

Local Transport Plan (LTP3) Core Strategy Consultation Draft 2011-26

December 2010

1.0 INTRODUCTION

1.1 This document is the Council's consultation draft on the Local Transport Plan Core Strategy. It is available for public consultation between 29 November 2010 and 10 January 2011. The Council will have regard to all your comments in the preparation of a final version of the LTP3 Core Strategy which will be published in April 2011.

1.2 The LTP Core Strategy is the headline document in a 'family' of documents which will comprise the Council's LTP. The other documents comprising the LTP are the supporting Background Papers (which are also available in this consultation), Implementation Plan and detailed strategies.

2.0 PURPOSE OF LTP3

2.1 Bracknell Forest Council is required, to produce a Local Transport Plan (LTP). The LTP will act as a mechanism to plan strategically the development of a transport system to meet the needs of Bracknell Forest and strengthen the Council's place-shaping role helping to deliver services to the local community.

2.2 This will be the Council's third LTP. This LTP will set out the 15 year transport strategy from 2011–2026 supported by Implementation Plans which will operate in 3-year cycles.

2.3 Previous LTPs have helped us achieve goals in reducing congestion whilst increasing trips made by more sustainable modes i.e. Bus, Rail and Cycle. Road safety has also improved dramatically through a range of measures.

2.4 The LTP will provide the framework by which the Borough's transport system can be secured through investment, managed, maintained and monitored so that the Council can keep pace of, and respond to, changing circumstance in the Borough.

2.5 The Council faces challenges in terms of securing funding for transport provision. The Government is currently reviewing future transport funding and our position on this will become clearer following the Governments comprehensive spending review.

2.6 Guidance to date has been provided by the Department for Transport's 'Delivering a Sustainable Transport System' (DaSTS) report which outlines five national transport goals based on Economy, Climate change, Equality, Safety and Quality of life.

2.7 These goals demonstrate that transport is an essential consideration at national, sub-regional and local level. They all need to be considered together in a holistic manner to deliver a sustainable, safe and effective transport system which supports the need to tackle climate change, whilst enabling robust economic growth and personal mobility and accessibility.

2.8 Where transport fails, these aspirations are put at risk.

2.9 Taking these National Goals into consideration and with on-going partnership working with other authorities and agencies, we are able to develop a set of local transport objectives to help build our strategy (see paragraph 8.2).

3.0 CONTEXT

3.1 Bracknell Forest is located at the heart of the Thames Valley, 40 kilometres to the west of London in the South East of England within the county of Berkshire. Covering an area of 110km², in 2009 it was home to 115,100 residents (ONS, 2010).

3.2 The Borough successfully unifies a prosperous economy, fuelled by good transport connectivity to the wider region and high productivity which has attracted many regional and international headquarters, and an exemplary environment that is distinctly green in character, with expanses of open space, forests and a significant part of the internationally-recognised Thames Basin Heaths Special Protection Area.

3.3 Transport systems play a huge part in facilitating a high quality of life, by meeting the needs of the individual and remaining responsive to the changing needs of business. Employers across the Borough consistently raise their concerns over congestion and that it negatively impacts on their business activities.

3.4 Over the LTP period Bracknell Forest Council plans to regenerate Bracknell Town Centre, deliver employment space to create more sustainably located jobs and meet the target to deliver 10,780 dwellings. The locations for development include Amen Corner (725 homes) and Warfield (2,200 homes) as identified in Bracknell Forest's Core Strategy Development Plan Document (DPD), Bracknell Town Centre and other major new urban extensions to be identified through the emerging Site Allocation DPD.

3.5 In order to deliver sustainable communities, these developments will need to be supported by appropriate infrastructure, commercial public transport services, provision for pedestrians and cycleways, open space and community facilities. For this development to be accommodated without damage to the transport system, a series of highway capacity, Intelligent Transport Systems and safety improvements will need to be secured across the network.

3.6 At a time of increasing social, environmental and economic challenges however, there is no room for complacency. The Council therefore remains committed to continually striving to improve the transport network to ensure our quality of life is built on and sustained.

3.7 This ethos provides the backbone to this Plan, by setting out how we can maximise the potential in our transport system in support of this much bigger picture.

4.0 THE LTP3 LOCAL TRANSPORT PLAN

4.1 LTP will comprise:

- The LTP3 Core Strategy (this document).
- A set of supporting Background Papers which add more detail to this document:
 - ⇒ Background Paper 1: Context
 - ⇒ Background Paper 2: Establishing Objectives - Consultation
 - ⇒ Background Paper 3: Bracknell Forest's Issues and Challenges
 - ⇒ Background Paper 4: Challenges and Measures - Consultation
 - ⇒ Background Paper 5: Working In Partnership

- Implementation Plans (insert details)

4.2 This stage of the LTP production has been assessed by a Strategic Environmental Assessment (SEA) and a Habitats Regulations Assessment (HRA) which has screened out the need for an Appropriate Assessment (AA). The SEA will also help to inform the final version of LTP3.

5.0 THE LTP CORE STRATEGY AND IMPLEMENTATION

5.1 The LTP3 Strategy once adopted will give a clear direction to target funding. It will set out the deficiencies in terms of transport from which an effective capital programme can be prepared and delivered. Therefore, the LTP Consultation Draft should not be read as an aspirational document but as a means to drive investment. It will give a clear statement of how the Council will work towards delivering its vision for sustainable transport.

5.2 The plans and policies set out in our LTP present a long-term strategy (2011-2026) for the development of transport in Bracknell Forest. To outline the delivery of the plans, policies and objectives we will be producing an Implementation Plan outlining a programme of work.

5.3 The Implementation Plan sets out priorities and plans over three year periods, updated annually, that address developing needs and targets set out in the LTP.

