

# Traffic Management Strategy Action Plan

## TP13, TP14 – Managing Highway Capacity Strategy

### **Reducing the need to travel for social, domestic and business purposes through planned location of development**

Support new residential and commercial development that is closer to public transport, services, shops and other local amenities

Work with developers to ensure an effective provision for sustainable travel within or associated with new developments, through S106 / S278 agreements, or Community Infrastructure Levy.

### **Increasing the choice to travel by more sustainable modes of travel**

Identify gaps in the existing cycle and footpath network, and invest in new walking and cycling infrastructure where opportunities arise

Encourage and facilitate uptake of electric and low emission vehicles

Promote sustainable modes through council media, events and personal travel planning initiatives (where funding allows)

Implement objectives and actions of Walking & Cycling Strategy and Smarter Travel Strategy

### **Works and measures to improve the capacity and functionality of junctions and route corridors**

Review effectiveness of corridor junction capacity works and make any necessary adjustments to their operation and responsiveness

Study options for Downshire Way A322, A3095 corridor and other strategic corridors as further capacity constraints emerge

Continue to explore opportunities for improvements to smaller, individual junctions where capacity, efficiency or safety concerns are identified

### **Partnership working with major businesses to promote sustainable travel**

Maintain regular contact with major businesses on Bracknell's business areas through the Travel Information for Businesses publication, and Travel Plan process

Ensure Travel Plans are kept up-to-date and commitments are adhered to through regular monitoring

Seek funding through Local Enterprise Partnership (e.g. Growth Deal), DfT or other relevant channels for projects aimed at increasing uptake in sustainable modes by Bracknell Forest's workforce

Encourage businesses to offer incentives for sustainable travel, and provide support for any travel initiatives they run

### **Planning the expansion of ITS in a coordinated manner**

Continue to work with neighbouring authorities and stakeholders to maximise opportunities for coordinated technology improvements on key cross-boundary corridors

Investigate opportunities for increased UTMC application at busy junctions in the borough where pressures are expected to increase as a result of traffic and population growth

Regularly update and monitor the ITS work plan

### **Establishing an effective Urban Traffic Management Control (UTMC) system for Bracknell Forest**

Combine systems data to facilitate greater levels of functionality, control and automation

Ensure that UTMC systems and infrastructure is up to date with emerging technology

Expand the Council's private UTMC communications network (i-MESH) to further reduce revenue expenditure

### **Promoting partnership working and data exchange with the neighbouring Authorities**

Share resources, infrastructure and contracts, providing efficiency benefits

Expand the Berkshire-wide Traffic Signal Maintenance Contract to cover wider ITS infrastructure and deliver a holistic and cost effective maintenance solution

### **Improving monitoring and management of the road network**

Using modern open source applications to provide additional data and information on network performance

Ensure a flexible and effective system for monitoring and managing the highway network outside of Council core business hours

### **Using technology to give priority to particular types of vehicles or road user, where appropriate**

Investigate and apply appropriate bus priority measures in future improvements to the highway network corridors and key individual junctions where benefits can be achieved

Be prepared to consider new technology prioritisation measures, or congestion management measures as they emerge to the market, and consider successes or failures of new measures in other authority areas

### **Provide reliable travel information to road users, so that they can make informed decisions before and during their journey**

Promote and raise awareness of the live travel and roadworks information through traditional web platforms and smart phone applications

Install VMS signs at key gateway points to inform road users of network issues and car park information

### **Exploring new opportunities for ITS technology to improve road safety**

Investigate new priority measures which make sustainable modes safer and more attractive

Continue to use ITS to influence positive driver behaviours

Consider the safety benefits that smarter vehicle technology may offer in future and how this links with UTMC advances (see Smarter Vehicle Use Strategy)

## **TP15 – Freight Management Strategy**

### **A Quality Partnership for Bracknell Town Centre related to deliveries to new and expanded retail units**

Seek a partnership with businesses and their associated haulage firms to ensure that deliveries are timed and co-ordinated so as not to impact on the quality of the town centre

Develop town centre specific freight network maps (for the new town centre)

### **The continued promotion of preferred routes for freight movement**

Update, publish and promote details of preferred routes for freight movements through the Borough

Ensure appropriate network management for major construction projects, and introduce weight limits (or other traffic management measures) to manage freight routes where appropriate

