove barriers to accessibility experienced by people with disabilities

This will include:

- Expanding the availability of accessible low floor buses through our contract requirements. And introduce a rolling programme to install raised kerbs and suitable areas of hard standing at bus stops to enable level access.
- Seek to improve accessibility of Shrewsbury bus station, and work with the rail industry to encourage improved accessibility at rail stations in Shropshire.
- Support specialist 'ring and ride' and community transport services which provide essential access for people with additional transport needs.
- Encourage driver training to enhance disability awareness
- Enforcing misuse of disabled parking bays and illegal parking which causes obstructions to pavements and dropped crossings which reduces mobility for disabled people. Seek to increase enforcement of parking on the footway.
- Ensure new the design of highway improvement schemes fully considers the needs of people with disabilities or mobility restrictions; through use of up to date Mobility Guidance by designers and introduction of an audit tool, such as a Vulnerable Road User audit, that must be completed as part of the scheme design process.
- Ensure all Licensed Hackney Carriages are of a design that can accommodate wheelchairs

Policy A9: Cycle infrastructure

We will improve conditions for cycling in ways which will encourage more people to choose to cycle for local journeys.

This will be achieved by:

- Safety improvements through reviews of speed limits and speed enforcements (see policy C3 and C4)
- Design of new residential business and retail areas in ways which prioritise access by cycle and foot.
- Provision of cycle tracks, cycle lanes, junction improvements, toucan crossings and other route enhancements as appropriate to provide safe, convenient and continuous routes for cyclists
- Signing and promotion of advisory routes for cyclists; including the promotion of National Cycle Network routes, inter-urban routes and local leisure routes; these would generally promote use of existing quiet roads and lanes.
- Conversion of disused railway lines and development of other traffic-free rural routes for cycling, walking and horse riding, where feasible and where funding is available
- Working with partners to provide appropriately designed and positioned cycle parking at key destinations including shops, leisure facilities, employment locations, educational establishments, health facilities and public transport interchanges
- Provision of appropriate storage for cycles in all new residential business and retail developments

Policy A10: Encouraging cycle use

We will seek to create a cultural environment where residents feel cycling is a safe and natural transport choice for many local journeys

This will be achieved by:

- Ready availability of good information on cycle routes and facilities in the area, including areas maps, online planning tools and on street signage
- Use of time based signage to encourage an understanding of distances that can be covered by cycle in a relatively short time
- Cycle training available for adults as well as children at primary and secondary schools
- Packages of promotional activities and advice, supporting new infrastructure and targeting key groups and journey purposes e.g. Bike fest, Bike It
- Promotion of cycling through school travel plans
- Promotion of cycling at the work place, linked to workplace travel plans

- Improving the availability of bikes in working order through promotional activities such as 'Dr. Bike' sessions.

Policy A11: Pedestrian Infrastructure

We will improve conditions for walking in ways which will encourage more people to walk for local journeys.

This will be achieved by:

- Safety improvements through reviews of speed limits and speed enforcements (see policy C3 and C4)
- Design of new residential business and retail areas in ways which prioritise access by cycle and foot.
- Prioritising provision of new pavements or footpaths where there is no current provision, a significant demand to walk and where speed limits can't be reduced to 20mph.
- Involving local communities in reviewing existing pedestrian provision, identifying missing links and physical and psychological barriers e.g. poor lighting, narrow points, lack of road crossings; and make improvements on a prioritised basis
- Taking opportunities to provide and upgrade crossing points to give pedestrians' greater priority and convenience, including minimising waiting times and avoiding staggers and indirect routes
- Reviewing and improving maintenance arrangements for footways.
- Reviewing and improving information, orientation and signing for pedestrians at appropriate locations
- Working with school communities to identify physical barriers to walking and cycling to school and implementing 'safer routes to school' schemes on a prioritised basis in conjunction with school travel plans.
- Taking a holistic approach to walking infrastructure, and improving co-ordination of management, maintenance and promotion of highway and rights of way networks.

Policy A12: Encouraging walking

We will seek to create a cultural environment where more residents regularly choose to walk for local journeys

This will be achieved by:

- Promotional activities and campaigns emphasising the health benefits of walking; targeting key groups and journey purposes
- Encouraging leisure and utility walking through promotion of good quality local routes, providing an indication walking times
- Making pedestrian training available for primary age children
- Promoting of walking through school travel plans
- Promoting of waking at the work place, linked to workplace travel plans
- Supporting 'walking for health initiatives'

Safety and Security

Policy S1: Safety Schemes

We will analyse the road traffic accident database to identify the geographical areas or routes with the highest levels of casualty accidents; undertake safety reviews to identify safety problems and solutions at these sites, and implement cost effective safety improvements on a prioritised basis.

Appropriate interventions may include:

- Review of speed limits and measures to encourage compliance with speed limits (see policies C3 and C4)
- Improvements to lines and signs
- Protection for right turning vehicles
- Use of vehicle activated signs to identify particular hazards such as bends or junctions

- Use of antiskid road surfaces at bends and junctions
- Improvements targeted specifically at improving motorcyclist safety, including improved hazard markers at bends (“Where you look is where you go” system)
- Safety barriers and other road restraint systems
- Introduction of ‘crash friendly’ signposts and lighting columns
- Junction specific treatments
- Carriageway narrowing and pedestrian refuges in urban areas
- Considering improvements to maintenance practices e.g. more frequent vegetation cutting at specific locations to improve visibility
- Provision of pedestrian and/or cyclist facilities (e.g. crossings, footways, cycleways), or in low speed situations consideration of shared space.