5.4 Delivery on the five basic national transport goals remains the key test for allocation of transport funding. Locally, regeneration of Bracknell Town Centre is one of the Council's highest priorities. This emphasis on development of the local economy reinforces the need to play a part in the recovery of the national economy as the country climbs out of recession. Road congestion is a constraint on the economy, and currently costs the economy billions of pounds each year and is a key factor in business location and a concern expressed in local consultations.

5.5 Congestion reduction will enable and encourage recovery of the local economy, and will be part of a plan using developer contributions to provide for transport improvements to manage and accommodate the travel demands of new housing development with minimised local impacts and without pressure on congestion on local and main routes.

5.6 This will be enabled through a combination of capacity improvements and the use of Intelligent Transport Systems in order to maximize the efficiency of the highway network along with further development and promotion of public transport and walking and cycling - which will also help to deliver on the National goals for reduction in carbon emission and equality of opportunity. The yearly distribution of funding will be affected largely by the extent to which it will deliver on the five goals, including the particular local objective of unlocking town centre regeneration. It will also depend on the level of funding in any one year, since individual schemes may be a relatively high proportion of the total. Running throughout the programme will also be the goal of improving safety for the travelling public.

6.0 PREPARATION OF LTP – PROCESS TO ADOPTION

6.1 This document is the result of collaboration between the Council and wider stakeholders, including the public, organisations and local businesses.

6.2 The LTP website was set up at www.bracknell-forest.gov.uk/LTP3 It contains the timetable, useful documents and a series of e-newsletters to provide updates of the

Plan's development. A series of targeted consultations are being conducted to promote ownership and engagement with those affected by the local transport network:

- Consultation to establish the draft Local Objectives (Autumn 2009);
- Departmental leader consultation to establish the Challenges and Measures (Spring/Summer 2010);
- Consultation on the LTP3 Core Strategy Consultation Draft (this consultation).

6.3 We will also consult upon the first Implementation Plan (2011-2014) in 2011 and on the overarching and detailed strategies as and when they are prepared.

6.4 The LTP Core Strategy will be published in April 2011. The Implementation Plan (2011-2014) will be published early in 2011 for consultation. The various overarching and detailed strategies will be published at the appropriate times during the LTP period.

7.0 HOW TO MAKE A CONSULTATION RESPONSE

7.1 The Consultation Draft Local Transport Plan, its supporting Background Papers and the Draft Strategic Environmental Assessment Report are available for consultation between 29 November 2010 and 10 January 2011.

7.2 All documents are available on line at www.bracknell-forest.gov.uk/LTP3 and are also available for viewing at the following locations:

- Council Offices (Easthampstead House and Time Square).
- All Libraries throughout the Borough.
- All Parish Council and Town Council offices in the Borough.

7.3 You can make representations in writing by e-mail or letter, please send your comments to:

LTP3@bracknell-forest.gov.uk

or

LTP3 Consultation Draft Comments
Head of Spatial Policy
Bracknell Forest Council
Time Square
Market Street
Bracknell
RG12 1JD

7.4 The Council will have regard to your comments in the preparation of the final version of the LTP Core Strategy which is due to be adopted in Spring 2011.

Equality Monitoring

7.5 Please complete the equality monitoring questions on the form accompanying form to this document to help us assess whether we are engaging with a representative cross section of the community. All the information you give will be confidential and will be used to improve the delivery of Council Services.

8.0 NATIONAL GOALS AND LOCAL OBJECTIVES

8.1 There are five national goals set by the Government as the strategic backbone for the UK's future transport policy and infrastructure. The goals are:

National Transport Goals

Goal 1: To **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks

Goal 2: To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**

Goal 3: To **contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health

Goal 4: To **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society

Goal 5: To **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**.

8.2 Taking these National Goals into consideration and also on-going partnership working with other authorities and agencies we were able to develop a set of local transport objectives to help build our strategy. These are, in no order of preference:

Local Objectives

1. **Reduce delays associated with traffic congestion and improve reliability of journey times.**
2. **Maintain and improve, where feasible, the local transport network.**
3. **Secure necessary transport infrastructure and services to support sustainable development.**
4. **Ensure and promote accessibility by sustainable modes of transport.**
5. **Protect and enhance the quantity and quality of natural resources including water, air quality and the natural environment.**
6. **Reduce greenhouse gas emissions from transport.**
7. **Reduce casualties and improve safety on the local transport network.**
8. **Enhance the street environment.**

8.3 These objectives evolved through the consideration of Bracknell Forest's challenges, local policy and national goals followed by full public consultation with local organisations, neighbouring authorities, businesses, service providers and the general public.

8.4 More information of the setting of the local Objectives can be found in Background Paper 2.

8.5 The Local Objectives helped officers to focus on the transport challenges and measures necessary to overcome them.

9.0 CHALLENGES AND MEASURES

9.1 The objectives were used to develop a list of current and future transport issues and to identify the challenges and barriers to overcome. This is to assist us in identifying opportunities and innovative solutions to meet our objectives.

9.2 In accordance with the DfT's 'Guidance on Local Transport Plans' (2009), the challenges or problems were based on sound evidence from sources including:

- Demographic and socio-economic trends;
- Environmental issues;
- Economic circumstances;
- Existing transport infrastructure capacity;
- Travel patterns and trip rates;
- Connectivity of existing networks;
- Interested party views (including members).

9.3 A comprehensive list of challenges and measures has been developed and are summarised below.

1) To reduce delays associated with traffic congestion and improve reliability of journey times – The Council will seek to manage congestion by encouraging the location of development to reduce travel need and journey length, providing for safe, attractive convenient means of travel other than by private car, improving effective management of the network through Intelligent Transport Systems such as UTMC (Urban Traffic Management Control) and providing additional capacity through junction improvements.

2) To maintain and improve, where feasible, the local transport network – The Council will continue to develop and maintain an effective transport network that is resilient to the increase in demand and the effects of climate change and adverse weather conditions.