Periodically provide information to sat-nav organisations and the DfT to aide improvements in the direction of HGVs

Review signage throughout the Borough, and close to boundaries with partners (as considered above)

### **Servicing facilities provided in new development through the development control process, and requiring the servicing of new development to be carried out (in special circumstances) by low noise vehicles**

Ensure that the design and layout of new development is appropriate and practical for the expected access needs of HGVs

Require construction travel plans on major development projects, with freight considerations and mitigations

Use planning conditions to manage noise, time, route, access and size of vehicles for both construction and use of developments

### **Encouraging more environmentally-friendly freight, including the use of alternative fuels and low emission vehicles**

Encourage Bracknell Forest's businesses and freight operators to use fuel efficient driver training, for both car and goods vehicle drivers

Encourage installation of electrical charge points and uptake of electric LGVs, making businesses (and residents) aware of any Government OLEV funding opportunities as soon as they become available

### **Promoting and enabling the provision of infrastructure to facilitate use of low emission vehicles**

Support businesses in their pursuance of Government's funding towards a conversion to low emission vehicles and facilitate this goal

Provide a sustainable travel pack to businesses, and require / encourage travel plans for businesses

Ensure 20% of parking spaces in all new development has passive EV charging provision (for further detail see Parking Standards Supplementary Planning Document)

## **TP16 – Parking Strategy**

### **The use of Development Management to bring about appropriate parking provision in all forms of new development and redevelopment within an overall Parking Strategy**

Apply and enforce policies of Parking Standards Supplementary Planning Document, but with flexibility where a local evidence base is appropriate

Require new development to provide at least 20% passive provision for electric charging (i.e. 'cable ready')

Maximise opportunities for alternative travel modes to reduce parking impacts of new developments by ensuring infrastructure is included to facilitate as part of the development

Explore opportunities for car clubs within new developments through the Travel Plan requirement process

### **Improving the provision, quality, convenience and security of public parking facilities for cycles**

Increase space for bicycles at existing or new higher density residential developments (for instance through the use of on-street cycle hangars);

Improve the availability and quality of cycle parking within town and village centres and amenities

Improve the availability of covered and secure parking at bus and railway stations, schools, centres of further education, leisure complexes and workplaces;

Encourage local employers to provide facilities for those who choose to cycle to work (including changing areas, showers and lockers) in order to maximise cycle parking use

### **Improving the quality, security and convenience of public car parks**

Maintain Park Mark accreditation in High Street and Charles Square car parks

Provide disabled and parent & child parking spaces and ensure they are in the most accessible locations

Improve Security at Council managed car parks through measures such as CCTV, Lighting and ANPR vehicle profiling

Monitor emerging technology to improve user experience associated with payment, access and egress arrangements

### **Managing car parking to support sustainable local facilities**

Manage the demands of short and long-stay parking needs to support local facilities whilst ensuring that residential streets remain protected

Provide adequate and safe provision for kerbside servicing of local facilities where off-street arrangements are inadequate or absent

Investigate potential for car clubs in Bracknell for use by local residents who do not own a car

Ensure there are suitable, accessible taxi ranks in community areas where they are needed

### **Promoting dedicated parking bays with recharging points for electric vehicles**

Monitor the usage of current Council and private sector EV chargers to establish changes in demand and any new infrastructure opportunities that emerge

Encourage local residents and businesses to install charge points, and uptake of electric vehicles, making them aware of any Government OLEV funding opportunities as soon as they become available

Require new residential and retail developments to provide readily adaptable EV charging points in accordance with the Parking Standards SPD

### **Council provision of on street parking within the borough, provision of public parking areas and the role of enforcement within those provisions**

The Council will continue to support residential off-street parking schemes on a priority basis provided they do not have unbalanced adverse impacts upon character, amenity, sustainable drainage, trees, open space or highways safety, and so long as a budget is available.

