



EAST RIDING
OF YORKSHIRE COUNCIL

Draft

Third Local Transport Plan Strategy (2011-2026)





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Glossary of Terms

Abbreviation	Description
ABP	Associated British Ports
AQS	Air Quality Strategy
BVPI	Best Value Performance Indicator
CO ₂	Carbon Dioxide
CCTV	Closed Circuit Television
CPZ	Controlled Parking Zones
DCSF	Department for Children, Schools and Families
DDA	Disabled Discrimination Act
DEFRA	Department for Environment, Food and Rural Affairs
DfT	Department for Transport
DTLR	Department for Transport, Local Government and the Regions
EMAS	Eco-Management and Audit Scheme
EQIA	Equality Impact Assessment
ERYC	East Riding of Yorkshire Council
ERYLINK	East Riding of Yorkshire Local Involvement Network
EuroRAP	European Road Assessment Programme
EYMS	East Yorkshire Motor Services
GOYH	Government Office for Yorkshire and the Humber
HGV	Heavy Goods Vehicle
HIA	Health Impact Assessment
ICE	Institute for Civil Engineers
ITS	Intelligent Transport Systems
KSI	Killed and Seriously Injured
LAA	Local Area Agreement
LAQM	Local Air Quality Management
LDF	Local Development Framework
LEP	Local Enterprise Partnership
LSOA	Lower Super Output Areas



LSP	Local Strategic Partnership
LTP	Local Transport Plan
LTP1	First Local Transport Plan
LTP2	Second Local Transport Plan
MOVA	Microprocessor Optimised Vehicle Actuation
NI	National Indicators
NMP	Network Management Plan
ONS	Office for National Statistics
PHV	Private Hire Vehicles
PM	Particulate Matter
PPG	Planning Policy Guidance
PPS	Planning Policy Statement
PTP	Personalised Travel Planning
PTW	Powered Two Wheelers
RDA	Regional Development Agency
ROWIP	Rights Of Way Improvement Plan
RoSPA	Royal Society for the Prevention of Accidents
RSPB	Royal Society for the Protection of Birds
RTPI	Real Time Passenger Information
SCOOT	Traffic Signal Control System
SEA	Strategic Environmental Assessment
SMEs	Small and Medium Enterprises
SMoTS	Sustainable Modes of Travel Strategy
SSSI	Sites of Special Scientific Interest
TAMP	Transport Asset Management Plan
TRO	Traffic Regulation Order
UK	United Kingdom
USA	Updating and Screening Assessment
VAS	Vehicle Activated Signs
VHEY	Visit Hull and East Yorkshire



VMS	Variable Message Signs
YCCRP	Yorkshire Coast Community Rail Partnership
YTMG	Yorkshire Traffic Managers Group





Annexes

- Annex A** Consultation Responses
- Annex B** LTP3 Newsletters
- Annex C** Draft Transport Asset Management Plan
- Annex D** Draft Network Management Plan
- Annex E** Example Individual Transport Strategy
- Annex F** Example Sustainable Modes of Travel to School Strategy





Chapter 1 Introduction



Chapter 1 Introduction

Local Transport Plans

- 1.1 The Transport Act 2000, as amended by the Local Transport Act 2008, introduced a statutory requirement for local transport authorities to produce Local Transport Plans. This is East Riding of Yorkshire Council's third Local Transport Plan, which replaces the second Local Transport Plan on 1st April 2011. The third Local Transport Plan (LTP3) has been written in accordance with the Department for Transport's statutory guidance published in July 2009.
- 1.2 LTP3 has been developed after extensive consultation and in partnership with key local stakeholders, particularly through the Local Strategic Partnership. This has helped shape the Plan and has provided local representatives with a genuine opportunity to influence the development and delivery of LTP3.

The Success of the Second Local Transport Plan

- 1.3 The second Local Transport Plan, which covers the period from 2006 to 2011, was submitted to Central Government in March 2006. The Council clearly demonstrated an excellent approach to transport planning, with the East Riding's second Local Transport Plan (LTP2) being the only one in the Hull and Humber Ports City Region, one of only three in the Yorkshire and Humber Region and 21 across the country to be classified as 'excellent'.
- 1.4 The 'excellent' classification means that a very high standard of transport planning has been evidenced. In their assessment of the Plan, Government Office for Yorkshire and the Humber commented:

“The East Riding of Yorkshire Second Local Transport Plan is a very well written document that is easy to understand. The second LTP reaches the usual high standards that have been a hallmark of the Authority through the whole local transport plan process.”

- 1.5 The Department for Transport (DfT) awarded the Council an additional £1.243 million towards the delivery of Integrated Transport Projects as a result of LTP2 being assessed as excellent.
- 1.6 Schemes and initiatives introduced through LTP2 have been extremely successful in delivering a number of significant improvements across the East Riding. Particular achievements are highlighted below.



- **Reduced the total number of people killed or seriously injured in road traffic collisions by 21% between 2005 and 2009.**
- **Reduced the number of children killed or seriously injured in road traffic collisions by 38% between 2005 and 2009.**
- **Increased bus passenger journeys by 35% between 2005/06 and 2009/10.**
- **Increased the punctuality of bus services by 17.4% between 2005/06 and 2009/10.**
- **Reduced the proportion of children being driven to school by car by 6% between 2006/07 and 2009/10.**
- **Increased the number of people cycling by 41% between 2003 and 2010.**
- **Provided 1,135 new community transport journey opportunities during 2009/10.**

The Preparation and Structure of the Third Local Transport Plan

- 1.7** The Council is committed to maintaining this ‘excellent’ level of transport planning in the preparation and delivery of LTP3. LTP3 subsequently builds on the outcomes and progress made as a result of the successful delivery of LTP2. LTP3 comprises a long-term Strategy, with an accompanying shorter-term Implementation Plan to action and deliver the recommendations made within the Strategy.

Strategy

- 1.8** Strategic transport planning is a long-term process. The Council has therefore prepared a long-term Strategy for LTP3 (2011-2026), to tie in with the timeframe of the Council’s emerging Local Development Framework. The LTP3 Strategy sets out a comprehensive framework within which the Council and its partners can plan transport improvements in the East Riding over the next 15 years. The purpose of this Strategy is to ensure a coherent and forward thinking approach to tackling transport issues in the wider context across the East Riding.
- 1.9** The Strategy anticipates and manages future demands on the East Riding’s transport network. It also considers and incorporates a number of policy and planning changes that have taken place at a national, regional, sub-regional and local level. The LTP3 Strategy comprises five sections, which are summarised as follows:



Section A: Introduction and Context

This section sets out the current and, where possible, the future strategic policy context for LTP3 at a national, regional, sub-regional and local level. The wider social, economic and environmental implications of changing travel patterns and demand in the East Riding are considered. The key delivery partners and stakeholders who were consulted to ensure the successful preparation and delivery of LTP3 are also identified.

Section B: Goals and Objectives

Clarifies the four overarching goals that form the framework for the development of LTP3. These goals, and the aspirations of other important local policy documents, have been used to develop eight strategic local objectives for LTP3 in the form of desired outcomes for the Council. These provide the foundation for identifying, analysing and prioritising future transport options for delivery during LTP3.

Section C: Problems, Challenges and Priorities

Presents a comprehensive and robust evidence base, outlining the current and predicted future trends, problems and challenges for the East Riding, which relate to the goals and objectives developed in Section B. This evidence also helps to prioritise which challenges should be tackled within the timescale of LTP3 to achieve these goals and objectives.

Section D: Option Generation

Sets out a number of individual plans and strategies and subsequent options to address the challenges set out in Section C and contribute towards the delivery of the goals and strategic LTP3 objectives identified in Section B.

Section E: Summary

This section summarises the LTP3 Strategy, reviewing the main points and setting out the context for the LTP3 Implementation Plan.

- 1.10** The Council will work in partnership with members of the public and key stakeholders to continue to provide a high quality transport network for the East Riding. This will involve tackling challenges and issues jointly, consulting with stakeholders from a wide range of perspectives not limited to transport. These include the Local Strategic Partnership, Primary Care Trusts, education, employers, Parish and Town Councils and others who represent all parts of the community. This process helps to establish a common purpose and ensures that added value is obtained from projects that meet objectives for the entire community, considering the economy, environment and society as a whole.



Implementation Plan

- 1.11** The LTP3 Implementation Plan is a shorter-term document, which comprises a five-year prioritised programme of integrated transport schemes to be delivered between 2011 and 2016. This allows the Council to develop subsequent five-year Implementation Plans during the life of LTP3, which will take full account of emerging national, sub-regional and local policy changes and priorities.
- 1.12** When the Council develops the next Implementation Plan (2016-2021) it will also take the opportunity to refresh the LTP3 Strategy to reflect any revised policies. For ease of updating and to clarify the differentiation between the LTP3 Strategy, the Implementation Plan is set out in a separate document.
- 1.13** In establishing the five-year delivery programme, a large number of potential schemes have been generated and costed under each of the options for each individual strategy identified in Section D of the LTP3 Strategy. Utilising a comprehensive appraisal framework (see LTP3 Implementation Plan), these schemes have been appraised in terms of benefit (contribution towards tackling the prioritised challenges and meeting the LTP3 goals and objectives) and affordability to identify their value for money. This is particularly important, given the expected substantial reductions in transport funding, which will be made available to local authorities during the LTP3 period.
- 1.14** The Council has then prioritised and packaged these integrated transport schemes together to maximise the overall benefits and demonstrate excellent value for money. This will ensure that LTP3 funding is utilised in the most cost-effective and efficient manner to deliver a five-year programme of works to best achieve the LTP3 goals and objectives. The appraisal framework also considers the strategic deliverability and risk of each scheme to ensure the preparation of a realistic and deliverable programme.
- 1.15** The LTP3 Implementation Plan also outlines improved programme, project, performance and risk management procedures for the Plan and develops a monitoring framework, including local indicators and targets that will be used to evaluate the success of LTP3.

Strategic Environmental Assessment

- 1.16** In accordance with European Directive 2001/42/EC, known as the Strategic Environmental Assessment (SEA) Directive, LTP3 must be subject to a formal environmental assessment. The purpose of the SEA Directive is to provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development.
- 1.17** The SEA process allows for a transparency in planning by involving statutory bodies, stakeholders and the public whilst integrating environmental considerations. The purpose of the SEA is to examine the options within LTP3 with a view to removing, reducing or offsetting any potential negative environmental effects.



- 1.18** The methodology for the SEA involves collecting baseline data across a variety of environmental and socio-economic parameters in order to identify areas of sensitivity. These conditions have then been applied to the various options within LTP3 to assess the degree to which the options lead to a positive or negative effect. Mitigation is suggested where a negative effect is assessed.
- 1.19** Transport impacts on health in a number of different ways. Therefore, the SEA needs to cover the full range of potential health impacts, and consider the significance of these locally in relation to the health of the population. The Health Impact Assessment (HIA) has subsequently been incorporated into the SEA for LTP3. Although the HIA is not a legal requirement of the SEA Directive, DfT Guidance on Local Transport Plans (2009) states that the HIA is an integral part of a SEA to identify and inform health issues in Plans.

Equality Impact Assessment

- 1.20** Local authorities have a duty under race, disability and gender legislation to carry out an Equality Impact Assessment (EQIA) for LTPs. An EQIA looks at how proposed policies and subsequent schemes may affect different groups of people, and how these impacts can be reduced.
- 1.21** The Council has a robust internal system for carrying out EQIAs, which has been fully adhered to in the preparation of the EQIA for LTP3. The Council's Transport Policy Team started preparing an EQIA for LTP3 at an early stage to ensure it could influence the development of LTP3, in particular the Accessibility Strategy (see Chapter 19).

The East Riding of Yorkshire

- 1.22** The East Riding of Yorkshire has a population of approximately 342,200⁽¹⁾ over an area of 240,768 hectares or 930 square miles, making it one of the largest unitary authorities in England. The Authority is made up of 26 wards and 171 parishes, encompassing a wide range of settlement types and land uses. The largest town in the East Riding is Bridlington with a population of 36,500, with other major settlements including Beverley (30,000 residents), Goole (19,500) and Driffield (10,000). Around 55,000 people live in the settlements of Cottingham, Anlaby, Willerby, Kirk Ella and Hessle (collectively termed the Major Haltemprice Settlements) immediately west of Hull.
- 1.23** Traditionally the East Riding has been associated with agriculture and over 95% of the land is still in some form of agricultural use today. Over 70% of the area is designated as rural and there are some areas of significant remoteness. The East Riding is predominantly flat and low lying, containing a number of rivers that feed into the Humber Estuary. Heavy rainfall caused significant flooding in some areas of the East Riding in 2007.
- 1.24** The Hull and Humber Ports, including the port at Goole in the East Riding, are critical to the competitiveness of the area and local and national policy emphasises the need for expansion and development at these facilities. There is a strong interdependent relationship with neighbouring local authorities, particularly Hull City Council. Other neighbouring

1 ONS mid-year population estimates 2009



local authorities are the district councils of Scarborough, Ryedale and Selby; North Yorkshire County Council, Doncaster Metropolitan Borough Council, and the unitary councils of York, North Lincolnshire and North East Lincolnshire (see Figure 1.2).

Figure 1.1 The East Riding of Yorkshire



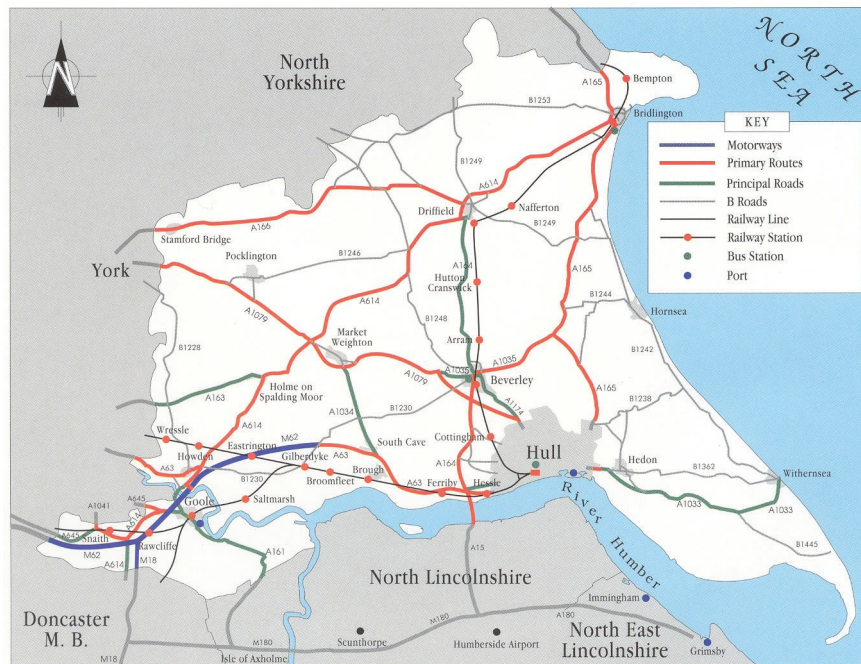
- 1.25** Employment in the East Riding is mainly in the public sector, agricultural and tourism industries, although many residents work in low paid low skilled seasonal jobs. The unemployment rate in the East Riding is below the national average but the area, as with the rest of the UK, has been affected by the economic recession. Growth has slowed and declined in some cases and funding for new ventures has been reduced. Rather than rapid expansion, the emphasis has shifted to maintaining the East Riding of Yorkshire's current market position. This will have a corresponding effect on LTP3, where maintenance and asset management will play a larger role than in previous Plans.
- 1.26** There are pockets of deprivation and decline within the East Riding, particularly in some wards in Bridlington, Goole and South East Holderness. However, there are also areas of considerable affluence and a high quality of life. Addressing this varied economic demographic is an important consideration for LTP3.

The Transport Network

- 1.27** Figure 1.3 shows the East Riding of Yorkshire's Road and Rail Network. There are 20 railway stations and nine bus stations within the East Riding. The Council has the responsibility for the maintenance of 330km of principal roads, 335km of 'B' roads, 920km of 'C' roads, 1,802km of unclassified roads, approximately 1,500km of public rights of way and a bridge stock of 1,368 structures.



Figure 1.2 East Riding of Yorkshire's Road and Rail Network



- 1.28 The strategic national road network is managed by the Highways Agency and in the East Riding includes the M62/A63(I), M18 and A1033. The M62/A63(I) and A1033 are part of the Trans-European Network, and as such they carry a high proportion of heavy goods vehicles and are significant to the economic competitiveness of the area. Other major road links managed by the Council include the A164 (Beverley to Humber Bridge), the A1079 (Hull to York), the A614 (Goole to Bridlington) and the A165 (Hull to Bridlington).
- 1.29 The East Riding is served by three main rail links, the Hull to Doncaster line (via Goole and Brough), the Hull to Leeds/Manchester line and the Hull to Scarborough line (via Beverley, Driffield and Bridlington). These link the main settlements within the East Riding to other centres in the region and the rest of the country. Northern Rail and First Trans-Pennine Express operate the majority of passenger services in and out of the East Riding with additional services operated by First Hull Trains and East Coast.
- 1.30 The distribution and frequency of bus services varies considerably between the urban and rural areas of the East Riding. In the larger towns buses often run relatively frequently, while in more rural areas services may only run once per hour. Bus provision also fluctuates between weekdays, evenings and weekends.
- 1.31 The highest concentration of public transport services is found in the Major Haltemprice Settlements, reflecting their proximity to Hull. Hull has a traditional radial public transport system and supports links with the Major Haltemprice Settlements as part of Hull's core bus network.
- 1.32 A number of demand responsive community transport schemes are also in operation in the East Riding. These schemes cater for the needs of vulnerable people or groups who are not able to access mainstream services.



- 1.33** There are a number of navigable waterways within the East Riding, some of which are sufficient to accommodate freight movements, including the River Hull, River Ouse, Dutch River and the Aire and Calder Navigation.

Reduced LTP Funding Allocations

- 1.34** The Coalition Government set out substantial funding reductions for local transport in their June 2010 budget. This resulted in transport funding for the East Riding being cut by nearly £3m in 2010/11, with additional reductions expected over the life of LTP3. These cuts have been made as part of a national exercise to reduce the UK's record budget deficit and restore confidence in the economy.
- 1.35** These funding cuts will inevitably have an impact on the proposed work programme for LTP3. There is a greater emphasis in LTP3 on managing, maintaining and improving the existing transport network in the most efficient manner, ensuring the best and most cost-effective use of existing assets, resources and services.

Major Transport Schemes

- 1.36** The Council has submitted Major Transport Scheme bids to the DfT for the Beverley Integrated Transport Plan and the A164 Beverley to Humber Bridge Corridor Improvements (see pages 48 and 50 for details regarding these schemes). The Council received a letter from the DfT in June 2010 regarding the status of these two Major Transport Schemes. The letter stated that

“...in view of the likely budgetary constraints, and the consequent likelihood that not all schemes will be able to proceed on their planned timetable, it would be inappropriate for the Department to continue to invest time and resources on development of schemes as the same rate as before.”

- 1.37** This means that, until the implications of the Comprehensive Spending Review in autumn 2010 are understood, the DfT will not be in a position to make any decisions regarding the Council's request for funding for these two Major Transport Schemes.





Chapter 2 Strategic Policy Context



Chapter 2 Strategic Policy Context

Introduction

2.1 In developing its 15-year vision and long-term Strategy for local transport for the East Riding, the Council has sought to join up its priorities with the wider national and local agenda. Full account has also been taken of the recent important changes to the regional and sub-regional planning hierarchy and governance, in particular the revocation of Regional Spatial Strategies and the creation of Local Enterprise Partnerships.

Local Needs and Priorities

2.2 These changes to the planning framework made by the Coalition Government has resulted in the Council's LTP3 being very much based around local needs and priorities. While national guidance has been adhered to, the Council felt that it was important to develop the Plan from a 'bottom up' perspective to ensure that the interests of residents and visitors to the East Riding are represented and the needs of local people have been fully considered. The Council welcomes and embraces the opportunity and flexibility to develop and implement LTP3 in partnership with key stakeholders, representing the needs and aspirations of local people.

2.3 The wider, strategic policy context for LTP3 at a national, regional, sub-regional and local level is outlined below.

National Policy Context

Local Transport Act 2008

2.4 The Local Transport Act 2008 gained Royal Assent in November 2008. The Act aims to empower local authorities to meet local transport needs according to local circumstances and essentially covers four key policy areas:

- Improving local bus services;
- Reforming local transport governance;
- Updating the legal framework for local road pricing schemes; and
- Delivering a new regulatory framework for bus services.

2.5 The local bus service improvements relate to changes to voluntary arrangements, quality partnership schemes and quality contract schemes, with the aim of making these a more realistic option for local authorities. The Act also removes restrictions and constraints on the community transport sector and enables them to expand the range of services they offer to fill gaps in the provision of public transport by commercial operators. The changes to governance arrangements enables major governance reform by providing the opportunity to examine the strengths and weaknesses of existing governance arrangements and proposing reforms to suit local circumstances.



- 2.6** The Act formalises the requirement for LTPs to contain a Strategy and an Implementation Plan. The duty to update the LTP every five years has been replaced with a requirement to review and update the Plan as the Council sees fit. The Act adds a new requirement to have regard to the needs of disabled people and removes the requirement for a separate Bus Strategy.
- 2.7** It is the role of the Council's third LTP to fulfil these duties and requirements identified in the Local Transport Act 2008. In this regard, the Council is to replace LTP2 with a 15-year Strategy and a five-year Implementation Plan (LTP3). LTP3 has also been produced in consultation and partnership with groups representing people with disabilities.

The Eddington Transport Study

- 2.8** The Eddington Transport Study was published in December 2006 and provides advice to the Government on the long-term links between transport and the UK's economic prosperity, growth and stability within the context of sustainable development.
- 2.9** The study concludes that the key characteristics of the transport system that are valued are:
- Journey Time;
 - Journey Time Reliability;
 - Cost;
 - Network Coverage;
 - Comfort;
 - Safety; and
 - Security.
- 2.10** Eddington suggests that in broad terms the UK transport system provides the right connections to the right places to support the journeys that are important to economic performance. However, transport demand has grown with economic success and while some places already have sufficient transport infrastructure to deliver their economic success, other parts of the transport network are now under serious strain.
- 2.11** Transport strategies, including LTP3s, therefore need to focus on improving the performance of the existing transport network, prioritising critical parts of the network to support economic growth. Smaller projects that unblock pinch points are likely to offer the highest benefits, while large projects with untested technology are unlikely to generate attractive returns.

The Stern Review

- 2.12** Sir Nicholas Stern was appointed by the Chancellor of the Exchequer to undertake an independent review of the economics of climate change. The review was published in 2006 and considered the complex policy challenges in managing the transition to a low carbon economy and the impact on society of adapting to the unavoidable consequences of climate change. The review takes an international perspective and looks across all sectors, including transport.



- 2.13** The key message is the benefit of significant early action to address climate change. The study also highlights the long lead-in time likely to be experienced. Action now will have only a limited effect on the climate in the next 50 years, but will have a profound effect on the climate post 2050. Stern's conclusion is that ignoring climate change will eventually damage economic growth. This view highlights the fact that as well as working to reduce greenhouse gas emissions, climate change policies must also enable people to adapt to unavoidable changes over the next 40 to 50 years.
- 2.14** The review considers the potential to cut emissions across different sectors, including transport. Substantial cuts in the transport sector are unlikely to be achieved in the short-term. The majority of transport emissions globally are from road transport (76%) and the key driver of growth in transport emissions is increasing income. As people become more affluent they tend to want to travel longer distances and transport more goods.
- 2.15** Stern concludes that transport will be one of the last sectors to significantly reduce greenhouse gas emissions. However, it is important in the long-term that transport is de-carbonised if stabilisation of the climate is to be achieved. The most cost effective savings in the short-term for transport are likely to be from improvements in fuel efficiency, the development of bio-fuels and behavioural change. LTP3 significantly contributes to the third of these elements through the promotion of sustainable, low carbon transport modes such as walking, cycling and public transport.

Climate Change Act 2008

- 2.16** The UK is the first country to have a legally binding long-term framework to cut greenhouse gas emissions. The Climate Change Act 2008 sets out a new approach to managing and responding to climate change. The aim of the Act is to improve carbon management, helping the transition towards a low carbon economy in the UK. The Act also demonstrates the UK's leadership internationally and signals its commitment to reducing global emissions.
- 2.17** The key elements of the Act that are relevant to LTP3 are:
- Legally binding target of at least 80% cut in greenhouse gas emissions by 2050 and a reduction in emissions of at least 34% by 2020 (against the 1990 baseline);
 - Carbon budgeting system which caps emissions over five year periods; and
 - Creation of the committee on Climate Change, which is an independent, expert body to advise the Government.

Low Carbon Transport: A Greener Future

- 2.18** Low Carbon Transport: A Greener Future was published by the DfT in July 2009 and is a carbon reduction strategy for transport. It is a key component of the UK Low Carbon Transition Plan. The UK Low Carbon Transition Plan aims to deliver cuts in CO₂ emissions in line with the obligation under the carbon budgets to 2022 and puts in place a long-term strategy to 2050.



- 2.19** Transport is considered a key component in the UK Low Carbon Transition Plan, not least because transport emissions currently account for almost a quarter of domestic emissions and transport demand is projected to increase. The strategy highlights the importance of technological changes in achieving a low carbon transport system such as lower emissions buses and electrification of rail links. However, these changes are not enough on their own. The strategy also highlights the need for behavioural change by making public transport accessible, attractive and easy to use. This can be achieved through improving access to public transport hubs by sustainable modes such as walking and cycling, and increasing the levels of integrated ticketing. Where public transport is not appropriate the strategy identifies the need for more efficient travel by car, for example by encouraging eco-driving techniques.
- 2.20** There are opportunities to reduce the amount we need to travel. The opportunities here are two-fold, either through information technology, which enables access to work or services without the need to travel or through spatial planning which can influence the pattern and volume of travel demand. The Council is adopting both of these approaches, and the latter will be achieved through partnership between LTP3 and the emerging Local Development Framework (LDF). This approach will ensure future development scenarios in East Riding are as sustainable as possible in travel terms.
- 2.21** The strategy suggests that the major cities are where the greatest challenges and opportunities for carbon reduction are likely to arise. However, rural locations such as East Riding also face significant challenges with high levels of car ownership, high travel to work distances and a dispersed public transport network. The Council is addressing these challenges through strategies developed through LTP3, such as the Accessibility Strategy (see Chapter 19).

Planning Policy Guidance Notes and Statements

- 2.22** Planning Policy Guidance Notes (currently in the process of being updated to Planning Policy Statements) set out the Government's national land use planning policies for England. These are currently being reviewed by the Coalition Government but at present these remain as a framework for national planning policy. PPS11 (Regional Spatial Strategies) has been cancelled and references to regional strategies in other policy statements are no longer valid.
- 2.23** To ensure integration between Government guidance and local policy, LTP3 has been developed in line with the following Planning Policy Guidance Notes and Statements:



Planning Policy Statement 1 (PPS1): Creating Sustainable Communities (2004) – PPS1 sets out the Government’s vision for planning and the key policies that should underpin the planning system.

Supplement to PPS1: Planning and Climate Change (2007) – The supplement to PPS1 sets out how policies should contribute to reducing emissions and stabilising climate change through encouraging sustainable transport and reducing the need to travel.

Planning Policy Statement 3 (PPS3): Housing (2010) – This stresses the importance of developing in sustainable locations, which offer a range of community facilities and with good access to jobs, key services and infrastructure.

Planning Policy Statement 7 (PPS7): Sustainable Development in Rural Areas (2004) – PPS7 highlights the need for local authorities to have a good understanding of their circumstances, needs and priorities including the interdependence between urban and rural areas.

Planning Policy Statement 12 (PPS12): Creating strong safe and prosperous communities through local spatial planning (2008) – This statement emphasises the importance of community responsive policies, particularly Sustainable Community Plans, in facilitating community input to local policies.

Planning Policy Guidance Note 13 (PPG13): Transport (2001) – The objectives of PPG13 are to integrate planning and transport at the national, regional and local level in order to promote increased accessibility to services using sustainable transport.

Regional Policy Context

Regional Spatial Strategies

2.24 On 6th July 2010 it was formally announced by the Secretary of State that all Regional Spatial Strategies (including Regional Transport Strategies) would be revoked with immediate effect. The abolition of Regional Strategies will make local spatial plans, drawn up in conformity with national policy, the basis for local planning decisions. It is intended that this will provide local authorities with more power to control development in their area. Local authorities will now be responsible for setting out the number of new houses and jobs to be provided in their area and ensuring that the land and the opportunities exist for these provisions to be met.

Sub-Regional Policy Context

Local Enterprise Partnerships

2.25 The Government’s proposals for Local Enterprise Partnerships (LEPs) were set out in a letter sent by the Secretary of State for Business and the Secretary of State for Communities and Local Government to Councils and business leaders on 29 June 2010.



It is intended that LEPs will replace Regional Development Agencies (RDAs) and will provide strategic leadership in local areas while creating the right environment for business success and economic growth.

- 2.26** LEPs are seen as a critical tool in helping to re-balance the economy towards the private sector and promote the importance of local decision making and planning. It is important to note that LEPs are not expected to have the level of financial resources, the staff numbers, or many of the responsibilities currently held by RDAs.
- 2.27** Initial outline proposals for LEPs had to be submitted to Central Government by 6 September 2010. East Riding of Yorkshire Council has submitted a joint LEP proposal with Hull City Council and Scarborough Borough Council. Central Government is currently reviewing all submissions to determine their potential contribution towards stimulating economic growth.
- 2.28** The main objectives of the East Riding, Hull and Scarborough LEP would be:
- Increasing private sector investment, business formation levels and employment within the private sector in existing and emerging sectors.
 - Place shaping to continue the renaissance of Hull city centre and our main coastal and market town towns.
 - Continual development of the North Humber growth zone along the established transport corridor between Hull and Goole on the M62/A63 corridor.
 - A joined up approach to developing and promoting the area's tourism offer and further developing the Yorkshire Coast 'brand'.
 - Ensuring planning, housing, transport and local asset management policies contribute to the Partnership's local economic priorities.
 - Facilitating the transition to a low-carbon economy and the derived economic benefits.

Local Policy Context

Introduction

- 2.29** Transport can help contribute towards the delivery of a wide range of objectives, strategies and service delivery areas, including land use planning, health, social inclusion, accessibility and education. The Council's Transport Policy Team has worked in partnership with numerous internal and external stakeholders to ensure that the policies and strategies in LTP3 are fully integrated and help contribute towards the delivery of wider local priorities and targets (see Chapter 3 for full details).
- 2.30** Figure 2.1 demonstrates how the key local planning documents fit together in the East Riding.



Figure 2.1 Key Planning Documents for the East Riding



‘Our East Riding’ - The East Riding Sustainable Community Plan

- 2.31** The East Riding Sustainable Community Plan was published in 2006 by the East Riding Local Strategic Partnership (LSP), which is made up of public, private and voluntary organisations including the Council, Humberside Police, local Primary Care Trusts, Humberside Fire and Rescue Services and local businesses. The document runs between 2006-2016 and has been updated in 2008, 2009 and again in 2010 to take account of changes that have affected the statutory framework and national issues such as the economic recession. The Plan focuses on the delivery of local priorities through partnership working and provides a framework for how East Riding towns and villages will look into the next decade. The Plan is delivered through the Local Area Agreement, which is discussed in more detail below.
- 2.32** ‘Our East Riding’ seeks to achieve truly sustainable communities by working towards five ambitions for the East Riding, which are set out in more detail in Chapter 6. These ambitions have been utilised in the formation of the strategic LTP3 objectives and prioritisation of subsequent transport schemes. LTP3 therefore has an integral role in the delivery of these five ambitions.

East Riding Local Area Agreement

- 2.33** Action to deliver the priorities within the Sustainable Community Plan takes place through the Local Area Agreement (LAA), which runs between 2008-2011. This agreement has been developed by the LSP, working in partnership with Central and Regional Government. The LAA focuses on new national priorities and the specific issues that are the hardest to tackle in the East Riding.



- 2.34** Through the LAA, the LSP will work to improve quality of life for residents of East Riding in the following four areas:
- Sustainable communities and transport;
 - Children and young people;
 - Healthier communities and older people; and
 - Safer and stronger communities.
- 2.35** The Council, in partnership with Government Office for Yorkshire and the Humber (GOYH) and local partners, strived to incorporate key local transport issues adequately and sufficiently in the East Riding LAA. Road safety and accessibility were identified as key priorities in the East Riding. Two extremely challenging LAA targets were subsequently agreed with the DfT and GOYH to improve road safety and accessibility in the East Riding (see pages 77 and 140 for further details.)
- 2.36** LTP3 will have a key role in delivering the following priorities, which have been identified by the sustainable communities and transport action group:
- Residents have good access to services and employment;
 - The economy is sustainable with growth in new investment, especially where targeted regeneration is required;
 - The impact of climate change in the East Riding is managed well; and
 - The environment of the East Riding is valued and improved.

East Riding of Yorkshire Council Business Plan

- 2.37** The Council's Business Plan covers a three-year period (2008-2011) and is updated each year to ensure the East Riding is able to deliver its priorities and meet new challenges. It is closely linked to the Council's three-year financial strategy, which sets out how the Authority will use its resources to deliver the work of the Council and ensure there are funds available to deliver its priorities. In 2008 the Audit Commission assessed the Council's Business Plan and awarded it the maximum four stars, placing the Council in the top 5% of all local authorities in England.
- 2.38** The Plan highlights how the Council works in partnership with key stakeholders such as Humberside Police, East Riding of Yorkshire Primary Care Trust, Humberside Fire and Rescue and the private sector. The Council's priorities are developed in the context of a shared ambition that the Authority and its partners hold for the area, reflecting the priorities and aspirations of people living in the East Riding.
- 2.39** The Plan sets out in broad terms how the Council will deliver its seven corporate priorities. These are considered in more detail in Chapter 6. The LTP3 objectives and targets have been developed to ensure the Plan has an integral role in the delivery of these corporate priorities.



East Riding of Yorkshire Local Development Framework

2.40 The LDF is a portfolio of documents that provide the framework for delivering the planning strategy for the Council. The Council is producing the following documents as part of the LDF process:

- Core Strategy - including a vision for how the East Riding will look to 2026 and a Spatial Strategy to establish where to direct and restrain growth. The Core Strategy also contains the policies for four key themes:
 - Healthy and balanced housing market;
 - Prosperous economy;
 - High quality environment; and
 - Strong and health community.
- Allocations Development Plan Document - will show which specific pieces of land will be used for particular development purposes, such as housing; and
- Bridlington Area Action Plan - setting out specific town centre policies for Bridlington, to guide development and deliver the urban renaissance programme.

2.41 The Council's LDF and LTP3 Strategy have a lifespan through to 2026, which is beneficial as the LDF provides the spatial planning framework that guides the preparation and delivery of the LTP3 Strategy and Implementation Plan. LTP3 will also provide part of the delivery mechanism for the transport policies identified in the LDF Core Strategy.

East Riding of Yorkshire Council Draft Climate Change Strategy

2.42 The Strategy aims to compliment and enhance local priorities for transport, development management, housing provision, waste management, coastal management and a number of other key areas. The plan also sets out mechanisms for working with local partners and residents to identify their concerns and address these using innovative local solutions. Transport emissions in the East Riding make up a quarter of the total carbon footprint for the area and encouraging sustainable low carbon travel and reducing car use through schemes implemented in LTP3 will make a substantial contribution to achieving local climate change targets.

East Riding Economic Development Strategy

2.43 The East Riding Economic Development Strategy (2007-2011) provides the local dimension for guiding investment and economic development. Its seven Key Strategic Actions are a mix of theme-based interventions and broad area-based approaches. Strategies for individual places within the East Riding are taken forward through the individual regeneration and renaissance plans outlined in the Council's Local Investment Plan.

2.44 The Council's Economic Development Strategy contains a number of targets, several of which will take longer to achieve than originally planned because of the economic downturn. However, two overarching targets, which are included in the East Riding LAA, epitomise the twin challenge of overall limited economic growth and pockets of



concentrated deprivation. Equally, boosting job prospects and household income and making the main urban areas in the East Riding more attractive places to live will help deliver one of the Council's key challenges of providing more affordable housing.

- 2.45** If these issues are not continually addressed as equal priorities, the East Riding's quality of life offer, which is so vital to the Humber sub-region, could not be sustained as public funding is reduced and measures to mitigate climate change and other environmental imperatives increase costs and reduce choice. LTP3 can contribute towards the aims of the strategy by providing a number of low cost sustainable transport alternatives to remove barriers and improve accessibility to employment and training for vulnerable or excluded individuals.

East Riding of Yorkshire Council Environmental Statement

- 2.46** The Council's environmental statement 2008/09 was produced as part of the Authority's Eco-Management and Audit Scheme (EMAS). The Council is working to continuously improve its environmental performance and the statement outlines the Authority's performance against its corporate and service based environmental objectives and targets. The statement also contains a number of environmental policy core objectives that are relevant to LTP3, including reducing the environmental impact of staff journeys to, from and at work and encouraging walking, cycling and the provision of efficient, safe and accessible public transport.

East Riding of Yorkshire Council Rights of Way Improvement Plan

- 2.47** The Countryside and Rights of Way Act 2000 requires every local authority to prepare and publish a Rights of Way Improvement Plan (ROWIP). The Council updated the latest ROWIP in May 2008. Rights of Way contribute to the wider transport network through providing recreational paths for use by those on foot, horseback or pedal cycle, including the Yorkshire Wolds Way National Trail and cycle tracks supporting a safe cycling environment.
- 2.48** The aims of the East Riding ROWIP are to extend the network and improve the connectivity of the routes, to improve accessibility for all users and to improve local awareness of the Public Rights of Way Network. The links identified between LTP3 and the ROWIP has resulted in shared aims and priorities between the two Plans, recognising the important role that Rights of Way play in the East Riding's integrated transport network and in the delivery of strategic local transport objectives.

Other Local Strategies

- 2.49** To ensure that all relevant local strategies and priorities have been considered, LTP3 has also been developed in line with the following documents:



East Riding of Yorkshire Sports and Active Recreation Strategy: The strategy is aimed at encouraging and motivating residents in the East Riding to lead a more active lifestyle through initiatives to encourage physical activity. LTP3 can help to achieve these aspirations through improving access to sporting activities and encouraging more people to incorporate walking and cycling into their daily routines.

East Riding of Yorkshire Primary Care Trust Local Obesity Strategy and Action Plan: Tackling obesity is a key national and local priority. LTP3 can help address this through increasing access to sport and leisure activities and encouraging more people to travel using healthy modes such as walking or cycling.

East Riding of Yorkshire Children and Young People's Plan: The needs of children and young people in a sparsely populated area such as the East Riding presents a significant challenge for all agencies involved in supporting children, young people and their families. LTP3 can help to contribute towards these priorities through encouraging children to travel using healthy sustainable modes, introducing schemes to help children access healthcare and leisure opportunities, and improving the safety and sustainability of routes to schools.

'Positive about Life' – The East Riding of Yorkshire Strategy for Older People: The East Riding is home to an ageing population and the Council therefore needs to focus on management and prevention of ill health and the promotion of healthier and more active lifestyles, enabling people to remain independent for longer. The delivery of LTP3 will contribute towards this strategy through improving access to public transport facilities and maintaining demand responsive transport provision across the East Riding of Yorkshire.



Chapter 3 Consultation and Partnership Working



Chapter 3 Consultation and Partnership Working

Introduction

- 3.1** The Council is fully committed to engaging with local stakeholders and members of the public during the development and delivery of all its strategies and action plans. Effective consultation with key stakeholders throughout the preparation of LTP3 has helped the Council to identify improvements to East Riding's transport infrastructure and services, which are better able to meet local needs and priorities and therefore provide excellent value for money.
- 3.2** Through collaborative working, a wide range of key stakeholders have been given the opportunity to provide their views on a number of different aspects of local transport in their area. This collaborative working has reduced costs and the risk of 'consultation overload'. Consultation commenced at an early stage in the preparation of the Council's LTP3, in order that the feedback could feed into and influence the objectives and schemes within the Plan.
- 3.3** The Council's Transport Policy Team has worked hard to overcome the consultation challenges of effectively engaging with East Riding of Yorkshire's dispersed population over a large geographic area. This has been achieved by working with hard to reach groups and small organisations based in more remote areas as well as maximising the existing consultation evidence available.
- 3.4** Throughout the development of LTP3 the Transport Policy Team has provided meaningful feedback, where possible, on every consultation response. All external input has been considered and incorporated into the Plan where appropriate. A full list of consultation partners and external responses to consultation is provided in Annex A. Each LTP3 strategy contained in Section D (Option Generation) contains further details on the specific consultation undertaken for that strategy. The primary consultation channels are discussed in more detail below.

LTP3 Newsletters

- 3.5** In order to ensure early public consultation in the preparation of LTP3 the Council's Transport Policy Team produced an LTP3 Newsletter in January 2010 (see Annex B).
- 3.6** The first edition of the LTP3 Newsletter outlined the progress made to date on developing the Council's LTP3, identified the draft strategic LTP3 objectives and outlined the key transport challenges in the East Riding. The Newsletter was circulated to Council Members, Parish and Town Councils and a wide range of key stakeholders, including the statutory consultees identified in the Transport Act 2000, as amended by the Local Transport Act 2008 (see below for further details regarding the statutory consultees).
- 3.7** The Newsletter was also included as an article in the February 2010 edition of the East Riding news, a free publication delivered to every household in the East Riding (over 144,000 households in total).



- 3.8** The newsletter invited comments on the draft strategic LTP3 objectives or any other issues that local people felt should be included in the Plan. A high number of responses were received, all of which have been considered as part of the development of LTP3.
- 3.9** A second newsletter was produced in October 2010 (also included in Annex B) and circulated to all East Riding Councillors. This provided an update on progress made on LTP3 over the previous eight months. The newsletter was again included as an article in the November edition of the East Riding News. The article sets out the detail of the formal LTP3 public consultation, which is due to commence in December 2010.

Statutory Consultees

- 3.10** The Transport Act 2000, as amended by the Local Transport Act 2008, places a duty on local authorities to contact a number of statutory consultees when formulating new plans and policies. The statutory consultees for LTP3 are as follows:
- Bus Operators;
 - Highways Agency;
 - Public Transport User Groups;
 - Rail Operators; and
 - Regional Development Agencies.
- 3.11** The Council has consulted with each of these groups and, where appropriate, meetings have been held to keep consultees informed of the progress and development of LTP3. This has provided the statutory consultees with the opportunity to ensure that LTP3 is in line with their priorities.

People with Disabilities

- 3.12** Since 2000, Local Transport Legislation has contained an obligation for local transport authorities to have regard to the needs of older people and people with mobility difficulties when developing new transport policies. This was supplemented by the Local Transport Act (2008), which sets out an additional requirement for transport policies to consider the needs of disabled people in line with the Disability Discrimination Act (2005). The LTP3 Newsletter was distributed to numerous groups representing people with disabilities in the East Riding and each group was also contacted specifically to obtain their ideas for improvements to be considered within LTP3.
- 3.13** The groups representing people with disabilities that were contacted are as follows:
- Withernsea & District Disability Action Group;
 - Goole and District Coalition of Physical Disabilities;
 - East Riding of Yorkshire Council of Disabled People;
 - The Hull and East Riding Centre for Independent Living (incorporating Choices and Rights Disability Coalition);
 - Beverley Access Group;
 - East Riding of Yorkshire Local Involvement Network (ERYLINK);
 - Hull & EastYorkshire MIND;



- Hull and East Riding Institute For The Blind; and
- Multiple Sclerosis Society.