3) To reduce greenhouse gas emissions from transport - Through promotion of sustainable transport the Council will seek to reduce harmful transport emissions and work with potential developers to ensure future growth in the Borough can be achieved without an increase in greenhouse gases.

4) To ensure and promote accessibility by sustainable modes of transport – The Council will continue to work to provide access to services for all and provide a safe and secure environment in which sustainable travel choice can be achieved with ease.

5) To protect and enhance the quality of natural resources including water, air quality and the natural environment - Promotion of sustainable and cleaner modes of transport, consideration of efficient and more sustainable use of materials and impact mitigation of transport are essential measures contributing to the protection of the natural environment whilst coping with an increase in demand on the transport network.

6) To enhance the street environment – The Council will promote and create a street environment more attractive for all users, through measures such as high quality street furniture, landscaping and tree planting, for both the existing network and upcoming development.

7) To reduce casualties and improve safety on the local transport network – The Council will continue to maintain highway safety with the implementation of the Road Safety Strategy including education the development of safety improvements, and partnership working on enforcement.

8) To secure necessary transport infrastructure and services to support development – The Council will ensure that appropriate and necessary transport mitigation measures and more sustainable modes are planned for in new development from an early stage through engagement with developers and use of tools such a the Borough's Transport Model.

9.4 Having listed our Challenges and Measures and what needs to be achieved, our LTP3 vision has been identified as:

“To develop a sustainable transport system that supports local economy, provides choice and improves quality of life in a safe and healthy environment”

9.5 The full list of Challenges and Measures and feedback can be viewed in Background Paper 3. This work was then used to help develop our core policies and their supporting strategies outlined in the following section.

10.0 DRAFT LTP POLICIES – 15 YEAR STRATEGY

10.1 The Council has prepared core policies which set out the measures the Local Transport Authority will focus upon until 2026. These policies will be regularly reviewed to adapt to new or more advanced technologies, changing Government policies and economic conditions.

10.2 Each policy is supported by one or more delivery strategy. Each policy has been influenced by the national goals for transport, local objectives, officer expertise and other influences. The draft policies are listed as:

Policies
TP1 - Accessibility
TP2 - Streetscene
TP3 - Buses
TP4 - Rail
TP5 – Taxi and Private Hire Vehicles
TP6 – Community Transport
TP7 – Smarter Choice
TP8 – Walking and Cycling
TP9 – Travel Planning
TP10 – Smarter Vehicle Use
TP11 - Traffic Management
TP12 – Congestion Management
TP13 – Intelligent Transport Systems
TP14 – Movement of Freight.
TP15 - Parking
TP16 – Road Safety
TP17 – Network Management
TP18 – Public Rights of Way
TP19 – Transport Asset Management
TP20 – Air Quality Management

11.0 ACCESSIBILITY

11.1 Improving access to services is fundamental to ensure that Bracknell residents can reach essential services and key destinations more easily. Access to good quality, reliable transport is an essential tool to enable people to enjoy a better quality of life by improving access to services and facilities, including employment, education, leisure, healthcare provision and being able to access affordable and healthy food.

11.2 The Local Transport Plan plays a crucial role in improving access to jobs and key services. It seeks to achieve this through the planning, delivery and management of public transport, highways, cycle and footway networks.

11.3 The objective of this strategy is to monitor and ensure a high level of accessibility for all, especially those without a car, to key services through:

Policy TP1 – Accessibility

The Council is committed to maintaining its current high level of accessibility for all to key services such as healthcare, employment, local centres, supermarkets, education and leisure through:

- **Maintaining and improving, where feasible, accessible routes to and from essential services;**
- **Ensuring Bracknell Town Centre is a focus for journeys within the Borough.**
- **Providing an accessible public transport network;**
- **Ensuring sustainable transport provision from new development;**
- **Improve the walking and cycling infrastructure;**
- **Better integration of transport and land use planning to reduce the need to travel;**
- **Implementing key road capacity improvements;**
- **Developing a series of (corridor route strategies) to ensure a co-ordinated and forward thinking approach to network improvements;**
- **To address real and perceived concerns regarding personal safety when using transport infrastructure;**
- **Partnership working with interested parties including voluntary groups and local businesses.**

11.4 These provisions are described in more detail in the Council's existing LTP2 Accessibility Strategy (March 2006). This strategy will be revised within the Implementation Plan period.

LTP Objectives Supported – 1, 2, 3, 4

12.0 STREETSCENE

12.1 The visual and physical environment in which we live and work is very important to our quality of life. Therefore it is necessary to ensure the existing streetscene is enhanced where possible and to ensure that newly created streetscenes are of a high quality.

Policy TP2 - Streetscene

The Council will seek to enhance streetecene across the Borough through:

- Protecting existing notable trees and vegetation that provide valuable screening and landscape features;
- Ensuring the design of new streets accord with the latest national and local guidance;
- Seeking opportunities to design streets within urban areas with priority for non car use;
- Ensuring public safety is considered in street design;
- Reducing unnecessary street clutter;
- Ensuring the design of streets relate to their surroundings and architectural character, for example in terms of using appropriate materials near listed buildings and in conservation areas;
- Incorporating appropriate soft landscaping and street trees which contribute to the street environment;
- Ensure viable bus routes and bus stops are incorporated early on in the design process, so they are situated as an integral part of development.

12.2 This policy will be implemented through the Highways Guide for Development and the Streetscene Supplementary Planning Document.

LTP Objectives Supported – 1, 2, 3, 4.

13.0 PUBLIC TRANSPORT

13.1 Public transport includes bus, rail, taxis and community transport provision. The Council seeks to promote and enhance all modes of public transport in a holistic manner. A number of sub-policies relating to bus, rail, taxis and community transport have also been developed. Together all policies relating to public transport provision and their detailed strategies, will form a comprehensive Public Transport Strategy.