Policy S2: New and improved roads and road maintenance

We will take opportunities when undertaking structural maintenance or significant highway improvements to improve road safety

This will be achieved through:

- Requiring safety audits to be undertaken for all significant changes to the highway
- Compiling with the latest safety standards when replacing or installing new infrastructure, e.g. appropriate road surfacing, using ‘crash friendly’ signs.
- Taking opportunities to upgrade the safety rating of roads when carrying out structural maintenance, for example undertaking minor roads realignment, improving signing and lining.
- Effective management of street works to ensure safe passage for all road users while road works are taking place.

Policy S3: Appropriate Speed Limits

We will set appropriate speed limits for the function and nature of local roads in line with government guidance; taking into account the local environment, nature of the road, mix of road users, and accident history. Speed limits will be reviewed and changed on a prioritised basis subject to funding availability. The minimum amount of signing to comply with legal requirements will be used.

We will work over a period of time to a situation where:

- On rural single carriageway roads:
 - Higher quality strategic roads with few bends, junction, accesses, and low accident rates will have a 60mph speed limit.
 - Lower 50 mph and 40mph speed limits will have been considered where there are relatively high numbers of bends or junctions, high accident rates, or high numbers of vulnerable road users.
 - We will consider the application of 40mph speed limits for unclassified rural roads with high accident rates, where there is a predominantly local access or recreational function; and on routes recommended for vulnerable road users
 - The normal speed limit in villages will be 30mph
- On urban roads:
 - 20 mph limits and zones are common in town centres, outside schools and in residential areas, particularly where there is a high risk to vulnerable road users.
 - 30mph will be the standard speed limit
 - Use of 40mph speed limits will be limited to higher quality roads and those on outskirts of urban areas where there is little development and separate provision for vulnerable road users
 - 50mph will be used only on special roads, dual carriageways, ring roads, radial routes and bypasses

Policy S4: Compliance with Speed limits

We will work with our Partners to use a variety of cost effective techniques to encourage and enforce compliance with speed limits.

This will be achieved through:

- The use of vehicle-activated signs to reinforce the speed limit. These will be used at sites on a rotating basis at sites where there is a demonstrated speeding problem.
- Provision for other organisations i.e. parish councils to fund or partly fund vehicle activated signs at agreed locations where there is local concern over speeding but not a demonstrated problem.
- Continued active membership of the '*Safer Roads Partnership in West Mercia*' working with West Mercia Police, other local highway authorities, Fire & Rescue Services, the Courts and NHS Primary Care Trusts to make roads in the region safer for all users through speed enforcement and by seeking to change attitudes and driving behaviour.
- Supporting the Safer Roads Partnership's use of mobile safety cameras to encourage compliance with speed limits at locations where there is a demonstrated speed problem, as well as a significant collision history or a high level of concern from local people. In future we will encourage the Partnership to consider using time-over-distance (average speed) cameras on sections of main road where little traffic joins or leaves.
- Offering Speed Awareness Courses (through the Safer Roads Partnership) to drivers facing certain speeding offences as an alternative to the fixed penalty process.
- Using low cost engineering speed reducing methods (e.g. village gateways, carriageway markings) where additional efforts need to be made to encourage compliance with the speed limit.
- Considering the limited use of physical traffic calming (e.g. road humps or narrowing) as a last resort in limited areas when there is a definite need to manage vehicle speeds downwards as identified through accident data. This will only be considered where there is clear local support.
- New roads being designed to naturally encourage compliance with the designated speed limit, including encouraging the use of shared space in new residential areas to encourage slow speeds and pedestrian priority.

Policy S5: Road safety education, training and publicity

We will work in partnership to provide a road safety education, training and publicity package that has a particular focus on high risk groups and activities.

Activities will include:

- Providing advice, support and curriculum linked resources for delivery of road safety education at pre-schools, schools and colleges throughout Shropshire. Where affordable this will be enhanced with classroom presentations and theatre style learning. Education for older age groups will include a strong element of young driver education.
- Making 'Bikeability' style cycle training available to all year 6 pupils and offering additional secondary level and adult training where there is demand.
- Promoting and co-ordinating the delivery of "Stepping Out" pedestrian training for primary level pupils, with a focus on areas with high child pedestrian casualty rates
- Providing information on and encouraging take up of motorcyclist, moped and scooter training; and using targeted publicity to encourage safer motorcyclist behaviour
- Improving awareness of risk for young drivers through thorough publicity campaigns and education programmes; promoting the 'pass plus' training for new drivers to enhance skills and knowledge.
- Encouragement for schools and parents to operate 'walking buses', practical sessions to assist in the transition from junior to secondary school e.g. accompanied cycle or walking training.
- Targeted road safety campaigns, linking with national and regional initiatives, focusing on tackling high risk minority road user behaviours, including drink driving, drug use, mobile phone use and tiredness awareness campaigns
- The provision of School Crossing Patrols where justified.

- Providing driver assessment and training for individuals and organisations, particularly focused on occupational road risk and fleet training.
- Making the National Driver Improvement Scheme available as an alternative to prosecution for some moving traffic offences.

Policy S6: Reducing personal security fears when travelling

We will seek to enhance feelings of personal safety when travelling, particularly after dark.

This will be achieved through:

- Ensuring the design of new residential areas provides good surveillance for pedestrian and cycle routes
- Reviewing high priority pedestrian routes to identify security improvements, including improvement to lighting, removal of dark pockets and concealed areas and possible introduction of CCTV.
- Work towards the provision of more secure car, motorcycle and cycle parking facilities in public places; and encourage safer parking behaviour
- Consider further provision of CCTV at rail and bus stations and on buses