Strategic Environmental Assessment, Health Impact Assessment and Habitat Regulations Assessment

- 3.14** LTP3's SEA has a number of statutory consultation processes associated with its development. The statutory environmental consultees (English Nature, English Heritage and the Environment Agency) and relevant East Riding Council Officers held discussions in order to establish the level of existing resources, key issues and trends within the East Riding and any relevant policies and plans that may have an impact on the SEA.
- 3.15** A workshop was held in December 2009 with local stakeholders to discuss key issues and develop appropriate objectives for the SEA. The Council formally consulted on the SEA scoping report with the statutory consultees in March 2010. The scoping report was also sent to representatives from the relevant Primary Care Trusts, as the SEA will include the Health Impact Assessment for LTP3. Comments on the scoping report have been considered and taken into account in the development of the Environment Report that accompanies the draft LTP3. Consultation with internal Council Officers was continuous throughout the development of the SEA, including input into the development of baseline information and objectives.
- 3.16** The Habitat Regulations Assessment has considered whether LTP3 is likely to have a significant effect on European sites. Discussions have been held with the statutory environmental consultees during the development of the Screening Assessment and consultation with internal Council Officers has also been undertaken. The Habitat Regulations Assessment Screening Report was consulted on in August/September 2010.
- 3.17** As a result of this consultation, Natural England have requested that the following text is included in LTP3:

“Any development that would be likely to have a significant effect on a European site, either alone or in combination with other plans or projects, would not be in accordance with the Local Transport Plan and would not, therefore, have the benefit of the presumption in favour accorded via S.38 of the 2004 Act at application stage.

Any development that would be likely to have a significant effect on a European site, either alone or in combination with other plans or projects, will be subject to assessment under Part 6 of the Habitats Regulations at project application stage. If it cannot be ascertained that there would be no adverse effects on site integrity the project will have to be refused or pass the tests of Regulation 61 and 62, in which case any necessary compensatory measures will need to be secured in accordance with Regulation 66.1.”

Local Strategic Partnership

- 3.18** The Council's Transport Policy Team has played an active role in consulting and working with key partners in the preparation of LTP3, in particular through the East Riding LSP. Transport Policy Officers have looked to build on the successful integration of LTP2 and the LSP, which included setting up workshops through the LSP's Transport Task



Group. These offered the local community the opportunity to discuss local concerns and offer advice in the preparation of a £300,000 package of road safety measures for Goole, that were subsequently delivered in 2008.

- 3.19** LTP3's Road Safety Strategy has been prepared in partnership with the LSP's Safer Roads East Riding Task Group, which sits under the Safer and Stronger Communities Action Group. The Task Group comprises representatives from Humberside Police, Humberside Fire and Rescue, Safer Roads Humber, expert Road Safety Consultants and Council Officers. The Council's Strategic Transport Planning Manager chairs the Task Group, which meet bi-monthly.
- 3.20** Transport Policy Officers attended meetings of the LSP's Transport Task Group, which sits under the Sustainable Communities and Transport Action Group and the LSP's Older People's Partnership Board, which is part of the Healthier Communities and Older People Action Group. At these meetings, officers explained the purpose of LTP3, set out the proposed Plan development and highlighted any specific local transport topics that may be relevant to each group. There was considerable input from group members at these meetings and their thoughts and ideas have been fed into the preparation of LTP3.
- 3.21** Working with our partners through the LSP is critical to ensure that the strategic LTP3 objectives and subsequent strategies and schemes fully consider and contribute towards the LSP's ambitions.

Local Development Framework

- 3.22** The Transport Policy Team has liaised closely with the Forward Planning Team throughout the development of LTP3. The Forward Planning Team is responsible for the preparation of the emerging LDF, which has a robust and comprehensive consultation process to ensure full community ownership of the document.
- 3.23** The Transport Policy Team has sought to maximise the benefit of the extensive consultation undertaken for the emerging LDF. For example, the spatial approach, which has been consulted upon and developed for the emerging LDF, has been utilised in the preparation of LTP3 strategies and subsequent options and schemes.

The Council's Regeneration and Renaissance Team

- 3.24** Throughout the preparation of LTP3, Transport Policy Officers have consulted regularly with the Regeneration and Renaissance Team. The Regeneration and Renaissance Team has already undertaken a thorough programme of consultation for each of their renaissance programmes. In each of East Riding's designated renaissance areas a Local Renaissance Partnership has been set up to form a continuing mechanism for community involvement. The Local Renaissance Partnerships include local residents, local businesses and interest groups and all members are involved at an early stage in the development of renaissance plans. This is followed by public consultation through exhibitions and open days, which provide the opportunity for the public to comment on potential regeneration schemes in their area.



- 3.25** The Transport Policy Team has utilised these consultation exercises in the development of the options and schemes within LTP3. For example, consultation undertaken by the Withernsea Renaissance Partnership included stakeholder workshops, public exhibitions and one to one discussions by phone and e-mail for those who were unable to attend the other events. This was followed by a presentation to Withernsea Town Council, encouraging members to express their views on local transport issues and identify options for improvement. In order to obtain opinions of young people, workshops were held for pupils at the local high school.
- 3.26** This consultation has proved invaluable in obtaining the views of local people, and any transport concerns raised through this exercise were utilised in the preparation of LTP3's Withernsea Transport Strategy (see Chapter 15 for further details).

Visitors to the East Riding

- 3.27** The guidance for LTP3 suggests that where appropriate, consultation should extend to visitors to the local area. The Council's Transport Policy Team has therefore consulted with Visit Hull and East Yorkshire (VHEY), the destination management organisation for the area, to obtain their views and ideas for integrating local transport and tourism in the East Riding.



Chapter 4 Introduction to Goals and Objectives



Chapter 4 Introduction to Goals and Objectives

- 4.1** This section clarifies the four overarching goals that form the foundation for the development of LTP3. These goals, and the ambitions and priorities of other important local documents, have been used to develop eight strategic local objectives for LTP3. These objectives represent the Council's aspirations for transport over the next 15 years.
- 4.2** These four goals and eight objectives create a framework for LTP3, which is critical to the strategy development and prioritisation of transport schemes set out within the Plan. The wide-ranging nature of these goals and objectives is in keeping with transport's role as a facilitator in delivering the aims and objectives for many other policy areas. The goals and objectives that have been considered as part of the development of this framework are derived from the policies and strategies identified in Chapter 2 (Strategic Policy Context).



Chapter 5 Goals



Chapter 5 Goals

Introduction

- 5.1 Ministers have recently identified the two key overarching priorities for the DfT and the Coalition Government, which are to stimulate economic growth and to reduce carbon emissions⁽²⁾. These are also priorities for the East Riding of Yorkshire Council.
- 5.2 It is also important to acknowledge that other core priorities identified in the Council's previous Local Transport Plan (LTP2), in particular improving road safety and accessibility, are still of paramount importance for the East Riding of Yorkshire. The Council has therefore identified the following four overarching goals for LTP3, reflecting both national and, more importantly, local priorities:
- Support economic growth;
 - Reduce carbon emissions;
 - Improve road safety; and
 - Improve accessibility.

Goal – Support Economic Growth

- 5.3 Transport is a key element of the UK's economic success. As highlighted in Chapter 2 (Strategic Policy Context) Eddington identified that at a broad level, connectivity in the UK is good and the focus should be on improving the performance of the existing network to provide a more reliable transport system. Through effective Network Management Plans and Transport Asset Management Plans, the Council will maximise the potential of the existing transport network. In addition, integration and co-ordination of LTP3 with emerging plans such as the LDF will avoid creating new pressure points or exacerbating existing congestion issues.
- 5.4 Congestion is a major transport issue nationwide. Congestion can have significant negative impacts on communities and individuals and congestion has already affected the economic performance of cities and towns across the UK. Congestion is often viewed as a barometer of economic activity and there have been reports of the recent recession leading to a drop in congestion⁽³⁾. The LTP3 Strategy runs over 15 years (2011-2026) and so needs to look beyond the current economic circumstances to ensure the provision of a transport network that is resilient to the various travel habits and patterns created by economic conditions both now and in the future.
- 5.5 The resilience of the transport network to disruption is an important element of this transport goal and links to the reliability of the network as a whole. There are many potential sources of disruption to the network including terrorist attack, road accidents and, in the future, the impacts of climate change (although the management of risk from terrorist attack is principally an issue dealt with at a national level).

2 See letter to all Local Authorities from Nick Bisson, Director, Regional and Local Transport Policy, DfT, dated 09/08/10

3 Congestion – Commuting: An Economic Barometer, 2009, Trafficmaster and AA



- 5.6 A recent example of disruption to the transport network in East Riding is the flooding that took place in June 2007. A period of heavy rainfall combined with the flat and low lying geography of the East Riding resulted in damage to over 6,000 homes and many key roads and transport facilities (see Figure 5.1). Maintaining the transport network during unexpected events such as this is vital to minimise disruption where possible.

Figure 5.1 Flooding in Leconfield in 2007



Goal – Reduce Carbon Emissions

- 5.7 The impacts of climate change are becoming an increasing concern to local authorities. The DfT published ‘The changing climate: its impact on the Department for Transport’ in 2005, which highlighted potential changes to our climate up to 2050. These changes in the climate will impact on the transport network in the East Riding in a variety of ways such as flooding, structure failures and difficult driving conditions.
- 5.8 Even if carbon emissions are reduced now, a number of these impacts will still occur as a result of the levels of carbon dioxide already in the atmosphere. The Council is in the process of developing a Climate Change Strategy and this will ensure the Council is prepared for the impact of climate change on Council services and its residents.



- 5.9** Transport is required to contribute towards achieving the Government's ambitious targets to reduce the impact of climate change. The DfT has highlighted the need to identify robust emission reduction pathways for transport. To do this the Council needs to understand the relationships between transport and emissions by examining different types of journey and the effects of various travel modes.
- 5.10** Carbon savings will undoubtedly be made through new technologies and fuels and the Council will support these developments where possible. However, encouraging behavioural change through the promotion of sustainable transport modes and smarter choices is also an important part of achieving the national carbon targets and will be facilitated through the delivery of LTP3 schemes. The scenario of ever-increasing journey lengths for purposes such as commuting does not fit comfortably with the modern vision of sustainability. Policy solutions, such as more flexible working patterns to allow staff to work from home, are a key element of a low carbon economy.

Goal – Improve Road Safety

- 5.11** There has always been a focus in transport policy on reducing the risk of death, injury or illness arising from transport. There has been good progress both within the East Riding and nationally in reducing road casualties in the last decade. However, further road safety improvements are still required. As with tackling climate change, technological advancement will play a part in achieving road safety targets through measures such as improved vehicle design. However, road design, speed management initiatives and driver behaviour change are also important elements in reducing the number of people killed or seriously injured on local roads.
- 5.12** The reduction in the number of people killed or seriously injured on East Riding's roads is due to considerable investment by the Council in road safety schemes and awareness campaigns, and as a result of excellent partnership working between the Council, Humberside Police and Humberside Fire and Rescue. However, more needs to be done as there were still 195 people killed or seriously injured (KSI) on East Riding roads in 2009. Reducing KSIs, particularly for vulnerable road user groups such as motorcyclists, pedestrians and cyclists will therefore remain a high priority throughout the life of LTP3.

Goal – Improve Accessibility

- 5.13** This goal focuses on the development of a transport system that provides everyone with access to goods and services, employment opportunities, and social and leisure activities.
- 5.14** The goal has two dimensions – place and people. Different places have different levels of accessibility, deprivation and economic activity. People, as a result of personal circumstances such as age or mobility impairments, have varying levels of opportunity. The issue for transport is to address the key challenges for those with transport disadvantage. Transport policy needs to examine the following areas:



- Availability - Does the service exist?
- Accessibility - Can I physically use it?
- Affordability - Can I afford to use it?
- Acceptability - Am I prepared to use it?

5.15 The availability of transport is particularly relevant and important to the East Riding of Yorkshire Council, which is a large, predominantly rural area that comprises a number of isolated communities. LTP3 therefore aims to provide everyone living in or visiting the East Riding with a range of transport options, which will take them to where they want to go in reasonable time and at a reasonable cost, irrespective of their personal circumstances or their location. This goal also includes consideration of the needs and priorities of different social groups such as older people and people with disabilities.





Chapter 6 Strategic Local Objectives



Chapter 6 Strategic Local Objectives

Introduction

6.1 This chapter identifies the key local documents and their subsequent ambitions and priorities, which have been utilised to help identify the strategic objectives for LTP3.

‘Our East Riding’ - The East Riding Sustainable Community Plan

6.2 The East Riding Sustainable Community Plan (2006-2016) sets out the LSP’s ambitions for an East Riding where:

- Children and young people have a brighter future;
- Older people enjoy a healthy independent lifestyle;
- Communities are thriving, prosperous and safe;
- Regeneration transforms deprived areas and reduces health and other inequalities; and
- We value and care for the diverse character of the area.

6.3 These ambitions are discussed in more detail in Table 6.1.

East Riding of Yorkshire Council Business Plan

6.4 The East Riding of Yorkshire Council Business Plan sets out how the Council will deliver its seven corporate priorities, which are:

- Safer communities;
- Valuing our environment;
- Local problem solving;
- Reducing inequalities;
- Revitalising our communities;
- Retaining the East Riding character; and
- Supporting vulnerable people.

6.5 In addition, the Council is continuously improving in its determination to be a Well Managed Authority.

6.6 These local priorities have been determined by a number of factors, including the views of local people, the views of Council partners in the East Riding, how well Council services are currently performing and what we already know about local communities. In addition, external factors and relevant national policies are also considered.

6.7 The Council’s corporate priorities are discussed in more detail in Table 6.2.



Table 6.1 LSP's Ambitions (as identified in 'Our East Riding')

<p>Children and young people have a bright future</p>	<p>This ambition includes the desire that children and young people are safe at home, school, when travelling and during their leisure time. This encompasses issues of road safety and school travel. The ambition also links to health issues and reducing the gap in health inequalities in the East Riding, including active travel. In short, providing children and young people with the opportunities to reach their full potential.</p>
<p>Older people enjoy healthy, independent lifestyles</p>	<p>This ambition is focussed around older people and supporting more independent living amongst this section of the community. The ambition aims to help older people feel safe within their community and enable more participation in community life. Older people should be better equipped to choose a healthier lifestyle including through more active modes of transport. Improving accessibility to services is also important through the provision of alternatives for those unable to access conventional public transport.</p>
<p>Communities are healthy, thriving, prosperous and safe</p>	<p>Market towns are the focus of this ambition, providing a range of services with good transport links to the surrounding areas and improving accessibility to core settlements. There is also consideration of prosperity, health and wellbeing, alongside initiatives to enable people to engage within their community and tackle issues around community cohesion and antisocial behaviour. In transport terms this covers areas such as road safety and personal security.</p>
<p>Regeneration transforms deprived areas and reduces health and other inequalities</p>	<p>This ambition is particularly focused on deprived areas, with the desired outcome of making East Riding an attractive place to live. Future development in East Riding should be appropriate and sustainable, ensuring that what people value most about the area is respected. The ambition also covers workforce skills, affordable accommodation, investment in public realm and cohesive communities.</p>
<p>We value and care for the diverse character of the area</p>	<p>It is important to preserve and enhance what is best about East Riding lifestyles and value the diverse character of the area. Whilst market towns will provide a focus for key services, access is the greatest challenge for the most rural communities. Innovative technologies can be used to support these more remote areas. Through this ambition the impact of climate change in East Riding will be well managed and the quality of life will be improved.</p>



Table 6.2 The Council's Seven Corporate Priorities

<p>Safer communities – a safe place to work, rest and play</p>	<p>The Council wants to deter criminal and antisocial behaviour. Although East Riding has relatively low levels of crime there is still a need to address individual's fear of crime, ensuring people feel safe within their communities and travelling around the area. Road safety is also an important element of the safer communities priority. This is reflected in the LAA target to reduce the number of people killed and seriously injured on East Riding's roads.</p>
<p>Valuing our environment – a green sustainable future</p>	<p>There is an increasing focus on climate change, particularly responding to the impacts of climate change such as flooding and severe storms. The Council is committed to producing plans and strategies to address climate change including a Climate Change Strategy that is currently being produced. In addition, this priority includes the maintenance of the Council's roads and footpaths and improvements in infrastructure provision.</p>
<p>Local problem solving – local solutions to local problems</p>	<p>The Council wants to involve local people and Town and Parish Councils more effectively in local problem solving and setting local priorities. Ultimately everyone in East Riding should feel a valued part of their community and take an active interest in improving the quality of life in areas where they live.</p>
<p>Reducing inequalities – better life choices and choices for all</p>	<p>Although many people within the East Riding enjoy a high quality of life, there are areas where choices and opportunities are limited, which impacts upon an individual's chances of a happy, healthy life. Increasing physical activity and promoting healthy lifestyles is a key element of this priority, including partnership work with NHS East Riding of Yorkshire.</p>
<p>Revitalising our communities – regeneration for a brighter future</p>	<p>This priority is focused on the importance of the Principal Towns, the need to address the issues that arise from the changing population in the East Riding and issues around transport and access. This priority also covers quality public spaces, supporting businesses and individuals through the economic downturn and providing more leisure opportunities for young people.</p>
<p>Retaining the East Riding character – building on what makes our area a great place to live</p>	<p>This priority is focused on retaining the character of East Riding while using new development to build on the character of the area. Cultural heritage is a key asset for the East Riding and this priority looks at how to increase the volume of leisure, business meetings and visits to the area. This priority also includes community transport initiatives to improve access to services, employment and education.</p>
<p>Supporting vulnerable people – protecting from harm, promoting independence</p>	<p>Children, older people and those with disabilities may be vulnerable to poorer quality of life. This priority addresses the needs of vulnerable people, supporting those with health or social problems. The priority focuses on maintaining independence, which is important to the wellbeing of local residents.</p>



Strategic LTP3 Objectives

6.8 The following strategic LTP3 objectives have been informed by the four overarching LTP3 goals, the LSP's ambitions and the Council's seven corporate priorities (see Tables 6.1 and 6.2).

Objective 1	Improve the maintenance and management of the transport network, making the most efficient use of existing resources
Objective 2	Minimise traffic congestion, particularly in urban areas and inter urban connections
Objective 3	Support sustainable economic regeneration and growth
Objective 4	Support a low carbon transport system and more sustainable travel behaviour
Objective 5	Improve road safety to make travel safer for all users, and increase personal and community safety for everyone
Objective 6	Support and encourage healthy lifestyles
Objective 7	Improve access to key services
Objective 8	Protect and enhance the quality of the environment

6.9 Providing a clear link between the strategic LTP3 objectives and other key local ambitions and priorities will ensure the solutions and initiatives developed and delivered through LTP3 will help contribute towards the delivery of desired transport and non-transport outcomes (see Table 6.3).

6.10 Table 6.3 demonstrates the 'best fit' links between the overarching LTP3 goals, aspirations and priorities of other local strategic documents, and the LTP3 objectives. This is not to suggest that there is not a significant level of interaction within and between all of these different priorities and objectives, and this table is therefore indicative only.



Table 6.3 The links between LTP3 Goals and Objectives, the LSP's Ambitions and the Council's Corporate Priorities

LTP3 Goals	Support Economic Growth	Reduce Carbon Emissions	Improve Road Safety	Improve Accessibility
LSP's Ambitions	Regeneration transforms deprived areas and reduces health and other inequalities. Communities are thriving, prosperous and safe.	Older people enjoy healthy, independent lifestyles.	Children and young people have a bright future.	We value and care for the diverse character of the area.
Council's Corporate Priorities	Revitalising our communities - regeneration for a brighter future.	Safer communities - a safe place to work, rest and play.	Reducing inequalities - better life choices and Supporting vulnerable people - protecting form harm, promoting independence. Local problem solving - local solutions to local problems.	Retaining the East Riding character - building on what makes our area a great place to live.
Strategic LTP3 Objectives	Objective 1 - Improve the maintenance and management of the transport network, making the most efficient use of existing resources. Objective 2 - Minimise traffic congestion, particularly in urban areas and inter urban connections. Objective 3 - Support sustainable economic regeneration and growth.	Valuing our environment - a green sustainable future.	Objective 5 - Improve road safety to make travel safer for all users, and increase personal and community safety for everyone. Objective 6 - Support and encourage healthy lifestyles.	Objective 7 - Improve access to key services. Objective 8 - Protect and enhance the quality of the environment.



Objective 1 - Improve the maintenance and management of the transport network, making the most efficient use of existing resources

- 6.11** There is a greater emphasis in LTP3 on managing, maintaining and improving the existing transport network in the most efficient manner, ensuring the best and most cost effective use of existing resources, services and infrastructure.
- 6.12** In 2004, through the Traffic Management Act, the Government imposed a Network Management Duty on all local highway authorities to manage the expeditious movement of traffic on their road network and to facilitate the same on the networks of other authorities. The overall aim of the ‘expeditious movement of traffic’ implies a network that is working efficiently without unnecessary delay to those travelling on it. In this case, ‘traffic’ refers not only to motor vehicles but also to pedestrians, cyclists, or any means of transporting people or goods.
- 6.13** The Council takes its Network Management Duty extremely seriously and recognises the opportunities that the duty brings in terms of improved service delivery. The Authority therefore produced a comprehensive Network Management Plan in 2007, setting out its approach to the Network Management Duty. In preparing LTP3, the Council has updated and prepared a revised Network Management Plan (see Chapter 13), which provides a summary of current activities, identifies current gaps in service provision and sets out key areas for improvement.
- 6.14** The Council has also developed a Transport Asset Management Plan (see Chapter 14) to ensure it can maintain and improve the condition, life, efficiency, safety and appearance of the East Riding’s transport assets, including the Council’s highway assets (roads, bridges, footways, drainage and street lighting).
- 6.15** This approach is in line with the advice outlined in the DfT’s ‘Guidance on Local Transport Plans (July 2009)’ and the Eddington Transport Study, which encourage local authorities to make best use of the existing transport network.

Objective 2 - Minimise traffic congestion, particularly in urban areas and inter urban connections

- 6.16** Congestion is not a major issue within the East Riding. However, larger urban areas such as Beverley, Goole and Bridlington, and the A164 and A1079 corridors experience significant levels of congestion, particularly during peak hours. There are also congestion issues outside some schools and seasonal congestion created by traffic accessing coastal resorts and places of interest. The Yorkshire and Humber Chamber of Commerce has identified that businesses want local authorities to focus on tackling congestion to support the business community.
- 6.17** The causes of congestion vary across the East Riding, with travel to work patterns and the area’s popularity as a visitor destination all playing a part. Work is ongoing to secure the necessary funding from the DfT to deliver much needed major transport schemes to



address some of these issues, including improvements to the A164 Beverley to Humber Bridge Corridor and an Integrated Transport Plan for Beverley, which includes a southern relief road and a Park and Ride facility to relieve congestion in the town centre.

- 6.18 LTP3 identifies solutions to the current and potential future congestion issues in the East Riding (see Chapter 8), taking account of the aspirations within the LDF. These solutions provide a balance between managing demand and making best use of existing infrastructure, alongside influencing people's travel behaviour. Experience from LTP1 and LTP2 and good practice from other local authorities has helped the Council identify the most effective solutions for the East Riding.

Objective 3 - Support sustainable economic regeneration and growth

- 6.19 The current economic climate is challenging for businesses. The policy environment has changed from one that manages economic growth to one that must stimulate recovery and encourage investment. Regeneration aims to enable areas that are lagging behind economically, socially and environmentally to catch up.
- 6.20 Transport is seen as a vital element in improving competitiveness and it is therefore imperative that good transport planning supports the business community in the East Riding. Transport's role in the economy was examined in the Eddington Transport Study, which set out how transport is important to businesses through its role in increasing operational efficiency, growing the size of markets and widening the labour pool.
- 6.21 LTP3 will facilitate growth of the local economy and improve access to jobs and services through targeted enhancements to the transport network. The Council is currently providing a fiscal stimulus in response to the impacts of the economic downturn on the local economy, accelerating investment of over £100 million between 2009/10 and 2011/12. This will result in over 500 additional jobs in construction through building and civil engineering projects.

Objective 4 - Support a low carbon transport system and more sustainable travel behaviour

- 6.22 Reducing greenhouse gas emissions across the transport network is a key element in tackling climate change. Encouraging more low carbon travel is therefore a priority in LTP3. There are a number of factors that contribute to East Riding's carbon footprint, including:
- Above average household income;
 - High car ownership;
 - The remote nature of some areas of the East Riding; and
 - Considerable numbers commuting to neighbouring authorities and cities such as Hull, York and Leeds.
- 6.23 As a result, the East Riding has one of the highest carbon footprints in the Region: 10.10 tonnes per capita compared with 9.90 tonnes per capita for Yorkshire and the Humber and 8.30 tonnes per capita nationally (Progress in the Region, 2008, Yorkshire Futures).



- 6.24** Nationally there is a commitment to rigorous cuts in greenhouse gas emissions, as set out in the Climate Change Act 2008. Transport is an important component in the Government strategy to achieve these cuts. LTP3 provides an opportunity to demonstrate how schemes supporting a low carbon transport system for East Riding can also achieve a wider range of objectives alongside tackling climate change. The Council will support sustainable travel behaviour through initiatives to enhance public transport and encourage low carbon transport modes such as walking and cycling. Consideration of the Council's emerging LDF will also help to create more sustainable future development that supports low carbon travel behaviour. There are additional opportunities for carbon reduction through improved operational and maintenance processes.

Objective 5 - Improve road safety to make travel safer for all users, and increase personal and community safety for everyone

- 6.25** Improving road safety is an essential part of delivering the overall transport strategy within the East Riding of Yorkshire. The Council's strategic approach to tackling and improving road safety in the East Riding through the previous Local Transport Plans has been recognised as 'excellent' and is used by the DfT to demonstrate best practice.
- 6.26** The road network in the East Riding extends to over 3,000km. Most of the network consists of rural roads, where the derestricted national speed limit (60mph) applies. Collisions at these speeds will often lead to death or serious injury. The Council, through LTP3, will deliver improvements to road safety through a comprehensive programme of engineering, education, training, publicity and enforcement.
- 6.27** LTP3 also plays a role in creating safer environments, not only through improving road safety but also by increasing personal security while walking, cycling, travelling on public transport or when interchanging between modes. This contributes to the LTP3 goal of improving road safety, and also plays a part in improving the journey experience for people when they travel and the quality of life for transport users and non-transport users.

Objective 6 - Support and encourage healthy lifestyles

- 6.28** The most recent NHS Health Profile for the East Riding was published in 2009 and concluded that the health of people in the East Riding is generally good. Life expectancy, infant deaths, deaths from smoking, early deaths from heart disease and stroke, and the percentage of people diagnosed with diabetes, are all better than the average for England. However, as with most areas, there are health inequalities within the East Riding. For example, the overall life expectancy for residents in more deprived wards such as Bridlington South is up to nine years lower than other more affluent wards such as Kirk Ella. However, East Riding residents have a higher average healthy life expectancy than all other authorities in West and South Yorkshire.
- 6.29** Health concerns, such as obesity, need to be addressed if the LSP is to achieve its ambition for East Riding residents to have healthy and independent lifestyles. Obesity is considered to be one of the biggest health challenges within the UK today, and the NHS has estimated that almost one in four adults in England are currently obese. This is forecast to rise to



nine in ten adults by 2050 if current trends are not reversed⁽⁴⁾. Inactivity is a driver of adult weight gain, and modern lifestyles have significantly reduced levels of physical activity. Changes such as increasing affluence and car ownership, combined with a shift away from local working patterns towards longer distance commuting have all contributed to diminished levels of fitness.

- 6.30** Evidence indicates that places with highest levels of active travel generally have the lowest obesity rates⁽⁵⁾. The Council has mainstreamed health into decision-making and LTP3 will help to support healthy lifestyles by encouraging local residents to walk and cycle, particularly for shorter journeys. This will be achieved through a range of schemes to create a safer environment, particularly for vulnerable road users in urban areas.

Objective 7 - Improve access to key services

- 6.31** Good access to education, employment, health facilities, leisure activities and other services is vital to improving people's quality of life. Improving access to services is achieved through a combination of transport interventions and changes in how the services are delivered, including technological advancements.
- 6.32** The Council recognises that in addition to seeking further resources for transport or service provision, partnership working will help to deliver better value for money and optimise the use of available resources. Through LTP3 the Council, working closely with accessibility planning partners, will look to provide both transport and non-transport based solutions to tackle specific access problems, particularly for rural, isolated communities. Social exclusion through lack of access to transport is a particular challenge for the East Riding as a rural Authority with a widely dispersed population.
- 6.33** The Council will aim to improve accessibility through targeted improvements to enhance public and community transport, enable more walking and cycling, and deliver wider transport strategies. The Council will also mainstream accessibility into its decision-making for all services and will encourage its partners to do the same.
- 6.34** The health and social care needs of East Riding residents is a key priority for the Council and its partner, the NHS East Riding of Yorkshire. An important element within this is to identify any barriers that prevent people in the East Riding accessing local health services. Often these barriers come in the form of transport constraints where facilities may be located too far away for individuals to walk or cycle, or there are limited public transport services to reach key healthcare sites. It is important that all residents have equal access to health services, regardless of their income, location or age. Access to healthcare therefore forms an important part of the Accessibility Strategy within LTP3 (see Chapter 19).

4 'Healthy Weight, Healthy Lives: A toolkit for developing Local Strategies' published October 2008 by National Heart Forum/Cross-Government Obesity Unit/Faculty of Public Health

5 Bassett, D., Pucher, J., Buehler, R., Thompson, D., Crouter, S. 2008 Walking, cycling, and obesity rates in Europe, North America and Australia, *Journal of Physical Activity and Health*, 5: 795-814



Objective 8 - Protect and enhance the quality of the environment

- 6.35** Consultation undertaken with residents of East Riding in the preparation of the Council's emerging LDF has identified that the rich and varied natural landscape is a source of great pleasure for local people. A healthy and productive natural environment underpins sustainable economic development. The Government's vision is to secure a diverse, healthy and resilient natural environment, which provides the basis for individual wellbeing, health and prosperity now and in the future and where the value of the services provided by the natural environment are reflected in decision-making⁽⁶⁾.
- 6.36** The Holderness coastline is one of the fastest eroding coastlines in Europe. The stretch of land between Hornsea and Kilnsea is eroding at a rate of two metres per year, and the 53 miles of coastline that falls within East Riding loses around two million tonnes of material annually. In some areas erosion threatens homes, transport routes, businesses, infrastructure, natural habitats and areas of agriculture (see Figure 6.1). The Holderness Shoreline Management Plan and the Integrated Coastal Zone Management Plan both state that the main settlements along the coast will be protected, but that it is not economical or practical to preserve all rural and agricultural land.

Figure 6.1 Coastal Erosion affecting Roads in the East Riding



- 6.37** Flamborough Head and Spurn Point on the East Riding coastline have been designated as Heritage Coast areas due to their environmental value and scenic appeal. There are a further 50 sites of special scientific interest (SSSIs) within the East Riding and numerous other sites which are protected for biodiversity or heritage purposes. There are also over



2,500 listed buildings in the East Riding, which are often associated with stringent planning conditions regarding proposed new developments in their vicinity. New transport infrastructure and maintenance work must consider the impact on these features.

- 6.38** The prominent challenge for the Council is to retain and enhance the diverse character and environment of the area. The Council will ensure that all transport proposals take account of the East Riding's environmental policies and responsibilities. As part of the development of LTP3, the Council has prepared a SEA. The SEA has informed LTP3 and has ensured that the Council has fully incorporated high-level environmental considerations when preparing LTP3 policies and programmes, thereby promoting and encouraging sustainable development through best environmental practice.
- 6.39** The Department for Food and Rural Affairs (Defra) has recently completed a consultation on producing noise action plans for major agglomerations, roads and railway corridors within England. As part of this consultation, a comprehensive noise mapping exercise was undertaken to ascertain which areas would be priority locations for intervention. There were no widespread noise issues within the East Riding.
- 6.40** An Air Quality Updating and Screening Assessment for the East Riding was undertaken in 2006 in line with guidelines published by Defra, and progress reports have subsequently been published on an annual basis. These reports utilise data from local monitoring sites and individual assessments of road traffic and other key sources of pollutants. Each report concluded that there was no risk of exceeding any of the air quality thresholds at any location of relevant exposure within the East Riding of Yorkshire. As a result of this, the East Riding currently contains no Air Quality Management Areas.
- 6.41** Transport related air quality issues are therefore not a significant problem within the East Riding due to its rural nature. For example, no roads in the East Riding of Yorkshire meet the definition of 'very busy' in the Defra Local Air Quality Management Technical Guidance LAQM.TG (09). There are also no large commercial airports within the East Riding and the rail and shipping industries are not considered to contribute significantly when assessed against this guidance. Many of the schemes proposed as part of LTP3 contribute towards maintaining or improving air quality in the East Riding, by minimising delays, improving traffic flow, reducing emissions from vehicles and encouraging more sustainable modes of transport.



Chapter 7 Introduction to Problems, Challenges and Priorities



Chapter 7 Introduction to Problems, Challenges and Priorities

- 7.1** As set out in Section B (Goals and Objectives) four overarching goals, representing national and, more importantly, local priorities have been developed as a framework for preparing LTP3. These goals are:
- Support Economic Growth;
 - Reduce Carbon Emissions;
 - Improve Road Safety; and
 - Improve Accessibility.
- 7.2** This Section identifies and considers the specific challenges and problems that relate to each of these goals over the lifespan of LTP3. These challenges must be addressed so that the Council and its partners can successfully achieve these key goals and strategic LTP3 objectives.
- 7.3** The following chapters present a comprehensive and robust evidence base that has been compiled from numerous sources at a national and local level for each of the four LTP3 goals. This evidence will enable the Council to assess where its main transport strengths are, where its key problems and challenges exist and which priorities to address within the timescale of the Plan.
- 7.4** It is important to note that these key challenges and priorities and the strategies and options for achieving them (covered in Section D) will not just relate to possible alterations and additions to transport infrastructure and services. They will also consider the need to maintain and manage the Council's existing transport infrastructure and services in the most efficient manner in order to demonstrate best value for money.

National Challenges

- 7.5** The national strategic policy background for LTP3 has already been set out in Chapter 2 (Strategic Policy Context). This will guide the Council in developing and improving its transport network at a local level. The national strategies and policies referred to in Chapter 2 provide guidance to overcome a number of key overarching challenges that affect all areas across the Country, including the East Riding. However, through these challenges a number of opportunities also exist for the Council, in partnership with its stakeholders, to contribute to their mitigation and make a significant difference at a national level.

Local Challenges

- 7.6** East Riding of Yorkshire remains one of the largest unitary authorities in England in terms of population and area, despite the structural reorganisation of Local Governments in England in April 2009. The area encompasses a wide range of settlements, areas of significant remoteness and a diverse range of social and economic characteristics. This diversity presents a number of challenges to maintain, manage and develop an integrated, safe and efficient transport network for the East Riding.



- 7.7** The Council, in partnership with key stakeholders, has assembled an extensive volume of data, statistics and information regarding East Riding's local transport network. This data has been analysed in order to provide a comprehensive and robust transportation evidence base to identify the key local transport challenges within the East Riding of Yorkshire. This evidence base will not only form the foundation for the development of LTP3 but will also help inform other local policies, ensuring that policy formation across all local sectors is based around a common understanding of local transport challenges and issues.
- 7.8** Regional planning strategies were abolished under the Coalition Government in July 2010, and planning powers were transferred back to local authorities. This is to give local authorities ownership of local development and to allow Councils to deliver schemes and initiatives that provide maximum benefits for local residents and communities. While national issues have been considered in this section, the emphasis is very much on local challenges and the best ways to address these at a local level.

The Spatial Approach

- 7.9** When setting out the local challenges for the East Riding it is helpful to consider these in terms of the spatial geography of the area. Identifying the main settlements, important transport corridors and areas of future growth and development provides a focus to help the Council to develop a clear set of evidence based priorities for the East Riding.
- 7.10** The Council's LDF Preferred Approach Core Strategy sets out a settlement network for the East Riding to ensure that the right development is located in the right location. An in-depth consultation process was undertaken with key stakeholders and members of the public to help inform this overall spatial approach for the Council. Anlaby, Willerby, Kirk Ella, Cottingham and Hessle are termed collectively as the Major Haltemprice Settlements and are identified as part of the Regional City, and the towns of Beverley, Bridlington, Driffield and Goole are Principal Towns in the East Riding.
- 7.11** In addition to East Riding's four Principal Towns, the Core Strategy identifies seven Local Service Centres, which form the next tier of the settlement hierarchy in the East Riding. Local Service Centres provide the main focal point for development in rural areas and are a mix of market and coastal towns serving the needs of their own communities and their rural catchments. The Local Service Centres in the East Riding are:
- Elloughton/Brough;
 - Hedon;
 - Hornsea;
 - Howden;
 - Market Weighton;
 - Pocklington; and
 - Withernsea.
- 7.12** When taken together 90% of the East Riding's population live within five miles of Hull, the Major Haltemprice Settlements, the four Principal Towns or the seven Local Service Centres.



- 7.13 A further 13 Rural Service Centres and 13 Supporting Villages have been identified to support the larger settlements in the East Riding.
- 7.14 This defined settlement network will secure an appropriate distribution of service centres of various scales and functions across the rural parts of the East Riding. The East Riding's settlement network can be seen in Figure 7.1.

Picture 7.1 East Riding's Settlement Network





Chapter 8 Support Economic Growth



Chapter 8 Support Economic Growth

National Challenges

- 8.1** The global economic downturn has been well documented after the world economy was hit by a succession of shocks during 2007 and 2008. The UK economy contracted by 3.5% in 2009 resulting in substantial job losses, increased personal debt for individuals, high rates of housing repossession and reduced spending on public services. To help reduce the impacts of the economic downturn local policies should help to stimulate economic growth, encourage new and existing businesses, and maximise productivity where possible.
- 8.2** Delays and unreliability on our roads have direct costs to people and businesses, reducing productivity through increased journey times. The Eddington Transport Study concludes that a 5% reduction in travel time for all businesses and freight travel would generate £2.5 billion or 0.2% of GDP. The UK is already well connected, both at a national level and as part of the European and International trade network. As identified in the Eddington Transport Study, the key economic challenge is therefore *‘to improve the performance of the existing network’*. Optimising the existing transport network also contributes towards a number of other national challenges through increasing accessibility, reducing congestion and improving journey times.
- 8.3** The Stern Review, published in 2006, concludes that ignoring climate change will eventually damage economic growth. Introducing policies to reduce greenhouse gas emissions and mitigate against the effects of climate change is therefore the preferred option to encourage and maintain economic growth in future years.

Local Challenges

Managing and Maintaining the Existing Network

- 8.4** The Council has the responsibility for the maintenance of 3,387km of road, 1,500km of public rights of way and 1,368 bridge structures.
- 8.5** Following the substantial funding cuts to local transport budgets announced by the Coalition Government in June 2010, a core theme throughout LTP3 is to manage and maintain the existing transport network in the most efficient manner, ensuring the best and most cost effective use of existing assets, resources and services.
- 8.6** To set out the Council’s commitment to managing and maintaining the existing transport network a comprehensive Network Management Plan for the Authority was developed in 2007. This Plan sets out the Council’s approach to the Network Management Duty and the ways in which the Council will ensure the ‘expeditious movement of traffic’ on local roads. In this case, the term ‘traffic’ not only refers to motorised vehicles but also to any mode involved in the transport of people or goods including pedestrians and cyclists.



- 8.7** A Network Management Improvement Plan has been developed as part of LTP3 (see Chapter 13). This updated Plan sets out progress to date on meeting the Network Management Duty, assesses any gaps in current provision and sets out areas for improvement.
- 8.8** The Council has also prepared a revised Transport Asset Management Plan (see Chapter 14), to set out how the Authority will maintain the Council's transport assets over the life of LTP3. Ensuring the safety, condition, efficiency and appearance of the Council's transport assets and associated highway assets (carriageways, footways, street lights, bridges and drainage) is important in helping to achieve the LTP3 objectives and wider national aspirations. Adopting an asset management approach to ensure value for money is recommended in both the DfT's 'Guidance on Local Transport Plans' and in the Eddington Transport Study.

Congestion

- 8.9** Some of East Riding's larger urban areas such as Beverley, Bridlington and Goole, and the A164 and A1079 corridors experience significant levels of congestion, particularly during peak hours. There are also localised congestion problems outside numerous schools within the East Riding.
- 8.10** It has already been identified that delays and unreliability on our roads have direct costs to people and businesses and, given the current economic climate, it is important that the Council makes every effort to tackle the congestion issues at these locations. The unique and specific challenges and problems for each of these areas and corridors are identified below.

Beverley

- 8.11** The impact of traffic in the historic town of Beverley is long standing. The town centre is a popular destination for shoppers and tourists, but these people mix with commuters and through traffic as they enter and leave Beverley. The nature of the road network in Beverley, with narrow streets and a one-way system, presents problems for traffic movement.
- 8.12** Heavy traffic flows in confined medieval streets, such as Keldgate and Hengate, and on the town's main radial routes, such as Victoria Road, is the main cause of the congestion problem in Beverley during peak hours. It is important to note that peak hour traffic accounts for approximately one third of the total traffic volume in Beverley. This congestion is forecast to worsen over the next 10 to 15 years, both in terms of increased traffic flows and longer congested periods throughout the week. As a result, traffic queues in and around the town may persist throughout much of the day.
- 8.13** The implications of this problem are increased noise and vibration, along with poor air quality for residents in Beverley's town centre. In a wider context however, increasing congestion is undermining future protection of historic buildings such as the thousand-year old Minster, which suffers from through traffic passing only 10 metres from its walls. In addition, heavy traffic volumes along narrow streets create severance between the places where people live and the services provided in the town centre. Attempts to reduce



severance with pedestrian priority schemes delivered through LTP2 are constrained by the traffic volumes, as the consequences of making changes results in 'gridlock' in the town centre.

- 8.14** The Council is planning to address these issues through the delivery of the Beverley Integrated Transport Plan Major Transport Scheme, which comprises the construction of a Park and Ride facility that will provide a fast, frequent and reliable bus journey into the town centre, a Southern Relief Road and associated traffic management schemes.

Bridlington

- 8.15** The review of regeneration together with the development of an Area Action Plan for Bridlington, in conjunction with Yorkshire Forward, identified potential areas for regeneration and commercial growth in the town. The development of an Area Action Plan provided the opportunity to re-examine the transport requirements of the town in parallel with wider development issues. Seasonal congestion in the town centre generally dominates Bridlington's transport problems. However over the last decade there have been significant changes in land use, such as new housing areas, and in tourism, which also need to be taken into account.

- 8.16** The 'seasonal surge' of traffic, particularly along the two main corridors (the A165 and A614) into Bridlington from the south, and the subsequent congestion in the town centre will be addressed through the £6.2 million Bridlington Integrated Transport Plan Major Transport Scheme. The scheme was implemented by the Council in July 2010 and incorporates a Park and Ride facility, new roundabouts, variable message signs (VMS) and other traffic management schemes.

Goole

- 8.17** Queuing traffic and congestion in Goole has reduced considerably since the Dutch River Bridge was widened to two-way traffic in February 2006, following the award of £5 million funding from the DfT for a new bridge (see Figure 8.1). Previously the narrow carriageway required traffic lights to control traffic flow resulting in congestion and long delays at peak times, while the footpaths were only 1.5 metres wide. This new design was one of the largest of its kind to be built in the UK in recent years and included the provision of off-road cycle routes and footways for non-motorised traffic to cross the river safely. The new bridge design won the prestigious award from the Institution of Civil Engineers (ICE) Yorkshire & Humber Region in 2007.