13.2 This will implemented through the following strategies:

- The Bus Strategy;
- The Bus Information Strategy;
- Smart and Integrated Ticketing;
- Real Time Information Strategy;
- The Rail Strategy;
- The Taxis & Private Hire Vehicles Strategy; and,
- The Community Transport Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6, 8.

Buses

13.3 Bus services provide a vital service for people without access to a motor vehicle and increasingly an option for those who do. The use of buses to improve accessibility and residents' quality of life, and to help reduce congestion, will form an important part of LTP3.

13.4 The Borough's existing bus network provides a basic level of service from residential areas to Bracknell Town Centre, and an interurban network linking Bracknell with surrounding towns. The need for such links is important in allowing access to shopping and employment facilities, and particularly in respect of access to hospitals, as all local hospitals are currently located outside the Borough.

13.5 The proposed development of new housing in the Borough offers scope for expansion of the existing network, and a need for buses and bus routes to be considered as a core service of new developments, offering maximum operating efficiency and passenger accessibility, rather than an 'add on' that will not be seen as an attractive service.

13.6 The Council has a role in facilitating the provision of commercial services, through partnership working, provision of infrastructure (e.g. highway measures, bus shelters) and promoting bus travel. The Council also has a role in procuring socially necessary services that are not provided by the free market, subject to external funding which is currently under significant pressure.

13.7 As Bracknell expands, and the town centre is regenerated, the demand for travel will increase, and the role of buses will become more important in allowing access to employment and facilities for the whole community. An increasing use of buses will allow this growth to take place without the health of the area being put at risk by increased congestion and road traffic emissions, and the risk of increasing social exclusion of people without access to cars.

13.8 The provision and availability of information about bus services, for regular and potential passengers, is an essential function in making the bus network accessible.

Policy TP3 – Buses

The Council aims to increase the use and availability of buses, and to continue improving passenger satisfaction and bus punctuality through:

- **Encouraging and securing high quality readily accessible bus services which focus on local communities and Bracknell Town Centre;**
- **Where feasible procuring services that are not provided by the free market;**
- **Partnership working with bus operators and other interested parties;**
- **Improving infrastructure and priority measures where real benefits can be achieved;**
- **Maintaining access to the highway network for buses throughout the year;**
- **Active dialogue with developers to ensure bus services are effectively provided in new development;**
- **Promoting bus travel and making up-to-date information including Real Time Information available;**
- **Promoting easy and efficient ticketing for bus use;**
- **Seeking to improve connections between bus and train services;**
- **Encouraging bus operators to use alternative fuels / greener buses.**
- **Facilitating and providing Travel Concessions where appropriate.**

13.8 This will be implemented through the Bus Strategy, Bus Information Strategy, Smart Technology and Real Time Information Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6, 8.

14.0 RAIL

14.1 The train features as one of the main alternative forms of transport to the car in Bracknell Forest and contributes greatly in the access to employment and education. It is clear that the pattern has been for increased growth in patronage with a 10% increase over 10 years to 2010.

14.2 Bracknell railway station has recently undergone a complete transformation and is now an attractive and more accessible facility. The Council will continue to promote and support improvements to this station. We will also concentrate on improving accessibility to the Borough's other rail stations at Martins Heron, Crowthorne and Sandhurst.

14.3 We will also continue to be involved in a number of measures to promote rail travel and to help users of this service. At a strategic level the Council is, and will continue to be involved, in promoting large scale projects such as Airtrack, an infrastructure scheme to provide direct rail access to Heathrow from Reading, via Bracknell and Staines. Such a scheme would enhance economic growth in the Borough, help retain international business located here and provide a sustainable route to Heathrow Airport for Borough residents who use it for work or travel.

14.4 Raising the profile of these services and facilities are all measures which will help reduce demand for car travel at peak hours, thus helping to combat congestion on the Borough's transport network.

Policy TP4 – Rail

The Council will continue to work with Network rail and Train Operating Companies to seek further improvements in rail service delivery, capacity, patronage and further accessibility improvements to Bracknell Forest Borough rail stations through:

- **Continued support for Airtrack (rail access to Heathrow);**
- **Supporting and promoting strategic projects through partnership working with Network Rail, Train Operating Companies and other interested parties;**
- **Using Intelligent Transport System technology to provide travellers with real time travel information, improved journey times, greater convenience and wider modal choice at stations;**
- **Investigating smart/integrated ticketing for public transport (e.g. multiple operator: bus, taxi and rail);**
- **Seeking to improve connections between bus and train services.**

14.5 This policy will be implemented through the Rail Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6.

15.0 TAXI AND PRIVATE HIRE VEHICLES

15.1 Taxis (Hackney Carriages) provide an essential service to many Borough residents and workers and also links in journeys by bus or rail. In some circumstances they are the only publicly available form of transport. Taxi services are supplemented by Private Hire services which perform similar work when pre-booked, although they may not ply for hire. Both types of service are currently provided by appropriate types of vehicle although all of the Borough's licensed Taxis are now 100% wheelchair accessible.

15.2 The Council takes an active role in defining standards for taxis and private hire vehicles and their drivers, and in ensuring that these standards are maintained.

Policy TP5 - Taxi and Private Hire Vehicles

The Council will continue to encourage the provision of high quality taxi and private hire vehicle services within the Borough through:

- **Securing and maintaining high quality bus and taxi shelters through a new shelter contract;**
- **Continuing to provide a licensing service to ensure that taxi provision is properly regulated;**
- **Continuing to ensure that Taxis are accessible for example, to accommodate wheelchair users;**
- **Promoting multiple occupancy vehicle trips such as taxi share;**
- **Partnership working with the taxi operators and other interested partners;**
- **Investigating the use of bus lanes and priority measures for taxis and private hire vehicles;**
- **Investigating smart / integrated ticketing for public transport e.g. multiple operator: bus, taxi and rail;**
- **Continuing / increasing cross boundary cooperation;**
- **Encouraging fleet operators, bus operators, taxi owners and other motorists to use alternative fuels / low emission vehicles.**

15.3 This will be implemented through the Taxi and Private Hire Vehicles Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6.