The Council will consider parking restrictions where verge parking has been deemed to be a road safety issue

The Council will consider the expansion of the Residents Parking Scheme to other areas of the Borough where evidence demonstrates that non-residential Depending on the results of the trial, the council will look to expand the Resident Parking Scheme to other areas of the Borough where residents need protection from increased non-residential parking pressures exist and that benefits can be provided to residents within a self funded scheme

The Council will continue to provide new residential disabled parking bays where the needs based criteria is met, and remove redundant bays to maximise parking capacity

The Council will continue to implement new on-street parking restriction schemes to address evidence based road safety and / or highway obstruction issues

Subject to highways safety and other planning considerations, the Council will support the installation of new dropped kerbs to enable off-street parking in residential streets

The Council will continue to assess new requests for operating centres are fit for purpose and that surrounding parking impacts are considered

Work with VOSA on issues where a breach of the licence requirements is identified

The Council will continue to enforce both on and off street restrictions with a primary focus on operating efficient off-street parking facilities and the prevention of safety or obstruction issues on the highway network

## TP17 – Road Safety Strategy

### **Identification of the locations in the Borough that have a pattern of recurring accidents, and investigation into the causes of those particular accidents**

Maintain and monitor the Borough's Accident Database, with data provided by Thames Valley Police, to inform decision making and prioritise engineering measures

### **Development of a comprehensive annual programme of effective action to reduce the number and severity of injuries from road traffic accidents in the Borough**

Undertake an annual review of the Borough's accident database to identify new or recurring accident trends

Apply detailed analysis techniques to identify an annual programme of engineering Local Safety schemes targeted towards casualty reduction.

### **Requiring safety audits of all new highway work**

Continue to use road safety audit for all highway improvement schemes, where road users will meet a new situation on the on the highway

Monitor contractors who are working on the Borough's roads, and ensure compliance with the Safety at Street Works and Road Works Code of Practice

### **Promoting safe and efficient sustainable transport routes**

Consider the safety benefits that smarter vehicle technology may offer in future in any major highway schemes by ensuring officers and engineers keep up-to-date with emerging and new technology (see Smarter Vehicle Use Strategy)

Continue to promote safe, sustainable modes of travel, such as walking, cycling and public transport

### **Producing a Road Safety Programme**

Continue to work with Berkshire safer roads to deliver road safety initiatives within Bracknell Forest, and explore opportunities for new campaigns or initiatives using modern communications channels such as social media, learning from other areas

## TP18 – Highway Network Management Strategy

### **Co-ordinate street and road works**

Ensure periodic reviews of the traffic sensitivity street designations in accordance with the criteria set out in the associated regulations and Code of Practice.

Co-ordinating all works as far in advance and as cost effectively as possible

### **Licence activities on the highway network**

Monitor the effectiveness of the BFC Permit Scheme and other licensing activities, and work to quickly resolve any operational issues to ensure they are efficient, cost-effective, and generate outcomes which are in the interests of the travelling public

Monitor the number of street works licence and permit applications alongside the Council's fees and charges to ensure the Council's costs are adequately recovered

Challenge unreasonable work durations and use powers to direct the timing of works to minimise disruption.

### **Monitor the safety of street and road works**

Issue Fixed Penalty Notices for breaches of permit or health and safety conditions, and continue to use income generated to reinvest in the highway network management function

### **Co-ordinate the response to congestion issues**

Monitor congestion and traffic flow on the highway network through the dedicated traffic cctv monitoring systems, and proactively respond to major network incidents

Investigate causes of regular congestion or disruption, and explore any measures available to address them in partnership with council colleagues, Members and contractors

### **Co-ordinate the development of Intelligent Transport Systems**

Work with neighbouring boroughs to ensure any opportunities for cross-boundary partnership working are fully explored

Ensure close cross-team co-ordination on projects involving Intelligent Transport Systems, to get the best outcomes

### **Monitor the reinstatement of street works**

Aim to inspect at least 10% of works in progress, 10% of works after 3-6 months (to ensure reinstatement is up to standard), and 10% at the end of a 2-3 year guarantee period

### **Influence the actions of all stakeholders to ensure the Network Management Duty is achieved**

Apply the principles of the Highway Network Management Action Plan equally to all works promoters including Bracknell Forest Council

### **Pro-actively communicate highway network issues**

Promote and raise awareness of the live travel and roadworks information through council media channels - website, social media

Ensure VMS signage is accurate and provides up-to-date information to maximise network efficiency

### **Deliver, develop and regularly review Network Management Plans**

Annually review the Highway Network Management Plan and its corresponding Action Plan