Figure 8.1 The Replacement Swing Bridge over the Dutch River in Goole



- 8.18** The remaining major traffic and congestion issues in Goole are associated with the opening of three moving bridges near the docks and the frequent closure of a level crossing on Boothferry Road (a main road in the town centre).
- 8.19** A significant proportion of the vehicles that access Goole currently do so via Junction 36 of the M62, Rawcliffe Road, Airmyn Road and Boothferry Road, before either continuing to residential areas or parking to access the retail and employment uses. This preferred route into Goole results in a high number of vehicles having to cross the Boothferry Road level crossing, which can result in queuing traffic and congestion.
- 8.20** An alternative route in to Goole town centre, avoiding the Boothferry Road level crossing, utilises the Goole Inner-Bypass (A161 Andersen Road/Normandy Way) and then Lower Bridge Street/Mariner's Street/Stanhope Street. If more drivers could be encouraged to utilise this southern route, queuing traffic and congestion could be reduced along Boothferry Road. However, it is understood that regular users of the highway network in Goole may be reluctant to utilise this route due to the West Dock Swing Bridge and the delays caused when this is open.
- 8.21** The Council's Transport Policy Team is currently working in partnership with Goole Renaissance and Associated British Ports (ABP) to promote and encourage greater use of this southern route. LTP funds are being used to install a VMS sign on the A614 Rawcliffe Road in Goole during 2010/11 in order to provide 'real time' information to drivers when the West Dock river bridge is open (see Figure 8.2). The VMS sign will be activated by ABP immediately prior to the bridge opening. This will allow strategic route choices to be made in order to reduce congestion in the town centre and increase driver confidence that delays to their journey are kept to a minimum.



Figure 8.2 The Proposed Location of a New VMS Sign Informing Drivers when West Dock Bridge is Open



A164 Corridor

8.22 The A164 is a single lane carriageway, approximately 12m in width. The road forms part of the East Riding's Strategic Highway Network and carries up to 30,000 vehicles a day. The road serves as a 'gateway' from the Humber into the market town of Beverley and onto other destinations such as Bridlington and York. The Council can demonstrate, using Government criteria, that the traffic volumes on the A164 are creating strategic network efficiency problems and are adversely affecting both the reliability of journeys to critical health facilities and town centres, as well as discouraging further inward investment for the East Riding and surrounding area.

8.23 While the road layout and width constraint on the route limits the capacity of the road, the tight geometry at each of the five roundabouts also restricts capacity. This generates persistent long queues on the approaches to the roundabouts at peak times.

8.24 The Council is planning to address these issues through the delivery of the A164 Beverley to Humber Bridge Major Transport Scheme, which incorporates a dual carriageway between Cottingham and Willerby, reconfiguration of the roundabouts along the corridor to allow two-lane entry and two-lane exit and a continuous cycle route between Beverley and Humber Bridge.

A1079 Corridor

8.25 The A1079 provides a significant link between the major urban settlements of Hull and York and the centres of Beverley, Market Weighton and Pocklington, which lie between these two cities. On 1st April 2003, the A1079 between Kexby Bridge and Barmston Drain was de-trunked, and the responsibility for maintenance was taken over by the Council. The full route, between the York City Boundary and the Hull City Boundary, is approximately 44km in length and is now part of the East Riding's Primary Route Network.



- 8.26** The A1079 is predominantly rural in nature. Approximately 4.5km of the route is dual carriageway, with the remaining 39.5km being single carriageway. Current traffic flows along the A1079 are variable, with average daily (12-hour) flows along the route ranging from 9,000 vehicles between Bishop Burton and Market Weighton to 18,500 vehicles south of Dunswell Roundabout.
- 8.27** Parts of the A1079 are operating near capacity and there are high levels of HGVs, resulting in long and unreliable journey times. In addition, drivers can find it difficult to exit from side roads because there are few gaps in the traffic, and there are high numbers of commuters in the morning peak turning right onto the A1079 from Pocklington towards York and beyond. The lack of dual carriageways can also result in drivers taking risks by overtaking in unsuitable locations along the route.
- 8.28** East Riding of Yorkshire Council submitted a major scheme bid for the A1079 corridor for consideration for funding through the Regional Funding Allocation in January 2009. The Regional Funding Allocation was under significant pressure with a total of 82 bids received, totalling in excess of £1.6 billion and only £265 million available for new schemes up to 2018/19. The Council was unsuccessful in securing funding for the A1079 Corridor, as the regional assessment identified that improvements along the A1079 would not help deliver as many regional priorities as numerous other major scheme bids.
- 8.29** However, the Council is utilising £1.6 million of LTP funding during 2010/11 to construct a roundabout along the A1079, at the junction of Hodsow Lane, Pocklington Industrial Estate and Allerthorpe. The introduction of this roundabout will help to improve accessibility for residents of local communities who live along the A1079 corridor (particularly commuters from Pocklington), improve road safety and also help to stimulate economic regeneration.
- 8.30** The re-opening of the railway line between Hull and York is currently a long-term aspiration for both East Riding of Yorkshire and Hull City Councils. The provision of a direct rail line between Hull and York could significantly reduce traffic and congestion along the A1079. The East Riding of Yorkshire Council's LDF Preferred Approach Core Strategy identifies land to be safeguarded for the route where it is under development pressure or where it is the only workable route. In addition, the East Riding of Yorkshire Council's LDF Potential Sites Allocations DPD identifies land to be safeguarded for the route in built-up areas, including Market Weighton, Pocklington and Stamford Bridge.
- 8.31** The Council will continue to identify the strategic importance and the need for improvements along the A1079 corridor in emerging local and wider geographic policy documents.

School Travel

- 8.32** Over the past 20 years there have been major changes in the way that children travel to school. Parents have been given more freedom to choose which school their child attends, which can result in longer journeys between homes and schools. The National Travel Survey (2008) shows that the average distance between home and school for children aged between 5-16 has increased from 2.1 miles to 2.6 miles between 1995 and 2008. In



the UK the number of parents using a car to transport children to school has doubled, bus and train patronage have remained steady, and the proportion of pupils walking or cycling has decreased sharply.

- 8.33** These trends reflect increasing car ownership, and a corresponding decline in the number and length of adult journeys made on foot or by bicycle. Nationally, more than one in ten cars on urban roads between 8am and 9am in term time is on the 'school run', peaking at one in five cars at 8.50am. This contributes significantly to localised problems of traffic congestion, and will only continue to get worse over the next 20 years unless action is taken to address these alarming trends.
- 8.34** Due to the rural nature of the East Riding and the limited choice of transport, there are some parents who have no alternative but to drive their children to school. However, many others are driving short distances, where walking and cycling are real options.
- 8.35** Baseline data derived from the school census undertaken in 2006/07 showed that 30.5% of children travelled to school by car (including taxis) within the East Riding. However, through work undertaken as part of LTP2, 100% of schools in the East Riding now have School Travel Plans and 59 individual Sustainable Travel to School Strategies have been prepared. These strategies set out how the school works in partnership with teachers, parents and pupils to reduce dependence on the car for school journeys. The implementation of these strategies and subsequent action plans has resulted in the mode share of children travelling to school by car dropping to 24.4% in 2009. It is important for LTP3 to build on this success to date and focus on this key user group as a target for modal shift with corresponding benefits on reducing congestion.

Future Housing and Employment Development

Housing

- 8.36** The Spatial Strategy element of the Core Strategy, which makes up part of the emerging LDF, sets out the Council's approach for managing growth and development until 2026. In particular, the Spatial Strategy outlines what scale and type of development will be appropriate in different parts of the East Riding. The construction of new housing and the creation of new employment opportunities are important to help stimulate growth and attract further investment in the local economy, and address the national challenges as set out in the previous chapters of LTP3. Transport infrastructure to underpin this new development is crucial to its success, and good transport links can increase the competitiveness of the area and encourage new investment. There is also considerable potential to encourage more trips using sustainable modes from new developments.
- 8.37** As set out in Chapter 7, the LDF's Spatial Strategy establishes a settlement network for the East Riding to ensure that the appropriate level of housing development is located in the right areas. The proposed approach to directing residential development is set out in the Spatial Strategy and a summary of this is shown in Table 8.1 below. The LTP3 and LDF strategies both have a lifespan through to 2026, therefore promoting cohesion and consistency between local level planning documents.



Table 8.1 Proposed Housing Development Allocation over the Life of LTP3

Settlement Network	% of Total	Dwellings per annum until 2025/26	Existing Commitments
Major Haltemprice Settlements	15	179	507
Principal Towns	45	535	1,517
Local Service Centres	21	250	1,349
Rural Service Centres, Supporting Villages and the Countryside	19	226	1,365
Total	100	1,190	4,738

8.38 The table shows that over 80% of new housing will be located within East Riding's urban areas including the Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres. At a broad level, the land exists to meet the numbers identified for each location. These percentages represent a considerable increase in the proportion of development directed towards East Riding's larger settlements than in the past. Although the majority of new housing development is directed towards East Riding's urban areas, a significant proportion will also be directed towards East Riding's rural areas (19%), which will aid in sustaining the vitality of its Rural Service Centres and Supporting Villages (as identified in the LDF).

8.39 Partnership working between LTP3 and the LDF will ensure that transport schemes delivered through LTP3 will support the conclusions and recommendations drawn from the LDF's Spatial Strategy. The introduction of these new homes and the subsequent additional traffic they will generate will create a key challenge for the Council. It is important that schemes delivered through LTP3 help to minimise traffic congestion in these urban areas by providing good quality, efficient transport networks to improve connectivity and accessibility, promoting and encouraging more travel by sustainable transport modes such as walking, cycling and public transport.

Employment

8.40 Creating strong links between homes and businesses is considered to be a key aspect of developing sustainable communities. The LDF must strike a balance between influencing the location of new businesses and investment to maximise opportunities where market demand is high, while also stimulating economic activity in areas in need of regeneration. Achieving this balance has become even more important in light of the recent economic downturn.

8.41 The East Riding Economic Development Strategy (2007-2011) has identified several key employment clusters and sectors that offer the greatest potential to improve the East Riding's economic performance. These include logistics and ports, food and drink, tourism, manufacturing and engineering, and renewable energy. Each of these sectors has very different requirements in terms of sourcing workers, travel patterns, access and connectivity into the transport network.



- 8.42** The Strategy sets out a programme for supporting these industries, promoting the development of the Humber as a Global Gateway to the UK, and outlining projects to ‘open up’ strategic employment sites in the area’s main transport corridors. Private sector led developments such as Capitol Park (Goole) and Ozone (Howden) are already attracting domestic and foreign investment and ensuring access to these sites through a variety of transport modes is important to promote the sites as sustainable, attractive developments.
- 8.43** The unemployment rate in the East Riding is 6.1%, below the UK average of 7.4%⁽⁷⁾. It is important to note that transport can play a key role in improving accessibility for residents looking to re-enter the employment market. For example, two out of five jobseekers identify lack of transport as a barrier to getting a job. The 2009 update of the East Riding’s Employment Land Review calculates how many jobs are forecast to be created until 2025 and the amount of land required to support these. Overall the report anticipates an increase of 3,000 jobs over the time period, with the overall demand for employment land calculated as follows:
- 40 hectares for B1 office use primarily in the Major Haltemprice Settlements and the four Principal Towns;
 - 50 hectares for B2 uses, spread across a range of sites throughout the East Riding;
 - 100 hectares to accommodate B8 land uses along the east-west multi-modal corridor from Hedon to Goole. This will be the prime location for storage, manufacturing and distribution, which generate large numbers of freight movements; and
 - 80 hectares at Hedon Haven, reserved for economic uses that require access to the deep-water estuarial channel.
- 8.44** Sites will not be allocated in Rural Service Centres, Supporting Villages or the countryside unless there is an identified need. The demand for employment land as set out above broadly equates to the existing supply of allocated sites. These allocated sites are considered to be in the areas of forecast high demand and development potential set out in the Council’s Economic Development Strategy. Full consideration should be given to the accessibility of these sites, particularly by sustainable transport modes.
- 8.45** While it is important to identify appropriate and sustainable locations for new employment and business developments, it is also vital to consider how existing major employment sites can be better serviced and accessed by sustainable transport modes and how the existing transport network can be modified to ensure maximise efficiency.

Regeneration and Deprivation

- 8.46** Some of the most deprived neighbourhoods in the UK are found within the East Riding. Deprivation is calculated using the Indices of Deprivation (last updated in 2007), which includes data on issues such as ill health, educational attainment, crime rates and benefit claimants. The results from the 2007 analysis show that Bridlington South, Goole South and South East Holderness are in the 10% most deprived wards in the country.
- 8.47** However, when deprivation is measured only by considering barriers to accessing services, a very different picture emerges. This indicator considers the distance to GPs, post offices, local shops and primary schools. Using this indicator alone, the rural areas of the East

7 NOMIS Labour Market Profile, East Riding of Yorkshire, figures from October 2008-September 2009



Riding are ranked very highly with 19 Lower Super Output Areas⁽⁸⁾ (LSOAs) featuring in the 10% most deprived in the country. This can be seen visually in the two contrasting maps shown below (see Figures 8.3 and 8.4).

Figure 8.3 Areas of Multiple Deprivation within the East Riding of Yorkshire

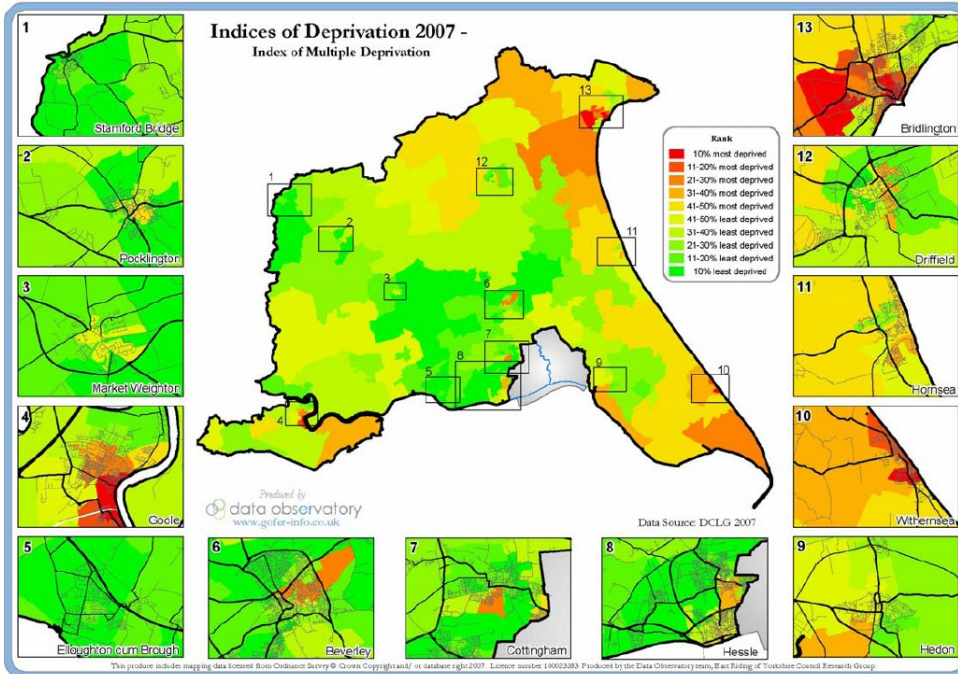
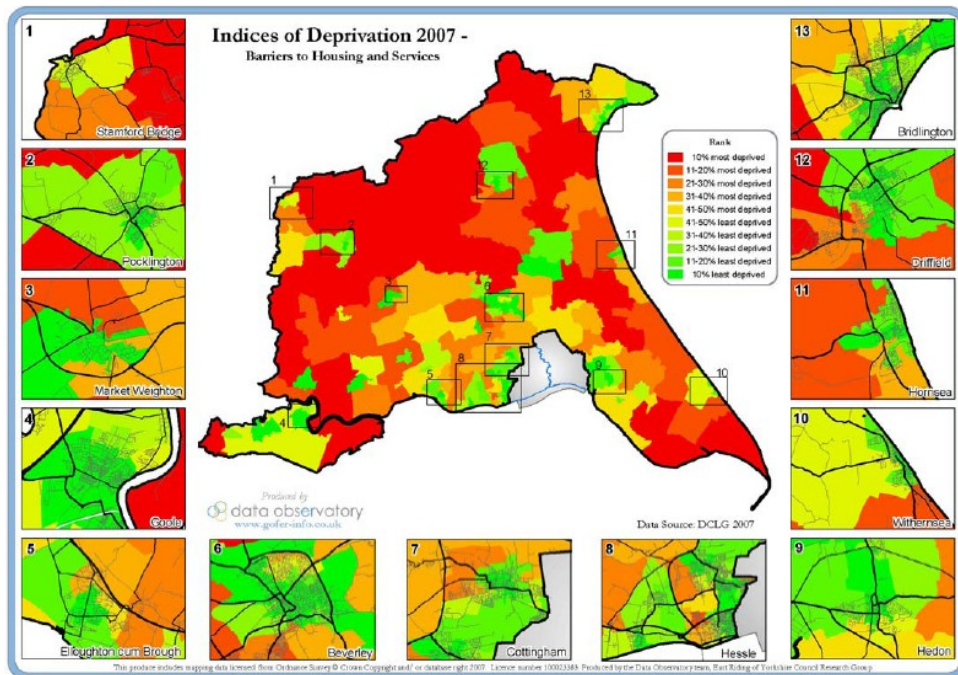


Figure 8.4 Areas Experiencing Barriers to Housing and Services within the East Riding of Yorkshire



8 A LSOA is a geographic unit of around 1,500 people and there are 209 LSOAs in the East Riding.



- 8.48** A lack of access to core services is a very real form of deprivation experienced by many people in rural areas of the East Riding, particularly for older residents or those with poor mobility. Improving access to such services therefore represents a key challenge for the Council.
- 8.49** This accessibility deprivation is also supported by figures generated for ‘The State of the Countryside’ reports. Developed by the Commission for Rural Communities, they are produced annually and part of their remit is to analyse access to services in rural areas. The results are mapped to show those LSOAs within 2km of a particular service outlet such as a post office, cash machine or primary school. The 2km distance was selected to coincide with the advice in PPG13 (Transport) that suggests walking and cycling has the potential to replace short car trips of this length.
- 8.50** The maps show that some facilities such as jobcentres, dentists and secondary schools are within 2km for only a very limited number of households. Those best served are, unsurprisingly, found in East Riding’s larger towns. Because of this limited coverage, encouraging modal shift for shorter journeys will be most effective in these larger towns where facilities are located nearby. The potential to reduce car usage in rural areas of the East Riding is likely to be very limited unless the trips are to a specific local destination.
- 8.51** A number of voluntary Renaissance Partnerships have been set up in East Riding’s four Principal Towns, as well as in Hornsea, Howden and Withernsea. The Partnerships bring together volunteers from various sectors to develop and sustain long-term Plans that help to deliver the Council’s Regeneration Strategy in partnership with the LTP, the emerging LDF and Yorkshire Forward. In order to encourage and support regeneration in these towns, the Council’s Transport Policy Team has and will continue to work in partnership with the Renaissance Teams across the East Riding during the preparation and delivery of LTP3 to help achieve the visions set out in the various Plans. This partnership working will utilise local knowledge and wider expertise to help these local objectives to be realised.
- 8.52** Regeneration schemes will initially focus specifically on deprived areas but major transport and development schemes on key corridors such as the M62/A63 and the Humber Estuary can also help encourage investment, stimulate economic growth, provide jobs for local people and create a higher quality of life for East Riding residents. These corridor schemes also connect residents in vulnerable areas, such as Goole, to new investments to maximise the potential of settlement regeneration schemes. Local transport projects can therefore help compliment and feed into wider programmes to modernise and rejuvenate specific areas, and add value to regeneration schemes as a whole. Small changes to relatively simple policies can bring about marked improvements in reducing congestion and attracting visitors.
- 8.53** While some of East Riding’s towns experience problems of deprivation and decline, each of these areas also has a number of assets that can be built upon to encourage regeneration and prosperity. These are supported by Renaissance Partnerships who have produced development frameworks and town plans for East Riding’s larger towns. For example, Renaissance Goole is marketing the area’s excellent multi-modal transport links and the large inland port to promote the town’s competitive advantage as a business location.



- 8.54** The biggest challenge for Bridlington is to increase the number of jobs in the town⁽⁹⁾, which can be achieved through improving tourist links into the area and modernising the town centre to make it more attractive to visitors. This vision for the town is set out in the Bridlington Area Action Plan (Second Preferred Options report, September 2009), which runs until 2021. The transport elements of this vision will be delivered through the Bridlington Integrated Transport Plan and supported by relevant policies within the LDF. Encouraging growth and development in Bridlington and Goole is critical to the future prosperity of the East Riding and transport has an important role to play in realising this aim.
- 8.55** The above evidence has identified how acute rurality and deprivation are closely linked. While deprivation is most commonly associated with poor economic status, ill health and low educational attainment, deprivation can also be expressed through lack of access to core facilities and is usually experienced by those living in more remote, isolated locations. Addressing this is difficult as it is not usually economically viable to provide new shops or health centres in rural areas. Instead it is necessary to try and improve the transport system and services to ensure that all residents can reach key services, and that social exclusion is therefore minimised.

9 Core Strategy Issues and Options report, ERYC, April 2008



SUPPORT ECONOMIC GROWTH

KEY FINDINGS

Managing and Maintaining the Existing Network: Substantial funding cuts for local transport were announced in June 2010. There is therefore a greater emphasis in LTP3 on managing and maintaining the existing transport network in the most efficient manner, ensuring the best and most cost effective use of existing resources.

Congestion: Some of East Riding's larger urban areas such as Beverley, Goole and Bridlington, and the A164 and A079 corridors experience significant levels of congestion, particularly during peak hours. There are also localised congestion problems outside numerous schools within the East Riding.

Housing and Employment Development: As directed by the LDF, the Council will make provision for 1,190 new houses per year within the East Riding through to 2026, 81% of which will be focussed within East Riding's urban areas including the Major Haltemprice Settlements, four Principal Towns, and seven Local Service Centres. The introduction of these new homes and the subsequent additional traffic they will generate will create a key challenge for the Council.

Regeneration and Deprivation: Reducing inequalities can help improve the quality of life for residents across the East Riding, particularly in the more deprived areas. Some rural wards in the East Riding are the most deprived in England when considering access to core services and facilities.

A number of voluntary Renaissance Partnerships have been set up in East Riding's four Principal Towns, as well as in Hornsea, Howden and Withernsea to develop and sustain long-term Plans that help to deliver the Council's Regeneration Strategy.

PRIORITIES

Priorities for LTP3, to support sustainable economic growth, in the East Riding, are:

- To deliver the Major Transport Schemes for Beverley and the A164 Corridor to tackle the significant levels of congestion in this area/corridor.
- To continue the successful delivery of the Sustainable Travel to School Strategies to address localised congestion outside numerous schools across the East Riding.
- Provide good quality, efficient and sustainable transport networks to accommodate future housing and employment developments and the additional traffic they will generate.
- To support the development of the Hull and Humber Ports as nationally important economic assets and use their expansion and intensification as a driver for economic growth in the East Riding.
- To improve accessibility within rural, more remote areas of the East Riding.
- To work in partnership with the Renaissance Teams to identify schemes, which can be delivered through LTP3, to assist in the delivery of both LTP3 objectives and key aims and aspirations of the Renaissance Team's Plans.



Chapter 9 **Reduce Carbon Emissions**



Chapter 9 Reduce Carbon Emissions

National Challenges

- 9.1** It is now widely acknowledged that climate change is happening on a global scale, and that immediate measures must be implemented in order to prevent further damage and reverse the trend of high greenhouse gas emissions. As identified in 'Building a low-carbon economy - The UK's contribution to tackling climate change' (published by the UK committee on climate change in December 2008) scientific consensus suggests a target to reduce global emissions by at least 50% by 2050.
- 9.2** With the transport sector representing 21% of total UK domestic greenhouse gas emissions, action to move towards a low carbon transport system will be a key component in meeting the Government's obligations under carbon budgets. The Government's objective for the UK is that this country should lead the global shift to clean, low-carbon transport. The framework for decision-making is set out in the 'Powering Future Vehicles' Strategy and the delivery of the Council's LTP3 Strategy and Implementation Plan will contribute towards the achievement of this extremely challenging national target.
- 9.3** A Carbon Reduction Strategy for transport is set out in the Government Report 'Low Carbon Transport: A Greener Future', which was published in July 2009. Moving towards a low carbon economy and transport system will form the basis of the solution to this challenge. The aim is to harness the potential of low carbon technology resulting in more fuel-efficient transport across all modes. This will be combined with measures to encourage transport by more sustainable means and reducing the need to travel. These are all principles that will be adopted by the Council throughout LTP3.

Local Challenges

- 9.4** The Government has estimated that CO₂ emissions from human activity in the East Riding total approximately 3.4 million tonnes per year. Transport emissions are thought to account for around a quarter of that total. The Council is currently preparing a Climate Change Strategy to set out how the Authority will reduce CO₂ emissions and mitigate against the effects of climate change that are likely to become apparent in the next 50 years. Transport therefore has a key role to play in reducing the carbon footprint of the East Riding.

Travel Patterns and Trip Rates

Introduction

- 9.5** In order to predict the impact of future traffic levels on the capacity and performance of the transport network in the East Riding, it is important to identify the key travel patterns and trip rates within and between the East Riding and neighbouring authorities and the anticipated changes in these over the lifetime of LTP3.



Modes of Travel & Distance to Work

- 9.6** A key challenge for the East Riding is addressing the heavy reliance of local residents on travel using the private car. Most people are, and will continue to be, dependent on this mode of travel as their main way of travelling around the East Riding. It is the most flexible form of private transport but comes with many well-publicised associated economic, social and environmental consequences.
- 9.7** High car usage lies in direct opposition to national policy and one of LTP3's key challenges is to encourage modal shift away from the private car towards more sustainable transport options. This is particularly important for journeys to work, as it is these regular trips that contribute heavily towards peak hour congestion.
- 9.8** The 2001 Census shows that the majority (69.5%) of trips to work by East Riding residents are made as a driver or passenger in a car or van, or by motorcycle. Perhaps not surprisingly, a high proportion of people who use their car to reach their place of employment are in the more rural wards such as South Hunsley, Mid Holderness and Beverley Rural (79.1%, 76.5% and 75.1% respectively).
- 9.9** While more residents choose to walk or cycle to work within East Riding's larger settlements, the number of people driving from and within these urban areas is also still relatively high. For example, in the Willerby and Kirk Ella ward, 77.2% of residents use their car to get to work each day. In addition, residents living in towns tend to have the shortest commute to their place of employment. Over 30% of those living in Willerby and Kirk Ella travel less than 5km to their place of work.
- 9.10** A similar trend is apparent in other urban areas within the East Riding. In Bridlington North 72% of people travel to work by car, while 44% of journeys to work in this ward are under 5km. In Drifffield, 64.1% use their car to commute while 39% drive less than 5km and in Goole North, 64.7% drive and 39% travel less than 5km. This demographic, who are using their car to travel relatively short distances, are an important target group for modal shift schemes as many of these shorter journeys could easily be made by public transport, walking or cycling. Ensuring that the infrastructure is in place to support this modal shift is crucial in underpinning this challenge.
- 9.11** These conclusions are supported by data that show that those travelling between 5-20 km are concentrated in the wards on the boundary with the City of Hull, while longer commuting distances (over 20km) are primarily found in areas further away from Hull in wards such as Howden (where 29.1% of residents travel over 20km to work), South East Holderness (28.6%) and Howdenshire (26.8%). This demonstrates the importance of Hull as an employment hub for those living in the East Riding.
- 9.12** The Major Haltemprice Settlements, comprising Cottingham, Willerby, Anlaby, Kirk Ella and Hessle, are located on the western fringes of Hull. Consequently they benefit from frequent high quality public transport links into the city and are close to regionally important services and facilities. As a result, a relatively high number of Haltemprice residents travel to work using public transport. For example, 8.3% of residents in the ward of Tranby travel to work by bus or train compared with 4.7% for East Riding as a whole. Although journeys from the Major Haltemprice Settlements are often only for



short distances it is important to consider that the destination for many of these trips will be Hull. Partnership working with Hull City Council will be vital to encourage sustainable travel for these trips.

- 9.13** The percentage of people who work from home in the East Riding (10.3%) is greater than the national average of 9.2%, with a higher concentration of these ‘homeworkers’ found in the more rural areas of the East Riding. This is likely to reflect the number of hoteliers, guesthouse owners, and the high proportion of agricultural workers in the East Riding. Over 7,000 highly skilled individuals are still employed full time in the agricultural sector. However, the agriculture industry is slowly declining as the amount of arable land decreases and the number of large farms increase as farmers look for economies of scale. This means the number of commuter trips from rural areas in the East Riding may increase over the life of the LTP3 Strategy as more agricultural workers shift to different types of employment.

Employment Destinations

- 9.14** Using the local authority level information from the 2001 Census, it is possible to identify where East Riding residents work and the journey patterns of their everyday commute. The Office for National Statistics (ONS) has produced a DVD called ‘CommuterView’, which provides origin and destination travel data at LSOA. The volume of information presented in these sources is extensive, but key points are summarised below.
- 9.15** Approximately 63% of East Riding residents also work within the East Riding. The proportion of those living and working in the East Riding is highest in the Bridlington and Driffield travel to work area, which is perhaps a reflection of the area’s relative isolation from the main motorway network and the lack of ‘economic pull’ from Hull and York.
- 9.16** Generally though, people living towards the outer edges of the East Riding are more likely to work in neighbouring administrative areas. Perhaps not surprisingly, 23.9% of the East Riding population (34,000 people) work in Hull, primarily living in the Major Haltemprice Settlements, Beverley and Hedon (see Figure 9.1). Approximately 3.5% of East Riding residents work in York and are mainly accommodated within Pocklington (see Figure 9.2).



Figure 9.1 Proportion of Employed East Riding Residents Working in Hull*

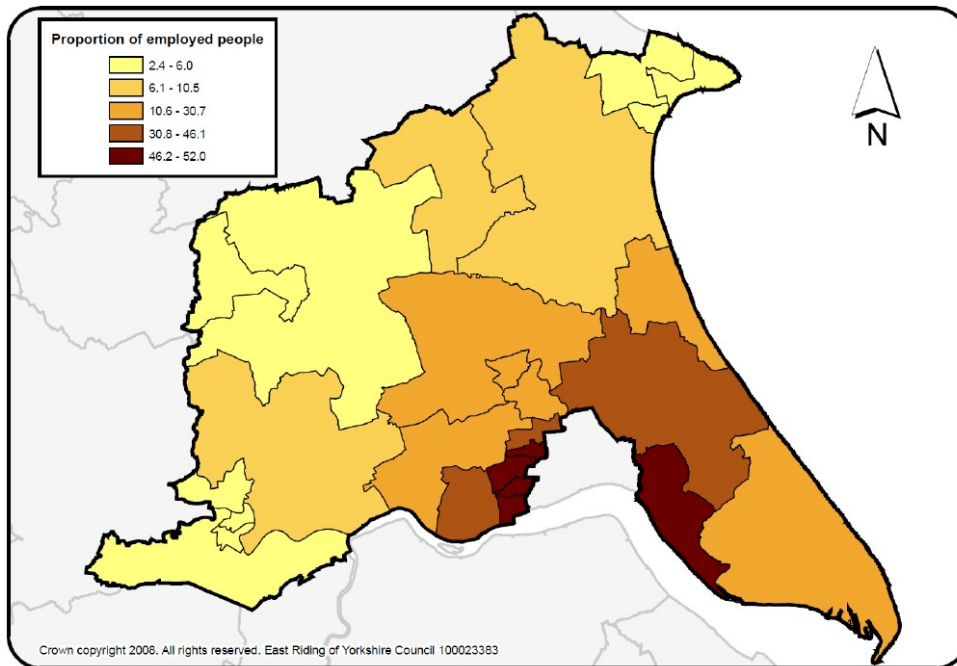
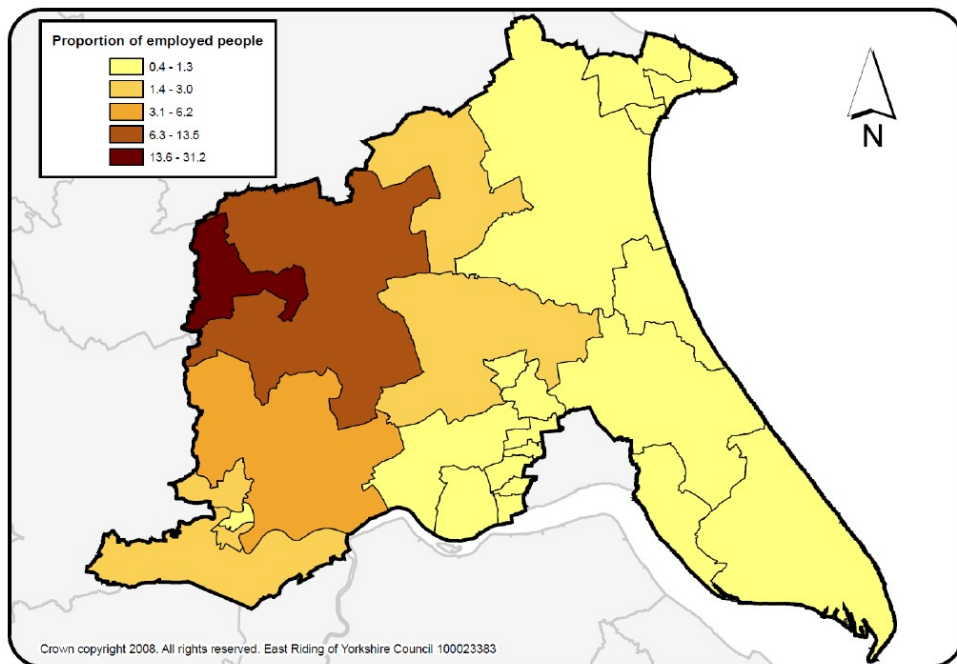


Figure 9.2 Proportion of Employed East Riding Residents Working in York*



* Source: Commuterview DVD. Statistics derived from 2001 census. © Crown Copyright. All Rights Reserved (ONS GD272183 2008)

9.17 Other significant commuting patterns also identified include:

- Bridlington to Carnaby Industrial Estate and to a lesser extent to Beverley (see Figure 9.3);
- Driffield to Bridlington, Beverley and Hull (see Figure 9.4);
- Elloughton/Brough to Hull (see Figure 9.5); and
- Goole to Howden (see Figure 9.6).



9.18 Other employment hubs for the East Riding include Leeds, North Lincolnshire, Doncaster, Scarborough and Selby.

Figure 9.3 Workplace Destinations of Bridlington Residents*

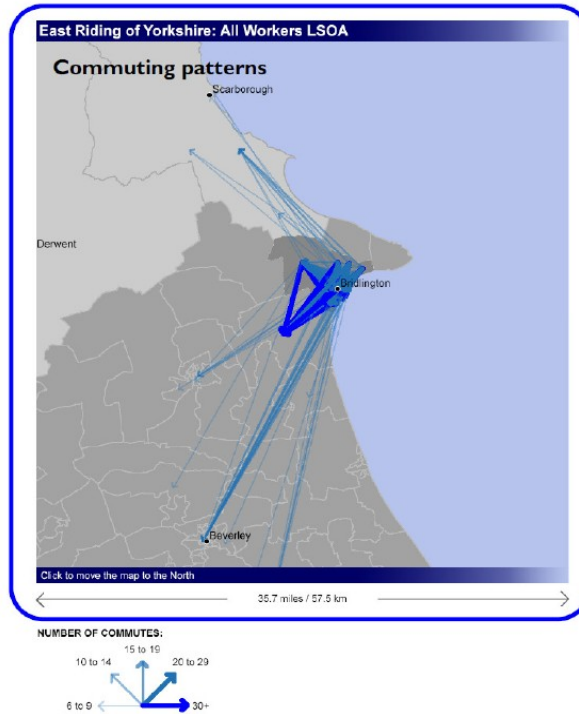


Figure 9.4 Workplace Destinations of Driffield Residents*

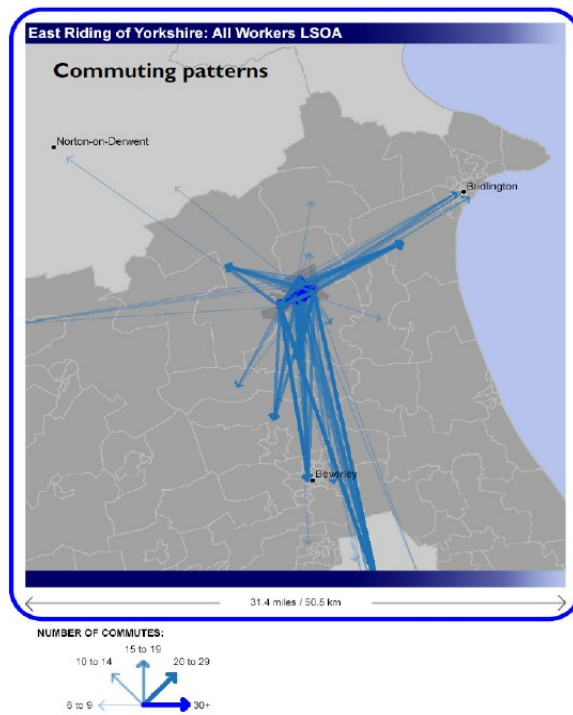




Figure 9.5 Workplace Destinations of Elloughton/Brough Residents*

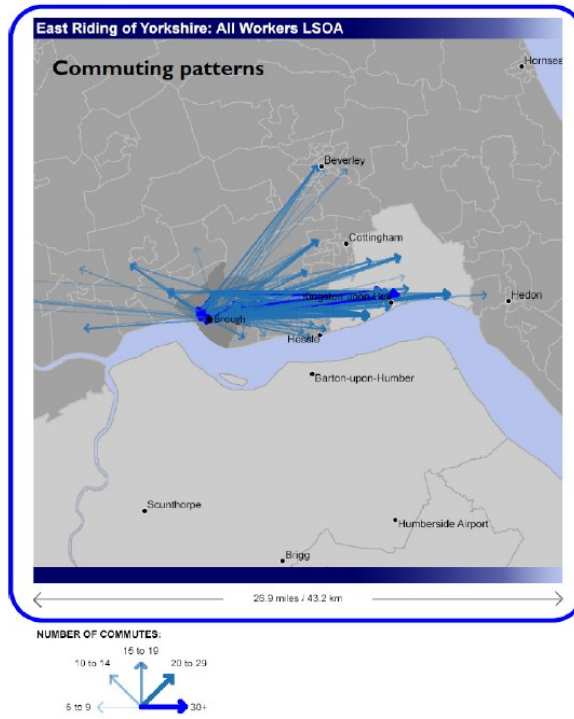
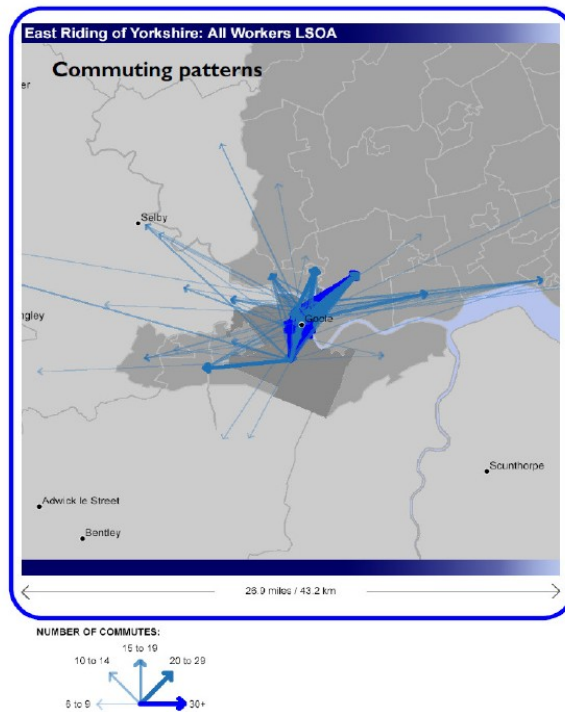


Figure 9.6 Workplace Destinations of Goole Residents*



* Source: Commuterview DVD. Statistics derived from 2001 census. © Crown Copyright. All Rights Reserved (ONS GD272183 2008)



- 9.19** In terms of in-commuting, over 13,000 people from Hull work in the East Riding with a high proportion of these associated with major employment sites at Saltend, Hessle and Brough. This means that the East Riding is a net exporter of labour, with more people travelling out of the area to work than travelling in each day.
- 9.20** The vast majority of businesses (nearly 83%) in the East Riding and Hull are small, employing between one and ten people. There are, however, several companies based in the area that employ a very large number of people. Using local level data it is possible to map the key large employers in the East Riding, selecting those that employ over 500 people at a single location. These businesses represent a key market in potentially encouraging significant levels of modal shift from the private car to more sustainable transport modes.

Tourism and Seasonal Surge

- 9.21** Many tourists travel to the East Riding coast in the summer months resulting in the associated problems of seasonal surge and localised congestion. Some of the most frequent destinations for tourists are the coastal resorts of Bridlington and, to a lesser extent, Hornsea and Withernsea, with most visitors travelling the relatively short distances from other parts of the region. Average car occupancy is high with 3.1 people per vehicle, but 80% of tourists arrive between 10am and 12pm. This can result in congestion on the local road network, particularly into Bridlington, at this time.
- 9.22** Transport infrastructure must provide for this seasonal surge without resulting in an over provision of facilities during the off peak season. To help address these issues and promote Bridlington as a premier tourist resort, the £6.2 million Bridlington Integrated Transport Plan Major Transport Scheme was developed and has now been delivered. The scheme incorporates a Park and Ride facility to the south of the town, a roundabout on the A614/Bridlington Bay Road junction and VMS signs within the town.
- 9.23** As a result of the introduction of the above schemes, tourism and the associated seasonal surge is no longer considered to be a key challenge for the East Riding during LTP3. While improving ease of access to coastal areas in the summer months is still important, the above transport measures will help to ease the key traffic problems and subsequent congestion created by seasonal surge in the East Riding.



REDUCE CARBON EMISSIONS

KEY FINDINGS

In order to appraise schemes that will contribute towards tackling climate change, it is necessary to first of all establish core travel patterns for the East Riding. This then allows the Council and its stakeholders to specifically focus on areas where efforts to reduce transport related greenhouse gas emissions will be most effective.

Modes of Travel & Distance to Work

The majority of commuting trips in the East Riding are made using the private car. However, a high proportion of residents in East Riding's larger towns are still choosing to drive for short distances to get to work where there are other viable alternatives, such as walking, cycling or a local bus service. Encouraging residents in more urban wards to consider changing travel mode for their commute, and ensuring the infrastructure is in place in these areas to support more trips by cycling, walking or public transport, is therefore a key challenge for the Council.

Employment Destinations

Over 34,000 people travel from the East Riding into Hull each day, primarily from the Major Haltemprice Settlements, Beverley and Hedon. There are also significant local movements within and between East Riding settlements, while wards to the North West such as Pocklington have a significant number of people (3.5%) commuting to York.