16.0 COMMUNITY TRANSPORT

16.1 Much has been done in the last two Plan periods to make the level of access to mainstream public transport better for the elderly and people with disabilities, particularly through improvements in infrastructure and the accessibility of vehicles. We aim to continue to improve accessibility - though expansions in the coverage of the bus network which is needed to fully complete this picture will not be easy to achieve.

16.2 It is inevitable that there will remain many residents of Bracknell Forest that feel they need access to specialist transport because of difficulties they would have with the available forms of public transport, and indeed there will always be a need for specialist services in an ageing community.

16.3 "Community transport" is provided by specialist operators typically using adapted minibuses, and providing a door-to-door service for people with disabilities and mobility problems. In the context of public transport, Dial-a-Ride services available from community transport form an important life line for a particular group of the community, helping to maintain independence for many. These services form part of the spectrum transport options alongside voluntary car groups.

16.4 The Council will play an important part in its continued provision through financial support and active promotion. The Council can also take an active role in the provision of supporting infrastructure ensuring new major development provides accessible drop off and pick up points. The Council will also still allow community transport vehicles to use bus priority measures to allow quicker journeys.

Policy TP6 – Community Transport

The Council will continue to support the provision of Community Transport services for people with mobility problems through:

- **Financial support where feasible;**
- **Ongoing publicity and promotion including the provision of easy access information about services;**
- **Ensuring major new development provides convenient stopping places.**

16.5 Community Transport Policy will be implemented through the Community Transport Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6, 8.

17.0 SMARTER CHOICES

17.1 'Smarter Choices' measures seek to alter people's travel behaviour towards more sustainable options. It is recognised that infrastructure improvements alone are unlikely to generate significant behaviour change. Information, promotion, marketing and other supporting measures are key to the success of schemes aimed at increasing use of sustainable transport providing real alternatives.

17.2 This strategy will build on the Council's past work in these areas and reflect the increased national emphasis on the role of Smarter Choices. As well as contributing towards each of the five national transport goals which guide the LTP, this strategy helps meet wider goals relating to health, obesity, quality of life and social inclusion.

Policy TP7 – Smarter Choices

The Council will:

- **Encourage the implementation, monitoring and renewal of Travel Plans;**
- **Promote public transport options;**
- **Improve and promoting walking and cycling options, especially for short local trips;**
- **Encourage more sustainable use of vehicles;**
- **Provide high quality information on the travel choices available.**

17.3 The Smarter Choices policy will be implemented through the Smarter Choices Strategy.

LTP Objectives Supported – 1, 3, 4, 5, 6.

18.0 WALKING AND CYCLING

18.1 Walking and Cycling play a significant role in reducing congestion and improving the health of the community in Bracknell Forest. The Borough has seen an increase in the number of those walking and cycling over the period of LTP2. Increasing walking and cycling in the Borough is key to delivering the national goals for transport and the walking and cycling strategies will set out the focus for delivering the aims of the Council.

18.2 The focus for delivering Policy TP8 will be for the Borough to continue to increase walking and cycling levels through a combination of infrastructure improvements and promotional activities.

Policy TP8 Walking and Cycling

The Council will promote walking and cycling in the Borough through:

- **Marketing cycling and walking as a healthy, sustainable and attractive travel choice;**
- **Improving, where feasible, walking and cycling infrastructure;**
- **Ensuring the needs of pedestrians and cyclists are fully considered within new developments;**
- **Improving safety for pedestrians and cyclists.**

18.3 The Council's approach to Walking and Cycling will be implemented through the Walking and Cycling Strategy, the Sustainable Modes of Travel to School strategy and the production of Travel Plans.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6, 7, 8.

19.0 TRAVEL PLANNING

19.1 A Travel Plan is a package of measures aimed at promoting greener, cleaner, travel choices to or from a particular location, with a specific emphasis on reducing single-occupancy car journeys. Virtually all schools in the borough have a Travel Plan in place, and major new developments are required to implement Travel Plans through the planning process.

Policy TP9 - Travel Planning

The Council will seek the continued production and implementation of travel plans in the Borough through:

- **Continuing to develop School Travel Plans in co-operation with the Borough's schools;**
- **Requiring and monitoring the implementation of Travel Plans from new development;**
- **The implementation of Workplace Travel Plans from existing employers in the Borough;**
- **Securing Travel Plans for other key facilities such as healthcare, retail and higher education.**

19.2 The Council's approach to Travel Planning will be delivered through:

- Travel plans;
- Guidance;
- The Sustainable Modes of Travel to School strategy.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6.

20.0 SMARTER VEHICLE USE

20.1 The Council is committed to encouraging sustainable modes of travel. However, we also recognise that for the majority of residents and commuters, the car remains the dominant choice of travel. The Smarter Vehicle Use policy is designed to promote the efficient use of vehicles.

Policy TP10 – Smarter Vehicle Use

The Council will encourage the efficient use of vehicles through:

- **Managing the highway network and providing up-to-date journey information;**
- **Promoting and incentivising multiple-occupancy journeys;**
- **Promoting and facilitating car clubs;**
- **Promoting and facilitating, where appropriate, greener fuels vehicles and technology;**
- **Promoting fuel efficient driving techniques;**
- **Promoting the use of alternative travel choices for short local trips.**

20.1 The Council's approach to Smarter Vehicle Use will be implemented through the Smarter Vehicles Strategy.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6.

21.0 TRAFFIC MANAGEMENT

21.1 The growth in traffic volumes and the increase in traffic speeds have brought about demands for more control over vehicle flow. The Council's aim is to provide a safe, free flowing, managed road network and to deliver improvements on the network that are clear, consistent and understandable to all road users. The use of the road network must be appropriate and considerate to all.

