

TO: EXECUTIVE MEMBER FOR PLANNING & TRANSPORT

DATE: 5th April 2018

TRAFFIC MANAGEMENT STRATEGY 2018-2026

Director of Environment, Culture & Communities

1 PURPOSE OF DECISION

- 1.1 To approve the over-arching Traffic Management Strategy which expands upon the individual policies contained within the adopted Bracknell Forest Local Transport Plan (2011-2026) and which are core to delivering on the Council's traffic management obligations.

2 RECOMMENDATION

- 2.1 **That the Executive Member for Planning, Transport and Countryside approves the over-arching Traffic Management Strategy.**

3 REASONS FOR RECOMMENDATION

- 3.1 Policies included within the adopted Local Transport Plan (LTP) are supported by strategies to demonstrate how they will be delivered. Whilst the LTP policies remain unchanged, an over-arching Traffic Management Strategy has been produced which collates a number of related strategies. This approach improves the transparency of current work and through its simplified layout is more accessible to the public. The approved document will be available via the BFC public website.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 To retain the existing format of traffic management related strategies. However, there are no benefits from this approach.

5 SUPPORTING INFORMATION

Background

- 5.1 The current LTP sets out the transport policies and programmes for the Borough from 2011 up to 2026. As Bracknell continues to grow, the LTP provides the framework by which the Borough's transport system will be managed, maintained and improved. The environment, economy and quality of life within the Borough all depend on a robust and effective transport system.
- 5.2 The over-arching Traffic Management Strategy sets out the Council's traffic management priorities and details how it works with partners to deliver an effective, safe and reliable highway network. This contributes in-part towards the overall vision of the LTP.

5.3 The individual policies within the LTP which are core to delivering the Borough’s traffic management obligations are set out below:

- Traffic Management (LTP Policy TP12)
- Congestion Management (LTP Policy TP13)
- Intelligent Transport Systems (LTP Policy TP14)
- Freight Transport (LTP Policy TP15 – Movement of Freight)
- Parking (LTP Policy TP16)
- Road Safety (LTP Policy TP17)
- Network Management (LTP Policy TP18)

5.4 As can be seen above, ‘Traffic Management’ is a stand alone policy (LTP12) within the current LTP although in practice it forms a collective focus for the six subsequent policies (TP13 to TP18). It follows, therefore, that the underpinning strategies are also linked in this way.

5.5 In order to better articulate the Council’s current traffic management work, and demonstrate how the related policies and strategies are inter-linked, an over-arching Traffic Management Strategy has been produced. Effectively this provides a logical grouping together of transport themes.

5.6 **Figure 1** (below) shows how the proposed over-arching Traffic Management Strategy provides a strategic fit for these related themes. As can be seen, this approach can be applied to the remaining LTP themes through the creation of two further over-arching strategies, namely Sustainable Modes and Public Transport, although these are subject to further work:

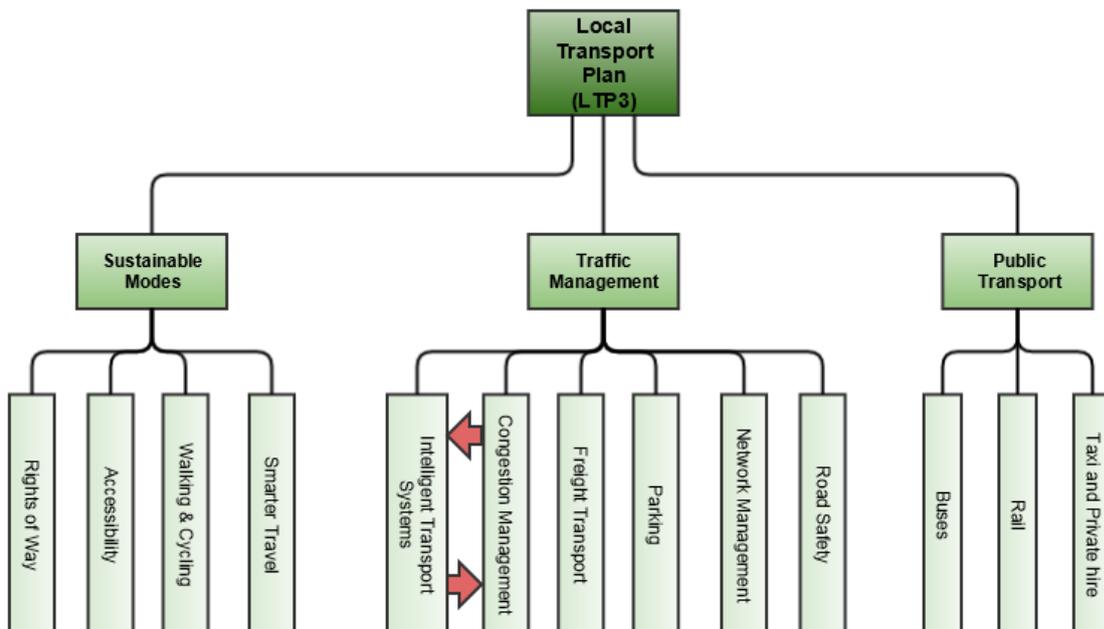


FIGURE 1: Over-arching strategies of the Bracknell Forest Local Transport Plan

5.7 Also indicated by Figure 1 is the direct correlation between the themes of Intelligent Transport Systems (ITS) and Congestion Management. Given the recent advances in technology and the wide-scale application of ITS to manage congestion it is necessary for reasons of practicality to combine these two themes. The over-arching Traffic Management Strategy merges these to create the Managing Highway Capacity Strategy.

5.8 In summary, the over-arching Traffic Management Strategy outlines the management of the road network and what this means for Bracknell Forest. A summary of the 5 themes is set out below:

- (i) Managing Highway Capacity – explores how the council will manage traffic flow by reducing the need to travel, increasing sustainable travel options, and through works and measures to improve junctions and route corridors. It further considers how Intelligent Transport systems can improve the monitoring and management of the road network through technology.

- (ii) Freight – aims to maintain essential access for business and to encourage sustainable freight distribution, but with minimised disturbance to local communities by promoting preferred routes for freight movement, and servicing facilities provided in new development through the development control process.

- (iii) Parking – considers the important and often emotive issue of parking, and how availability and cost is a major factor in determining the mode of travel, and sometimes the trip destination. The strategy sets out the policies and options for on-street and off-street parking.

- (iv) Road Safety – looks at improving road safety, which we define as reducing the number of people killed and injured on Bracknell's roads, and how the Council aims to address road safety through identification and investigation of accident causes, engineering schemes and educational safety programmes.

- (v) Network Management – sets out how the council fulfils its network management duty by co-ordinating, licencing and monitoring street works, responding to congestion issues, co-ordinating the development of Intelligent Transport Systems, and pro-actively communicating highway network issues.

in terms of tackling congestion and providing reliable journey times, the role and impact of freight transport, dealing with issues of parking, managing street works and network access along with improving road safety. The strategy does not represent a change in the Council's overall approach, but instead provides a clear illustration of current working in these areas.

5.9 The over-arching Traffic Management Strategy is attached to this report as **Appendix A**. This collates all of the key actions within the five strategy themes it represents. **Appendix B** demonstrates how each of these key actions are linked to their respective policies within the LTP.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

- 6.1 There are no specific legal implications arising from the recommendation in this report

Borough Treasurer

- 6.2 There are no significant financial implications arising from the recommendation in this report.

Equalities Impact Assessment

- 6.3 An Equalities Impact Assessment was undertaken in preparation for the formal publication of the adopted LTP3.

Strategic Risk Management Issues

- 6.4 None

7 CONSULTATION

- 7.1 Consultation on LTP3 objectives was carried out by public consultation conducted between 29 November 2010 and 17 January 2011.

Background Papers

Managing Highway Capacity Strategy – supporting document
Freight Strategy – supporting document
Parking Strategy – supporting document
Network Management Strategy – supporting document
Road Safety Strategy – supporting document

Contact for further information

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