It is acknowledged that while there is certainly scope for modal shift within the East Riding, the highest potential for this is in more urban areas where residents currently travel relatively short distances to work using their cars.

PRIORITIES

Priorities for LTP3, in reducing carbon emissions in the East Riding, are therefore to:

- Reduce transport related carbon emissions.
- Promote modal shift away from the single occupancy private car in East Riding's Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres, particularly for shorter distances.
- Ensure good quality public transport provision along key commuting corridors, particularly between the City of Hull and the Major Haltemprice Settlements, Beverley and Hedon.
- Target modal shift through travel planning and smarter choices schemes, approaching 'core markets' such as large employers, NHS organisations and schools where many people can be targeted through a single channel to encourage modal shift.
- Integrate transport and land use planning, through partnership working between LTP3 and the emerging LDF, to reduce the need to travel, where appropriate, and influence future trip growth towards more sustainable modes.





Chapter 10 Improve Road Safety



Chapter 10 Improve Road Safety

National Challenges

- 10.1** 'A Safer Way: Consultation on Making Britain's Roads the Safest in the World' was published by the Government in April 2009, and sets out a vision, targets and measures for improving road safety in Britain over the next ten years. Although the number of people killed and seriously injured (KSI) on Britain's roads has decreased by 36% from the average in 1994-1998 to 2007, there is still much to be done in order to reduce this figure further.
- 10.2** The report sets out a number of potential national targets to be achieved by 2020 compared to a baseline of a 2004-08 average. These include:
- To reduce the number of people killed in road collisions by at least 33%;
 - To reduce the number of people seriously injured in road collisions by at least 33%;
 - To reduce the number of children and young people (<18) killed or seriously injured in road collisions by at least 50%; and
 - To reduce the combined rate of death or serious injury for pedestrians and cyclists, per 100 million km walked or cycled by 50%.
- 10.3** Although the DfT favours a national target for fatal injuries, guidance subsequently provided by the DfT in March 2010 encourages local authorities to adopt a single target based on the total number of killed and seriously injured. This is largely due to the small number of fatalities and subsequent high variability of this indicator in each local authority area.
- 10.4** The DfT has also indicated that in many local areas the quality of travel data is insufficient to support a local target for reducing the combined rate of death and serious injury for pedestrians and cyclists per unit of travel.
- 10.5** The national challenges for road safety include reducing the number of road deaths and protecting key user groups such as pedestrians, cyclists, motorcyclists and children, who have been disproportionately affected in terms of high numbers of KSIs.

Local Challenges

- 10.6** Over 3,000 people are still killed on the roads in Britain every year and 60% of these are on the rural road network on single carriageway roads where the speed limit is 60mph. This is a particular concern for the East Riding because rural, single carriageway roads with a 60mph speed limit account for approximately 60% (1,980km) of our road network.
- 10.7** National targets for reductions in the number of KSIs on our roads were addressed as part of LTP1 and in the comprehensive Road Safety Strategy contained within LTP2. The previous national targets for casualty reduction set in 2000 were extremely challenging for the East Riding and although there was a steady decline in the total number of KSIs on East Riding roads, the overall reduction was not initially as rapid as expected. To



demonstrate the Council's continued commitment to improving road safety for all road users across the East Riding, the Authority worked in partnership with the DfT and GOYH in 2008 to set a new LAA Road Safety Target for completion in 2011.

- 10.8** The LAA target is to reduce the total number of KSIs in the East Riding to an average of no more than 206 per year during 2008/09/10. To put this extremely challenging target into context, the 1994-98 average figure for the number of KSIs per year in the East Riding was 302 and in 2007 there were 267 KSIs in the East Riding. The Council has therefore committed itself to achieving an annual reduction rate of over five times that achieved over the 11-year period (1996 to 2007) in order to achieve this LAA target. Casualty reduction measures were supplemented by a comprehensive Road Safety Review in January 2009 to focus efforts on meeting the national and LAA road safety targets. The Review also ensured that LTP2 road safety funding continued to be targeted effectively and demonstrated best value for money.
- 10.9** There have been some notable improvements on key strategic routes in the East Riding as a result of road safety and speed reduction schemes implemented through LTP2. The European Road Assessment Programme (EuroRAP) assessed the A1079 corridor, running between Hull and York, as the joint second most improved road in Britain in June 2009. The assessment shows that schemes introduced, comprising fixed and mobile safety cameras, targeted police enforcement, and signing and lining, are having a positive effect on speed reduction. This achievement is the result of improved collaborative working between the Council and other strategic organisations.
- 10.10** There are a number of road safety issues specific to the East Riding that require careful consideration and targeted solutions in order to achieve measurable reductions in KSIs. For example, because the East Riding is predominantly rural there are a substantial number of high-speed collisions on rural roads with 60mph speed limits. These are often concentrated around certain user groups such as young drivers or motorcyclists. The rurality of the East Riding also means that hard engineering options to improve safety on the existing road network are limited. This results in a reliance on the effective delivery of a combination of education, training, publicity and enforcement schemes and initiatives.
- 10.11** Powered Two Wheelers (PTWs) account for a disproportionately large number of road casualties in the East Riding. PTWs represent 1% of all motor traffic but account for 23% of KSIs in the East Riding and are therefore the most vulnerable road user group in the area. The A166 between York and Driffield was highlighted in the EuroRAP 2010 report as the ninth highest risk road in Britain for motorcyclists between 2006-08. The Council has introduced road safety measures through LTP2 to address this issue and it is important that this route is monitored throughout LTP3 to ensure that PTW KSIs are reduced still further if possible. The combination of these factors means that reducing PTW casualties has and will continue to be a key challenge for the Council and its partners during LTP3.
- 10.12** In 2009 the Council commissioned expert road safety consultants to undertake a PTW Road Safety Study and have subsequently prepared and are delivering a comprehensive PTW Road Safety Action Plan.



- 10.13** Pedestrian and cyclist casualties account for only 7.5% and 6.7% respectively of all casualties across the East Riding, however they account for 20.2% and 16.3% respectively of all casualties in the Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres. Improving road safety for vulnerable road users, in particular pedestrians and cyclists, in these urban settlements is therefore a key challenge for the Council and its partners during LTP3.
- 10.14** By improving the walking and cycling infrastructure, the Transport Strategies for East Riding's main settlements (see Chapter 15 for further details) developed through LTP3 are primarily focused on improving the safety of pedestrians and cyclists in the Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres in the East Riding.
- 10.15** Improving road safety remains an essential part of the overall transport strategy within the East Riding of Yorkshire. In preparing LTP3, independent road safety specialists have prepared a comprehensive Road Safety Strategy to aid in the delivery of the Council's LTP3 road safety objective.



IMPROVE ROAD SAFETY

KEY FINDINGS

Road Safety and Reducing Casualties

The number of people killed or seriously injured on the roads in the East Riding is reducing. This is due to excellent partnership working between the Council, Humberside Police, Humberside Fire and Rescue and Safer Roads Humber. However, 195 people were killed or seriously injured on roads in the East Riding in 2009, and reducing this figure further must remain a priority for the Council throughout LTP3.

Specific road safety campaigns are often used to target vulnerable road user groups such as PTWs, pedestrians and cyclists. Although PTWs represent 1% of all motor traffic, they accounted for 23% of KSIs in the East Riding in 2009. Pedestrian and cyclist casualties account for only 7.5% and 6.7% respectively of all casualties across the East Riding, however they account for 20.2% and 16.3% respectively of all casualties in the Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres.

PRIORITIES

Priorities for LTP3, to improve road safety in the East Riding, are therefore:

- To further reduce the number of people involved in road traffic accidents within the East Riding.
- To focus KSI reduction programmes on addressing high-speed collisions on rural roads and on vulnerable road users such as PTWs, pedestrians, cyclists, children and younger drivers.
- Provide safe and efficient transport infrastructure, particularly in urban areas, to promote and encourage walking and cycling as part of an active, healthy lifestyle.





Chapter 11 **Improve Accessibility**



Chapter 11 Improve Accessibility

National Challenges

- 11.1** Social exclusion for different groups within society can be connected to an individual's sex, age, religion or race as well as their social, economic or employment status. One of the main transport policy aims within the UK is to ensure that social exclusion for whatever reason is reduced by enabling disadvantaged people to connect with transport opportunities and access services to improve their quality of life.
- 11.2** Some people may be unable to access transport facilities as easily as others. The following user groups may be particularly at risk:
- People with disabilities, who may find it difficult to access services if the infrastructure has not been constructed or adapted to their needs.
 - The elderly, who may find it hard to access transport both in terms of distance to services and boarding facilities. The elderly also tend to have a higher than average requirement for healthcare facilities that may not be located near their homes.
 - Those who live in remote areas may find that a lack of transport services and infrastructure prevents them from having access to key services. This may be in terms of the maintenance of the highway and footpath networks, the lack of public transport services that operate in their area, or the longer distances to services and employment opportunities. Poor connectivity between public transport facilities may also be a problem. This also applies to those who work in rural areas.
 - The less economically well off, who may find the cost of transport prohibitive, particularly during the current recession. The public may look to cheaper transport modes than the private car in order to reach their place of work or local facilities.
- 11.3** Improving equality of opportunity for everyone can therefore be achieved by corresponding improvements to the transport network. Small changes can increase accessibility for a large group of people. Thorough assessments should therefore be undertaken to ensure that funding for transport schemes is allocated to provide the maximum benefit for all members of the public.

Local Challenges

Increasing Local Population

- 11.4** East Riding of Yorkshire has a population of approximately 342,200⁽¹⁰⁾ over an area of 240,768 hectares or 930 square miles. This results in a population density of 1.4 people per hectare, compared to the national average of 3.8 people per hectare.
- 11.5** The population of the East Riding grew by 5.7% between 2001 and 2007, compared to the national average of just 3.3%. In addition, recent projections estimate that the population could increase by a further 80,900 people by 2033⁽¹¹⁾. This predicted rate of population growth (24.1%) in the East Riding is higher than the predicted national growth rate of 18.0%.

¹⁰ ONS mid-year population estimates 2009

¹¹ Population projections to 2033, produced by the data observatory ERYC, August 2009



- 11.6** An increase in population will result in more vehicles using East Riding's local road network, reducing the spare capacity and putting additional pressure on routes that may already experience congestion or delays. New housing and employment development to accommodate this increase in population will also need corresponding transport infrastructure such as access roads, street lights and drainage.
- 11.7** While the local population is increasing the average household is getting smaller. The average household size is predicted to decrease from 2.4 people in 2004 to only 2.1 people per house by 2016. It can therefore be concluded that the combination of these two factors will place additional demands on land, services, the supply of housing and the transport network.

Migrant Population

- 11.8** A proportion of the population increase in East Riding is due to natural expansion but there is also a considerable influx of people as a result of regional, national and international migration. The 2001 Census indicates that there was migration from Hull to Beverley, and from North and West Yorkshire to the north of the East Riding.
- 11.9** Although national data does not provide an accurate estimate of the migrant worker population in the East Riding, it does suggest a substantial increase in the number of foreign nationals coming to the area to work between 2003/04 and 2006/07. For example, approximately 2,820 new National Insurance numbers were issued to overseas nationals living in the East Riding in 2006/07, compared to just over 300 in 2003/04. Of these, 70% were issued to nationals from new EU countries such as Latvia and Poland.
- 11.10** Goole in particular has seen a significant increase in the number of migrants living in the private rented sector, in particular in the Old Goole and Shuffleton area of the town. A survey was conducted of the area in Spring 2008 and it was confirmed that migrant workers occupied around 8% of the properties in the Advance Goole area. Migrant workers are employed at a number of locations across the East Riding area, as well as in Hull, Doncaster, York and Leeds.

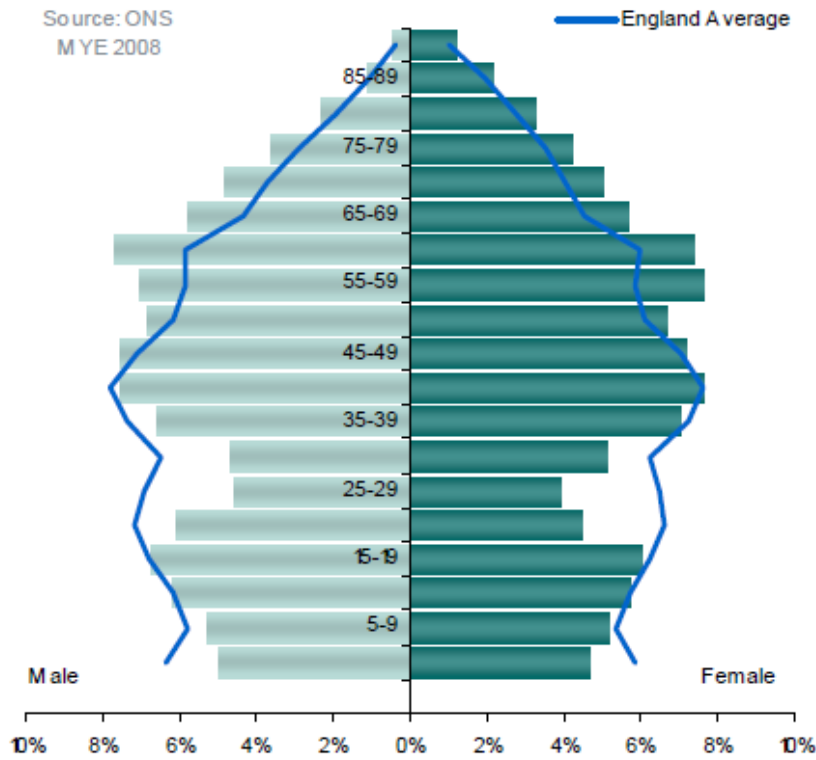
Ageing Population

- 11.11** The East Riding has a larger than average proportion of residents of a pensionable age (males aged over 65, females aged over 60), with 24% of the population eligible to receive a state pension⁽¹²⁾. This is shown below in Figure 11.1.

12 ONS MYE 2008

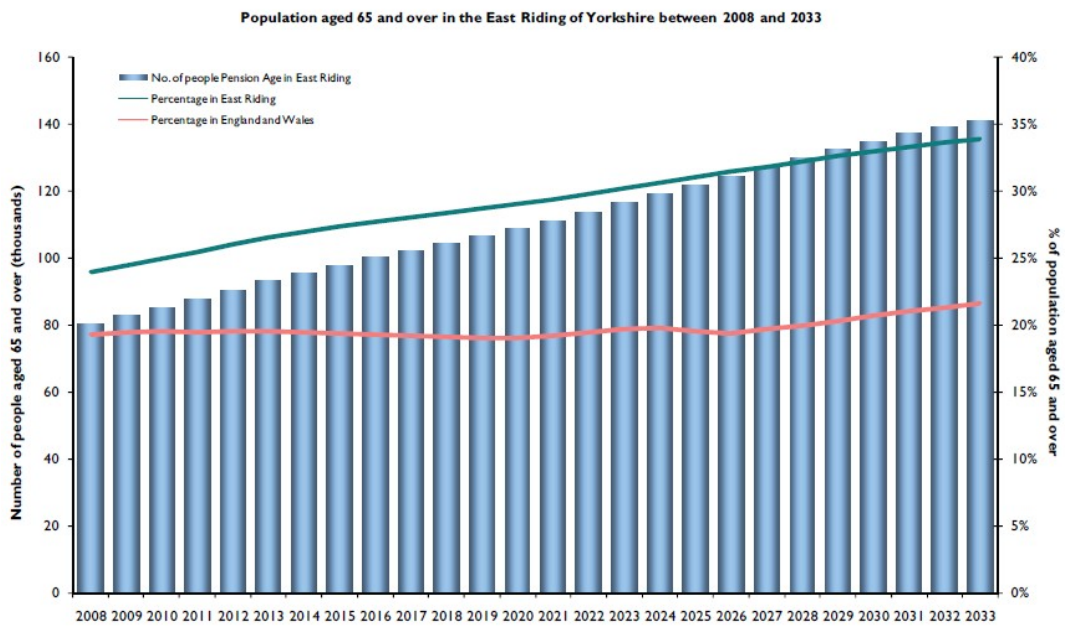


Figure 11.1 Population Pyramid for the East Riding of Yorkshire



11.12 In addition, falling mortality rates, combined with an increase in the number of younger people moving out of the local area, means that the East Riding is home to an ageing population. It is predicted that by 2033, 34% of the total population within the East Riding will be aged 65 or over, as demonstrated in Figure 11.2.

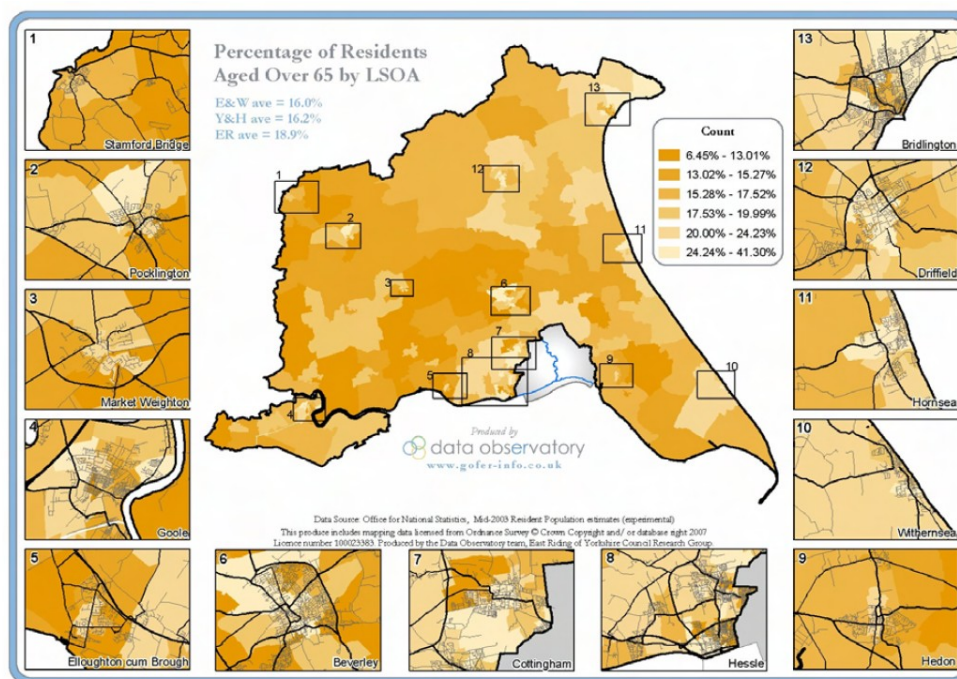
Figure 11.2 Population Projection for those Aged 65 and Over in the East Riding Between 2008 and 2033





11.13 The distribution of elderly people living across the East Riding is not uniform. There are concentrations of older residents living in coastal areas and in smaller settlements on the fringes of East Riding's four Principal Towns. Often they have moved into the East Riding after retirement, attracted by the pleasant scenery and the lifestyle. For example, exceptionally high proportions of retired residents aged over 60 are found in Barmston (35.4%), Carnaby (30.0%) and Flamborough (34.4%). The distribution of residents aged over 65 within the East Riding by LSOA is set out in Figure 11.3.

Figure 11.3 Distribution of East Riding Residents Aged Over 65



11.14 Retired residents can be particularly at risk of experiencing increased levels of isolation and a lack of independence and personal mobility. Pensioners in the East Riding have a higher than average income for their age group nationally and are also more likely to own a car⁽¹³⁾. However, there are still significant numbers of older people who do not drive or have access to a vehicle, and limited funds mean that using alternative forms of transport such as taxis may not be realistic. Isolation and exclusion may also be a particular issue for those who do not have family or friends living nearby to help with lifts or picking up goods.

11.15 Elderly people are more likely to be affected by a long-standing illness or disability and as a result may find it physically difficult to use public transport or be unable to walk or cycle for long distances. It is therefore important that the Council, in partnership with its stakeholders, facilitates more travel opportunities for older residents to ensure that they can maintain their independence by accessing social events, educational opportunities and key services and facilities. Such opportunities are currently provided through demand responsive community transport schemes providing a fully accessible, flexible door-to-door facility for older users. There is also the potential for the provision of more mobile facilities delivering services directly to people in smaller communities.



Car Ownership

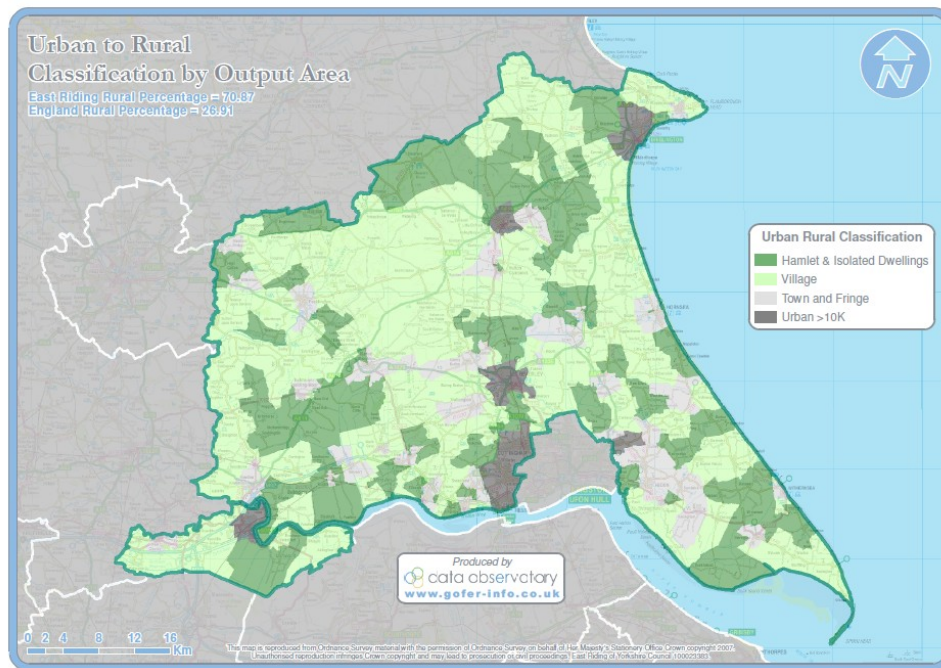
- 11.16** Data from the 2001 Census indicates that there is a higher than average level of car ownership across the East Riding, with 80% of households owning one or more vehicles compared to a UK average of 73%. While this generally means that there are few restrictions in accessing the transport network, the majority of existing trips are made by private car rather than by more sustainable means.
- 11.17** There are, however, still over 26,500 households in the East Riding that don't own a car. Over 40% of households do not own a vehicle in Bridlington North and 39% have no car or van in Goole South ward. This could indicate that either the existing public transport provision and the walking/cycling networks in these towns are sufficient to override the need for a car, or that households in these areas are unable to afford to buy a vehicle, or a combination of the two. A key challenge for the Council and its partners is therefore to consider how to improve access to services for those households that do not have a vehicle through the provision of high quality walking and cycling infrastructure and a community transport network for those in more rural areas.

Rural Areas and Isolation

- 11.18** Using 'urban' and 'rural' classifications by output areas, 70.9% of the East Riding can officially be designated as 'rural' compared with only 26.9% of England as a whole. The level of rurality within the East Riding can be seen in Figure 11.4. National and local planning policy primarily directs new development towards urban centres rather than rural areas. The rationale for this is that urban development often has existing infrastructure that can effectively address the challenges identified at a national level. For example, new development in towns can take advantage of existing walking and cycling networks and public transport services, reducing the average trip length and the need to travel by private car, thus resulting in corresponding benefits for climate change and local health levels.



Figure 11.4 The Rurality of the East Riding of Yorkshire



- 11.19** As a result, it is necessary for the Council to consider issues relating to urban development that contribute towards achieving local goals and objectives, while also addressing the local challenges that are prevalent for a predominantly rural area like the East Riding. It is important to acknowledge that while the rural nature of the East Riding presents a number of barriers to sustainable transport it is also an asset that is highly valued and prized by residents who appreciate the green open space, pleasant scenery and overall quality of life that rural living provides.
- 11.20** Like many other areas in England over the past 20 years, the East Riding is experiencing a continued decline in the number of local service outlets within smaller settlements. There has been a trend towards decreased demand for local shops and garages making them less economically viable, particularly with the growth in large supermarkets that often undercut local shops substantially in price and range of goods. This trend towards centralising services also affects access to healthcare. Quality health services are difficult to deliver from rural areas because of the cost of purchasing equipment for multiple locations and providing a higher number of qualified staff. The reduction in the number of rural services actively promotes travel by private car, going against the ideals of national policy. This centralisation also increases the potential for isolation and exclusion for those people who do not have direct access to a vehicle.
- 11.21** There is an increasing tendency for people to purchase core goods using the internet. Some businesses are already working towards encouraging sustainable travel for their employees by promoting home working using the internet to reduce the need for workers to travel. However, the success of both of these trends is dependent on a reliable high-speed broadband internet connection and rural areas are less likely to have the necessary level of provision. For many villages along the coast of the East Riding using the internet is not a viable replacement for using their car to access core services. Older



people may also be less confident in using computers and buying items online. These factors combine to result in more trips by car in the East Riding to reach employment or shopping facilities.

- 11.22** Fewer residents use buses running to and from rural areas because such services are often not economical or sustainable for private bus companies to maintain. As a result, the more remote areas of the East Riding often have extremely limited access to conventional public transport services, with services often running only to selected villages once or twice a day. Further deterrents to using public transport in rural areas include long journey times, poor connectivity and the distance to the local bus stop. Improving accessibility for those residents in rural, isolated areas of the East Riding who do not have regular access to a car is therefore a key challenge for the Council and its partners.
- 11.23** While LTP funding cannot directly provide new commercial public transport services, there are schemes that support thriving, vibrant rural communities that are partially funded through the LTP. For example, a number of demand responsive community transport services have been developed, aimed particularly at bringing together those who may be excluded through age, disability, poverty or rural isolation. The services often address specific transport needs, for example travelling to hospitals or shopping facilities.



IMPROVE ACCESSIBILITY

KEY FINDINGS

Increasing accessibility means improving transport facilities so that each individual has the same access to a range of transport services. However, different demographics experience various barriers in accessing transport, and it is the role of LTP3 to break down these challenges, improve accessibility and reduce isolation and exclusion.

Population Growth and Demographic Change: The East Riding population is increasing and a further 80,900 people are anticipated to live in the area between 2008-2033. This will inevitably result in more vehicular traffic, which will subsequently place additional stress on the East Riding's transport network.

There are a high number of elderly people living within the East Riding, and the East Riding is home to an ageing population. It is predicted that by 2033, 34% of the total population within the East Riding will be of a pensionable age. Many of these elderly residents may be less able to access transport than other user groups, but may also have increased requirements for access to services such as healthcare.

Car Ownership: Although there is a higher than average level of car ownership across the East Riding, 26,500 households do not have access to a vehicle. These are primarily concentrated within Bridlington and Goole, where up to 40% of residents do not own a car. It is important that these residents are able to access the transport network, through the provision of good quality walking and cycling infrastructure and public transport services.

Rural Areas and Isolation: Those residents living in rural villages, and particularly those without access to a car, are at a higher risk of experiencing isolation and exclusion. This is becoming more of an issue as local services such as corner shops and garages become more centralised. A demand responsive community transport network has been developed to serve these residents and it is important that this is maintained and expanded where possible.

PRIORITIES

Priorities for LTP3, to improve accessibility in the East Riding, are as follows:

- To work in partnership with officers preparing the LDF to ensure that LTP3 provides an efficient transport network, particularly for sustainable modes of transport, to accommodate future population growth in sustainable locations, primarily in East Riding's Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres.
- To ensure that those who do not own a vehicle have access to high quality walking, cycling and public transport networks.
- To consider the provision of appropriate transport infrastructure to accommodate an ageing local population.
- To work in partnership with the Humber and Wolds Rural Community Council to build upon existing community transport schemes to provide more journey opportunities, improving quality of life and reducing isolation and social exclusion for rural residents.





Chapter 12 Introduction to Option Generation



Chapter 12 Introduction to Option Generation

- 12.1** This Section identifies a number of individual plans and strategies to tackle the prioritised challenges identified in Section C and achieve the LTP3 goals and objectives set out in Section B. Table 12.1 demonstrates how each plan and strategy will contribute towards the delivery of LTP3 goals and objectives.
- 12.2** To first of all demonstrate the Council is managing and maintaining the existing transport network in the most efficient manner, ensuring the best and most cost effective use of existing assets, resources and services, a comprehensive Network Management Plan and a Transport Asset Management Plan has been prepared (see Chapters 13 and 14 for full details).
- 12.3** The remaining strategies identified in Table (see Chapters 15 to 23), whilst also ensuring the most cost effective use of existing resources, also identify alterations/additions to further improve and enhance the performance of the transport network and services in the East Riding.
- 12.4** To be effective, the Council has generated and considered a wide range of options for each of these strategies. In developing these options, the Transport Policy Team has worked very closely with a number of key internal and external stakeholders.
- 12.5** The Council fully acknowledges the important role that transport has to play in tackling climate change. The Authority therefore prepared a Sustainable Modes of Travel Strategy in 2007, which aims to reduce trips made to schools by car with subsequent benefits in reducing local congestion at peak time and associated CO₂ emissions. The Council is also developing a Climate Change Strategy to reduce the East Riding's carbon footprint. Both of these strategies consider the impact of transport and acknowledge the positive effect that reducing car trips will have on achieving their objectives and targets. To ensure LTP3 has an integral role in delivering these objectives and targets a number of additional options have been generated to address these important issues, along with improving air quality, in Chapters 24, 25 and 26 of this Section.
- 12.6** The Council, in partnership with key stakeholders, has then identified a number of potential schemes and initiatives for each of the options for the individual strategies identified in Table 12.1 and for encouraging sustainable travel to schools, reducing CO₂ emissions and improving air quality. These schemes and initiatives are included in the LTP3 Implementation Plan. Utilising a comprehensive appraisal framework (see LTP3 Implementation Plan), these schemes have been appraised in terms of benefit (contribution towards tackling the prioritised challenges and meeting the LTP3 goals and objectives) and affordability to identify their value for money.
- 12.7** The schemes have then been prioritised and packaged together to maximise the overall benefits and demonstrate excellent value for money. This will ensure that LTP3 funding is utilised in the most cost effective and efficient manner to deliver a five-year programme of works to best achieve the LTP3 goals and objectives.



Table 12.1 Strategies to Achieve the LTP3 Goals and Objectives

LTP3 Goals	Objective 1 Maintenance and management	Objective 2 Traffic congestion	Objective 3 Sustainable economic regeneration and growth	Objective 4 Support a low carbon transport system	Objective 5 Improve road safety	Objective 6 Encourage healthy lifestyles	Objective 7 Improve access to key services	Objective 8 Protect the environment
LTP3 Objectives								
LTP3 Plans and Strategies								
Network Management Plan	✓	✓	✓	✓	✓		✓	✓
Transport Asset Management Plan	✓✓		✓✓	✓	✓		✓	✓
Individual Transport Strategies	✓	✓✓	✓	✓✓	✓✓	✓✓	✓✓	✓
Road Safety	✓	✓✓	✓	✓	✓✓	✓	✓✓	✓
Bus	✓✓	✓	✓	✓		✓	✓	✓
Rail	✓✓	✓	✓	✓		✓	✓	✓
Accessibility	✓	✓	✓	✓✓		✓	✓✓	✓
Smarter Choices	✓	✓✓		✓✓	✓	✓✓	✓	✓
Traffic Management	✓✓	✓✓	✓✓	✓	✓		✓	✓
Intelligent Transport Systems	✓✓	✓	✓✓	✓	✓			✓
Freight	✓✓		✓✓	✓	✓			✓





Chapter 13 Network Management Plan



Chapter 13 Network Management Plan

Introduction

- 13.1** The introduction of the Traffic Management Act in 2004 imposed a Network Management Duty on all local highway authorities to proactively manage the expeditious movement of traffic on their road network. The Council takes its Network Management Duty extremely seriously and recognises the opportunities that the duty brings in terms of improved service delivery. The Authority produced a comprehensive Network Management Plan (NMP) in June 2007, setting out its approach to the Network Management Duty. The development of a NMP demonstrated the Council's continued commitment to effectively managing the existing transport network in the East Riding.
- 13.2** The Network Management Duty aims to provide a transport network that is efficient, safe, reliable and predictable for all road users, reducing unnecessary delays resulting from congestion or disruption. Section 31 of the Traffic Management Act specifically states that the term "traffic" includes pedestrians. Therefore, the duty requires the Council to consider the movement of all road users: pedestrians and cyclists, as well as motorised vehicles, whether engaged in the transport of people or goods.

Background

- 13.3** The Council's NMP was assessed by consultants working on behalf of the DfT in May 2007 and rated as 'good'. However, the Council aspires towards achieving 'excellent' status for the way in which it carries out its Network Management Duty. A Network Management Improvement Plan was therefore prepared in 2008 to incorporate the recommendations made by the DfT and to ensure that the Council can demonstrate continuous improvement in its approach to network management between 2008 and 2011.
- 13.4** In preparing LTP3, the Council has prepared a revised Network Management Improvement Plan, which has been developed through analysis of current activities, identifying gaps in service provision and setting out key areas for improvement. A full revised Network Management Plan can be found as Annex C to LTP3.
- 13.5** As part of Highway Authorities' powers under the Traffic Management Act, there is a requirement to appoint a 'Traffic Manager'. The role of the Traffic Manager is to carry out the Network Management Duty and to be a 'champion' within the Authority. It is a 'congestion busting' portfolio, which entails a co-ordinated approach that includes roadwork management, protection of the strategic highway from delays associated with new development, car parking, incident management, public transport provision and information. This responsibility within the Council is assigned to the Head of Asset Strategy.

Congestion Management

- 13.6** Delays and unreliability on our roads as a result of congestion have direct costs to people and businesses. Although congestion is not a major issue across the whole of the East Riding, larger urban areas such as Beverley, Goole and Bridlington, the A164 and A1079



Corridors, and areas outside numerous schools currently experience localised congestion problems (see Chapter 8 for full details). Given the current economic climate it is therefore important that the Council makes every effort to tackle congestion issues, and the effective management of the transport network is an important tool in reducing these congestion problems.

- 13.7** There are many factors that contribute to traffic congestion in the East Riding. The causes and nature of congestion are different in each of these towns and corridors and there is no single solution to tackling the congestion problems. Finding the right balance between demand-led solutions (such as parking prices/restraints and travel planning), and supply-led solutions (such as Intelligent Transport Systems, improved options for walking/cycling, better information to motorists and public transport improvements), is difficult and can differ from area to area.
- 13.8** A number of the LTP3 strategies set out options that will contribute towards reducing congestion and improving the management of the highway network. For example, through considering the location of new housing and business development, schemes can be put in place to help accommodate anticipated future traffic growth and potential associated congestion issues while also encouraging alternative modes of travel such as walking, cycling or public transport.
- 13.9** Historically a key challenge of the Network Management Duty was to look beyond the five-year timespan of previous LTPs. However, the 15-year transport strategy which will become effective through LTP3 provides an ideal framework to consider the Network Management Duty both now and in the future.

Operational Factors

- 13.10** There are a number of activities that can affect the road network and require careful management. These generally fall into four categories:
- **Roadworks** - these are works carried out by the highway authority to improve the condition of the road or footway asset;
 - **Street works** - these are works carried out by a Statutory Undertaker (e.g. British Telecom, Yorkshire Water) to maintain and improve their assets;
 - **Building works** - this may vary from the placing of a skip in the highway to major demolition and construction projects requiring traffic management; and
 - **Events** - Such as carnivals, Beverley race day or processions.
- 13.11** Coordination of these activities is achieved through regular meetings between public transport operators, utility companies and any other interested parties. These set out proposed programmes of work including detailed timing plans. This reassures external parties that the Council is considering their needs in a fair and equitable way while minimising disruption to the general public.



The Yorkshire Traffic Managers Group

13.12 The Council is following statutory guidance and is assessing its relative performance as well as sharing good practice through its membership of the Yorkshire Traffic Managers Group (YTMG). The Group encourages cross-boundary working to provide an essential forum for peer review, the sharing of good practice, a consistent approach to implementing policy and a regional structure for the monitoring of the Network Management Duty performance. The YTMG Network Management Duty scoring assessment also provides a framework for benchmarking against network management activities delivered by other local authorities in the region.

Progress Made During LTP2

13.13 Some of the key actions delivered during LTP2, though the Network Management Improvement Plan, include:

- Finalising the categorisation of all cross boundary roads in partnership with neighbouring authorities;
- Producing a network management consultation strategy in partnership with Hull City Council (see paragraph 13.17 below);
- Undertaking a series of presentations to inform internal staff of the self-notifying process;
- Producing an easy to read guide for stakeholders, detailing the implications and requirements of the Traffic Management Act;
- Producing a protocol for disseminating information to the media in the event of unplanned incidents on the network;
- Establishing an Incident Management Communications Strategy; and
- Carrying out a risk assessment to reflect the Council's position regarding its 'parity' arrangements.

13.14 The YTMG has developed a self-assessment framework that enables each local authority to review the performance of its network management duties. The Council has now adopted this framework as a key means of assessing its own performance. Table 13.1 indicates the Council's Network Management Performance to date, based on the YTMG scoring structure.

Table 13.1 Network Management Performance

	2007/08 Base	2008/09	2009/10	2010/11
Target Score		82.53%	83.75%	85.00%
Actual Score	76.75%	83.60%	86.20%	89.40%



Consultation

- 13.15** Based on the YTMG assessment framework the Council decided to undertake a joint consultation exercise in partnership with Hull City Council, to identify and address shared Network Management issues. This consultation involved sending a joint questionnaire to elected members of the Councils and external stakeholders including the Emergency Services, Town and Parish Councils and neighbouring authorities.
- 13.16** Fifty eight responses were received, with over three-quarters of these returned by East Riding Town or Parish Councils. Issues regarding the safety and operation of the A1079 appeared in the responses from four Parish Councils, while 72% of respondents felt that congestion was a 'slight problem' in the East Riding and 13% felt it was a 'significant problem'.

Policy Statement

The Council will carry out its duties under the Traffic Management Act 2004 in an integrated way to avoid, reduce or minimise congestion or disruption and ensure the efficient use of the road network.

The purpose of this policy is to ensure that the Council considers congestion and the need to improve the efficiency of the transport network when developing strategies, implementing schemes and carrying out its maintenance operations. The policy will also assist the Council in carrying out its Network Management Duties in an effective and integrated way.

- 13.17** The purpose of this policy is to ensure that the Council considers congestion and the need to improve the efficiency of the transport network when developing strategies, implementing schemes and carrying out its maintenance operations. The policy will also assist the Council in carrying out its Network Management Duties in an effective and integrated way.

Network Management Improvement Plan

- 13.18** The Council has developed a Network Management Improvement Plan for the five-year period 2011-2016 (shown in Table 13.2).
- 13.19** There is no formal appraisal process for schemes put forward within the Network Management Improvement Plan, unlike those schemes put forward through the other LTP3 strategies. All schemes within the Network Management Improvement Plan have been devised to improve the management and make more effective use of the existing highway network and so they will be automatically taken forward for implementation.

Table 13.2 Network Management Improvement Plan

No	Action	Due Date
1	Review consultation strategy in partnership with Hull City Council in line with YTMG framework.	July 2011



2	Undertake NMP stakeholder consultation exercise for Phase 1.	Sept 2011
3	Analyse consultation responses for Phase 1 and consider appropriate recommendations to inform ongoing Improvement Plan.	Oct 2011
4	Undertake feedback exercise to key stakeholders.	Oct 2011
5	Undertake public consultation exercises for Phase 2 as part of household survey.	Sept 2012
6	Analyse consultation responses for Phase 2.	Nov 2012
7	Complete review of the Council's road hierarchy and road classifications.	June 2011
8	Carry out review of Traffic Sensitive Streets Core Network.	Sept 2013
9	Carry out review of Traffic Sensitive Streets remaining network.	Sept 2011 Sept 2014
10	Review Electronic Events Database.	Sept 2013
11	Ensure that review of signs, markings and street furniture are always undertaken as part of major maintenance schemes.	Ongoing
12	Produce annual briefing note for Traffic Manager on self-notification process.	July 2011
13	Review existing information sources on website to provide road users with a choice of travel modes.	July 2012
14	Review protocol for disseminating information to media in the event of unplanned incidents on the network.	Dec 2011
15	Develop 'Urban Road Design Code'.	Dec 2011
16	Consider rolling out 'Urban Road Design Code' to the remainder of the Urban Road Network.	March 2012
17	Review Incident Management Communications Strategy.	Nov 2011
18	Produce an annual statement for Traffic Manager reflecting how 'parity' is delivered within the East Riding and its proposals for the future.	July 2011
19	Review Network Management Improvement Plan (annually).	June 2011
20	Review YTMG scoring assessment based upon progress made (annually).	June 2011
21	Update Network Management Plan every 5 years.	Sept 2016
22	Review annual surface dressing programmes to identify potential Sustainable Transport Improvement Plan schemes and schemes to improve the transport network (annually).	May 2011



23	Review annual structural maintenance programmes to identify potential Sustainable Transport Improvement Plan schemes and schemes to improve the transport network (annually).	June 2011
24	Produce annual 'Traffic Managers Report' summarising how ERYC is delivering its Network Management Duty.	Dec 2011
25	Produce Development Management Design Guide.	Sept 2011
26	Carry out review of existing traffic signals and signal controlled crossings to ensure that each operates as efficiently as possible for all users.	Dec 2011





Chapter 14 **Transport Asset Management Plan**



Chapter 14 Transport Asset Management Plan

Introduction

- 14.1** The highway network is the largest and most visible community asset for which East Riding of Yorkshire Council is responsible. It is used daily by the majority of the public and is fundamental to the economic, social and environmental well being of the community. It helps to shape the character and quality of the local areas that it serves and makes a key contribution to the wider local authority priorities, including the economy, social inclusion, community safety, education and health.
- 14.2** In order to fulfil its potential in addressing the key priorities in a cost effective manner, it is crucial that the local highway network is adequately maintained. This includes not just carriageways and footways, but also bridges, street lighting, drainage and other supporting infrastructure assets.
- 14.3** The Council has therefore developed a Transport Asset Management Plan (see Annex D) to ensure that it can make best use of the available assets within the constraints of available funding. This approach is in line with the advice set out in the DfT's Guidance on Local Transport Plans (July 2009), the Eddington Transport Study and structured to support CIPFA's Transport Infrastructure Asset Code. These high level documents recommend an asset management approach for maintaining the transport network in order to provide value for money, and deliver efficiency gains and service improvements.
- 14.4** The Council's Transport Asset Management Plan (TAMP) has been developed during the writing of the Local Transport Plan to ensure that there is continuity and integration between the two plans.
- 14.5** The documents share the eight strategic LTP3 objectives. The Council's TAMP sets out how the LTP3 objectives are applied to the management and evolution of the existing transport network assets. The TAMP clearly quantifies and evaluates each of the major transport assets, identifies their investment needs, funding and presents priorities, based establishing low whole life costs, reduced reactive maintenance and a more planned and controlled process of coordinated programmes of works to achieve these the authority's objectives and contribute towards the LTP3 objectives.
- 14.6** Planned schemes supporting the maintenance of the existing transport asset have been determined through the appraisal process developed within the TAMP and undergo a different process to those suggested through the other LTP3 measures. Like the LTP3 appraisal process, the TAMP process has been focussed on delivering the authority's priorities. And the TAMP does acknowledge that schemes supporting multiple priorities, though offering less to each priority, can offer more benefits and a more coordinated delivery.