Policy TP11 – Traffic Management

The Council will regulate traffic, where necessary, through:

- **Facilitating the movement of traffic;**
- **Improving the reliability of journey times;**
- **Reducing the use of unsuitable routes;**
- **Reducing conflicts between road users;**
- **Encouraging appropriate speeds;**
- **Mitigating the effects of the division of communities by the growth in road traffic.**

21.2 The Traffic Management policy will be implemented through the Traffic Management Strategy.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6.

22.0 CONGESTION MANAGEMENT

22.1 A reduction in the growth of traffic will help to reduce the impact on the environment. Accessibility is improved by reduction in congestion. The use of more fuel-efficient vehicles will also reduce the impact on some aspects of the environment.

22.2 The objective of this strategy is to contribute to reductions in the overall use and impact of motorised transport.

Policy TP12 - Congestion Management

The Council will seek to reduce the impact of congestion through:

- **Reducing the need to travel for social, domestic and business purposes through planned location of development;**
- **Increasing the choice to travel by more sustainable modes of travel;**
- **Works and measures to improve the capacity and functionality of junctions and route corridors.**
- **Partnership working with major businesses to promote sustainable travel.**

22.3 The Council's approach to Congestion Management is implemented through the transport modelling of key strategic corridors through Bracknell Forest, the capital programme and development which comes forward in associated with the Local Development Framework.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6.

23.0 INTELLIGENT TRANSPORT SYSTEMS

23.1 The term Intelligent Transport System (ITS) refers to the application of information and communications technology to transport infrastructure, enabling data to be collected and shared in order to maximize the efficiency of the highway network

23.2 ITS systems have an important role to play in delivering transport policy objectives, including tackling casualty reduction, traffic congestion and pollution, as well as improving accessibility, providing integrated transport solutions and making best use of existing infrastructure.

23.3 In particular, ITS can increase capacity on the transport network which can then be re-allocated, for example, to public transport, cyclists and pedestrians. It also enables people to make more informed travel choices, make journeys more efficient and help to reduce the impact of transport on the environment.

23.4 ITS encompasses a range of technologies including traffic lights, real time passenger information, in-vehicle satellite navigation systems and variable message signing to inform drivers of congestion ahead or availability of parking spaces. This technology can deliver noticeable economic benefits through reduced journey times and increased journey time reliability, as well as reductions in pollution.

Policy TP13 - Intelligent Transport Systems

The Council will use Intelligent Transport System (ITS) technology to manage traffic flow through transport corridors vulnerable to excess CO₂ emissions through:

- Planning the expansion of ITS in a coordinated manner;
- Establishing an effective Urban Traffic Management Control (UTMC) system for Bracknell Forest;
- Promoting partnership working and data exchange with the neighbouring Authorities;
- Improving monitoring and management of the road network;
- Using technology to give priority to particular types of vehicles or road user, where appropriate;
- Provide reliable travel information to road users, so that they can make informed decisions before and during their journey;
- Exploring new opportunities for ITS technology to improve road safety.

23.5 The Council's approach to Intelligent Transport Systems will be implemented through the Intelligent Transport Systems Strategy.

LTP Objectives Supported – 1, 3, 4, 6, 8.

24.0 FREIGHT

24.1 The aim of the policy is 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.

Policy TP14 – Movement of Freight

The Council will aid the effective movement of freight through:

- A Quality Partnership for Bracknell Town Centre related to deliveries to new and expanded retail units;
- The continued promotion of preferred routes for freight movement;
- Servicing facilities provided in new development through the development control process;
- Encouraging more environmentally friendly freight including the use of alternative fuels and low emission vehicles;
- Requiring the servicing of new development to be carried out (in special circumstances) by low noise vehicles;
- Promoting and enabling the provision of infrastructure to facilitate use of low emission vehicles.

24.2 The Council's approach to Freight will be implemented through a Freight Strategy:

LTP Objectives Supported – 1, 2, 3, 6.

25.0 PARKING

25.1 Vehicle parking is an integral aspect of most trips, and an important issue in the lives of residents. Availability and cost of parking is a major factor in determining the mode of travel, and sometimes the trip destination. Car Parking will be a significant contribution to make in the successful regeneration of Bracknell Town Centre. At the other end of the scale it is a matter of concern to many residents with parking problems in their street.

Policy TP15 – Parking

The Council will continue to facilitate the provision of parking in the Borough through:

- **The use of planning controls to bring about appropriate parking provision in all forms of new development and redevelopment;**
- **Improving the provision, quality, convenience and security of public parking facilities for cycles;**
- **Improving the quality, security and convenience of public car parks.**
- **Managing car parking to support sustainable local facilities.**
- **Promoting dedicated parking bays with recharging points for electric vehicles.**

25.2 The Council's approach to Parking will be implemented through a Parking Strategy and Parking Standards Supplementary Planning Document.

LTP Objectives Supported – 1, 3, 4, 8.

26.0 ROAD SAFETY

26.1 Improving road safety, which we define as reducing the number of people killed and injured on Bracknell's roads, is a key element in meeting corporate and local objectives to protect the community and make Bracknell a safer place to live.

26.2 In 2000, the Government published *Tomorrow's roads – Safer for everyone* which set out its road safety strategy and casualty reduction targets for 2010. These targets seemed ambitious at the time but in fact they have been more than achieved both in Bracknell and nationally.

26.3 The Government is now considering the way forward for the next decade and has published a consultation '*A safer way*' which proposes a long term vision to make Britain's roads the safest in the world. 'Roads' is shorthand for roads and road users.

26.4 Safety is seen as an overriding consideration for all transportation proposals in the Borough and the Council fully supports the Government's approach, aiming to exceed the new national targets wherever possible.

26.5 The Road Safety programme will include:

- Works to improve road safety on the highway network;
- Speed management measures;
- Co-operative working with the Police on enforcement (particularly of speeding);
- Targeted road safety education and training aimed at groups with a high tendency to being involved in accidents, including further expansion of the school based pedestrian and cycling training, young driver training and promotion of advanced motorcyclist training.;
- Road safety publicity campaigns targeted at particular groups, aiming at maximum effectiveness by 'piggy-backing' on Government campaigns.