Policy Statement

The Council will work with partners to implement a systematic approach to the asset management of the Council's transport network focusing on 'Safety', 'Serviceability' and 'Sustainability' when planning and delivering revenue and capital transport projects.

East Riding's Transport Assets

- 14.7** The Council has a legal obligation to maintain its assets, and the highway network is the largest and most visible community asset for which East Riding of Yorkshire Council is responsible. It is used by the majority of local residents on a daily basis and is fundamental in maintaining the economic, social and environmental wellbeing of our communities. Maintaining the local highway network therefore makes an important contribution to achieving LTP3's goals and objectives, wider East Riding priorities, and wider national policy goals including those directed towards health, education, social inclusion and community safety.
- 14.8** The East Riding has a substantial transport asset base, which includes the following resources:
- A highway network covering over 3,300km and supporting over 26 million journeys per year;
 - A bridge stock of 1,368 structures;
 - A footways network in excess of 3,198km; and
 - Approximately 38,000 street lighting columns.
- 14.9** It is important to note that these figures are not static. Approximately 4km of new highway is added to the network each year, along with new street lighting and footway infrastructure, as a result of new development being adopted by the Council. The cost of replacing the entire East Riding highway asset base is estimated at £3 billion.
- 14.10** Roads and footways are classified using guidance set out in the Highway Code of Practice. These classifications reflect the level and type of usage by drivers or pedestrians and are used to determine maintenance regimes for different sections of the asset. For example, roads with a higher classification such as 'A' roads are maintained to a higher standard and defects are treated more quickly because they carry the highest volumes of traffic.

The Regional Context

- 14.11** Comparison at a regional level shows that the East Riding has the second largest road network in the Yorkshire and Humber area. Funding allocations give additional weighting to each kilometre of urban road, which puts the East Riding at a considerable disadvantage given that over 60% of the local road network is classified as rural. The average percentage of rural roads for other local authorities in the region is only 29%.



- 14.12** The East Riding also has a much higher proportion of ‘B’ and ‘C’ classified roads than the regional average, which receive less funding for maintenance than ‘A’ roads. These roads must be maintained at a level appropriate to their classification but this is challenging due to limited funding and an increasing number of severe weather events such as the flooding in 2007 or the cold winter of 2009/10 (see Figure 14.1). It is essential that the Council carefully manages and maintains its assets to ensure the optimum use of its limited resources to achieve its priority objectives.

Figure 14.1 Flood Damage to the Highway in Anlaby (2007)



Progress Made During LTP2

- 14.13** Following a major successful bid over the course of LTP2 the defects on local footways have been dramatically reduced so that local footway conditions are in the upper quintile of performance nationally. The Council’s ‘A’ roads are also maintained to a relatively high standard comparable with the national average.
- 14.14** However, East Riding’s ‘B’ and ‘C’ roads are in the lower quartile nationally in terms of required maintenance, despite a major investment programme worth over £2 million for our non-principal road network over the life of LTP2. This is of particular concern given that the non-principal roads form a much higher proportion of the East Riding’s network than the regional average.

Future Maintenance Issues

- 14.15** Performance over time has shown that the level of investment available for maintaining the transport assets of the East Riding does not allow for stabilisation of infrastructure at current levels. Any increase in investment for one asset is countered by decreased



investment and resulting condition of another asset. Any unexpected events such as the severe flooding that occurred in 2007 may cause acceleration in the rate of highway deterioration.

- 14.16** In order that the highway network can continue to serve the public in a cost effective manner it is crucial that it is adequately maintained. Continuing growth in traffic and associated issues has resulted in an increasingly widespread awareness of the importance of highway maintenance and the high value placed on it by both users and the wider community. Conversely, public concern is increasing regarding failure to invest adequately and effectively in highway maintenance and the implications of this on safety and journey time reliability.





Chapter 15 Transport Strategies for East Riding's Main Settlements



Chapter 15 Transport Strategies for East Riding's Main Settlements

Introduction

- 15.1** The Council has developed individual Transport Strategies for each of the main settlements in the East Riding, as identified in the Council's emerging LDF (see Table 15.1).

Table 15.1 Main Settlements in the East Riding of Yorkshire

Major Haltemprice Settlements	Principal Towns	Local Service Centres
Anlaby/Willerby/Kirk Ella	Beverley	Elloughton/Brough
Cottingham	Bridlington	Hedon
Hessle	Driffield	Hornsea
	Goole	Howden
		Market Weighton
		Pocklington
		Withernsea

- 15.2** As set out in Section C (Problems, Challenges and Priorities), over 90% of East Riding's population live within five miles of one of these settlements. Preparing Transport Strategies for each of these settlements therefore represents an efficient way of implementing carefully targeted transport schemes, which provide the maximum benefit to the local community while also representing value for money. An example of an individual Transport Strategy can be found at Annex E.
- 15.3** The individual Transport Strategies (and the potential improvement schemes identified within them) have been prepared through a detailed analysis of settlement demographics, transport patterns, review of existing infrastructure, consultation with key stakeholders (including local people) and site investigations. Preparing and delivering individual Transport Strategies for each of the above settlements provides the Council and its stakeholders with the opportunity to ensure genuine ownership of LTP3 schemes at a local level.
- 15.4** Transport Strategies for East Riding's main settlements support the Sustainable Community Plan for the East Riding, 'Our East Riding,' and its aspiration to sustain and create thriving and vibrant communities in which everyone can enjoy a high quality of life. They also help in accommodating the anticipated development allowed for in the emerging LDF currently being produced by the Council.

Background

- 15.5** The primary aim of the Transport Strategies is to promote more walking, cycling and public transport use within East Riding's main settlements, which in turn will reduce car use, particularly for shorter journeys, helping to reduce traffic volumes and subsequent



CO₂ emissions. The Transport Strategies are focused on developing high quality and safe walking and cycling infrastructure, improving road safety and accessibility, particularly for vulnerable user groups, and supporting economic growth and regeneration.

The Local Development Framework

- 15.6** Over 80% of the proposed new housing allocation in the East Riding, as set out in the emerging LDF, is to be located in the settlements identified in Table 15.1. The introduction of these new homes and the subsequent additional traffic they will generate will create a key challenge for the Council.
- 15.7** The Council's emerging LDF includes policies that encourage new development where it helps to expand and protect integrated, safe and attractive public transport, cycling and footpath networks. The LDF's Preferred Approach Core Strategy also includes a sustainable transport policy, which encourages new development where it is delivered alongside sustainable site access options. Options that are developed through the LTP3 process as part of the Transport Strategies provide a framework for the delivery of these LDF policies.
- 15.8** In order to ensure the effective delivery of these LDF policies, schemes that are developed as part of the Transport Strategies but are not prioritised for delivery in the LTP3 Implementation Plan, will be fed through to the Council's Forward Planning and Development Management sections. These schemes will then be considered for funding through developer contributions. It is acknowledged that there will be significant competition for funding from future development to provide infrastructure. However, the inclusion of schemes developed through the Transport Strategies will help to ensure a truly integrated approach to sustainable transport infrastructure provision in the Major Haltemprice Settlements, Principal Towns and Local Service Centres.

Road Safety and Casualty Reduction

- 15.9** There are a disproportionately high number of pedestrian and cycling casualties within the main settlements for which individual Transport Strategies have been prepared. For example, pedestrian and cyclist casualties account for only 7.5% and 6.7% respectively of all casualties across the East Riding, however they account for 20.2% and 16.3% respectively of all casualties in these main settlements.
- 15.10** Reducing the level of casualties for vulnerable road user groups (particularly pedestrians and cyclists) in these main settlements is therefore a key challenge for the individual Transport Strategies.

Active Travel

- 15.11** Increasing levels of walking and cycling has health, leisure, tourism and carbon reduction benefits, which should be capitalised on and promoted. Walking and cycling should be encouraged for the following key trips:
- For shorter commutes, where walking and cycling present an attractive alternative to the car, offering more reliable and often quicker journey times in urban areas;



- The journey to school, where walking and cycling levels nationally have historically been in decline;
- Leisure trips for both local residents and visitors to the East Riding, which offer a number of potential benefits to local economies; and
- As part of longer multi-modal trips, where walking or cycling to bus stops or rail stations can deliver time-savings and convenience benefits.

15.12 Increasing the levels of walking and cycling requires appropriate infrastructure provision for these modes supported by signage, marketing, and the provision of secure cycle parking at demand destinations.

Progress Made During LTP2

15.13 During LTP2 the Council developed and implemented numerous schemes to improve facilities for travel by sustainable modes in East Riding's main settlements. These schemes have made a real difference to transport provision within the East Riding and have resulted in improved safety for vulnerable user groups, such as pedestrians and cyclists. Key schemes include:

- Off-road cycle routes between:
 - Leconfield and Beverley;
 - Goole and Howden (see Figure 15.1);
 - Pocklington and Barmby Moor;
 - Hedon and Preston;
 - Hornsea and Rolston
 - Cottingham and Hull;
 - Driffield and Nafferton; and
 - Beverley and Woodmansey.
- Improved pedestrian and cyclist safety in Goole through the introduction of cycle lanes on Boothferry Road and 20mph zones in residential areas;
- 20mph zone and zebra crossing outside Hornsea Burton Primary School;
- Zebra crossings on routes to Cottingham High School;
- Pedestrian crossing facilities at new traffic signals and on-road cycle lanes on Boothferry Road in Hessle;
- Improved pedestrian facilities and 20mph zone in Bridlington town centre; and
- Publication of the Pocklington Leisure Route Cycle Map, which provides information on six leisure cycle rides in and around Pocklington.



Picture 15.1 The New Off-Road Cycle Route Between Goole and Howden



- 15.14** There is clear evidence that these schemes are having a positive effect. For example, cycling levels have increased by 37% between 2003 and 2009.
- 15.15** Work with schools through School Travel Plans and Sustainable Modes of Travel Strategies, has seen major improvements in the safety of routes to school and in cycle and scooter storage facilities at school sites. An analysis of the annual School Census returns on ‘usual mode of transport for the journey to school’ shows that the proportion of pupils travelling to school by car has fallen by 6.1% between 2006/07 and 2009/10.
- 15.16** Cycling tourism has been developed through initiatives such as The Way of the Roses and the Yorkshire Wolds cycle routes as well as circular leisure routes, especially in and around Pocklington and Driffield.
- 15.17** To encourage walking as a leisure activity a comprehensive website has been developed, including information on leisure walks in the East Riding. This can be found at: <http://walkingtheriding.eastriding.gov.uk/home/> The website allows users to identify existing walking routes, design their own walks and participate on a user forum.
- 15.18** The success of initiatives developed during LTP2 provides the Council with a platform for further improvements during the period of LTP3.



Consultation

- 15.19** Local Ward Members and Town and Parish Councils were consulted through a combination of emails and meetings in order to identify key transport issues in each main settlement. A meeting was held with the Town Renaissance Teams to establish synergies with regeneration initiatives. In addition, numerous other internal stakeholders such as the Streetscene department, Area Engineers and Countryside Access Team were asked for their views and suggestions for improvements to be considered for appraisal as part of the Transport Strategy process. The Emergency Services, public transport operators and other local stakeholders also provided additional perspectives on potential improvements in each settlement.
- 15.20** A number of Councillors raised concerns about the need for improved public transport services between each of the Major Haltemprice settlements, and the lack of bus connectivity between these settlements and other towns such as Beverley. These concerns have been considered in the LTP3 Bus Strategy (see Chapter 17). All stakeholder consultation has been considered and documented within each individual Transport Strategy.

Good Practice

- 15.21** The development and implementation of Transport Strategies for individual settlements represents an innovative approach to delivering LTP3 objectives. Much has been learnt from previous work to deliver LTP1 and LTP2 and this knowledge will be utilised to continue to provide a high quality sustainable transport network in East Riding's main settlements throughout LTP3. The approach and performance of other, similar local authorities will be monitored in order to identify and share good practice.

Generation of Options for the Transport Strategies for East Riding's Main Settlements

- 15.22** The following options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

- Option 1** – Promote **walking**.
- Option 2** – Promote **cycling**.
- Option 3** – Improve **safety** and create **liveable neighbourhoods**.
- Option 4** – Promote **public transport** and improve public transport **infrastructure**.
- Option 5** – Improve the **urban realm, regeneration and streetscape**.
- Option 6** – Improve **traffic management**.
- Option 7** – Consider **powered two wheeler** facilities.



- 15.23** Each option is considered in relation to each of the East Riding's main settlements in its individual Transport Strategy. Options identified within other areas of LTP3, particularly under the Bus, Rail and Smarter Choices Strategies, will be closely linked to schemes developed within these Transport Strategies for the main settlements.

Option 1 – Promote walking

- 15.24** Each Transport Strategy will develop specific schemes to encourage trips made on foot. These may include small-scale infrastructure improvements designed to open up new pedestrian links, enhance existing routes or promote walking through social marketing and information campaigns through local schools, businesses and workplaces.
- 15.25** The promotion of walking as a leisure activity may assist in the economic regeneration of some settlements by increasing tourism and encouraging the development of supporting businesses. There are important health and economic benefits to increasing the level of walking and active travel in general, particularly for East Riding's ageing population.

Option 2 – Promote cycling

- 15.26** The development of settlement specific schemes to promote cycling as an alternative to the car for commuting and accessing services may include new on and off-road routes, improvements to existing routes, provision of secure cycle parking and the introduction of marketing initiatives to encourage cycling. The potential for developing cycling as part of multi-modal journeys will also be considered. Leisure cycling, and the potential to increase tourist visits to rural areas well suited to cycling, can assist in the regeneration of settlements providing a focus for active leisure.

Option 3 – Improve safety and create liveable neighbourhoods

- 15.27** Continuing to reduce the number and severity of personal injury collisions on the roads of the East Riding remains a priority for the Council during LTP3. Building on recent national guidance and examples in other areas, the appraisal of existing urban speed limits and amendment where necessary will help to create 'liveable neighbourhoods' with a greater emphasis on people and place rather than cars. This provides improved walking and cycling environments, which should help the Council to reduce the level of vulnerable user group casualties in East Riding's main settlements.

Option 4 – Improve public transport infrastructure

- 15.28** Although there are strategies for bus and rail within LTP3, the identification of key small-scale improvements in specific settlements is crucial to promoting increased public transport use. Whilst the Council is not directly involved in the provision and management of commercial services, it has opportunities to influence public transport patronage through supported routes, minor infrastructure improvements, such as improved waiting facilities, and marketing and information initiatives. Specific walking and cycling schemes identified within individual Transport Strategies will help to provide improved access to bus/rail facilities, which also forms an important role in increasing public transport usage.



Option 5 – Improve the urban realm, regeneration and streetscape

15.29 Although many of the settlements in the East Riding are attractive and pleasant places to live, the development of Transport Strategies provides an opportunity to enhance the quality of the environment through reducing reliance on the car and the promotion of sustainable alternatives. Improving facilities for walkers and cyclists may assist the economic regeneration of those settlements well placed to support active leisure based tourism and help to reduce congestion through increased use of these modes. Where Transport Strategy schemes are implemented, the potential for reducing sign clutter and improving the quality of the streetscape will be explored.



Option 6 – Improve traffic management

15.30 Reducing congestion and improving access to jobs and services is an important element of each Transport Strategy. Where there is potential to more effectively manage vehicle flow through improved traffic management, signing or highway layout schemes will be developed and appraised. The Transport Policy Team has worked in partnership with the Council's Streetscene department to develop schemes to improve the management of specific parking issues identified within settlements and around important trip destinations such as hospitals and schools. Providing facilities for the mobility impaired and car sharers are becoming increasingly important issues and are considered within each Transport Strategy.

Option 7 – Consider powered two wheeler facilities

15.31 Mopeds and motorcycles can provide an alternative to the car for commuting and leisure trips in and between settlements. PTWs generally produce less CO₂ than a car for a similar journey and require much less space to park. There are some road safety issues associated with PTW usage, which are considered in full in the LTP3 Road Safety Strategy (see Chapter 16). However PTW use, particularly in partnership with the Wheels to Work scheme, which loans mopeds out to those in remote areas to access employment, can increase personal mobility and improve access to jobs and services.

Transport Strategy Schemes

15.32 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 16 Road Safety Strategy



Chapter 16 Road Safety Strategy

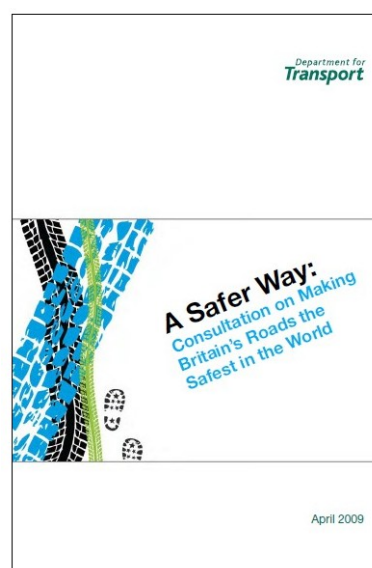
Introduction

16.1 The Council is committed to improving safety on its road network, and the reduction of trauma and suffering caused by collisions on East Riding's roads remains a priority during the period of LTP3. Reducing average vehicle speeds and removing or reducing traffic in sensitive areas will make roads safer, reduce road casualties and improve the local environment. A safer road network can also promote social inclusion, encourage walking and cycling and generally improve the overall quality of life for residents and visitors to the East Riding.

Background

16.2 In 2002 the former Department for Transport, Local Government and the Regions (DTLR) produced a national road safety strategy titled 'Tomorrow's Roads: Safer for Everyone'. This strategy set national targets for casualty reduction to be achieved by 2010 and emphasised the statutory duties to promote road safety and investigate accidents that occur on local roads.

16.3 'A Safer Way: Consultation on Making Britain's Roads the Safest in the World' was published by the DfT in April 2009 and sets out a vision, targets and measures for improving road safety in Britain over the next ten years. The targets in the final version of this strategy will eventually supersede those set out in the 2002 DTLR document.



16.4 Over 3,000 people are still killed on the roads in Britain every year and 60% of these are on the rural road network on single carriageway roads where the speed limit is 60mph. This is a particular concern for the Council because rural, single carriageway roads with a 60mph speed limit account for approximately 60% (1,980km) of the road network in the East Riding.

16.5 Considerable leisure motorcycle use on rural roads with 60mph speed limits, combined with high average speeds has contributed to a high number of PTW casualties on roads in the East Riding. The Council has therefore prepared and is currently delivering a PTW road safety action plan, which focuses on reducing PTW casualties.

Progress Made During LTP2

Safer Roads East Riding

16.6 Early in 2008 a new group was created to monitor, manage and evaluate casualty reduction activity within the East Riding. The Safer Roads East Riding Group, which is now a specific Task Group of the East Riding LSP, includes delivery level representatives from the Council, Humberside Police, Safer Roads Humber, Humberside Fire and Rescue and



local expert road safety consultants. This group, chaired by the Council's Strategic Transport Planning Manager, meets every two months to oversee effective delivery of the Council's LTP2 Road Safety Strategy and collaborative projects with our partners.

Progress Against Targets

- 16.7** The Council's Road Safety Strategy has been constantly monitored and developed during the LTP2 period in response to annual reviews of casualty data and emerging good practice.
- 16.8** East Riding of Yorkshire Council has made every effort to reduce the number of KSIs on the local road network throughout the life of LTP1 and LTP2. Although initial progress was encouraging, the Council was still falling slightly short of meeting national casualty reduction targets. KSI rates are monitored through National Indicator 47 (NI 47) 'People killed or seriously injured in road traffic accidents' and NI 48 'Children killed or seriously injured in road traffic accidents'.
- 16.9** To address this, and to demonstrate the Authority's continued commitment to reducing KSIs, the Council worked in partnership with the DfT and the GOYH in 2008 to set a new LAA Road Safety Target to run until 2011. This was to reduce the total number of people killed or seriously injured on East Riding's roads to an average of no more than 206 per year during 2008/09/10. To put this extremely challenging target into context, the 1994-98 average figure for the number of KSIs per year in the East Riding was 302.
- 16.10** Performance against this LAA target is shown in Table 16.1, which illustrates that 2009 figures are in line with, or below the LAA target trajectory. The total number of KSIs in 2009 was the lowest ever recorded in the East Riding at 195.

Table 16.1 LAA Target for KSIs in the East Riding of Yorkshire

	2005	2006	2007	2008	2009	2010
KSIs						
Actual	247	227	267	241	195	
Target	-	-	-	232	204	182
3-Year Average						
Actual	-	-	247	245	234	
LAA Target	-	-	-	242	234	206

National Road Safety Targets

- 16.11** Additional investment in targeted casualty reduction activity by the Council appears to have led to significant improvements in performance. Table 16.2 shows that in 2009 child KSI and slight casualties were below the national 2010 targets. Overall KSIs in 2009 represented a 35% reduction on the baseline.



Table 16.2 East Riding's Performance Against National Targets

	Baseline 1994-98 Ave	2007	2009	% Change 2009 from baseline	National Targets 2010
KSI	302	267	195	-35%	-40%
Child KSI	32	22	15	-53%	-50%
Slight	1293	992	938	-27%	-10%

Comparison Against Other Authorities

16.12 A comparison of performance over the last two years with other similar local authorities indicates a reduction in the number of KSIs now comparable with better performing Councils. This is set out in Table 16.3.

Table 16.3 Reduction in KSI Casualties 2007-2009

Local Authority	2007 KSI Casualties	2008 KSI Casualties	2009 KSI Casualties	% Change between 2007 and 2009
East Riding of Yorkshire Council	267	241	195	-27%
North Yorkshire County Council	716	536	538	-25%
Shropshire County Council	173	151	140	-19%
North East Lincolnshire Council	109	102	92	-16%
Norfolk County Council	463	388	395	-15%
Northamptonshire County Council	452	435	391	-13%
Hull City Council	116	118	113	-3%
Lincolnshire County Council	424	337	456	+7.5%



Key Corridors

16.13 There have been some notable improvements on key strategic routes in the East Riding as a result of road safety and speed reduction schemes implemented through LTP2. The European Road Assessment Programme assessed the A1079 corridor, running between Hull and York, as the joint second most improved road in Britain in June 2009. The assessment shows that schemes introduced, comprising fixed and mobile safety cameras, targeted police enforcement and additional or replacement signing and road markings, are having a positive effect on casualty reduction. This achievement is the result of improved collaborative working between the Council and other strategic organisations.



16.14 Further progress has included comprehensive analysis of local collision data along key corridors in the East Riding, which is utilised to direct additional Police enforcement to ensure value for money and maximise casualty reduction.

Pilot Projects

16.15 A number of innovative mass action pilot projects were identified and are currently being delivered through the Council's LTP2 2010/11 Road Safety Programme. These projects aim to reduce casualties through the implementation of relatively low-cost measures, initially trialled at some selected sites before potentially being rolled out across the East Riding if they are proven to be successful. The projects build upon the Council's existing good reputation within the road safety field, whilst also contributing to wider transport objectives such as promoting sustainable forms of transport and better managing the network.

16.16 The pilot projects include:

- Additional signed (non-core) camera routes;
- 20mph towns;
- 20mph villages;
- Rural 40mph zones; and
- Rural road design codes.

Policy Statement

The Council will continue to make every effort to improve road safety to make travel safer for all users and increase personal and community safety for everyone.



Consultation

16.17 In developing the Road Safety Strategy, consultative discussions were held with the following parties:

- Humberside Police;
- Yorkshire Ambulance Service;
- Humberside Fire and Rescue;
- Safer Roads Humber;
- The Highways Agency;
- Council Streetscene Engineers;
- Council Parking Services Manager;
- Council Civil Engineering Services Manager; and
- East Riding of Yorkshire Council Portfolio Holders.

16.18 Local Town and Parish Councils were also consulted regarding road safety issues in their area during the preparation of each of the individual Transport Strategies.

Good Practice

16.19 The DfT has published a Road Safety good practice guide for local authorities, which contains examples of successful schemes implemented across the UK and advice on funding, delivery and monitoring of road safety initiatives. Recent 'Health Checks' undertaken by the DfT and GOYH have indicated that the Council is embracing good practice and has been moving in a positive direction in terms of reducing KSIs on our roads.

16.20 In 2007, four road safety beacon local highway authorities with a high proportion of rural roads agreed to participate in the DfT's Rural Road Safety Demonstration Project. The primary objective of the project was to demonstrate good practice for authorities in developing and implementing an area wide, data-led, strategy for addressing road casualty reduction. Using additional DfT funding all four authorities have demonstrated a marked reduction in KSIs on their networks, exceeding the 2010 national road safety targets by 2008. The schemes implemented through this project have the potential to be replicated in similar authorities such as the East Riding.

Generation of Road Safety Options

16.21 The potential road safety options and supporting schemes were generated through a process of:

- Reviewing statutory obligations;
- Reviewing activities undertaken during LTP2;
- Assessing national good practice;
- Identifying areas for development and gaps in provision; and
- Comprehensive analysis of performance to date.

16.22 The following road safety options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.



Option 1 – Develop and implement **education, training and publicity** campaigns for target groups such as children, young drivers and PTWs.

Option 2 – Support **enforcement** of road safety measures in partnership with Safer Roads East Riding.

Option 3 – Implement innovative **mass action road safety programmes** through the identification of collision clusters.

Option 4 – Introduce value for money **engineering schemes** with corresponding road safety benefits, particularly around at risk locations such as schools.

Option 5 – Engage with individuals both internally and externally to develop **policies** towards improving road safety and addressing public concern.

Option 1 – Develop and implement education, training and publicity campaigns for target groups such as children, young drivers and powered two wheelers

16.23 Car drivers and passengers are three times more likely to die on a rural road than a busy street. This is a particular issue for the Council given the extent of the rural road network in the East Riding. Research undertaken by the national ‘Think!’ road safety website managed by the DfT, states that the majority of people do not exceed the speed limit on rural roads but that accidents are often caused by individuals driving too fast for the conditions.

16.24 There are a number of groups that are most at risk of being involved in an accident on rural roads, including young male drivers, new drivers and older drivers. Accidents also occur in more built up areas and are more likely to involve pedestrians, cyclists or children.

16.25 Analysis of local accident data will inform the development of an Education, Training and Publicity programme designed to address local casualty problems and these ‘at risk’ users. This includes school-based projects and social marketing campaigns focused on key road user groups. The development and implementation of training courses as an alternative to prosecution for certain offences has been shown to reduce re-offending where effectively applied. Devon County Council has introduced a community driving instructor programme for foreign drivers who have obtained their licence in a different country to ensure they are familiar with UK driving practice. Schemes such as these have the potential to be replicated effectively in the East Riding.

Option 2 – Support enforcement of road safety measures in partnership with Safer Roads East Riding

16.26 Enforcement of speed limits and traffic regulations has proved to be a powerful tool in accident reduction. This can either be approached through fixed and mobile safety cameras or targeted police enforcement. Analysis has shown that correctly sited speed cameras



have significantly reduced casualties although depending on future funding arrangements, options for the delivery of camera based enforcement may need to be investigated and appraised.

- 16.27** There are limited options for casualty reduction interventions on rural roads and targeted enforcement remains crucial on some routes. The process of providing funding and targeting support for the Police through the ‘Enforcement Brief’ system provides an efficient methodology for speed limit enforcement.

Option 3 – Implement innovative mass action road safety programmes through the identification of collision clusters

- 16.28** Annual analysis of recorded collision data allows the identification of sites, routes and user groups requiring remedial interventions. This facilitates the development of a programme to prioritise and implement casualty reduction schemes.

- 16.29** Pilot initiatives developed during 2010-11 could offer the potential for long-term and widespread road safety benefits. These innovative programmes include extended safety camera route signing, 20mph towns, 20mph villages, rural 40mph zones and the development of Rural Road Design Codes.

- 16.30** Emerging DfT speed limit guidance appears to provide an opportunity to develop new urban and rural speed limit policies including consideration of lower limits in some urban areas and appraisal of routes with a high level of non-motorised users.

Option 4 – Introduce value for money engineering schemes with corresponding road safety benefits, particularly around at risk locations such as schools

- 16.31** It is anticipated that an annual contribution from road safety budgets to the Council’s surfacing programme, targeting sites with casualty reduction potential, will have marked benefits. For those sites with a high level of collisions caused by loss of control, a mass action programme of high friction surfacing may provide significant savings.

- 16.32** Linking maintenance programmes to casualty cluster sites could assist in reducing collisions. This may include more frequent sign maintenance or regular verge cutting in areas where the collision record indicates a problem.

- 16.33** During LTP2 the Safer Routes to School programme resulted in ‘school safety zones’ outside the majority of schools in the East Riding. LTP3 provides an opportunity to review and enhance the schemes introduced during LTP2.

Option 5 – Engage with individuals both internally and externally to develop policies towards improving road safety and addressing public concern

- 16.34** The development of clear operational policies for the Council would appear to be crucial to promoting consistency and a safety culture. The development of passive safety and safety audit policies would provide guidance for those responsible for scheme delivery.



Occupational road risk is a key issue for all employers and the introduction of an appropriate review and training system for staff who drive as part of their duties would demonstrate the Council's commitment to safe driving.

- 16.35** Improved engagement with local communities offers the potential to address sites where there is public concern but no history of casualties. A community 'speedwatch' programme could be developed to allow an element of self-help.

Road Safety Schemes

- 16.36** These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.





Chapter 17 **Bus Strategy**



Chapter 17 Bus Strategy

Introduction

17.1 Nationally, buses are the most used public transport option for local journeys. Central Government's overall aim is to drive up standards to provide a better quality service for those who already use buses and an attractive alternative for those who currently drive for short journeys. The national headline target is therefore to increase bus patronage, and local authorities have an important role to play in helping to work towards this goal.

Background

17.2 Improving the quality of bus services and correspondingly increasing bus patronage will contribute towards each of the four LTP3 goals. Good public transport can improve access to jobs and services, especially for those groups in most need. Buses can provide a service that is both more flexible and better value for money than rail in many cases. In comparison to other modes, bus travel is a very safe form of transport with low emissions per passenger and has an important role in reducing congestion and tackling climate change.

17.3 Bus patronage levels across the UK have fluctuated considerably over the past five years. The introduction of the concessionary fares scheme in 2006 saw a rapid increase in the number of older people using buses although this has been offset to some degree as the recent economic downturn has meant people make fewer journeys. The concessionary fares scheme was extended in 2008 to allow those aged over 60 and disabled people to travel throughout England using their pass on off-peak bus services. (insert figure of bus next to text)



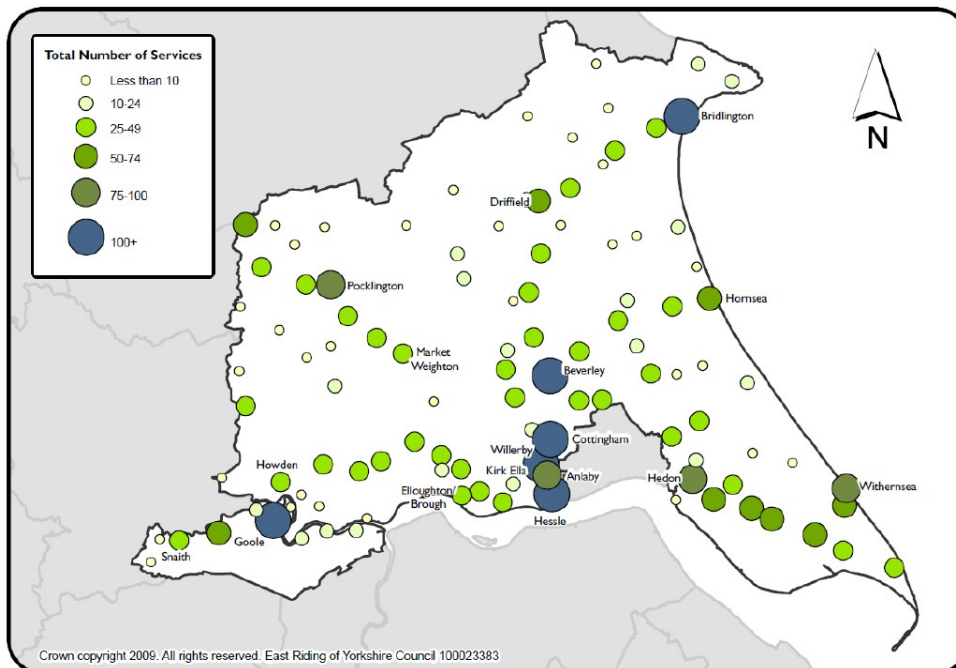
East Riding's Bus Network

17.4 The contrasting rural and more urban areas within the East Riding results in a varied frequency and demand for bus services. In the larger towns buses often run relatively frequently, while in more rural areas services may only run once per hour. Bus service levels also vary considerably between weekdays, evenings and weekends.

17.5 Analysing current bus timetable information can give an idea of the overall bus service levels in the East Riding, and illustrate those settlements with the highest levels of accessibility to the bus network (see Figure 17.1). Figure 17.1 shows a high concentration of bus services running in the Major Haltemprice Settlements, reflecting their close relationship with Hull, which has a traditional radial bus system and supports the Hull to Haltemprice links as part of their core network. Beverley, Bridlington and Goole are also well served by buses, although these services tend to support a more widespread network of origins and destinations than their Major Haltemprice counterparts.



Figure 17.1 Bus Services by Settlement



- 17.6** The Council's 'Buscall' facility (01482 222222) was set up through LTP1. This dedicated telephone enquiry line provides a single point of contact for East Riding and Hull residents to obtain up to date information on local buses, National Express coaches, rail services and taxis. The Buscall service is well used, receiving over 567,000 calls between November 2008 and October 2009.
- 17.7** The Council also supplies data for the National Traveline service and to internet journey planning sites. In partnership with neighbouring local authorities, the Council is looking to develop journey planning on mobile phones and as applications for iphones.

Progress Made During LTP2

Progress Against Targets

- 17.8** The Council set a target in LTP2 to maintain bus patronage at the same annual change in the East Riding as the annual change for England (outside of London). The Council has made excellent progress in meeting this target (see Table 17.1), with bus patronage increasing by 9.6% between 2006/07 and 2007/08 (an additional 561,890 journeys) against a national decrease of 1.5%. Bus patronage in the East Riding increased by a further 8.2% between 2007/08 and 2008/09 (against a national increase of only 0.5%) and 5.0% between 2008/09 and 2009/10. The national bus patronage figures for 2009/10 are not released until December 2010.



Table 17.1 Bus Patronage in the East Riding

	2005/06	2006/07	2007/08	2008/09	2009/10
Actual Figures	5,381,521	5,852,922	6,414,812	6,942,901	7,290,117
Trajectory	-	5,755,786	5,672,099	5,700,459	

17.9 Substantial progress has also been made against our bus punctuality target (NI 178), increasing the number of bus services departing on time (within a window of one minute early to five minutes late) from 61% in 2005/06 to 79.5% in 2009/10 (see Table 17.2).

Table 17.2 Bus Punctuality in the East Riding

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Actual Figures	61%	75.9%	76.5%	78.4%	79.5%	
Trajectory	-	64%	67%	70%	73%	76%

Bus Action Plan

17.10 The general approach of the LTP2 Bus Action Plan was to focus investment on the core corridors where more viable bus services can be developed, and to serve the rural hinterlands with service patterns bringing people onto the main network at key hubs. In addition to this, a range of bus based demand responsive transport solutions were developed for areas where unmet travel needs were identified. These community transport services are considered further in the Accessibility Strategy (see Chapter 19).

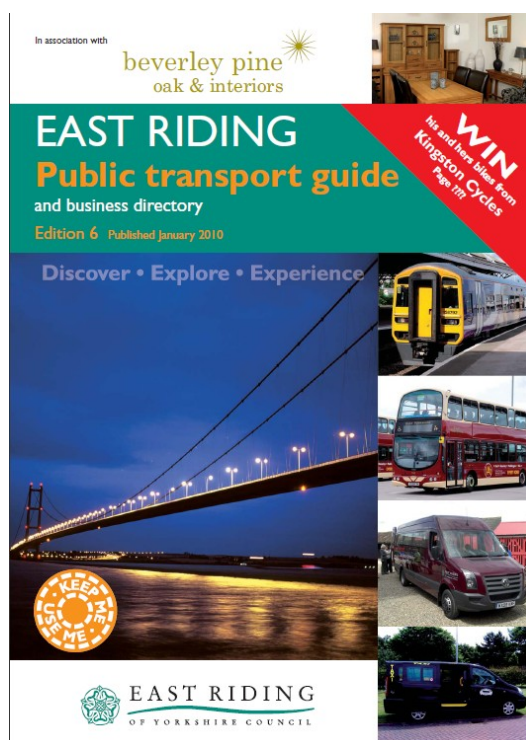
17.11 The Bus Action Plan implemented during LTP2 saw a rolling programme of improvements to bus stops across the East Riding. Working in partnership with local bus operators, these improvements included:

- Minor improvements to Beverley and Bridlington Bus Stations;
- Public transport enquiry kiosks at Beverley, Bridlington, Cottingham, Goole and Hessle Square; and
- Next bus information boards at Beverley Bus Station, Bridlington Bus Station, Goole North Street, Hornsea, Pocklington and Withernsea.

17.12 The Council identified the lack of information regarding public transport as a barrier to people using the bus or train, and a number of measures to improve public transport marketing were therefore introduced between 2006-2010. These included the development of an East Riding Public Transport Guide, a simple-to-use but comprehensive pack containing bus and train times, community transport information, taxi numbers and contact details for Traveline and East Riding Buscall (see Figure 17.2). The guide is refreshed every six months and distributed to all customer service centres and tourist information centres in the East Riding.



Figure 17.2 The East Riding Public Transport Guide



Park and Ride Sites

- 17.13** A new bus based Park and Ride facility opened in Bridlington in May 2010. Situated just off the A165 the scheme will help reduce the effects of seasonal surge, when tourists visiting in the summer months cause congestion in the town centre.
- 17.14** A further Park and Ride site has been proposed for Beverley as part of the overall Integrated Transport Plan for the town. It is anticipated that the Beverley Park and Ride will be completed during the first Implementation Plan period of LTP3.

Policy Statement

The Council will support schemes to integrate walking and cycling with public transport and work in partnership with bus and rail operators with the aim of providing a high quality network that offers a genuine choice of safe, accessible, punctual and affordable travel.

Consultation

- 17.15** In developing the Bus Strategy, consultative discussions were held with the following key stakeholders:
- East Yorkshire Motor Services (EYMS) and Stagecoach buses;
 - Humber and Wolds Rural Community Council;
 - Bus Forums held by The City of Hull & Humber Environment Forum;



- Passenger Services Department at East Riding of Yorkshire Council;
- Planning Officers at East Riding of Yorkshire Council; and
- Hull City Council and North Yorkshire County Council.

17.16 Through this consultation process, a number of Councillors serving the Major Haltemprice Settlements contacted the Transport Policy Team with some concerns regarding local bus services. They felt that the Major Haltemprice Settlements are well connected by public transport to Hull, but that there is little in the way of bus services that link these smaller, individual settlements to each other. It was established that a meeting with all the key parties would be the best way to discuss this issue further.

17.17 A meeting was subsequently held on 3rd August 2010 between the relevant Councillors, officers from the Transport Policy Team and Passenger Services Department at the Council, and with the Chairman and Chief Executive of EYMS who run over 95% of the bus services in the East Riding. The group concluded that there were two main issues that should be addressed. Firstly, determining if there is the potential for a more direct bus route between the Major Haltemprice Settlements and Beverley, and secondly, increasing the awareness of different bus services and tariffs.

17.18 The provision of new commercial bus services is not something that is arranged by the Council, however EYMS has agreed to investigate whether improving bus links to Beverley is feasible. The second issue, increasing the awareness of different bus services, could potentially be addressed through LTP3, and is considered in Option 1 later in this Chapter. The Councillors stated that the meeting had been useful to gain further insight into how a commercial bus company works, as well as establishing contact with relevant officers whom they could contact in future with any further issues.

Good Practice

17.19 National good practice case studies on bus networks and performance tend to focus either around large urban areas, or on the provision of community transport in more rural locations. There are a number of useful general information guides on the DfT website and available through the Local Transport Planning network website.

17.20 For example, the DfT commissioned a report by Atkins entitled ‘The Role of Soft Measures in Influencing Patronage Growth and Modal Split in the Bus Market in England’ (October 2009). This collates and summarises a number of case studies where local authorities have introduced schemes to inform individuals or groups about available public transport services and provide a more desirable travel experience. Many of these schemes have the potential to be replicated successfully in the East Riding.

17.21 Effective partnership working is important in providing an efficient bus network that local people want to use. Liaison with neighbouring local authorities, regional partners and bus users helps to ensure continuity of services and journey quality across administrative boundaries to deliver the best possible service to customers.

Generation of Bus Options

17.22 The following bus options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.



Option 1 – Increase awareness of journey opportunities by bus for local residents and visitors to the East Riding.

Option 2 – Improve facilities at bus stops and bus stations to improve passenger experience and to address concerns about personal safety.

Option 3 – Promote connectivity between the bus network and other sustainable transport modes.

17.23 These options aim to improve the quality of service for existing customers to help maintain a robust customer base and, in some cases, generate additional trips. They also hope to attract new customers, therefore helping to achieve modal shift away from the private car. To achieve these aims, bus services must be cost effective while meeting the demands of passengers in terms of bus routes, service frequency and journey reliability.

Option 1 – Increase awareness of journey opportunities by bus for local residents and visitors to the East Riding

17.24 Many individuals continue to cite lack of information as a reason for not choosing to travel by public transport. It is therefore important that up to date, accurate timetable and service information is readily available in a range of media for members of the public. The Council produces a public transport guide every six months, which is distributed to all Customer Service Centres within the East Riding. Council Officers provide data to Buscall and to the National TraveLine service for journey planning and there is also the www.yorkshiretravel.net website that provides a local journey planning service. These services consider all modes of transport and provide local travel information for East Riding residents. Further publicity for these resources will ensure that everyone who needs reliable multi-modal travel information knows where to look on the web.



17.25 There are still many people who may travel by bus but do not have access to the internet or do not feel confident using a computer. Information notice boards at bus stations, paper timetables at community centres and other key bus destinations and increased marketing of the East Riding 'Buscall' Facility will help to cater for these users, as well as raising awareness of local bus services for those who may currently not use the bus at all.

17.26 Managing tourist buses and coaches should also be considered through the maintenance of dedicated coach parking and high quality signage to these facilities in tourist destinations such as Bridlington, Hornsea and Withernsea. This helps to address the effects of seasonal surge on roads leading into these popular visitor areas.



Option 2 – Improve facilities at bus stops and bus stations to improve passenger experience and to address concerns about personal safety

17.27 Individuals are more likely to travel by bus if they can wait in clean, pleasant and safe facilities where bus information is accurate, easy to find and simple to understand. Many of the bus stops in the East Riding have benefited from significant improvements through schemes implemented through LTP1 and LTP2. However, further additional bus stop facilities to improve the journey experience for bus passengers might include:

- Installation of shelters and/or seating at well-used stops;
- An increased number of DDA compliant bus stops;
- Standard ‘branding’ of bus stop poles and signs;
- Hard-standings at rural stops;
- Real Time Passenger Information and electronic timetable information;
- Lighting improvements to increase personal safety;
- Additional CCTV in buses themselves; and
- Additional CCTV at popular bus interchanges.

Option 3 – Promote connectivity between the bus network and other sustainable transport modes

17.28 Nearly all journeys by bus include some degree of travel on foot or by bike to and from the bus stop or station. Ensuring good quality facilities are in place to allow individuals to change seamlessly between transport modes is important, particularly when trying to promote the convenience of public transport to those that would usually travel by car.

17.29 It is therefore important to make sure that footpaths and cycleways leading to and from bus stops and stations are free from obstructions and well maintained. Bus hubs should be well signposted for pedestrians and cyclists, and secure cycle parking installed at bus stations and key bus stops may encourage more multi-modal journeys.

17.30 Integration between bus and rail is also important, so any bus stops at rail stations should be given priority over public car parking and placed as close to the station platforms as is practical, with appropriate pedestrian links between the two. Signs within rail stations should direct travellers to the nearest bus stop. Integrated ticketing between bus and rail would make payment arrangements more convenient but it is acknowledged that the East Riding is still some way from implementing an integrated ticketing network.

Bus Schemes

17.31 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 18 Rail Strategy



Chapter 18 Rail Strategy

Introduction

- 18.1** The UK passenger railway network now carries more passengers than at any time since 1946 on a much smaller network⁽¹⁴⁾. Passenger numbers have grown by 50% in the last ten years and further growth is expected, with potentially twice as many passengers using the railway over the next 30 years.
- 18.2** This rise in passenger numbers has resulted in a need to increase rail capacity and, through LTP3, encourage more individuals to access rail stations by sustainable modes of transport. This can be achieved through improving access to rail stations and providing or improving facilities at the stations themselves for pedestrians and cyclists.

Background

- 18.3** Analysis of rail travel in the UK suggests that 55% of all national rail journeys involve passengers using another form of transport (excluding walking) to get to and from the train station⁽¹⁵⁾. The implication of this is that rail stations are transport interchanges, not just places where passengers board and alight trains. The interface with other modes is therefore very important.
- 18.4** There is considerable potential for increased integration between cycling and rail travel. Recent statistics suggest that nationally 60% of the population live within a 15 minutes cycle ride of a railway station, but only 2% of journeys to and from rail stations are made by bike. There is a need for cycle facilities and infrastructure to be improved for the journey to rail stations and at the stations themselves if the opportunity to increase the proportion of people who access railway stations in the East Riding by bike is to be maximised.
- 18.5** Commuting is the most common journey purpose for those travelling by rail (37%). However, rail journeys are also popular for days out and holidays, visiting friends and relatives or access to leisure and sport activities (see Figure 18.1). This is particularly the case in the East Riding of Yorkshire, where both Bridlington and Beverley are served by rail. Research has indicated that journeys by train tend to be longer than those by other modes of transport at an average of 32 miles (52 km) (see Figure 18.2).

14 Association of Train Operating Companies report 2009

15 National Rail report, June 2009



Figure 18.1 National Rail Passenger Journey Purpose

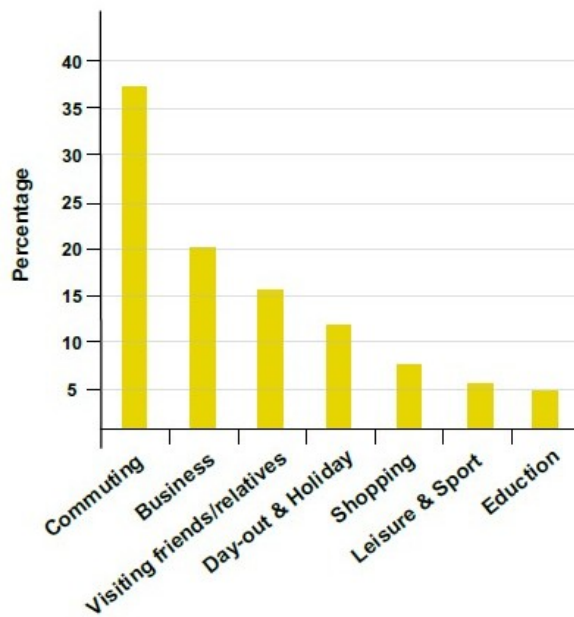
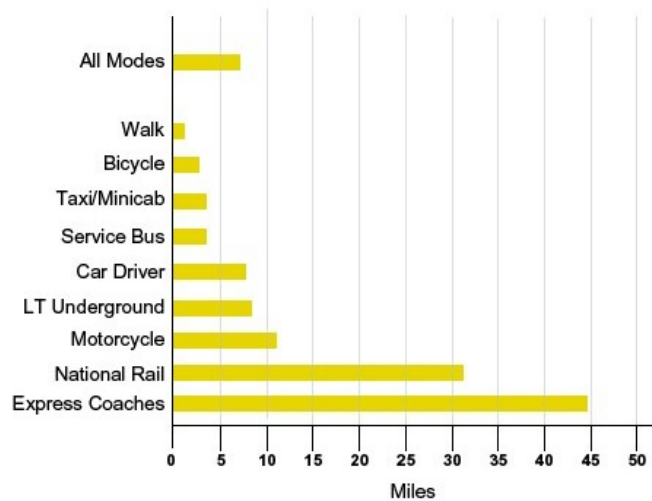


Figure 18.2 Average Trip Length by Main Mode in the UK (2006)



18.6 A National Rail report entitled 'Door to Door by Public Transport' (published in June 2009) highlights four main components to a successful seamless journey by public transport. These are:

- Readily available, easy to understand information about services and fares;
- Integrated multi-modal ticketing for the entire journey, including modern purchase methods;
- Good interchange infrastructure and facilities, so that changing between modes of transport is convenient, easy and quick; and
- Services that provide timely connections.

18.7 These components have been considered in the development of rail options for LTP3.



Passenger Rail Network

18.8 Northern Rail and First TransPennine operate the majority of passenger services within the East Riding. A brief summary of East Riding's passenger rail network is provided below.

Hull to Scarborough

18.9 This line plays an important role in the local economy, with services operated by Northern Rail. It provides easy access to the centre of Hull from settlements such as Drifffield, Hutton Cranswick, Beverley and Cottingham, and a link to the east coast resorts, such as Bridlington. A large number of trains also operate through to Doncaster and Sheffield. Approximately 75% of seats are taken on the Hull-Scarborough line throughout the peak period and loadings can be up to 145% on the busiest service in the peak period (see Table 18.1)⁽¹⁶⁾.

Table 18.1 Peak Train Loadings in Morning Peak by Line

Line	Peak train loading %	Number of trains in the peak period
Harrogate to Leeds	213	5
Calder Valley Line to Leeds	168	6
Scarborough to Hull	145	6
Airedale to Leeds	142	6
York to Leeds (stopper not via Harrogate)	140	3
Wharfedale line to Leeds	139	6
Five towns to Leeds	133	3
Sheffield to Leeds (Northern via Barnsley)	131	4

18.10 The Hull-Scarborough line has recently seen improvements in service levels between Bridlington and Scarborough (now providing an all-year round Sunday service) and between Hull and Bridlington (in the afternoon peak). However, the single-track sections north of Bridlington limit major service expansion along this part of the route beyond a broadly hourly frequency. Turnaround times for some trains at Beverley, Bridlington and Scarborough are quite short. Therefore, any delay to an incoming service can easily affect the return leg with potential ongoing consequences, especially given the constraints of single-track operation at the north end of the line.

18.11 This line is currently being considered for service designation, which if granted, should provide a more local input into the timetable development processes.



Hull to Doncaster/Sheffield

18.12 These services provide important regional and national links between the East Riding and the East Coast Main Line. Direct services between Sheffield and Hull run approximately once per hour with journey times of 85 minutes, while between Doncaster and Hull there are at least two trains per hour with journey times of between 40 and 65 minutes. Consultation as part of the Yorkshire and Humber Route Utilisation Strategy highlighted that stakeholders felt these journey times were too long. The main operator is Northern Rail.



Hull to Leeds/Manchester

18.13 First TransPennine operates services on the Hull-Leeds-Manchester route. Brough and Howden have an hourly service to Leeds and Manchester. Average journey times between Hull and Leeds are 53 minutes.

Hull to London

18.14 Both First Hull Trains and East Coast operate services between Hull and London. The First Hull Trains services operate on an open access rather than a franchise basis, with current service levels of seven direct trains per day (weekday), calling at Brough and Howden in the East Riding. East Coast currently runs eight direct trains per day (weekday), stopping at Brough in the East Riding.

Hull to York

18.15 Train services between Hull and York are operated by Northern Rail. All services call at Brough, Howden and Selby, with some trains also calling at Gilberdyke, Eastrington, Howden and Wressle in the East Riding. Journey times from Hull to York take between 65-75 minutes, and services operate approximately once every two hours.

Goole to Leeds

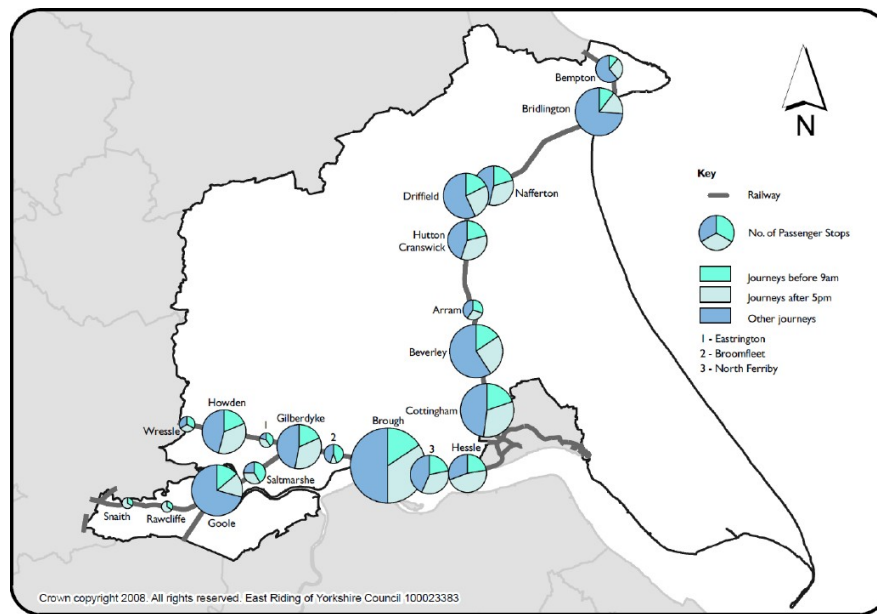
18.16 Northern Rail operates two services a day between Goole and Leeds, with services calling at Rawcliffe and Snaith within the East Riding. The journey time between Goole and Leeds is approximately 70 minutes.

Stations Within the East Riding

18.17 Figure 18.3 illustrates the service levels at different stations within the East Riding. Brough has the highest number of services, followed by Beverley, Cottingham, Goole and Bridlington.



Figure 18.3 Rail Passenger Services



18.18 The stations with the highest usage are highlighted in Table 18.2 below.

Table 18.2 Station Usage

Station	08/09 Entries & Exits	07/08 Entries & Exits
Beverley	597,998	593,243
Bridlington	391,516	388,272
Brough	357,460	355,419
Goole	277,250	276,834
Driffield	226,160	213,328
Cottingham	200,306	198,831
Howden	83,992	74,187
Gilberdyke	57,880	64,702
Ferriby	45,256	46,564
Hutton Cranswick	34,036	33,324
Hesse	28,912	29,479
Nafferton	24,860	21,242
Bampton	10,254	10,797
Saltmarshe	4,150	4,540
Snarth	2,870	4,157
Arram	2,698	2,825



Broomfleet	2,494	2,190
Wressle	1,384	1,290
Eastrington	672	690
Rawcliffe	204	211

18.19 Beverley has the highest usage of all stations in the East Riding by a considerable margin with over 50% higher footfall than at both Bridlington and Brough.

18.20 Nafferton, Howden and Driffield have experienced large percentage increases in their footfall between 2007/08 and 2008/09 (17%, 13% and 6% respectively), while a number of stations such as Gilberdyke and Snaith have experienced a reduction in footfall.

Stations Outside the East Riding

18.21 There are a number of stations outside of East Riding that are important interchange points for East Riding residents. Stations such as Hull, Selby, York and Doncaster are key nodes for those making long distance journeys to other parts of the region or country.

Yorkshire Coast Community Rail Partnership

18.22 The Yorkshire Coast Community Rail Partnership (YCCRP) promotes the Hull to Scarborough railway line. The main objectives of the YCCRP are:

- To increase passenger volume and income;
- To keep down the cost of running the line now and in the future without compromising safety or service; and
- To involve the local community more closely in the development of its railway.

18.23 The YCCRP consists of a group of representatives who meet regularly to ensure that projects within the partnership's action plan are being driven forward. Lead partners include:

- Northern Rail;
- Humber and Wolds Rural Community Council;
- East Riding of Yorkshire Council;
- Hull Trains;
- First Transpennine Express;
- East Coast;
- North Yorkshire County Council;
- Hull City Council;
- Scarborough Borough Council;
- Network Rail;
- DfT – Rail; and
- Hull and East Riding Rail User Group.

18.24 The Partnership works extensively on marketing and promotion of the line and takes an active role in the delivery of improvements to stations and services.



- 18.25** Railways bring benefits to rural communities by providing transport for those without a car. The Partnership has a key role in helping rural railways achieve their full potential.

Freight Network

- 18.26** The Hull and Humber ports are the largest ports complex in the UK by throughput and the fourth largest in Europe. The ports are well connected to the strategic road network, however as road congestion is forecast to increase there is a need to support more sustainable freight movements, particularly by rail. Only the east-west route through East Riding is currently used by rail freight, although parts of the network are identified in the Network Rail Yorkshire and Humber Route Utilisation Strategy (July 2009) as being restricted by their loading gauge. Rail freight to/from the Humber ports is also constrained by the restricted hours of operation of the line to the west of Hull and the lack of suitable passing points.
- 18.27** Freight lines connect to the port of Hull via the Hull Docks branch line, which has recently been improved to double the number of freight paths to the port of Hull. The port of Goole, in the East Riding, is also served by a rail link that connects into the wider rail network.
- 18.28** Upgrading key rail routes has had a vital role in removing freight from the road network onto rail. Rail Development Humber suggest that one single trainload of heavy aggregates can remove as many as 60 HGV journeys. Gauge enhancements are planned on the main route from Hull to the East Coast Main line, which will enable the region to compete with the south coast ports for container traffic.

Tourism

- 18.29** Thousands of tourists access Beverley and Bridlington by train each year. Rail has huge potential to attract an increasing proportion of visitors to the area by providing a stress free journey experience through the East Riding's unique landscape. This has a number of benefits, however it is particularly useful in reducing the seasonal surge on the area's road network. Rail Development Humber also suggest that rail based tourists generally spend more per head than their road based counterparts and stay longer, therefore increasing tourism and boosting the local economy. LTP3 will support initiatives to increase the number of tourists accessing the area by rail, by encouraging those visiting the area to do so sustainably through provision of appropriate information and facilities.

Potential Railway Enhancements

- 18.30** There is support locally for enhancements to the existing rail network such as the reinstatement of the Hull to York railway line, reopening of stations on existing lines, improvements in frequency of existing services and a number of inter modal freight facilities. Initial viability work has been undertaken for reinstatement of the Hull to York railway and the route has been safeguarded within the East Riding's emerging LDF. It is felt that improvements to existing provision within the East Riding and beyond have the potential to relieve pressure on the strategic highway network, particularly the A63/M62 and the M18, A1 (M) and M1.



- 18.31** The Yorkshire and Humber Route Utilisation Strategy identified an additional Leeds to Manchester path, to provide five paths per hour. As the service cannot terminate at Leeds due to capacity constraints, Network Rail are considering where this service should terminate to the east of Leeds. The Council supports the extension of this service beyond Leeds to Hull, to provide a half-hourly service between Hull, Leeds and Manchester.

Progress Made During LTP2

Rail Action Plan

- 18.32** During LTP2 the Council embarked on a programme to improve accessibility, security and information provision at local stations. In partnership with the station management, Train Operating Companies and the YCCRP, the LTP2 Rail Action Plan delivered improvements to eleven stations in the East Riding, which included installing secure cycle parking, access improvements, lighting, CCTV and information boards.
- 18.33** Work during LTP2 has contributed to an increase in rail passenger numbers. For example, patronage figures provided by YCCRP indicate a 17% growth in passengers on the Hull to Scarborough line between June 2008 and June 2009.

Beverley Rail Station

- 18.34** The Council, in partnership with Network Rail and The Railway Heritage Trust, successfully bid for 'Access for All' funding from the DfT for improvements to Beverley Rail Station in May 2006.
- 18.35** Customers and the Yorkshire Coast Community Rail Partnership had identified poor lighting throughout the station, including the footbridge linking the platforms. User groups, particularly the Hull and East Riding Institute for the Blind, identified this as a key constraint on rail use.
- 18.36** An extensive programme of improvements has now been undertaken at Beverley Rail Station. The work included new canopy and platform lighting, new lighting to the footbridge, including low energy lamps and extensive rewiring to improve safety and reliability. Concurrent with the lighting improvements, Network Rail completed repairs and renovation to the footbridge and LTP2 funding provided for the introduction of secure, covered cycle parking (see Figure 18.4). New signage, customer information points and electronic 'real time' passenger information boards have also now been installed.
- 18.37** The new cycle shelters will help to encourage more people to 'bike and ride', reducing car use around the town and freeing up road space. As well as the new shelters, the number of secure cycle parking facilities has been increased significantly, as demand for cycle parking has traditionally been high at Beverley Station.



Figure 18.4 Covered Cycle Parking and Footbridge Renovation at Beverley Station



Cottingham Rail Station

18.38 Works have also been undertaken at Cottingham Station to install CCTV, helping to improve safety for passengers boarding and alighting services, increasing the public's confidence and reducing traveller stress in the waiting environment (see Figure 18.5).

Figure 18.5 CCTV at Cottingham Rail Station





Howden Rail Station

- 18.39** As part of the ongoing improvements to East Riding's rail stations, train information matrix signs have been commissioned at Howden Rail Station. These add to the other schemes already completed at Howden Station, including car park improvements and a new station entrance, secure cycle parking and waiting facilities.

Policy Statement

The Council will work in partnership with rail operators and user groups to improve accessibility to stations, particularly by sustainable transport modes, support measures to integrate rail travel and other transport modes, and protect potential rail routes and facilities for the future.

Consultation

- 18.40** Consultative discussions were held with the Train Operating Companies, YCCRP, Rail Development Humber, VHEY, relevant Council Officers and the Hull and East Riding Rail Users Association as representatives of local rail users.

Good Practice

- 18.41** The Community Rail Humber Partnership was given an award for 'best marketing event' at the 2007 Community Rail Awards. The partnership organised a programme of marketing road shows to promote rail travel to the Humber area from across Yorkshire. The road show was manned by volunteers at larger stations, shopping centres and market towns to attract new customers to rail travel. The initiative was monitored through the use of promotional vouchers that could be redeemed at attractions across the sub region.

Generation of Rail Options

- 18.42** The following rail options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – Introduce Station Travel Plans at Priority Stations.

Option 2 – Strategic Rail Developments.

Option 1 – Introduce Station Travel Plans at Priority Stations

- 18.43** Rail stations are major trip attractors and have a significant impact on the surrounding road network. Train station car parks tend to be filled by commuters during the morning peak who leave their car at the station for the duration of the day. A challenge for LTP3 is therefore to reduce the number of commuters accessing rail stations by car when walking or cycling is a realistic alternative.



- 18.44** As highlighted previously, approximately 60% of the national population lives within a quarter of an hour cycle ride of a railway station but only 2% of journeys to and from stations are made by bike. The Council shares the DfT's aspiration to achieve a step change in the proportion of rail passengers arriving by cycle (see the Government response to the Station Champions' report – Better Rail Stations, November 2009). There is a huge opportunity here, particularly in providing an environmentally friendly option for travel to work, however facilities at stations must cater for this market. As a result, there is a corresponding need to examine cycling and walking routes to and from rail stations and key local destinations.
- 18.45** Linking bus and train services is also important. Sustainable transport connections should be given priority at rail stations by placing facilities such as bus stops and secure cycle parking as close as possible to the rail station main entrance. This should be supplemented by providing clear, signed routes between bus stops and the rail platforms and safe and quick interchange for public transport users.
- 18.46** Mode choice for station access is heavily influenced by a number of factors. These include:
- The distance between the station and the journey start or end point;
 - Facilities available at the station itself;
 - Location of the station; and
 - Time of train departure/arrival.
- 18.47** Effective travel plans will help to facilitate rail use, particularly by those who are not currently using the rail network and increase use of sustainable modes by existing users. The introduction of rail station travel plans provides the opportunity to develop a holistic and co-ordinated approach to sustainable access to the station.
- 18.48** The Council plans to introduce rail station travel plans at priority stations in partnership with key local stakeholders, including rail operating companies, Network Rail, community rail partnerships, passenger groups, bus and taxi operators and businesses located within close proximity of the stations. Consideration will be given to development of rail station travel plans at all stations within the East Riding, however priority will be given to stations with the following characteristics:
- High footfall;
 - High service levels;
 - Stations within Major Haltemprice Settlements, Principal Towns and Local Service Centres; and
 - Stations where it has been identified that there are potentially significant levels of suppressed demand.
- 18.49** The travel plans may include the following elements:
- Baseline information (facilities audit, traveller surveys);
 - Projections for future access demands based on current trends;
 - Common objectives from stakeholders for the station;



- Identify barriers to potential passengers using rail network and existing passengers accessing rail by sustainable modes and measures to overcome these barriers; and
- Targets for increasing use of non-car modes to access the station.

18.50 Travel plans may lead to the development of schemes such as:

- Secure cycle storage;
- Improved pedestrian and cycle access to stations;
- Improved signing, information and waiting areas for buses and taxis; and
- Car sharing priority parking spaces.

Option 2 – Strategic Rail Developments

18.51 Consultation as part of LTP3 development has included discussion on the capability and capacity of the existing network to cater for current and anticipated changes in supply and demand. This has led to the identification of gaps in provision on the network. Opportunities for enhancement of the rail network have also been highlighted through the LDF process. Some of these gaps have already undergone feasibility exercises to demonstrate their value for money case and now require more detailed engineering scoping work.

18.52 The potential for improvement through LTP3 for many elements relating to rail is limited. Many of these elements are beyond the control of local authorities, being the responsibility of the train operating companies through the franchise arrangements. It is therefore vital that the Council continues to work in partnership with public transport operators, Network Rail and neighbouring authorities to ensure appropriate service levels and facilities relating to rail.

Rail Schemes

18.53 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.





Chapter 19 Accessibility Strategy



Chapter 19 Accessibility Strategy

Introduction

19.1 The primary purpose of the LTP3 Accessibility Strategy is to provide a co-ordinated approach to improving access to key services across the East Riding including healthcare, employment opportunities, education, shopping and leisure, with a specific focus on rural areas and particular user groups. The Council prepared and submitted its first Accessibility Strategy as part of LTP2, which was rated 'excellent' by Central Government in the assessment breakdown of the Plan. Implementing the schemes set out in the LTP2 Accessibility Strategy has brought about a number of positive changes, and East Riding of Yorkshire Council is committed to building upon this success over the period of LTP3 (2011 to 2026).

Background

19.2 Accessibility planning is defined by the DfT as 'a process that aims to promote social inclusion by helping people from disadvantaged groups or areas access jobs and essential services', improving their overall quality of life. While this is generally achieved through supporting and developing key transport links and infrastructure for identified user groups and services, the process also covers the wider remit of improving access to information and opportunities.

19.3 There are a number of barriers that can prevent individuals accessing jobs, healthcare, education, shopping, leisure or social activities. These can be broadly summarised as follows:

- Conventional public transport is not always available or is not physically accessible;
- Some people find the costs of personal or public transport are very high or unaffordable;
- Services and activities are often located in inaccessible places, particularly for individuals without access to a private car;
- Some people are unwilling to use public transport for safety and security reasons; and
- Some people are unwilling to travel long journey times or distances, or may not know about or have confidence in public transport services.

19.4 The Accessibility Strategy and its subsequent options and schemes will primarily ensure the delivery of LTP3 Objective 7 (Improve access to key services). This is not to suggest that accessibility planning will not also contribute significantly to a number of other LTP3 objectives, as well as some of the priorities identified in the East Riding of Yorkshire Council Business Plan and the East Riding Sustainable Community Plan.

19.5 Accessibility planning will also contribute to national policy initiatives, and good accessibility as a transport objective carries wide support from all sections of society. Contributions to objectives in other sectors as a result of accessibility planning include:

- Encouraging participation and retention in education;
- Reducing inequalities in health;



- Helping people to move from welfare into work;
- Enhancing opportunity and tackling social exclusion in rural areas; and
- Increasing participation in culture and sport.

Progress Made During LTP2

Ongoing Improvements

19.6 The Council prioritised accessibility planning throughout the life of LTP2, working through the LSP to investigate how best to improve transport links to key destinations in the East Riding. Through this, the Council and its partners has made excellent progress in delivering an innovative action plan of new schemes to reduce social exclusion and improve accessibility across the East Riding over the duration of LTP2.

19.7 Examples of the Council and LSP's continued progress to improving accessibility include:

- The development of an in-house call centre for some community transport services from April 2010 to improve service standards and efficiency;
- Consultation with disabled travellers to improve travel by bus for those with mobility and learning disabilities (see Figure 19.1);
- Delivery of a comprehensive Rail Action Plan, incorporating new CCTV systems, secure, undercover cycle parking, notice boards and disabled access ramps;
- Improved public transport information and marketing, including production of the East Riding Public Transport Guide;
- Inclusion of all Community Transport Operators in the East Riding on the Council's Standing List of Approved Operators, and following a competitive tendering process, they are all now under contract to deliver at least one service;
- Development of a Pocklington Area Cycle Map to promote and encourage safe cycling in this scenic area of the East Riding; and
- New and improved bus stop infrastructure across the East Riding.

Figure 19.1 Low Floor Buses Operating in the East Riding





Performance Against Target

- 19.8 To demonstrate the Council’s commitment to improving accessibility across rural areas of the East Riding, the Council agreed a challenging LAA target with the DfT and GOYH in 2007 for NI 175 covering the period 2008-2010. The target is to provide 185 new journey opportunities supplied by community transport, where previously no opportunity was available. LTP2 funds of £200,000 per year over the three-year period have been allocated to community transport operators in order to work towards meeting this target.
- 19.9 Monitoring to date shows that the community transport sector has embraced this target and is well ahead of schedule in achieving this. There would appear to be a substantial latent demand that is being met by this initiative.
- 19.10 The results to date in achieving the LAA target for NI 175 are set out below in Table 19.1.

Table 19.1 LAA Accessibility Target NI 175

Year	Target Extra Journey Opportunities	Actual Extra Journey Opportunities
2008/9	46	216
2009/10	116	1135
2010/11	185	

Way of the Roses and Yorkshire Wolds Cycle Routes

19.11 The Council has worked in partnership with other local authorities throughout the LTP2 period to develop and deliver the national ‘Way of the Roses Cycle Route’, a 180 mile coast to coast cycle route from Morecambe to Bridlington, which opened in Summer 2010. Working with Sustrans, Lancaster County Council, North Yorkshire County Council and City of York Council, and with VHEY – the Destination Management Organisation for the Yorkshire sub-region, the Authority has delivered a high quality cycle route, linking many of the area’s smaller rural settlements with Principal Towns. Many people choose to break their journey into sections, using local accommodation, pubs, restaurants and shops along the way, all helping to support the rural economy of the East Riding of Yorkshire.





- 19.12** As part of its contribution to the initiative, the Council carried out a safety assessment of the draft route, highlighting a number of areas for improvement. A programme of minor works to provide short off road cycle links, warning signs and safe crossings of busy roads was developed and implemented through LTP2, in partnership with VHEY. The route has also been provided with high quality and consistent signing.
- 19.13** As well as serving longer distance tourism trips, many of the links also serve more local utility trips to schools, shops and workplaces, in the settlements through which the route passes.
- 19.14** As a spin-off from the Way of the Roses project, in partnership with VHEY and North Yorkshire County Council, the Authority has also developed a series of eight 'Wolds Cycle Route' circular rides. These rides start from towns and villages on the edge of the Yorkshire Wolds and most of them can be accessed by train. Sections of the National Cycle Network and The National Byway are used, and again some improvements were made to local cycling and walking infrastructure by the Council, utilising LTP2 funding. A series of complementary route maps have also been produced and distributed, with the aim of promoting tourism and boosting the rural economy.
- 19.15** These new routes have played an important role in improving accessibility for sustainable transport modes in rural areas. As well as improving access to local green open space and encouraging people to take regular exercise, these routes provide a valuable link between residents and employment and leisure opportunities.

Policy Statement

The Council will work in partnership with key stakeholders to aim to make services, including those provided by the Council, more accessible so that people have a genuine choice about how and when they travel.

Consultation

- 19.16** Effective partnership working is a central theme within accessibility planning. Liaison with neighbouring local authorities and local service providers enables a better assessment to be made of local accessibility challenges and provides the opportunity to plan and deliver co-ordinated and complementary options that maximise accessibility benefits. Successful planning also requires close working relationships with local communities and disadvantaged groups to ensure that schemes are targeted to help those who need them most.
- 19.17** The Council has made significant progress on the LTP3 Accessibility Strategy by engaging with key stakeholders early in the strategy formation. This has ensured that the interests of a wide number of user groups and organisations have been considered and included within this strategy. In depth discussions have been held with the following parties:
- The LSP's Transport Task Group, which sits under the Sustainable Communities and Transport Action Group;



- The LSP's Older People's Partnership Board, which is part of the Healthier Communities and Older People Action Group;
- Passenger Services Manager at East Riding of Yorkshire Council;
- Humber Rural Pathfinder Programme Manager at East Riding of Yorkshire Council;
- Rural Policy and Partnerships Manager at East Riding of Yorkshire Council;
- Head of Rural Development for Humber and Wolds Rural Community Council;
- Project Coordinator, accountant and administrator for the Wheels to Work scheme;
- Senior Care Officer for the Outreach and Transitions Team; and
- Groups representing those with disabilities.

Good Practice

- 19.18** East Riding's Community Transport Provision was included in the DfT's LTP3 Best Practice Guidance published in 2010, which recognises the excellent work to date on local Community Transport.
- 19.19** The Commission for Rural Communities published 'Best Practice Case Studies for Rural Accessibility' in August 2009 to identify and commend examples of innovative accessibility schemes in rural local authorities. The Local Transport Planning Network, an online resource for all those involved in preparing Local Transport Plans, has an excellent library with examples of local good practice for accessibility planning. These have been utilised when generating schemes and assessing the potential success of these in the East Riding.
- 19.20** Rural Action Yorkshire, in partnership with the Humber and Wolds Rural Community Council, has produced a profile of good practice in the area of rural service delivery across Yorkshire and the Humber. The East Riding's four community transport projects have been included as an example of where the community/voluntary sector has partnered with the public sector to provide high quality services in rural communities.

Generation of Accessibility Options

- 19.21** The following accessibility options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – To continue to support the **community transport** sector in the East Riding.

Option 2 – Continue partnership working with the **Wheels to Work** project to maintain and improve the scheme.

Option 3 – Increase the number of **mobile services** in more remote areas, to reduce the need for people to travel.

Option 4 – Improve the existing transport network for **older residents, disabled people, and those who face barriers** in accessing conventional transport.



Option 1 - To continue to support the community transport sector in the East Riding

19.22 Community transport plays a vital role in filling in the gaps in the transport network, particularly in rural isolated areas, where it is not economically viable to provide a commercial public transport service. It can be particularly effective in improving accessibility in rural authorities such as the East Riding, where buses can be booked in advance for those who are unable to access conventional public transport. Community transport users may be older people, those with disabilities or residents in rural or isolated communities.

19.23 In the East Riding there are essentially four types of service available:

- **MiBus** – Dial-a-ride service to various towns throughout the East Riding;
- **Car scheme** – Lifts to medical appointments, to access day care, shop or socialise;
- **Community group hire** – Community groups, for example scout groups and over 60s, can hire a minibus; and
- **MediBus** – Pre-arranged trips to medical appointments.

19.24 The community transport providers in the East Riding have rationalised from seven groups to four over the life of LTP2, with larger groups complimenting the work done by some smaller groups and eventually joining together. The community transport groups currently operating in the East Riding are:

- Holderness Area Rural Transport (see Figure 19.2);
- Goole GoFar;
- Beverley Community Lift; and
- Nafferton Millennium Community Transport.

Figure 19.2 Holderness Area Rural Transport Driver with Shoppers at a Local Supermarket



19.25 Funding from LTP2 has covered the capital cost of new vehicles, resulting in running costs being recouped in the form of fares from the journeys.



19.26 Patronage on community transport is increasing rapidly year on year. Because of the demand responsive nature of the schemes and no requirement for ongoing revenue support, community transport provides a cost effective means of providing accessible transport for a wide range of individuals.

Option 2 - Continue partnership working with the Wheels to Work project to maintain and improve the scheme

19.27 Wheels to Work is essentially a moped loan scheme designed to provide rural residents the opportunity to access education or employment opportunities. The aims of the Wheels to Work project are closely aligned with the wider aspirations of LTP3 through improving access to jobs and services, particularly for those most in need, in ways that are sustainable.



19.28 Applications for a moped are welcome from anyone aged over 16

that has secured a place in education, training or employment and are only accepted if there is no alternative means of travelling to a specific destination. The East Riding scheme started as a pilot in 2002 in Driffield and has since expanded to cover the whole of the East Riding. There are currently around 50 bikes loaned out at any one time and each participant must pay a nominal amount each month to cover insurance, tax and equipment costs.

19.29 The Wheels to Work Scheme helps clients to increase their participation in the community and to maintain an active social life, improving their independence, self-esteem and a sense of responsibility. The Scheme also benefits employers through having access to a larger labour pool, particularly for businesses in more remote locations or with unconventional start and finish times, local moped dealers, Compulsory Basic Training providers and garages. Continued support for the Scheme is therefore important to ensure that this important facility is maintained and expanded where possible.

Option 3 - Increase the number of mobile services in more remote areas, to reduce the need for people to travel

19.30 Accessibility planning focuses primarily on improving links to enable people to travel to key services more easily. However, there is also merit in approaching this problem from the opposite perspective; that is, working to make services more mobile and take them to the people who need them most. East Riding already has a thriving mobile library network (see Figure 19.3), however following examples of best practice implemented elsewhere (for example in West Yorkshire and Cornwall) it may be possible to develop and extend this to provide a much broader range of facilities to those in rural areas.



Figure 19.3 An East Riding Mobile Library Bus



- 19.31** Initially, feasibility work would be required to ascertain if there is a demand for a wider range of mobile services. It is important to consider that, for many older people, travelling to facilities is as much a social experience as a necessary trip and replicating this social element as far as possible in a mobile facility would be a core part of it's likely success. Liaison with existing transport providers would also be necessary to ensure existing links are not duplicated, and that any new mobile services provide a facility over and above those already in place.

Option 4 - Improve the existing transport network for older residents, disabled people, and those who face barriers in accessing conventional transport

- 19.32** East Riding of Yorkshire Council has a responsibility to improve access to transport services, where possible, for those users who may find travelling by conventional means difficult. Shortcomings in transport provision (either in terms of access to the system itself or the level of service provided by the system) may create barriers restricting certain individuals and groups from fully participating in the normal range of activities, including key trips for employment, education, healthcare and shopping purposes⁽¹⁷⁾. These barriers may particularly affect specific users such as the elderly, those with disabilities, residents located in remote areas or those without access to a vehicle.
- 19.33** For example, transport itself can be physically inaccessible for some user groups due to high steps, lack of seating, poor quality pavements, distance between connecting services or road safety concerns. Users may also lack the confidence to travel on public transport, made worse by inconsiderate or indifferent staff behaviour, limited knowledge in purchasing tickets or selecting a suitable route, or the high cost of a particular service. In some cases, a relatively low cost intervention can have corresponding high benefits for people who would otherwise be at risk of isolation and exclusion.

17 Social Inclusion: Transport Aspects, Imperial College London, <http://www.dft.gov.uk/pgr/inclusion/sitransportaspects.pdf>



- 19.34** The Outreach and Transitions Team at East Riding Council already provide a wide range of services to individuals with learning disabilities, including one on one travel training to encourage independent travel on public transport. This reduces the cost of transporting people on Council Transport (white buses) but more importantly the travel training gives individuals the freedom and the confidence to go to new places at times that suit them. Over the past eight years 83 people have successfully completed the training (out of a total of 96) and the Team now take referrals from a range of sources such as GPs, charities and support groups.
- 19.35** It is estimated that the Council saves over £64,000 per year by reducing the number of people using Council Transport. Over the coming years the Outreach Team are hoping to expand their partnership working with neighbouring local authorities to increase the efficiency of cross boundary travel training. A dedicated Independent Travel Training Officer is also working with the local special educational needs schools to help them to develop their own travel training package as part of the pupils' curriculum.
- 19.36** The Council has also developed liberty wallets, which are given out free of charge and can be carried by people with learning disabilities to aid independent travel. These contain information which can be shown to the bus driver or train conductor such as what type of fare is required, the destination, emergency contact details or a request to be alerted at the relevant stop or station. Hundreds of these have been handed out to date and feedback has suggested they have been well received.
- 19.37** LTP3 will support these schemes through close partnership working with the relevant Council Officers to ensure that these services continue to provide a valuable service to individuals with disabilities in the East Riding.
- 19.38** Taxis and Private Hire Vehicles (PHVs) play an important role in the provision of an accessible public transport network throughout the East Riding. They provide supporting links to complement other forms of Public Transport, and offer a door-to-door service for people with disabilities and those carrying heavy luggage or shopping. Taxis and PHVs are particularly important for people with disabilities, who utilise this mode of travel on average 67% more often than the public in general. From December 2009, all vehicles being licensed as taxis for the first time within the East Riding must meet a number of minimum criteria to increase their accessibility for people with disabilities.

Accessibility Schemes

- 19.39** These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 20 Smarter Choices Strategy



Chapter 20 Smarter Choices Strategy

Introduction

20.1 The concept of introducing ‘Smarter Choices’ within travel was first referenced in the second round of Local Transport Plans, prompted by the publication of the DfT Guidance entitled ‘Making Smarter Choices Work’ in 2004. Smarter Choices can be broadly summarised as a range of policy options that aim to provide better information and advice about the range of sustainable transport options available, encouraging people to choose to reduce their car use and their associated carbon footprint. An intensive Smarter Choices programme implemented nationally over a 10-year period could cut urban peak hour traffic by 21% and off-peak traffic by 13% (DfT, 2005).

Background

20.2 In November 2009 the DfT, in partnership with the Department of Health, produced ‘Delivering Sustainable Low Carbon Travel: An Essential Guide for Local Authorities’. This builds on the advice set out in the original Smarter Choices guidance while emphasising the importance of understanding local circumstances and tailoring Smarter Choices schemes to the local area.

20.3 The Smarter Choices options identified in this chapter aim to reduce single occupancy car travel through a package of measures, which promote attractive sustainable alternatives such as walking, cycling, public transport and car sharing. Implementing schemes based around Smarter Choices can offer tangible benefits in the form of reduced congestion, lower carbon emissions, improved air quality, and better local health and quality of life for residents. Smarter Choices often have the added advantage of being relatively low cost, high value for money, flexible, easy to implement and popular with the public.

Progress Made During LTP2

20.4 A number of Smarter Choices schemes were delivered throughout the life of LTP2 and some of the key initiatives are discussed below.

20.5 The Council launched a secure, free, online staff car sharing website in May 2006. The Internet based service (www.eastridingcarshare.com) promotes a locally branded car-sharing scheme with the administrative support of ‘Liftshare’, a nationally recognised provider of these initiatives. This has since been rolled out across the East Riding and is now open to all members of the public travelling to, from, or within the local area. There are currently 645 members of East Riding’s Liftshare scheme, saving an estimated 1,158,683 vehicular miles a year or 386 tonnes of CO₂.

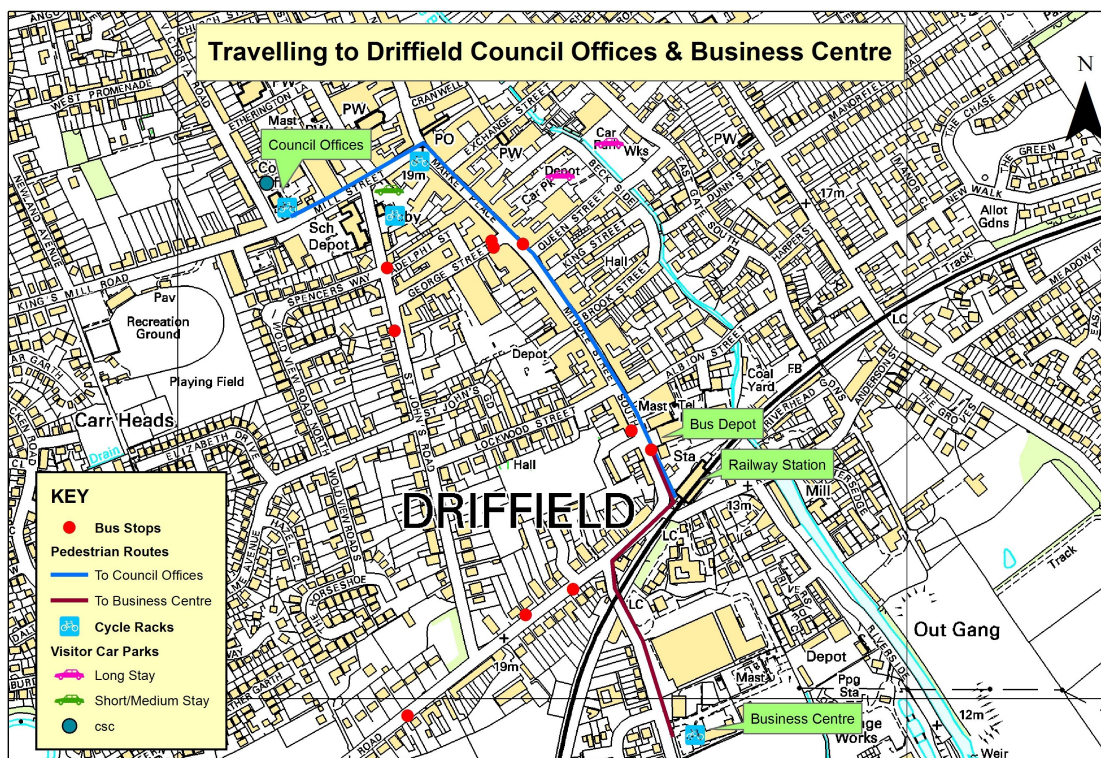
20.6 The East Riding of Yorkshire Council has produced individualised site travel planning leaflets for the following locations:

- County Hall, Beverley;
- Town Hall, Bridlington;
- Goole Council Offices;
- Market Weighton Business Centre;



- Driffield Business Centre/Council Offices (see Figure 20.1); and
- Pocklington Council Offices.

Picture 20.1 Map Showing Transport Facilities around Driffield Business Centre



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- 20.7** These leaflets aim to encourage visitors and staff to walk, cycle and use public transport wherever possible to reach Council facilities. The leaflets include information on pedestrian and cycle routes, cycle parking, local bus and rail stops and service details and nearby car parks.
- 20.8** The Council has also developed a 'Walking the Riding' website, (see <http://walkingtheriding.eastriding.gov.uk/home/>) in partnership with VHEY, which recommends over 300 walks within the East Riding categorised by difficulty, total distance and location. The site is designed for both local residents and visitors to the area and encourages people to try new leisure walks and share their experiences on the website's interactive forum. The site is well used and there are plans to advertise this resource more widely over the life of LTP3.
- 20.9** Smarter Choices schemes within schools were delivered through the development of School Travel Plans within LTP2. As a result, all schools in the East Riding now have an active travel plan.
- 20.10** Council employees can now also take advantage of a Cycle to Work scheme, where bikes and equipment can be purchased tax-free and the cost repaid through salary sacrifice over a 12-month period.