Policy TP16 - Road Safety

The Council will continue to enhance its excellent safety record on its roads through:

- **Identification of the locations in the Borough that have recurring accidents, and investigation into the causes of those particular accidents;**
- **Development of a comprehensive annual programme of effective action to reduce the number and severity of injuries from road traffic accidents in the Borough.**
- **Requiring safety audits of all new highway work;**
- **Promoting safe and efficient sustainable transport routes.**
- **Producing a Road Safety Programme.**

26.6 The Council's approach to Road Safety will be implemented through the Road Safety Strategy and the Sustainable Modes of Travel to School strategy.

LTP Objectives Supported – 1, 3, 4, 8.

27.1 THE NETWORK MANAGEMENT DUTY

27.1 The purpose of the highway network is to enable all citizens to travel along as often and whenever they wish without hindrance and without charge. Since the invention of the motor vehicle this common law right has created challenges as a consequence of the rapid increase in motor vehicle ownership. It is also important to acknowledge that the highway is also a lawful conduit for essential utility infrastructure.

27.2 The Council retains a Traffic Manager to lead on fulfilling its Network Management Duty.

Policy TP17 - Network Management

The Council will:

- **Co-ordinate Street and Road Works;**
- **License activities on the highway network;**
- **Monitor the safety of street and road works;**
- **Monitor the reinstatement of street works;**
- **Co-ordinate the response to congestion issues;**
- **Co-ordinate the development of Intelligent Transport Systems;**
- **Influence the actions of all stakeholders to ensure the Network Management Duty is achieved;**
- **Pro-actively communicate highway network issues,**
- **Deliver, Develop and Regularly review a Network Management Plans**

27.3 The Council's approach to Network Management Duty will be implemented through the Network Management Strategy.

LTP Objectives Supported – 1, 2, 3, 4.

28.0 PUBLIC RIGHTS OF WAY

28.1 Public Rights of Way (PRoW) are important to our heritage and a major recreational and transport resource. Bracknell Forest's 77km of PRoW are an integral part of the sustainable transport network, by encouraging alternative modes of transport for short journeys and offering a safer, often more convenient alternative to main roads away from traffic congestion and harmful emissions.

28.2 For many people they are an important element in their daily lives, providing connections between rural communities to access facilities and by offering links from urban areas to gain access to the countryside, and 244 hectares of the Borough's Open Access Land, for the purpose of tranquillity or exercise, by bicycle, on foot or on horseback.

28.3 As set out within Rights of Way Circular 1/09 Version 2 Guidance for Local Authorities (Defra, October 2009) and Planning Policy Guidance (PPG) 17, local authorities should protect and enhance the existing path network and identify opportunities to create new strategic links.

28.4 PRoW should be duly considered in the site layout of new development for interlinking services and settlements to mitigate its impact on the highway network. This includes protecting the character of the path network and avoiding paths being absorbed within estate roads. This is particularly important in light of increased traffic volume and speed and the need to provide more attractive alternatives to the private motor vehicle for short journeys.

Policy TP18 Public Rights of Way

The Council will endeavour to manage the Public Rights of Way network as key infrastructure in support of recreation, travel and health. Alongside the policies set out within the Rights of Way Improvement Plan, this will be achieved through:

- Protecting and maintaining the Public Rights of Way network in accordance with legislative duties and powers;
- Promoting use of the public rights of way network to encourage walking, cycling and horse riding for enjoyment, health benefits and as alternative modes of travel to the car;
- Seeking opportunities to enhance the network by creating, reclassifying and / or improving paths to provide new linkages and circular routes and to increase accessibility for disadvantaged users;
- Encouraging joint working with landowners, user groups, volunteers, neighbouring Highway and Access Authorities, the Police and other agencies to improve accessibility and use;
- Supporting the work of the Local Access Forum with regards to the improvement of public access to land for the purposes of open-air recreation and enjoyment.
- Supporting the Strategic Access Management and Monitoring (SAMM) Project with regards to public access on the Thames Basin Heaths Special Protection Area (SPA).

28.5 The Council's approach to Public Right of Way will be implemented through the Public Right of Way Improvement Plan:

LTP Objectives Supported – 1, 2, 3, 4.

29.0 TRANSPORT ASSET MANAGEMENT

29.1 The Transport Asset management Plan (TAMP) when completed, in company with our Highway Maintenance and Management Plan (HMMP) and the national maintenance Codes of Practice issued by the Roads Liaison Group will form the basis for our long-term asset maintenance and planning. It will guide a cost-effective maintenance strategy which seeks to improve the condition of the network in line with customer demands, within budgetary constraints and to affordable levels of service.

Policy TP19 – Transport Asset Management

The Council will use the Transport Asset Management Plan to provide a best value approach to managing and maintaining the Council's transport assets through:

- Routine safety inspections at frequencies appropriate to the strategic importance of the street to identify and rectify defects likely to inconvenience or endanger network users or the wider community;
- Network condition assessments in line with standard national practice to establish current conditions and aid development of future planned maintenance programmes;
- Considering the potential impact climate change may have on the local transport network and ensuring so far as practicable that our works are adapted and resilient to climate change;
- Reviewing and, where possible, reducing the use of illuminated traffic signs and street lighting to contribute towards the Council's strategic carbon reduction agenda;
- Investigating and installing new and/or replacement public lighting systems that optimise power consumption and utilise apparatus that can be recycled.

29.2 The Council's approach to Transport Asset Management Plan will be implemented through the TAMP.

LTP Objectives Supported – 1, 2, 3, 8.