Policy Statement

The Council will continue to support sustainable travel choices, encouraging local people to choose to reduce their car use and their associated carbon footprint.

Consultation

20.11 Discussions were held with a number of different stakeholders to obtain their thoughts on Smarter Choices schemes within LTP3. Because there is a degree of overlap between Smarter Choices and a number of the other strategies in the Plan, combined consultation was undertaken where possible.

20.12 In-depth discussions have been held with the following parties:

- The Energy Saving Trust advice centre for York, North Yorkshire & the Humber;
- Influencing Travel Behaviour officers at The Highways Agency;
- The East Riding of Yorkshire Council's Economic Development Team;
- Private employers in the East Riding with over 500 staff;
- Head of Transport, Car Parking and Security at Northern Lincolnshire and Goole Hospitals NHS Foundation Trust;
- The Transport Manager and Sustainability Manager at Castle Hill Hospital; and
- Ward Members and Local Town/Parish Councils for each of the Major Haltemprice Settlements, the four Principal Towns, and seven Local Service Centres (as part of the development of the individual Transport Strategies).

Good Practice

Driffield Streetscene

20.13 The East Riding of Yorkshire Council is referenced in the DfT Publication 'Delivering Sustainable Low Carbon Travel: An Essential Guide for Local Authorities' as an example of best practice in encouraging sustainable transport. The streetscene in Driffield has been improved following an award winning community street audit by the Council, which resulted in £100,000 funding to de-clutter footways, renew paving and wayfinding. This has created an improved environment for both cyclists and walkers in the town.

Sustainable Travel Demonstration Towns

20.14 The five-year 'Sustainable Travel Demonstration Towns' Project was initiated by the DfT in 2004, and trialled a number of Smarter Choices schemes in Darlington, Peterborough and Worcester. With £10 million provided for the project by the DfT, each town developed Smarter Choices initiatives appropriate to local circumstances. The results showed car use fell by up to 9%, walking increased by up to 14%, and cycling increased by over 12%.



Cycling Demonstration Towns

20.15 Six cycling demonstration towns were introduced in 2006 and given funding from the DfT to trial measures that might encourage more people to cycle. Across these towns from 2006 to 2008 there was an average 27% increase in cycling with benefits of approximately £2.50 for every £1 spent, and the scheme has now been expanded and extended until 2011.

Generation of Smarter Choices Options

20.16 The following Smarter Choices options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – The introduction of workplace **travel plans**.

Option 2 – Integrate Smarter Choices into the **planning process** for new development sites.

Option 3 – Promote and support Active Travel Choices such as walking and cycling.

Option 4 – Additional **marketing and dissemination** of Smarter Choices information.

Option 5 – Support more sustainable car use by increasing the number of people in **car sharing schemes and in car clubs**.

20.17 Smarter Choices also encompasses sustainable travel to schools. However, this is addressed through the Council's annual Sustainable Modes of Travel Strategy, which is summarised in LTP3 in Chapter 24 (Sustainable Modes of Travel to Schools).

Option 1 – The introduction of workplace travel plans

20.18 A travel plan aims to tackle over dependency on single occupancy car use by providing and promoting a wide range of alternative sustainable travel modes. Implementing a travel plan often involves only minimal capital expenditure on infrastructure such as new cycle racks or bus stops, while offering financial benefits to those taking part through reduced fuel costs. Often travel plans work by offering incentives for sustainable travel and disincentives for single occupancy car use, backed up by information campaigns to inform staff or visitors about realistic travel alternatives.

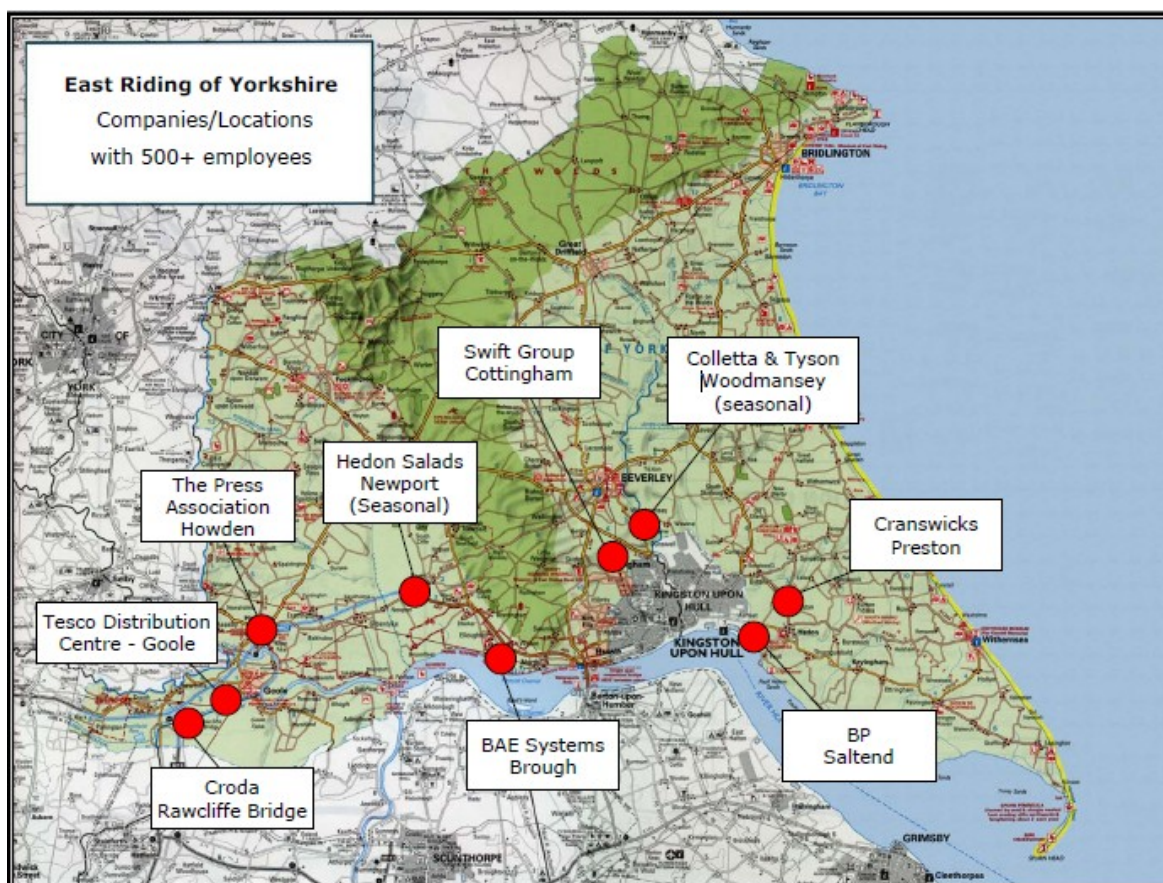
20.19 The most recent Yorkshire and Humber Chamber of Commerce Business survey (November 2008) showed that no large employers in the Hull and Humber Ports area had implemented a workplace travel plan. Over 37% of transport emissions currently come from the journey to work or work related travel, and a well implemented workplace travel plan can reduce the number of people driving to work by 15%, equivalent to over 1 million fewer miles per year for a business with 2,000 staff⁽¹⁸⁾. These large businesses



represent a key market in potentially encouraging significant levels of modal shift from the private car to more sustainable transport modes, and will form a core area for travel planning through LTP3.

20.20 Preliminary work has already been undertaken on workplace travel plans as part of the preparation of LTP3. The private companies in the East Riding with over 500 employees were mapped (see Figure 20.2).

Figure 20.1 Private Companies Employing Over 500 People in the East Riding



20.21 Transport Policy Officers made contact with each of these companies, and meetings were held with the following four companies who indicated that developing a site travel plan in partnership with the Council would be of interest to them:

- BP, Saltend;
- Swift Caravans, Cottingham;
- BAE, Brough; and
- Cranswick Country Foods, Preston.

20.22 A further meeting was held with representatives at Castle Hill hospital to discuss how to progress their existing Travel Plan.

20.23 Staff travel surveys are now being undertaken at a pilot site, Cranswick Country Foods in Preston, to establish baseline modal split data in order to suggest targeted schemes to encourage sustainable travel to the site.



- 20.24** There is also considerable potential for travel plans to be effective in reducing car trips to tourist attractions across the East Riding. Transport Policy Officers are currently working in partnership with the RSPB Centre at Bempton Cliffs near Bridlington to develop a travel plan for the site and a work programme for the implementation of suggested measures. Further partnership working to create travel plans with other tourist areas in the East Riding will be progressed throughout LTP3.
- 20.25** The Council is also considering the introduction of rail station travel plans to encourage passengers to travel to the station without using a car. This is reviewed in detail in Chapter 18 (Rail Strategy).

Option 2 – Integrate Smarter Choices into the planning process for new development sites

- 20.26** One of the easiest ways to overcome potential transport problems is to address them from the outset. Decisions on the locations of major new developments and integrating sustainable travel into the planning process can have a considerable impact on an area's future sustainability. The locations chosen need to have good access to local services, and designs need to include high quality open areas that encourage walking, cycling and recreational use of public space. Sites also need to have access to public transport, so that reliance on the use of cars can be reduced.
- 20.27** Partnership working with Council Officers producing East Riding's emerging LDF can ensure that the location of proposed new development sites link into the existing public transport, walking and cycling networks. Where this is not the case, measures can then be put in place to rectify this issue.
- 20.28** All new developments that are anticipated to generate high traffic volumes are required by law to submit a travel plan as part of their planning application. Many of the measures often included in a conventional travel plan should be given consideration at the detailed design stage of any new development. For example, new sites should include space for shower and changing facilities for cyclists and walkers. Including aspects such as these in provisional plans also sets a precedent in the company's approach to sustainable transport.

Option 3 – Promote and support Active Travel Choices such as walking and cycling

- 20.29** Walking and cycling are the most sustainable modes of local transport, and the potential for conversion to these modes for shorter trips currently undertaken by car is extensive. In East Riding's larger settlements a high proportion of journeys made by car are between 2-5km and encouraging people to travel by bike or on foot as an alternative for these trips can be achieved through Smarter Choices schemes. Walking and cycling can have a number of benefits in terms of reducing local congestion, lowering obesity levels, reducing carbon emissions and improving accessibility for those users without a vehicle (see Figure 20.3).



Figure 20.2 Cycle Path in Hornsea



- 20.30** Schemes to encourage walking and cycling in the Major Haltemprice Settlements, four Principal Towns and seven Local Service Centres are considered within each settlement's Transport Strategy, which have been prepared as part of LTP3 (see Chapter 15).
- 20.31** Walking and cycling can also play a valuable role for visitors to the East Riding. The provision of cycle hire facilities can support recreational cycling for tourists and may potentially allow rural businesses to diversify into the tourism market. Such an initiative can also improve access to tourist destinations, such as Sewerby Hall just outside Bridlington or the RSPB visitor centre at Bempton. This is also true for walking, and packaging together popular recreational walks around a tourist destination can create an attractive day out for visitors to the East Riding. This would need to be supported by the relevant signage, maps and wider advertising.

Option 4 – Additional marketing and dissemination of Smarter Choices information

- 20.32** In the DfT Guidance 'Delivering Sustainable Low Carbon Travel', marketing and communications are considered to be key to making any sustainable travel package a success. This is both in terms of ensuring the initial development of proposals and encouraging take up once Smarter Choices schemes are in place. Smarter Choices are heavily based around altering people's attitudes to travel, and an important aspect of this is providing practical support and information about sustainable travel modes.
- 20.33** The introduction of a single brand through which a number of Smarter Choices schemes can be publicised has proved successful elsewhere (for example, 'The Big Wheel' campaign in Nottingham) by improving public recognition and awareness of sustainable travel. This branding can be used in promotional material such as leaflets, posters, press campaigns, a targeted website, local events and local maps to send out specific messages to the public about the benefits of modal shift and advertise initiatives to support this.
- 20.34** A valuable tool in encouraging modal shift through Smarter Choices and improving the amount of sustainable travel information available to the public is the provision of a journey planning service. At present, the national Transport Direct website and the East Riding Buscall telephone service provide public transport route information, but there is the potential to expand this through Personalised Travel Planning (PTP). PTP targets



individuals in a specific residential area and encourages them to think about how they currently travel for each of the trips they make, and to consider how they might make those trips in more sustainable ways. PTP is generally delivered using a combination of methods, including:

- One-to-one travel advice from a trained officer to encourage and motivate a change in behaviour;
- Use of incentives such as reduced prices on public transport or free pedometers; and
- Provision of guides, maps and general information.

20.35 Within the UK, PTP has been reported to typically reduce car driver trips by 11% among the targeted population, and reduce the distance travelled by car by 12%.

Option 5 – Support more sustainable car use by increasing the number of people in car sharing schemes and in car clubs

20.36 As identified in Section C (Problems, Challenges and Priorities), the majority of trips made within the East Riding are made using the private car. Because of the rural nature of the East Riding, most people are, and will continue to be, dependent on this mode as their main way of travelling around the local area. However, there are measures that can be implemented to reduce the negative effects commonly associated with high car use.

20.37 Car sharing is when two or more people travel in a car together, usually to the same destination. Car sharing can be organised on a formal or ad-hoc basis, and the most successful schemes are focussed on the daily commute. The East Riding already has a car share website set up through Liftshare but there is considerable potential for expansion in terms of increasing membership and publicising the site (see Figure 20.4).

20.38 The primary aim of this option is to increase the number of people registering with the East Riding liftshare website. Increasing the number of people registered on the site provides a bigger pool of individuals and raises the chance of a ‘match’ for similar trips.

Figure 20.3 The Car Share Logo for the East Riding



20.39 A car club provides residents with local access to a car on a ‘pay-as-you-go’ basis without the high costs of individual car ownership, making car clubs a very cost effective measure. The feasibility of setting up car clubs in the East Riding in partnership with Hull City Council was assessed as part of LTP2. Unfortunately this scoping exercise concluded that car clubs were not a viable option at that time. However, this will be re-evaluated through LTP3 to examine if the scope for car clubs within the East Riding has altered over the last few years.



Smarter Choices Schemes

- 20.40** These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 21 **Traffic Management Strategy**



Chapter 21 Traffic Management Strategy

Introduction

21.1 The Council has continued to recognise the importance of traffic management and car-parking policies in reducing car use and has taken significant steps towards improving the management of car parking in the East Riding during the life of LTP2. The Council aims to build upon this progress throughout LTP3 in order that traffic management can continue to contribute towards meeting the eight LTP3 objectives and the four local transport goals.

Background

21.2 In general terms, traffic management encompasses a number of policies that aim to reduce the demand for travel, and manage the existing demand by redistributing the traffic over space and time. If effective, traffic management schemes can reduce car use and be a cost effective alternative to increasing the capacity of the transport network, with corresponding benefits to local residents and the environment. Traffic management often includes consideration of car parking supply and pricing, traffic enforcement and the coordination of street works.

21.3 Some traffic management initiatives fall under other strategies within LTP3. For example, the provision of new and improved facilities for people choosing to walk or cycle will be considered as part of the Smarter Choices Strategy (see Chapter 20) and in the individual Transport Strategies for each of East Riding's main settlements (see Chapter 15). As such, this Chapter will focus on the management of vehicles rather than the provision of sustainable transport alternatives to the private car.

Car Parking Review Panel

21.4 A Car Parking Review Panel was set up during LTP2, although this was temporarily suspended following the floods in the area during 2007. The Car Parking Review Panel reconvened in June 2008 to continue to develop the Council's approach to car parking issues.

21.5 The recommendations of the review have now been approved by the Council's Cabinet, with the implementation of schemes recommended by the report commencing during 2010.

Civil Parking Enforcement

21.6 The enforcement of waiting restrictions within the East Riding is currently undertaken by Police Community Support Officers (PCSOs), except in Controlled Parking Zones (CPZ), where enforcement is undertaken by East Riding of Yorkshire Council. Part 6 of the Traffic Management Act (2004) allows Councils that are also local traffic authorities to apply to the Secretary of State for a Civil Enforcement Area Order that would have the effect of de-criminalising parking enforcement in their area. Under the arrangement, councils undertake enforcement of all parking restrictions in their area and retain the income received from penalties to fund enforcement activities.



- 21.7** Government policy encourages local authorities to take over parking enforcement powers from the police service because it frees up police time to concentrate on more serious matters and allows local authorities to both develop and enforce their parking policies. De-criminalising parking has corresponding benefits for local traffic flow and traffic management, as well as encouraging effective monitoring of parking controls and allowing the local authority to be more responsive to local needs.
- 21.8** The Council has approved the progress of Civil Parking Enforcement, which will go live in the East Riding of Yorkshire in October 2011. This decision and its subsequent implementation does not fall under the administration or funding streams of LTP3, but as it may have an effect on the schemes proposed as part of this strategy it was felt the issue should be acknowledged.

Progress Made During LTP2

- 21.9** The traffic management measures introduced in LTP2 were aimed at reducing the number of commuters using their cars and encouraging more sustainable modes of transport, particularly for those living close to good public transport facilities and within close proximity of the main towns. Pedestrian and cycle routes and facilities have been, and continue to be, enhanced where walking and cycling are suitable alternatives to the private car. However, the Council recognises that the East Riding is largely rural and that many people have to depend on private transport for work and social events.

Controlled Parking Zones

- 21.10** Following the initial implementation of a CPZ in Bridlington as part of LTP1 (2001-2006), the Council introduced additional CPZs in Beverley and Howden during the lifespan of LTP2 to stop commuters parking outside people's homes in the towns and to encourage the use of more sustainable travel modes (see Figure 21.1). Overall, these have proved successful in reducing local residents' complaints about people from outside the area parking in their streets.



Figure 21.1 Controlled Parking Zone in Bridlington



- 21.11** Reviews of all the CPZs were carried out during LTP2 and following extensive local consultation, the zones in Bridlington and Beverley were expanded. The Bridlington zone has been divided into two sub-zones to reduce cross-town travel within the zone by permit holders. Public consultation with residents in Howden outside the existing CPZ boundary established that there was no support to expand the zone. Some additional waiting restrictions were introduced in streets adjacent to all three CPZ boundaries where commuter parking had migrated.
- 21.12** A parking review was carried out in and around the town centre of Goole during the period of LTP2 and several traffic management schemes for parking and manoeuvring were identified. Local consultation regarding parking in the town and nearby residential areas established very little support for a CPZ and therefore this was not progressed. However, many of the other traffic management schemes have been implemented including waiting restrictions at junctions, short-term waiting for shoppers and additional parking facilities for disabled motorists.

Policy Statement

The Council will implement car parking strategies and schemes that contribute to reducing the need for travel by car whilst considering the wider context such as the economy, social need and availability/viability of alternative travel choices.



Consultation

- 21.13** During the town parking reviews in Bridlington, Beverley, Goole and Howden, discussions were held with local residents, relevant Town Councils, the Police and Ward Councillors. Additional formal consultations were carried out as part of statutory requirements to comply with Traffic Regulation Order (TRO) Procedure Regulations.
- 21.14** As part of the car parking review, nine public display sessions around the East Riding were held during the late afternoons and evenings, which allowed people to find out what was being suggested and to give their views and comments. Review panel members and Senior Council Officers were available during these sessions.
- 21.15** Consultation with relevant key stakeholders such as local Town and Parish Councils, public transport operators, emergency services and so on will be undertaken when further town reviews are carried out or new proposals are put forward.

Good Practice

- 21.16** All waiting restrictions and signing must comply with the Traffic Signs Regulations and General Directions 2002. As TROs are required for parking and waiting restrictions, the Council must follow the consultation procedure set out in the relevant national regulatory documents. For example, new traffic management signs should be installed on existing lighting columns and posts where possible to minimise street clutter.
- 21.17** In areas where parking and waiting restrictions are proposed for a residential area, the Council will continue to consult with all residents who are directly affected by the scheme.

Generation of Traffic Management Options

- 21.18** The following traffic management options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – Continue to **monitor current speed limits** and existing speed limit policy across the East Riding, adjusting these where necessary.

Option 2 – Implement **targeted traffic management initiatives** to increase the ease of movement for vehicles and improve traffic flow.

Option 3 – Improve **facilities for pedestrians** on our streets.

Option 4 – Continue to review **car parking supply and charges** across the East Riding over the life of LTP3.



Option 1 – Continue to monitor current speed limits and existing speed limit policy across the East Riding, adjusting these where necessary

- 21.19** Traffic authorities set local speed limits in situations where local considerations mean it is desirable for drivers to adopt a speed, which is different from the national speed limit. Local speed limits can be reduced or increased, depending upon the conditions and evidence. Further advice is set out in the DfT Circular 01/2006 entitled ‘Setting Local Speed Limits’. Setting appropriate speed limits for our roads can make a significant contribution to reducing the number of road casualties and the severity of these accidents. Ensuring that drivers keep to these limits also results in a more pleasant experience for walkers, cyclists and equestrian users who may have to share the road space with vehicles.
- 21.20** In 2010-2011, the Council is investigating, consulting on and working towards implementing 20mph zones in Market Weighton, Withernsea, Old Goole and Bridlington. Ten village 20mph zones are also programmed for consideration over this time period, with additional schemes potentially being implemented throughout LTP3. The setting and monitoring of local speed limits is delivered in partnership with the LTP3 Road Safety Strategy (see Chapter 16).
- 21.21** Enforcing speed limits, educating drivers on the importance of these limits, and ensuring that the Council policy for setting local speed limits is robust are also important considerations in relation to local speed limits.

Option 2 – Implement targeted traffic management initiatives to increase the ease of movement for vehicles and improve traffic flow

- 21.22** An important part of traffic management is ensuring that drivers are clear about the regulations and restrictions on local roads. Improving signage and road markings can help to reduce driver confusion and can help to maintain the traffic flow. For example, it is important that drivers are aware of:

- Weight restrictions;
- Width or height restrictions for HGVs;
- Loading arrangements;
- Waiting restrictions;
- Access points where no parking is allowed;
- Prohibited areas where vehicles must not stop; and
- Traffic arrangements for special events.



- 21.23** Targeted schemes in our main settlements will improve the journey experience for drivers as well as improving conditions and for local businesses and facilities.



Option 3 – Improve facilities for pedestrians on our streets

- 21.24** Encouraging people to walk instead of driving, particularly for shorter journeys, results in a number of well documented benefits. Walking can help to improve health and fitness levels as well as removing cars from our roads, and encouraging people to travel using sustainable transport is therefore a form of traffic management.
- 21.25** Promoting walking and cycling through LTP3 is addressed in the Smarter Choices Strategy (see Chapter 20) and in the individual Transport Strategies for each of East Riding's main settlements (see Chapter 15). However, traffic management schemes can improve the environment for pedestrians by ensuring that drivers are aware of pedestrian facilities and that cars give way or stop at the correct points. This can be achieved through schemes such as additional signage and road markings to advise drivers of potential conflict with pedestrians, and also through the provision new pedestrian crossing facilities where footfall is high.

Option 4 – Continue to review car parking supply and charges across the East Riding over the life of LTP3

Parking Supply

- 21.26** The Council manages 66 off-street car parks within the East Riding, as well as numerous on-street parking facilities. Car parks cater for short, medium and long stay visits and some of these car parks are subject to parking charges. There are also numerous parking spaces throughout the East Riding for disabled people and coach parking facilities are available at popular tourist locations.
- 21.27** It is important to monitor the usage of these spaces to ensure that local people and visitors can easily locate car parks and spaces within these. This ensures that illegal parking does not become a problem, and also reduces the chances of wasted space where numerous spaces remain unfilled each day. By providing the right number and balance of car parking spaces, the Council can maintain and enhance the viability of local town centres while facilitating the operational needs of public transport and commercial and business loading requirements.
- 21.28** The supply of car parking spaces will be reviewed during LTP3, in consultation with relevant stakeholders, to ensure that equilibrium between demand and supply is maintained. The opening of the new park and ride facility in Bridlington will provide new long stay spaces on the edge of the town and parking allocation in the town centre may need to be altered as a result of this.

Parking Charges

- 21.29** Car parking charges are never popular, but they can be effectively used in combination with other measures to improve traffic management across the East Riding. The fundamental reasons for charging for car parking is the need to manage the spaces to benefit as many people as possible while encouraging people to only park for the amount of time they really need. Income raised from car parking charges can also help to pay for maintenance of the car parks and local highway improvements.



21.30 Tariffs for parking in public car parks were increased across the board by an average of 15% in 2007. These increases were an incentive to commuters to make alternative modes of transport to the car more attractive, particularly for those who live near public transport networks or those who live within two miles of the East Riding’s urban centres. Discounted annual and six month parking permits for long stay car parks are available in all East Riding’s main towns. This helps to offset the increase in charges, which reflect the higher cost of travel as well as addressing affordability as a barrier to accessing employment.

Traffic Management Schemes

21.31 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.





Chapter 22 Intelligent Transport Systems Strategy



Chapter 22 Intelligent Transport Systems Strategy

Introduction

- 22.1** Developments in computing and communications technology continue to open up new possibilities that can have a significant impact on the way that traffic and transport systems are managed. Some of these offer better ways of carrying out traditional functions, such as traffic control, through Microprocessor Optimised Vehicle Actuation (MOVA), while others, such as Real Time Passenger Information (RTPI) and Variable Message Signing (VMS), provide opportunities to reduce congestion through the provision of timely and relevant information.
- 22.2** Intelligent Transport Systems (ITS) have become an increasingly important tool for the management of transport systems as a whole. Given the current emphasis on maximising the efficiency of existing systems, full consideration will be given to the role ITS can have on improving the management of the transport network across the East Riding during the LTP3 period.

Background

- 22.3** One of the primary aims of ITS systems is to reduce traffic congestion, particularly in urban centres or along busy routes. In the East Riding, the towns of Beverley, Goole, Bridlington, and the A164 and A1079 corridors can experience significant traffic delays at peak times. There are also localised congestion problems outside numerous schools in the area.
- 22.4** It has already been identified that delays and unreliability on our roads have direct costs to people and businesses (see Chapter 8) and, given the current economic climate, it is important that the Council makes every effort to tackle localised congestion issues. The focus of ITS on the transport system in the East Riding over recent years has been to:
- Improve the performance of traffic signals through more responsive management;
 - Provide information on the availability of car parking in busy urban centres; and
 - Provide feedback on vehicle speed or potential hazards, to encourage safer driving.

Progress Made During LTP2

Variable Message Signs

- 22.5** Projects implemented during LTP2 include the introduction of car parking VMS systems in Beverley and Bridlington. These VMS systems provide drivers with ‘real time’ information regarding the availability of car parking spaces and so reduce the amount of time and road-space wasted through motorists circulating in the traffic flow looking for parking opportunities. A VMS sign will also be introduced on the A614 Rawcliffe Road in Goole during 2010 in order to provide ‘real time’ information to drivers when the West Dock river bridge is open, and allow strategic route choices to be made in order to reduce congestion in the town centre. The Council has worked in partnership with ABP and Goole Renaissance Partnership to develop this scheme, and the sign will be activated by ABP immediately prior to the bridge opening.



Public Transport Information

22.6 Electronic timetable information has been introduced at several key public transport interchanges including Beverley and Bridlington bus stations. In addition, RTPI installed by Rail Operating Companies is now in place at Brough and Beverley rail stations.

Vehicle Activated Signs

22.7 Vehicle Activated Signs (VAS) have been introduced at many locations across the East Riding to encourage drivers to comply with speed limits (see Figure 22.1). These signs have been used extensively at village entrances and near to schools as part of road safety campaigns in these areas. Hazard-specific VAS have also been installed at appropriate locations in order to indicate a particular hazard in the road ahead, such as at High Hunsley crossroads. The Council has a formal procedure for prioritising the installation of speed-activated signs, which is based upon the number of collisions, traffic speed and traffic flow.

Figure 22.1 Vehicle Activated Signs on Station Road between Hedon and Preston



Microprocessor Optimised Vehicle Actuation

22.8 MOVA enables signal timings to vary in response to actual traffic approach speed and flow conditions, and the system has been installed at several junctions in the East Riding. This innovative method of signal control can reduce delays and accident levels. As an additional benefit, the system also provides information on traffic flows at the junction, which can be accessed either on site or remotely.

Consultation

22.9 In developing the ITS Strategy for LTP3, consultative discussions were held with the following parties:



- Group Manager, Technical Services at East Riding of Yorkshire Council;
- Traffic Systems Engineers at East Riding of Yorkshire Council;
- Parking Manager at East Riding of Yorkshire Council;
- Car Parking and CCTV Operations Officer at East Riding of Yorkshire Council;
- East Yorkshire Motor Services;
- Stagecoach Buses; and
- ITS Team Leader at Hull City Council.

Good Practice

22.10 The DfT has provided guidance on good practice in ITS through the provision of a free web-based 'ITS Toolkit'. This online resource contains the DfT guidance entitled 'Understanding the benefits and costs of Intelligent Transport Systems: A toolkit approach'. It also includes case studies and advice on monitoring, evaluation and reporting of ITS related schemes and provides specific information on:

- The selection of ITS tools to meet policy objectives;
- The benefits and costs of ITS deployment;
- What others have done to incorporate ITS within transport plans; and
- Lessons learnt from their experience.

22.11 Guidance and examples of best practice are provided by ITS (UK) on their website (www.its-uk.org.uk) and in the document 'Local Authority Intelligent Transport Systems: The ITS (UK) Guide to Deployment, Business Cases and Funding'. The Guide provides examples of outcomes resulting from implementation of ITS schemes, options for deployment and information on procurement.

22.12 Both of these useful resources have helped to inform the options developed as part of this ITS Strategy.

Generation of ITS Options

22.13 The following ITS options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – Introduce **Real Time Passenger Information** Systems.

Option 2 – Implement **Vehicle Activated Signs**.

Option 3 – Expand existing **Variable Message Signing** schemes for car parks and consider introducing new schemes for **strategic route guidance**.

Option 4 – Install **Microprocessor Optimised Vehicle Actuation** at **Traffic Signals**.

Option 5 – Introduce **SCOOT UTC** system for signal control within main settlements.

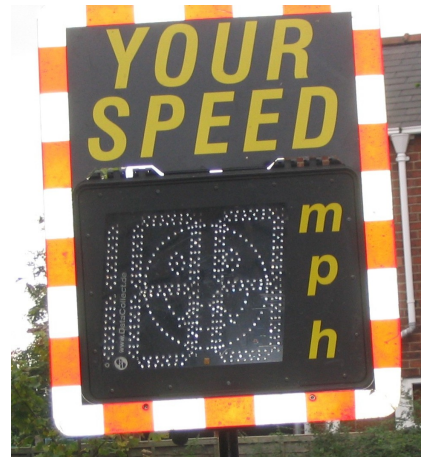


Option 1 – Introduce Real Time Passenger Information Systems

22.14 RTPI allows public transport passengers to access live departure information for services through a variety of different sources. This reduces the uncertainty of waiting for a service for passengers, and can help operators in fleet management, improving bus performance and schedule adherence. While RTPI alone may not directly increase bus and rail patronage it has been shown to be effective in combination with other schemes to promote public transport services.

Option 2 – Implement Vehicle Activated Signs

22.15 VAS are used to reduce driver speeds by displaying a message that is triggered when a vehicle is approaching too quickly. They are often placed at hazardous locations such as at crossroads or on sharp bends, or where there is a history of speed related collisions. Speed activated signs have also been shown to be effective in reducing speeds at critical locations, such as outside schools.



22.16 VAS are often more suited to higher speed rural roads as an alternative to other engineering measures such as speed cushions or humps. They can be permanent, and can also be erected temporarily as part of targeted road safety campaigns.

Option 3 – Expand existing Variable Message Signing schemes for car parks and consider introducing new schemes for strategic route guidance

22.17 VMS can be used where greater flexibility is required than can be offered by fixed direction or advisory signs. Existing VMS schemes in the East Riding are based on providing motorists with car park information (Beverley), strategic network information (Goole), and both strategic and parking information in the case of Bridlington. Expansion of these schemes could increase the effectiveness of the system and further help to reduce congestion in town centres.

22.18 VMS are often used to inform drivers of congestion, incidents ahead and unexpected delays. Prior warning of events such as these can often reduce driver stress and frustration. Although VMS signs used in this way can be particularly effective in large urban areas, there is still potential for these to cut congestion and increase the efficiency of the road network within the East Riding.

Option 4 – Install Microprocessor Optimised Vehicle Actuation at Traffic Signals

22.19 The installation of MOVA at busy signalised junctions can improve the effectiveness of operation and reduce congestion. Implementation at some existing traffic signal junctions, where appropriate, could help to reduce congestion on the network and also help to improve traffic signal maintenance response.



Option 5 – Introduce SCOOT UTC system for signal control within main settlements

22.20 Some of the town centres within the East Riding, particularly Beverley, can experience traffic congestion at peak times. Better coordination of traffic flow through the central areas could potentially reduce this localised congestion, and achieve travel time savings as well as reduced air pollution. Working in partnership with Hull City Council, a potential option has been developed which would see Hull's existing SCOOT UTC system utilised in order to better coordinate traffic signal junctions within Beverley, resulting in significantly reduced costs compared with a stand-alone system. It has been established that the Hull SCOOT System has spare capacity available, and that four signal installations in Beverley would benefit from the improved coordination and strategic control, which connection to a SCOOT UTC system could bring. The signal sites identified are as follows:

- Norwood / Hengate / Manor Road – Traffic Signals.
- New Walkergate / Morton Lane – Traffic Signals.
- New Walkergate / Wilbert Lane – Pedestrian Crossing.
- Norwood, near Beverley High School – Pedestrian Crossing.

22.21 As part of any agreement between the East Riding and Hull City Councils, it would also be beneficial for operators to be able to view the existing Beverley CCTV cameras covering the main traffic routes through the town centre, and it is envisaged that this functionality would be included in any SCOOT UTC system implemented for Beverley.

ITS Schemes

22.22 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 23 Freight Strategy



Chapter 23 Freight Strategy

Introduction

23.1 Transferring goods effectively and efficiently, whether by road, rail or water, is important to maintain the economic prosperity of the East Riding of Yorkshire. However, improving the efficiency of the freight network must also consider the environmental and safety concerns of residents and stakeholders.

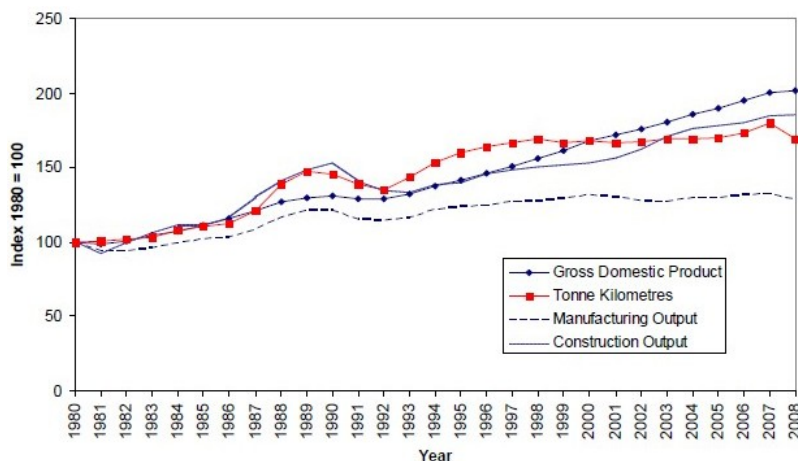
Background

Road

23.2 Road transport continues to dominate freight movements, being responsible for around 84% of goods moved (tonnes lifted), with Heavy Goods Vehicles (HGVs) responsible for around 20% of UK domestic transport greenhouse gas emissions. Over 152 billion tonne kilometres of freight was moved in Great Britain by GB-registered HGVs in 2008. Over half of all road freight was transported for trips under 50km in length while only 4% of goods travelled over 300km. The average length of haul in 2008 was 87km.

23.3 HGVs weighing over 3.5 tonnes (gross vehicle weight) account for around 95% of all freight moved by road. The 'tonnes lifted' by road goods vehicles increased by one third from 1980 to 2008 but the recent decline in economic activity has seen this fall in recent years⁽¹⁹⁾. The relationship between road freight and economic activity is shown in Figure 23.1.

Picture 23.1 Road Freight and Economic Growth Between 1980-2008



23.4 The key route for transporting road freight in the East Riding is the M62/A63 corridor, linking the ports of Hull and Goole with the national road network, however other routes carrying significant road freight include the A1079 (York to Hull) and the A614 (Bridlington to the M62). Road remains by far the most important method of moving goods in the area but for specific materials or routes rail and water may provide more cost effective and cleaner alternatives.

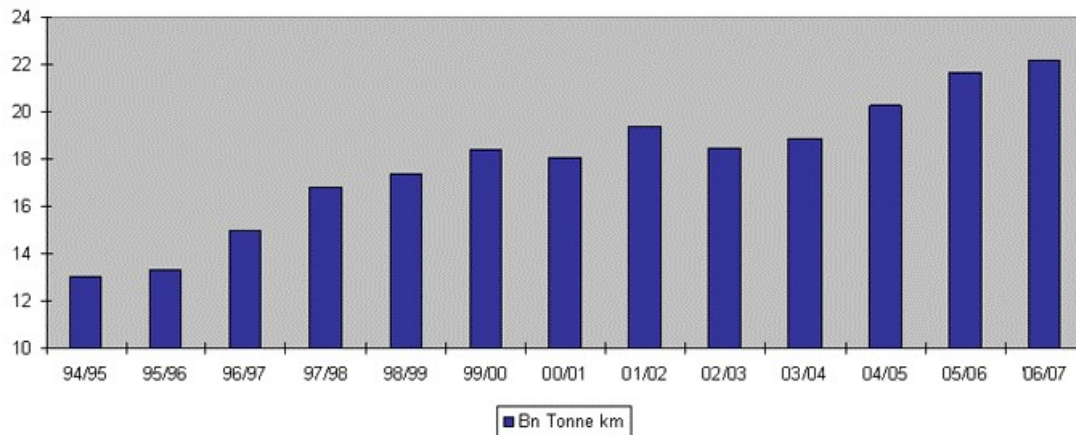
19 "Continuing Survey of Road Goods Transport 2008", DfT



Rail

23.5 Nationally, rail freight has grown by 10% in the last ten years and moving freight by rail now accounts for 12% of the UK surface freight market⁽²⁰⁾. As road congestion now costs businesses an estimated £17 billion per annum⁽²¹⁾ the movement of goods by rail has considerable potential to provide economic and environmental improvements. Figure 23.2 shows the growth of freight moved by rail since the mid-1990s.

Figure 23.1 Growth of Freight by Rail



23.6 Rail freight has the potential to make an important contribution to meeting the LTP3 goals and improving economic efficiency, while reducing some of the harmful emissions associated with road freight transport. Ideally more freight would be carried by rail rather than by road but this is constrained to a degree by East Riding's economic geography. The area is not inherently well suited to rail freight, as it consists mainly of agriculture and light industry dispersed throughout the Authority.

23.7 Improvements have been made to the local rail network to encourage more rail freight movements. For example, over £13 million has recently been invested to improve the Hull Docks branch line, where partial double tracking and improved signalling has increased capacity from 10 to 22 trains in each direction per day. Minor gauge enhancement works are also due to take place at Selby Station in 2011 to open the route from Hull and Goole ports through to the East Coast Main Line. Similar improvements planned for the South Bank of the Humber to open the line from Immingham would enable both north and south bank ports to compete directly for rail based container traffic with Southampton, Harlow and Felixstowe.

23.8 There are a number of disused rail freight facilities in the East Riding that may have potential for reintroducing rail freight services, including industrial land allocated at Melton.

20 Freight on Rail 2001-2010

21 FTA, "The Importance of Rail Freight 2008"



Water

- 23.9** The majority of marine activity in the vicinity of the East Riding is concentrated in the Humber Estuary, which flows into the North Sea. The ports of Hull, Goole, Grimsby and Immingham are situated in the Estuary, and of these, Goole and some of the Hull facilities fall under the administration of East Riding of Yorkshire Council.
- 23.10** The Humber Ports is the largest ports complex in the UK by throughput. 76.9 million tonnes of cargo were transported via the Humber Ports in 2009 (59.4 million tonnes imported and 17.5 million tonnes exported), which represents 22.6% of all tonnage passing through ports in England or 15.3% of UK port throughput.
- 23.11** There are approximately 5,100km of fully navigable waterways (comprising canals and rivers) in England and Wales, the majority of which (4,650km) are non-tidal. The tidal waterways consist mainly of naturally navigable rivers and their estuaries, including the rivers Humber, Ouse and Hull in the East Riding.
- 23.12** Currently, most of the freight traffic carried on the inland waterways is ‘traditional’, that is high bulk, low value, and non-urgent. Examples include coal, fuel oil, aggregates, steel, timber, grain and waste⁽²²⁾.
- 23.13** East Riding’s inland waterways are an important recreational and environmental asset, whose transport potential is often overlooked. The area’s western rivers and canals provide important links to the navigable waterway network of England. The Aire and Calder Navigation and the Dutch River are fully integrated into this network and flow westwards and southwards respectively. Other canals at Drifffield, Pocklington and Market Weighton have both used and disused sections that provide opportunities to link into navigable rivers such as the Hull, the Derwent and the Humber. These inland waterways, along with coastal and short distance sea shipping from the Humber Ports have the potential to divert more freight away from the road network.

Progress Made During LTP2

Freight Quality Partnership Website

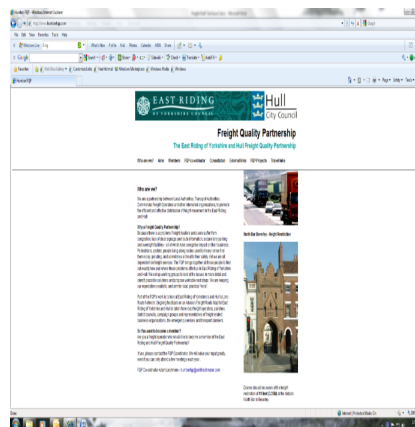
- 23.14** During LTP2 the Council established the East Riding and Hull Freight Quality Partnership website (see www.humberfqp.com). This provides important information for freight distributors travelling through the East Riding of Yorkshire and neighbouring local authorities.
- 23.15** The website provides a number of important maps which can also be downloaded and printed for reference. These maps include information on:



- Priority HGV Route Network in the East Riding;
- HGV service areas/lorry parks;
- Official lay-bys on the preferred HGV routes;
- Industrial estates;
- Retail parks; and
- Weight restrictions.

Freight Maps

23.16 The Council has prepared freight maps, which highlight HGV priority routes, official lay-bys, lorry parks and weight restrictions. The maps have been distributed widely at numerous locations across the East Riding, Hull and York, including the Port of Hull and lorry parks.



23.17 The purpose of the maps is to encourage lorry drivers to use the Council's Prioritised HGV Route Network and official lay-bys and, more importantly, not to use unsuitable routes. The maps will help to reduce the number of HGVs causing safety, noise and vibration concerns for local communities who live along these unsuitable routes, as many are too narrow and inappropriate for heavy traffic.

Policy Statement

The Council will work jointly with partners to promote inter-modal freight transfer and encourage the use of more sustainable forms of transporting freight such as by rail and water, and the use of fewer road based trips within the supply chain.

Consultation

23.18 In developing the Freight Strategy, consultative discussions were held with the following key parties:

- Freight Transport Association;
- Road Haulage Association;
- Policy Executive at Hull & Humber Chamber of Commerce;
- Port Director at ABP Goole;
- Director of the Logistics Institute at the University of Hull
- Planning Officers at East Riding of Yorkshire Council;
- The Asset Management Department at East Riding of Yorkshire Council;
- Economic Development Officers at East Riding of Yorkshire Council; and
- Other local authorities including Hull City Council, York City Council, North Yorkshire County Council, North East Lincolnshire Council and North Lincolnshire Council.



Good Practice

23.19 The DfT has developed a Freight Best Practice website to promote operational efficiency within freight movements. **The website** offers free essential information for the freight industry covering topics such as saving fuel, developing skills, equipment and systems, operational efficiency and performance management. The DfT has also published a number of good practice case studies on Freight Quality Partnerships, which proved useful when developing the East Riding and Hull FQP website.

Generation of Freight Options

23.20 The following freight options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.

Option 1 – Liaise with the Council’s forward planning team to encourage **sustainable freight movements and protect potential freight interchange facilities.**

Option 2 – Reduce the **impact of road freight operations on residents.**

Option 3 – Improve the **safety** of road freight operations.

Option 1 – Liaise with the Council’s forward planning team to encourage sustainable freight movements and protect potential freight interchange facilities

23.21 Supporting and encouraging the movement of freight by more sustainable transport modes such as water and rail will help improve air quality and reduce congestion on the highway network. This is reflected in the Council’s LDF Core Strategy, which is committed to increasing the use of sustainable modes of transport including the transfer of freight to non-road based modes. The LDF objectives support this by aiming to locate development to maximise the use of sustainable modes of transport including rail and water.

23.22 The priority for the East Riding is to identify sites of genuine importance for future rail freight and to protect them from non-rail freight development. This is an area where partnership working between different tiers of the planning system and between various local and national authorities can prove particularly helpful. Ensuring that the emerging LDF and LTP3 are aligned in terms of freight aspirations will pay dividends in the future, in providing the appropriate local framework for rail freight so that the industry has the confidence to invest. Cross-boundary working with neighbouring authorities is particularly important in relation to rail freight, given that flows are normally long distance in nature.

23.23 Policies in the emerging LDF aim to protect the overall role and function of the Strategic Transport Network including the rail network, ports/wharves/harbours, strategic highway network, strategic waterways, and the east-west multi-modal freight corridor from Saltend to Goole and beyond. LDF policy SS7 also aims to safeguard important freight facilities including Inter-Modal freight facilities at Melton, a river berth at Old Goole, Hull Docks



branch line to Hedon Haven (to serve this potential strategic employment site), and existing wharf facilities on the Aire and Calder Canal, River Ouse and the Humber Estuary. In relation to the east-west multi-modal corridor the LDF's approach is to protect and enhance the corridor's function to serve the transport needs of strategic employment sites by enabling the efficient and integrated movement of freight by and between different transport modes.

Option 2 – Reduce the impact of road freight operations on residents

23.24 Consultation undertaken with local Town and Parish Councils during LTP2 identified that HGVs travelling through small settlements were a significant problem in the East Riding. To address these concerns the Council identified a Priority HGV Route Network in the East Riding, comprising a network of roads that are capable of carrying HGV traffic. As identified in paragraph 23.14, to help promote the use of this Priority HGV Route Network by Hauliers, the Council developed the East Riding of Yorkshire and Hull Freight Quality Partnership website, which provides access to a map of the Priority HGV Route Network.

23.25 The success of the website will be built upon as part of LTP3, with additional support provided for the enforcement of existing and potential new highway restrictions, such as weight limits and goods vehicle parking restrictions.

Option 3 – Improve the safety of road freight operations

23.26 An assessment of collision clusters (sites and routes) involving HGVs will be undertaken as part of the annual road safety review of personal injury collisions. Where identified, cost effective remedial measures should be implemented to reduce the risk of accidents involving freight vehicles. The provision of adequate rest areas for freight drivers is important to reduce the risk of fatigue related collisions and continued support for DfT/Police campaigns on goods vehicle safety may be important contributions.

Freight Schemes

23.27 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.





Chapter 24 Sustainable Modes of Travel to School



Chapter 24 Sustainable Modes of Travel to School

Introduction

- 24.1** The Education and Inspections Act (2006) places a requirement on all local authorities to develop a Sustainable Modes of Travel Strategy (SMoTS) for travel to, from and between schools and colleges. The Council published an initial Strategy in August 2007, which has been monitored and updated annually during the summer term. The key objectives of the SMoTS is to reduce congestion and improve road safety outside schools (see Figure 24.1) by encouraging more children, parents and teachers to travel to and from school by sustainable modes of transport, such as walking, cycling, scooters and public transport. This strategy has formed the basis for the development of 59 individual schools SMoTS since spring 2008.
- 24.2** This chapter therefore presents a summary of work undertaken to date through the SMoTS but is not intended to replace or supersede the Council's formal Sustainable Modes of Travel Strategy.

Figure 24.1 School Crossing Patrols helping to Improve Road Safety around Schools in the East Riding



Background

- 24.3** The Council's SMoTS builds on the experience and expertise accumulated as part of the School Travel Plan process, which was developed during LTP2, and provides a clear direction for future work to promote active, healthy and safe access to our schools and colleges.



- 24.4** The process for producing SMO'TS for individual schools is now well established. Schools in the East Riding are prioritised based on the following criteria:
- Schools have an approved School Travel Plan;
 - The proportion of pupils travelling by car; and
 - The percentage of pupils living within a realistic walking or cycling distance of their school.
- 24.5** These criteria provide the greatest opportunities for modal shift away from private car travel. The production of each individual school strategy begins with a review of the school's Travel Plan and any updates available. A specific target for reducing car trips is agreed with each school and based on the latest available School Census data. Each school strategy has an individual action plan, which identifies a costed programme of schemes and allocates responsibility and target dates for implementation. For an example of an individual school strategy, see Annex F.
- 24.6** The Council is supporting schools that seek accreditation for their efforts to reduce reliance on car travel under the national Modeshift scheme. In addition, the SMO'TS both contributes to and supports the Council's Safer Routes to School programme and the broader road safety education and training activities, which promote safe and sustainable travel choices.

Progress Made During LTP2

Individual School Strategies

- 24.7** All schools in the East Riding now have School Travel Plans and 59 individual SMO'TS have been prepared.
- 24.8** Individual school strategies focus on local issues and on promoting and facilitating safe and sustainable travel. Popular amongst primary schools has been the provision of dedicated storage units for pavement scooters supported by educational programmes to encourage safe use. Two schools, Wilberfoss and Drifffield, have introduced 'car-share' parking bays for staff and visitors and the promotion of lift sharing for staff and parents has been a feature of the majority of strategies.
- 24.9** To address the problems caused by congestion and irresponsible parking at the school gate, several schools have introduced Park and Stride schemes, including one serving three schools in Market Weighton, implemented in partnership with the local supermarket.
- 24.10** A series of inter-school debates on sustainable travel themes has delivered improved awareness of the key issues and for children in the Foundation stage, the Jofli the Bear walk to school project has also proved popular.

Performance Against Target

- 24.11** The Council set an extremely challenging target in LTP2, with intermediate trajectories, to reduce the proportion of children travelling to school by car from a base of 30.5% in 2006/07 to only 29% by 2010/11, as set out in Table 24.1 below:



Table 24.1 Percentage of Children Travelling to School by Car

	2006/07	2007/08	2008/09	2009/10	2010/11
Target	-	30.5%	30.0%	29.5%	29.0% (27%)*
Actual	30.5%	24.5%	22.3%	24.4%	

24.12 As set out in the table, the Council has substantially over-achieved against the original target for 2009/10. In considering setting a revised, more challenging target, full consideration must be given to the recent substantial cuts in local transport funding for local authorities and the subsequent effect this will have on the LTP delivery programme. The Council has therefore decided to stretch the original 2010/11 target by 2%, setting a target of 27% in 2010/11.

24.13 There are currently approximately 48,000 pupils (aged 5-16) within the East Riding. The preparation and delivery of the 59 individual school strategies and subsequent action plans has therefore reduced the total car mileage on East Riding roads by approximately 374,400km per day. This equates to a reduction of 5.07 tonnes of CO₂ saved each day, or 963.3 tonnes of CO₂ saved every school year.

Consultation

24.14 In developing this Chapter, consultative discussions were held with the following staff members at East Riding of Yorkshire Council:

- Healthy Schools Co-ordinator;
- Sustainable Schools Co-ordinator; and
- Senior Engineer (School Travel Plans).

24.15 Headteachers were consulted through a questionnaire circulated through their electronic newsletter 'Headlines'. Consultation with pupils was achieved through the East Riding Youth Assembly and School Governors through the Council's Governors' Support Team. Local public transport operators were also consulted as part of the wider LTP3 process. Issues relating to pupil journeys across local authority boundaries were discussed with neighbouring authorities, in particular with Hull City Council.

Good Practice

24.16 Local authority Sustainable Modes of Travel Strategies have been evaluated by the Department for Children, Schools and Families (DCSF) and a review was published in October 2009 entitled 'Sustainable Modes of Travel Strategy: A Practitioner's Guide' (Non London Edition).

24.17 East Riding of Yorkshire Council's approach to SMoTS, described in the above document, was identified nationally as good practice. The Council's involvement of individual schools in the production of their own strategies (see Figure 24.2) was specifically highlighted. The Council will continue to assess examples of good practice (for example, the mapping of SMoTS information used by the Isle of Wight) to identify opportunities to improve implementation in the East Riding.



Figure 24.2 A Park and Stride Scheme for Hallgate School, Implemented As Part of the SMoTS



Generation of Options

24.18 Potential options to be implemented through LTP3 were generated through a process of:

- Reviewing statutory obligations;
- Reviewing activities undertaken during LTP2;
- Assessing national best practice;
- Identifying areas for development and gaps in provision; and
- Detailed analysis of performance to date.

24.19 It is important to note that the SMoTS has integral connections with a number of other LTP3 strategies, including Road Safety and Smarter Choices. All options considered in developing this Chapter therefore support the LTP3 goals and objectives and wider Council aspirations, as well as reflecting the priorities set out in the Council's annual SMoTS.

Option 1 – Implement **sustainable travel initiatives at higher/further educational establishments** in the East Riding.

Option 2 – Produce an **individual SMoTS** for every school that wants to participate.

Option 3 – Participate in national and regional SMoTS **travel initiatives and accreditation schemes**.



Option 1 – Implement sustainable travel initiatives at higher/further educational establishments in the East Riding

- 24.20** A range of sustainable travel initiatives aimed specifically at primary and secondary schools have been developed during LTP2. Monitoring indicates that these have contributed towards modal shift in many schools. Extending these activities to higher/further educational establishments may provide many additional benefits in terms of improving road safety, reducing congestion and tackling climate change at a local level.
- 24.21** LTP3 offers an opportunity to engage higher/further education colleges and sixth forms in schools to address the increased demand for motorised mobility in this age group.

Option 2 – Produce an individual SMoTS for every school that wants to participate

- 24.22** The development of individual school strategies is essential to achieving mode shift away from the car for school journeys. There are two different ways of approaching this: either to continue engaging schools individually based on the existing prioritisation criteria, or to develop SMoTS for ‘clusters’ of schools based on a secondary school and its primary feeder schools.

Option 3 – Participate in national and regional SMoTS travel initiatives and accreditation schemes

- 24.23** The national Modeshift accreditation scheme recognises work done by schools to achieve a shift away from the car for school journeys. The scheme provides a monitoring structure linked to levels of accreditation and may provide sufficient motivation for schools to continue with activities and allow support to be progressively withdrawn and re-distributed to new schools.
- 24.24** SMoTS initiatives in schools can also support the delivery of other important projects and targets, such as the National Healthy School Standard and the LSP’s childhood obesity targets. This can add value for schools involved in several or all of these initiatives. An effective way of encouraging schools to act on the recommendations in their individual SMoTS is to participate in national or regional sustainable travel events aimed at schools, for example the ‘National Bike Week’, ‘Walk to School’, ‘The School Run is Fun’ and ‘Go Cycle’.

Individual School Strategy Schemes

- 24.25** These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



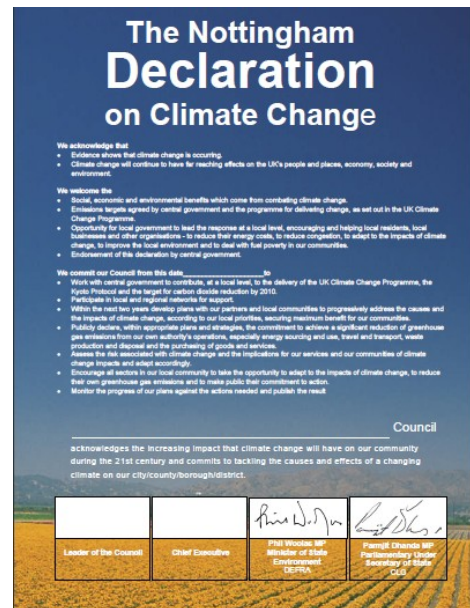
Chapter 25 Climate Change



Chapter 25 Climate Change

Introduction

25.1 The East Riding of Yorkshire Council signed the Nottingham Declaration on Climate Change in June 2007. By signing the declaration the Council has pledged to systematically address the causes of climate change and prepare the local community for its impact. Nationally the transport sector has seen the steepest rise in carbon emissions⁽²³⁾, with road transport being the most significant source of domestic transport emissions. Rural authorities such as the East Riding tend to have significantly higher carbon outputs than urban areas, and the East Riding also has high car ownership levels with 80% of households having access to one or more cars or vans.



25.2 Through the Climate Change Act 2008, the government has committed to a reduction of at least 80% in greenhouse gas emissions by 2050 compared to 1990 levels. Ahead of this there will be unavoidable climate change effects for the next 30 years, due to the emissions already in the atmosphere. LTP3 will therefore consider options to mitigate against future climate change and adapt to the unavoidable effects of climate change. The LTP3 Strategy has a 15-year timeframe, although the impacts of many of the proposals contained in the Plan will last much longer and savings in emissions made now will impact upon the degree of climate change experienced in the future.

25.3 There are a number of associated benefits in considering reductions in carbon dioxide emissions in conjunction with tackling air pollutants, in order to meet our obligations and targets for both climate change and air quality.

Background

25.4 DfT guidance to assist local authorities in preparing LTP3 encourages Councils to mitigate climate change by encouraging the development of sustainable transport systems, facilitating behaviour change and reducing the need to travel. To develop the most efficient and effective options and schemes, it is important to understand current travel behaviour and predict future travel patterns and their implications in terms of emissions. Chapter 9 (Reduce Carbon Emissions) highlights the current travel to work patterns within the East Riding.

25.5 Carbon pathway analysis undertaken by the DfT suggests that certain journey purposes are associated with a greater proportion of CO₂ emissions than the proportion of passenger distance travelled. For example, commuting trips are associated with 19% of passenger

23 Commission for integrated transport, 2007, Transport and Climate Change.



distance travelled, however they account for 24% of CO₂ emissions from all modes of passenger travel. Conversely, holidays and day trips account for 11% of passenger distance travelled, but account for only 8% of CO₂ emissions.

- 25.6** Commuting and business trips are associated with relatively low average car occupancy, which results in relatively high CO₂ emissions per passenger per car. The National Travel Survey shows that the average car occupancy for commuter trips in the UK between 2002-2006 was 1.1 people per vehicle against a national average of 1.6. The single occupancy rate for commuting trips was 91% over the same time period, while the average for all trip purposes was 61%. Commuting journeys are also primarily made at the busiest times of the day and week, resulting in slower average speeds, which are associated with higher emissions.
- 25.7** These findings have helped to focus the Council's approach within LTP3 in reducing transport related CO₂ emissions across the East Riding, prioritising our efforts on identifying and delivering schemes to encourage and promote the use of sustainable transport options, primarily for commuter trips.
- 25.8** It is acknowledged that technological advancements will play an important role in the UK in achieving its climate change targets⁽²⁴⁾, although these benefits are unlikely to be realised in the short term. Behavioural change is therefore an effective way of achieving early reductions in emissions and locking in the future benefits of technological change such as the improved efficiency of vehicles.
- 25.9** In developing options to mitigate against climate change consideration should be given to locking-in the benefits and avoiding the 'rebound effect'. An example of this would be a driver replacing their car with a more fuel-efficient model but using the cheaper running costs to drive further and more frequently, resulting in limited, if any, reduction in carbon emissions.
- 25.10** Current global climate models predict the unavoidable climate change effects likely to be experienced⁽²⁵⁾ during the LTP3 Strategy period. These include:
- Winters may be 15% wetter by 2020;
 - Summers may be drier by 20% by 2020; and
 - Snowfall amounts will decrease and heavy winter precipitation will become more frequent.
- 25.11** The East Riding of Yorkshire Council has delivered one Major Transport Scheme (Bridlington Integrated Transport Plan) and has two major transport schemes that may be delivered over the LTP3 period. These are the Beverley Integrated Transport Plan and the A164 Humber Bridge to Beverley Improvement Scheme. The carbon emission implications of these schemes have been fully assessed as part of the design work to ensure there are no negative effects on carbon emissions as a result of these schemes.

24 Stern Review

25 DMRB volume 11 section 3 part 10



Policy Statement

The Council will implement schemes and initiatives to encourage and promote the use of sustainable transport options, primarily for commuter trips, to reduce transport related CO₂ emissions in the East Riding. The Council will also review, where appropriate, transport infrastructure to effectively adapt to climate change.

Progress Made During LTP2

25.12 The following progress was achieved during LTP2 in relation to tackling climate change:

- Increased bus passenger journeys by 35% between 2005/06 and 2009/10, which equates to an extra **1,908,396** bus passengers over four years;
- Reduced the proportion of children being driven to school by car by 6% between 2006/07 and 2009/10; and
- An increase in cycling trips of 41% between 2003 and 2010.

Consultation

25.13 The Council is currently developing a Climate Change Strategy, which will set out how the Council intends to cut its carbon footprint, adapt the Council services to a changing climate and lead the Council towards a low carbon future. The climate change options considered in this chapter have been developed with reference and taken full account of the emerging Climate Change Strategy. Transport Policy Officers have worked in partnership with officers responsible for this emerging strategy in the identification and preparation of potential schemes and initiatives.



25.14 The Council has also worked in partnership with representatives from the Energy Saving Trust York, North Yorkshire and Humber Branch in the preparation of potential options and schemes to tackle climate change in this chapter.

Good Practice

25.15 There are a number of national climate change policies and studies that help to inform and direct mitigation efforts towards reducing the effects of climate change. In relation to transport, the DfT published 'Delivering Sustainable Low Carbon Travel: An Essential Guide for Local Authorities' in November 2009. This sets out guidance in delivering sustainable travel and incorporating low carbon travel policies and initiatives into Local Transport Plans.

25.16 The East Riding of Yorkshire Council is currently working to facilitate the recommendations set out in the Council's emerging Climate Change Strategy. This is being undertaken through the LSP's Sustainable Communities and Transport Action Group.



Generation of Climate Change and Transport Options

25.17 Many of the options considered for tackling Climate Change are inter-related and mutually reinforcing. This is demonstrated in Table 25.1, which highlights how other LTP3 strategies contribute to reducing carbon emissions.

Table 25.1 LTP3 Strategies and their Contribution Towards Reducing Carbon Emissions

Strategies	Encourage alternatives to car use	Improved management of the road network	Encourage smoother driving and reduce fast aggressive driving
Network Management Plan	✓	✓	
Transport Asset Management Plan		✓	
Individual Transport Strategies	✓	✓	
Road Safety	✓		✓
Bus	✓	✓	
Rail	✓	✓	
Accessibility	✓		
Smarter Choices	✓		
Sustainable Travel to School	✓		
Traffic Management	✓	✓	
ITS		✓	
Freight	✓	✓	
Air Quality	✓		✓

25.18 The following climate change options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives.



Option 1 – Support **sustainable car use**.

Option 2 – Encourage more trips to be made by **environmentally friendly modes** of transport.

Option 3 – Reduce emissions from the operation of **transport infrastructure** where appropriate.

Option 4 – Promote initiatives that **reduce the need to travel** and manage travel demand.

Option 5 – Provide transport **advice and information** for the public in the event of a severe weather event.

Option 1 – Support sustainable car use

25.19 As identified in Section C (Problems, Challenges and Priorities), the rural nature of the East Riding means that the majority of trips are made using the private car because there are often limited alternatives. It may not be economical or practical to provide a commercial public transport service to more remote areas in the East Riding and the distance to local facilities means that walking or cycling are often not viable travel options.

25.20 The Council is committed to supporting sustainable car use and low carbon travel, such as promoting and encouraging the introduction of electric charging points and electric vehicles across the East Riding.

25.21 To demonstrate this commitment, the East Riding of Yorkshire Council is a partner in the Plugged in Places Yorkshire and Humber bid, which will build on the work that has already been undertaken in other regions to develop a national charging infrastructure. The bid focuses on areas where data demonstrates that electric vehicles could represent a viable option for people who typically travel between regional hubs and provide a transit route into the national network. Town/city centres are likely to form hubs as will out of town locations, such as retail and business parks, existing public transport nodes, major employers and park and ride sites. Twelve potential locations for charging points have been identified for the East Riding of Yorkshire.

25.22 The Council is considering how it can secure developer funding for the introduction of electric charging points when it receives major planning applications for development across the East Riding.

25.23 It is also possible to reduce the harmful emissions from conventional car use by educating drivers in sustainable driving techniques. For example, training in eco-driving helps to reduce the engine's workload, so it burns less fuel and therefore produces fewer harmful emissions. Eco-driving techniques have the potential to cut CO₂ emissions by as much as 8%. Eco-driving can also be used in conjunction with the Council's existing liftshare scheme to incorporate further consideration of the effects of climate change into sustainable travel.



- 25.24** The ECODRIVEN campaign is made up of nine EU member countries, and has set some basic training ideas to encourage eco-driving. These are set out below:

The ‘Golden Rules’ of eco-driving

1. Shift up as soon as possible

Shift up between 2,000 and 2,500 revolutions.

2. Maintain a steady speed and keep to the speed limit

If motorists exceed the speed limit (particularly on non-urban roads) carbon emissions are greater. Drivers should adhere to speed limits, use the highest gear possible and drive with low engine RPM.

3. Anticipate traffic flow

Look ahead as far as possible and anticipate the surrounding traffic.

4. Decelerate Smoothly

When you have to slow down or stop, decelerate smoothly by releasing the accelerator in time, leaving the car in gear.

5. Check the tyre pressure frequently

Tyre pressures that are 25% below recommended levels increases rolling resistance by 10% and fuel consumption by 2%.

Adapted from <http://www.ecodrive.org/>

- 25.25** The Council will consider, through LTP3, ways of promoting eco-driving techniques and increasing the number of people who choose to car share.

Option 2 – Encourage more trips to be made by environmentally friendly modes of transport

- 25.26** It is now widely acknowledged that local authorities must continue to help people make informed choices about when and how they travel. Trips made in a single occupancy private vehicle have the highest relative CO₂ emissions, whereas walking and cycling are the most sustainable travel options because they produce no emissions.
- 25.27** Encouraging people to cut their carbon footprint by making more trips on foot or by bike is likely to be most effective for shorter trips less than 5km. Encouraging higher rates of walking and cycling requires a mixture of both hard engineering measures such as the installation of new cycle parking facilities, and soft measures such as cycle training and provision of walking and cycling maps. Promoting more active travel and encouraging



modal shift to reduce carbon outputs is considered in further detail in the Transport Strategies for East Riding's main settlements (Chapter 15) and the Smarter Choices Strategy (Chapter 20) within LTP3.

25.28 Public transport offers benefits both in terms of reducing local congestion, and by offering a 'greener' way of meeting our transport needs than the private car (see Figure 25.1). The fuel efficiency of buses is strongly influenced by load factors – the greater the numbers of people travelling by bus the lower the emissions per passenger. A recent study⁽²⁶⁾ undertaken on behalf of Yorkshire Futures identified that measures such as public transport awareness campaigns can be particularly effective in terms of encouraging increased public transport patronage with corresponding benefits in reducing carbon emissions. Increasing the number of trips made by public transport is analysed further in the Bus and Rail Strategies (see Chapters 17 and 18).

Figure 25.1 Buses Running in Hessle



25.29 Increasing the use of sustainable transport can be effectively supported by schemes such as workplace and residential travel planning, and sustainable travel to school strategies. Implementing changes in individual's travel behaviour is often particularly effective at times of key life events such as starting a new job or moving house. Research has suggested that 87% of people consider their travel options when selecting a house and 57% change a travel mode for at least one regular journey.⁽²⁷⁾

Option 3 – Reduce emissions from the operation of transport infrastructure where appropriate

25.30 The Council's emerging Climate Change Strategy (2009-2020) reveals that street lighting emits around 15% of the total CO₂ emissions from the Council's assets. Reducing the amount of street lighting in some areas of the East Riding could result in a significant reduction for the Council's carbon footprint and resultant cost savings.

26 The Top Ten Interventions to Cut Regional Carbon Emissions, SQWenergy
27 Centre for transport and Psychology http://vctp.org/vctp/new_movers.html



- 25.31** This would only be suitable for consideration in appropriate locations such as on lightly trafficked roads. For a road with street lights carrying less than 1,000 vehicles per day, turning the lights off could be the equivalent to removing all the traffic down that road. There are also potential road safety issues around such an approach, which would require in depth appraisal and consideration before such an option could progress. A similar project is currently being implemented in Cornwall. All lighting head units are being replaced with energy efficient lanterns that can be remotely controlled so that lights can be easily dimmed or turned off. It is hoped that this will result in a 60% reduction in energy consumption in Cornwall, equating to a 4,800t reduction in CO₂ emitted every year.
- 25.32** In cutting carbon emissions from transport infrastructure it may also be relevant to consider roadworks, including the emissions from machinery, the amount of time spent on site and the likely corresponding congestion. Reducing the levels of any of these will also reduce some of the harmful emissions that can lead to climate change.

Option 4 – Promote initiatives that reduce the need to travel and manage travel demand

- 25.33** Partnership working between the teams responsible for preparing the Council's LTP3 and the emerging LDF has resulted in the consideration of transport and access issues at an early stage of the development and planning process. Careful spatial planning and a defined settlement hierarchy as well as the use of planning conditions for new developments should help to reduce the need to travel from proposed development sites. The Council will ensure that new developments adhere to the maximum parking standards set out in the Core Strategy and where appropriate develop a site specific travel plan (for more details on travel plans, see Chapter 20 on Smarter Choices).

- 25.34** 'Locking in' the carbon and congestion benefits achieved through mode shift away from the private car is an essential part of an integrated strategy. 'Locking in' benefits can be achieved through schemes such as encouraging business workers to communicate using teleconferencing. Teleconferencing involves communicating by video link or webcam, or several people speaking together by phone. The Council's well-established Citizen Link network offers video conferencing services from all the Customer Service Centres and 22 community based portals across the East Riding. These facilities allow residents to speak face to face with Council customer services advisors from within their own community, reducing the need to travel. They can also be used to speak to the Council's partners, including the Job Centre Plus, the NHS and Hull City Council.



- 25.35** The Council operates strategically located drop-in centres across the East Riding, providing staff with the option of a temporary workplace when they are away from their own office. Located in existing Council offices, business centres and Customer Service Centres, the



drop-in network aims to reduce mileage and improve the efficiency of staff journey planning, whilst offering staff the option to work online without returning to their base when travelling. The drop-in centres were established in November 2008 and are already beginning to show benefits. For example, in 2009 staff mileage reduced by 2% from 2008 (compared to a 10% increase between 2007 and 2008), which amounts to an approximate saving of 174,000 miles or a £71,000 reduction in ledger.

Option 5 – Provide transport advice and information for the public in the event of a severe weather event

25.36 Climate change is likely to result in a higher number of extreme weather events. Severe rain, flooding, or prolonged periods of hot dry weather can all have an effect on the local transport network. The East Riding of Yorkshire Council has a suite of tools to provide advice and information for the public during severe weather events to reduce the amount of disruption on our transport network.

25.37 The Council recently published a ‘Get ready for the unexpected’ booklet that outlines advice for what to do in the event of emergencies such as flooding, or extreme heat or cold. It is also important that the public know where to find information on local traffic issues, road conditions or disruption to public transport services to ensure journeys are not disrupted and that people are able to travel safely to their destination.

Climate Change Schemes

25.38 These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 26 Air Quality



Chapter 26 Air Quality

Introduction

- 26.1** Air quality is a measure of how good the air around us is in terms of the type and quantity of pollutants contained within it. Air is polluted if it contains substances that may have a harmful effect on human health and the environment. In the UK the main causes of air pollution include vehicle transport, domestic combustion and industrial processes.
- 26.2** High levels of air pollution can lead to respiratory issues and increased hospital admissions, premature death of vulnerable individuals, a lower life expectancy and a reduced overall quality of life. However, good air quality contributes towards the wider environmental assets of an area, which are a major attractor of tourists to the East Riding, and maintaining clean pleasant air is therefore important in supporting the economic wellbeing of the East Riding.
- 26.3** Developing integrated policies and schemes to reduce the effects of both air pollution and greenhouse gas emissions associated with climate change is an effective way of tackling two of the major environmental effects associated with motorised transport. The Climate Change and Air Quality Chapters within LTP3 therefore have a degree of linkage, which is considered beneficial in order to meet the Council's obligations and targets in both of these important areas.

Background

- 26.4** To reduce air pollution a number of objectives have been established by the European Union. These are incorporated in the latest UK Air Quality Strategy (AQS), which was published in July 2007. The AQS sets out the standards and objectives on air quality, as set out in Table 26.1 below.

Table 26.1 UK Air Quality Objectives and Standards, 2007

Pollutant	Air Quality Objective		To be achieved by
	Concentration	Measured as	
Benzene	16.25 mg/m ³	Running annual mean	31/12/03
	5.0 mg/m ³	Running annual mean	31/12/10
1,3 Butadiene	2.25 mg/m ³	Running annual mean	31/12/03
Carbon Monoxide	10.0 mg/m ³	Running 8 hour mean	31/12/03
Lead	0.5 mg/m ³	Annual mean	31/12/04
	0.25 mg/m ³	Annual mean	31/12/08
Nitrogen Dioxide	200 mg/m ³ not to be exceeded more than 18 times a year	1 hour mean	31/12/05



	40 mg/m ³	Annual mean	31/12/05
Particulate Matter (PM ₁₀) (gravimetric)	50 mg/m ³ not to be exceeded more than 35 times a year	24 hour mean	31/12/04
	40 mg/m ³	Annual mean	31/12/04
Particles PM _{2.5}) (gravimetric)	25 mg/m ³ (target)	Annual mean	2020
	15% cut in urban background exposure	Annual mean	2010-2020
Sulphur Dioxide	350 mg/m ³ not to be exceeded more than 24 times a year	1 hour mean	31/12/04
	125 mg/m ³ not to be exceeded more than 3 times a year	24 hour mean	31/12/04
	266 mg/m ³ not to be exceeded more than 35 times a year	15 minute mean	31/12/05

26.5 In addition to these air quality objectives, Part IV of the Environment Act 1995 requires local authorities to undertake periodic reviews to assess current and future air quality. If it is thought the national air quality objectives will not be met by the due date, local authorities are required to declare Air Quality Management Areas and prepare Action Plans stating how the problems will be tackled.

26.6 The East Riding of Yorkshire Council has two major transport schemes that may be delivered over the LTP3 period. These are the Beverley Integrated Transport Plan and the A164 Humber Bridge to Beverley Improvement Scheme. The air quality implications of these schemes have been fully assessed as part of the design work and the relevant sites will continue to be closely monitored to ensure there are no negative effects on local air quality as a result of these schemes.

Progress Made During LTP2

26.7 The third round of air quality review and assessment commenced in 2006 with an Updating and Screening Assessment (USA), compiled in accordance with the policy and technical guidance issued by Defra. Progress reports are also produced on an annual basis. The most recent USA progress report for the East Riding was published in 2009 and concluded that there was no risk of exceeding any Air Quality Objective at any location of relevant exposure within the East Riding of Yorkshire. As a result the Council remains in the fortunate position of requiring no Air Quality Management Areas, and is not expected to declare any during the life of LTP3.



26.8 These conclusions have been derived from evidence from local monitoring sites (see Figure 26.1) and an assessment of road traffic, industrial, residential and other pertinent sources relevant to each type of pollutant. However, despite these findings it has been highlighted that whilst air quality is generally good, continued vigilance needs to be maintained so that any emerging concerns can be addressed swiftly and effectively. Any new measures to improve air quality will be complimented by the changing composition of the transport fleet to incorporate more efficient vehicles, which produce fewer harmful emissions.

Figure 26.1 Real Time Air Quality Monitoring Station in the East Riding



Consultation

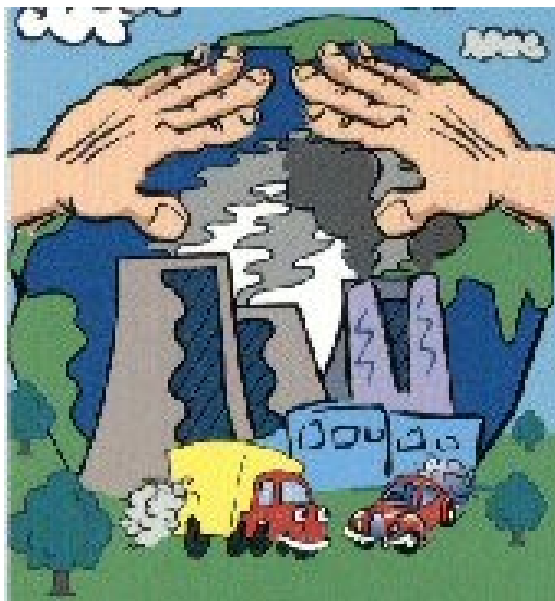
26.9 The key source of monitoring information on air quality is the annual USA progress reports, which are produced by the Council's Environmental Control Department. Air quality options and schemes for LTP3 have therefore been developed in consultation with the Environmental Control Team. Air quality is also a topic considered as part of the LTP3 Strategic Environmental Assessment, which has been developed after significant consultation with organisations including the Environment Agency, English Heritage and Natural England throughout the development of LTP3.



Good Practice

26.10 The East Riding of Yorkshire Council has received national acclaim for its air pollution website (see <http://www.airpollution.eastriding.gov.uk/>), having been ranked highly in a review of 500 local authority websites by the ‘Air Quality Bulletin’, a national air quality magazine. East Riding’s air pollution website (see Figure 26.2) offers news, links and information on initiatives under the “Air Pollution – let’s put a lid on it” slogan.

Figure 26.2 East Riding’s Air Pollution Logo, as Featured on the Council’s Air Pollution Website



26.11 Many of the examples of good practice in air pollution reduction derive from those areas that contain Air Quality Management Areas. East Riding’s neighbouring local authority, Hull City Council, has been commended as an area of good practice in improving their local air quality levels. Hull has seen a measurable improvement in local air quality by reducing congestion through effective traffic management and signalisation schemes.

Generation of Air Quality Options

26.12 Generally, schemes to reduce the levels of harmful air pollution broadly seek to achieve either:

- A reduction in the levels of traffic congestion through providing alternatives to car use or improving the management of the road network; or
- A reduction in emissions from individual vehicles through schemes to encourage smoother driving and reduce fast or aggressive driving.

26.13 The following air quality options have been identified to tackle the challenges set out in Section C and achieve the LTP3 goals and objectives. It is important to note that these options will also contribute towards a number of other LTP3 strategies. For example, encouraging sustainable driving techniques will also reduce carbon emissions and help tackle climate change, and encouraging more walking and cycling will have a positive effect on the health of local residents, while increasing accessibility to services.



Option 1 – Encourage **sustainable driver behaviour and driving techniques** to reduce harmful emissions.

Option 2 – Encourage more trips to be made by **walking or cycling**.

Option 3 – Develop interventions to **manage the transport network, manage traffic demand** and reduce the need to travel.

Option 4 – Encourage the take up of **cleaner vehicles** by the Council, public transport operators, and local residents and businesses.

Option 5 – **Increase awareness** of air quality issues in the business and public sectors.

Option 1 – Encourage sustainable driver behaviour and driving techniques to reduce harmful emissions

26.14 Driver behaviour has a significant impact on the amount of emissions produced by vehicles. By increasing awareness of the most efficient ways to drive, the amount of emissions from road traffic can therefore be reduced.

26.15 Improving driver behaviour can be achieved through educating drivers on topics such as the most efficient driving speeds, the importance of checking tyre pressures regularly and turning off the engine if the vehicle is stationary for long periods. These considerations are important not only for members of the public but also for businesses and public transport operators. More details regarding supporting sustainable car use can be found in Chapter 25 (Climate Change).

Option 2 – Encourage more trips to be made by walking or cycling

26.16 Walking and cycling are the most environmentally friendly modes of transport. As a healthy, emission-free way of travelling, schemes should be developed which encourage more trips using these modes, particularly over shorter distances where walking and cycling are a genuine alternative to the private car. Promoting walking and cycling has a number of other benefits, including reducing obesity levels, improving health and reducing congestion on the local road network.

26.17 Individual Transport Strategies have been developed for each of the Major Haltemprice Settlements, the four Principal Towns and seven Local Service Centres (see Chapter 15). These will develop area specific schemes to improve walking and cycling infrastructure, encouraging modal shift and a corresponding reduction in transport related emissions.

Option 3 – Develop interventions to manage the transport network, manage traffic demand and reduce the need to travel

26.18 Air quality is often measured using the levels of local emissions but it is also important to consider the exposure of the public to these emissions. Therefore schemes that remove traffic from busy and congested areas through redirection or restricted access can have



specific air quality benefits. Access restrictions can target particular vehicle types such as the most polluting vehicles or HGVs with a view to reducing undesirable levels of traffic in sensitive areas.

- 26.19** There are a number of strategies and plans within LTP3 that will generate schemes to reduce congestion and improve the flow of traffic. These strategies and plans will also have beneficial effects on air quality through reducing the amount of queuing traffic and corresponding harmful emissions.
- 26.20** In addition, the continued promotion of integration between sustainable transport and land use planning will help to reduce the demand for travel, particularly by private car. This aims to bring about a reduction in the number of trips made by single occupancy private vehicle and the associated transport related emissions.

Option 4 – Encourage the take up of cleaner vehicles by the Council, public transport operators, and local residents and businesses

- 26.21** Different fuel operated vehicles have varying implications in terms of their emissions. For example, diesel engines emit less CO₂ than petrol engines but higher volumes of other harmful pollutant gases, while electric vehicles produce no exhaust emissions at all. Central Government has set a target that by 2012, 10% of all new car sales will be cars emitting 100g/m CO₂ or less from the tailpipe.
- 26.22** The Council will therefore proactively encourage a move towards lower carbon vehicles and fuels where appropriate. This will include consideration of the number of hybrid and electric vehicles in the East Riding, and installing the appropriate supporting infrastructure such as charging points, where appropriate.

Option 5 – Increase awareness of air quality issues in the business and public sectors

- 26.23** The Council already has an excellent air pollution website, which provides both the public and local businesses with information on air quality in their area and ways to reduce harmful emissions.
- 26.24** Increasing awareness of the issue of air quality is important to maintain East Riding's current status as an Authority with no Air Quality Management Areas. If the public are proud that their area has good air quality, residents are more likely to make efforts to maintain this status. Often the most effective media for distributing information on environmental issues is through local news bulletins on the local television, newspapers or radio. Information should be easy to understand and appropriate for the audience, emphasising that air quality is a local issue as well as affecting people on a global and national scale.



Air Quality Schemes

- 26.25** These options represent broad areas around which specific schemes will be developed, appraised and prioritised in the LTP3 Implementation Plan. See Chapter 12 (Introduction to Option Generation) for further details regarding the appraisal and prioritisation process of the schemes.



Chapter 27 Summary



Chapter 27 Summary

- 27.1** East Riding of Yorkshire Council's third Local Transport Plan comprises a long-term Strategy with an accompanying shorter-term Implementation Plan to action and deliver the recommendations made within the Strategy. For ease of updating and to clarify the differentiation with the LTP3 Strategy, the Implementation Plan is set out in a separate document.
- 27.2** The LTP3 Strategy sets out a comprehensive framework within which the Council and its partners can plan transport improvements in the East Riding over the next 15 years (2011-2026). The Council's LTP3 is based on the spatial hierarchy set out in the Council's emerging LDF. This ensures that schemes implemented through LTP3 support new homes and businesses while also improving the transport networks in existing settlements.
- 27.3** A new Coalition Government was formed in May 2010. The Government announced substantial funding cuts to local transport budgets in June 2010 and also set out plans to abolish Regional Spatial Strategies, Regional Development Agencies and Government Offices. It is intended that this will give local authorities more power to control development in their area. The implications of these decisions on local transport mean that there is an increased emphasis in LTP3 on managing, maintaining and improving the existing transport network in the most efficient manner, ensuring the best and most cost effective use of existing assets, resources and services.
- 27.4** The LTP3 Strategy is divided into five sections. Section A sets out the strategic policy context for developing LTP3. It examines a number of national and local policy documents and assesses how their recommendations should feed into LTP3, as well as looking at how LTP3 can help other departments and organisations to achieve their aims.
- 27.5** Section B sets out four overarching goals for LTP3 based on national recommendations and, more importantly, local priorities. These goals, and the aspirations of other important local policy documents, have been used as a framework to develop eight strategic local objectives for LTP3. These objectives represent the Council's aspirations for transport over the next 15 years.
- 27.6** Section C prioritises a number of challenges, which must be addressed so that the Council and its partners can successfully achieve the LTP3 goals and objectives. The East Riding is predominantly rural, with over half its population residing in rural communities, many of which are small and geographically isolated. The population in the East Riding is growing, and the Authority is also home to an ageing population, with a high number of residents aged over 65. The road network in the East Riding totals over 3,300km and most of the network consists of rural roads with a 60mph speed limit. This means that reducing the number of people involved in road traffic accidents will continue to remain a high priority for the Council.
- 27.7** Section D sets out a number of individual plans and strategies to tackle the prioritised challenges set out in Section C and achieve the LTP3 goals and objectives identified in Section B. To be effective, the Council has generated and considered a wide range of



options for each of these strategies. In developing these options, the Council's Transport Policy Team has worked very closely with a number of key internal and external stakeholders.

- 27.8** The LTP3 Implementation Plan is a shorter-term document, which comprises a five-year prioritised programme of integrated transport schemes to be delivered between 2011 and 2016. In establishing this five-year delivery programme, a large number of potential schemes have been generated and costed under each of the options for each individual strategy identified in Section D of the LTP3 Strategy. Utilising a comprehensive appraisal framework, these schemes have been appraised in terms of benefit (contribution towards tackling the prioritised challenges and meeting the LTP3 goals and objectives) and affordability to identify their value for money. This is particularly important, given the substantial reductions in transport funding being made available during the LTP3 period.
- 27.9** The Council has then prioritised and packaged these integrated transport schemes together to maximise the overall benefits and demonstrate excellent value for money. This will ensure that LTP3 funding is utilised in the most cost effective and efficient manner to deliver a five-year programme of works to best achieve the LTP3 goals and objectives. The framework also considers the strategic deliverability and risk of each scheme to ensure the preparation of a realistic and deliverable programme.
- 27.10** The LTP3 Implementation Plan also outlines improved programme, project, performance and risk management procedures for the Plan and develops a monitoring framework, including local indicators and targets that will be used to evaluate the success of LTP3.



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