30.0 AIR QUALITY MANAGEMENT

30.1 Air quality across Bracknell is generally good. There are two areas however where the air quality objective for nitrogen dioxide is not being met. In these locations Air Quality Management Areas (AQMA) are to be declared. In both these AQMAs, road transport has been identified as the most significant contributor to elevated air pollution levels.

30.2 Action planning is a fundamental and significant element of the local air quality management process, providing the practical opportunity for improving local air quality.

30.3 The Action Plan will need to consider a broad range of options for the purpose of working towards achieving compliance with the Air Quality Objectives.

Policy TP20 – Air Quality Management

Where Air Quality Management Areas are declared, the Council will ensure that appropriate measures are identified in an AQMA Action Plan for that area.

30.4 The Council's approach to Air Quality will be implemented where requested through AQMAs and appropriate Action Plans.

LTP Objectives Supported – 1, 2, 3, 4, 5, 6.

31.0 IMPLEMENTATION PLAN

31.1 A draft Implementation Plan will not be produced until the outcome of the wider national Comprehensive Spending Review is known. This should give us a clearer indication regarding funding levels for the early years of the LTP.

Developing the Implementation Plan

31.2 Our Implementation Plan will be developed using a detailed scheme appraisal methodology (see Figure 1.0). The approach allows us to take account of the wider policy goals, deliverability and public consultation that an individual scheme or plan, or combination of projects, will provide in supporting Bracknell Forest Council's overall vision and objectives.

31.3 Schemes, plans or combinations of both are assessed against the objectives of:

- National Transport Goals
- Local Transport Plan Objectives
- Sustainable Community Strategy

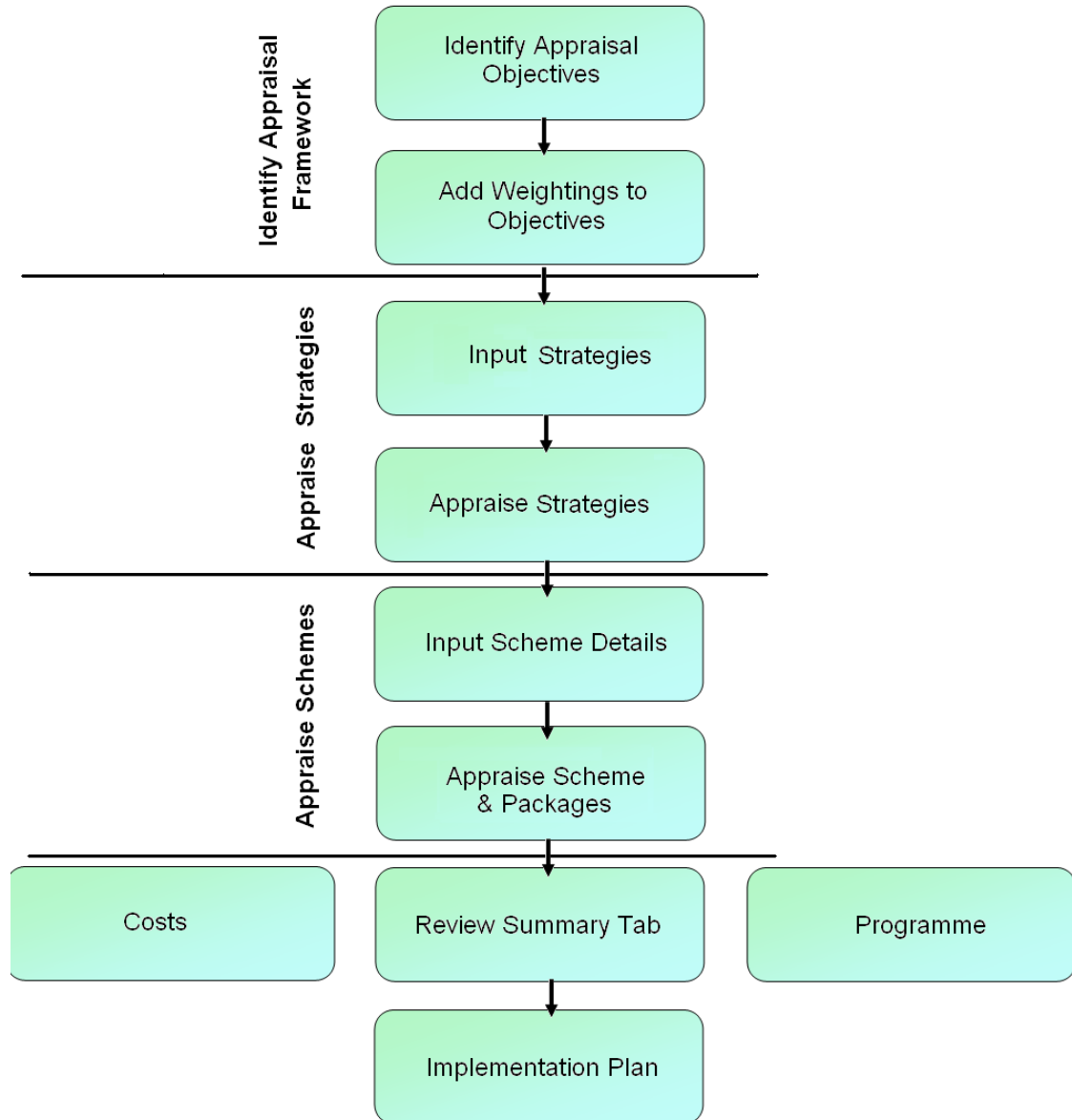
A transport weighting is applied to each of these areas determined through internal consultation with department managers.

31.4 We have been developing a number of strategy areas, and these are listed below:

- Accessibility.
- Public Transport.
- Smarter Choices.
- Sustainable Modes of Travel to School (SMOTS).
- Traffic Management.
- Freight.
- Road Safety.
- Parking.
- Transport Asset Management Plan.
- Network Management Plan.
- Rights of Way Improvement Plan.
- Air Quality Management Plan.

31.5 Each of these strategy areas is assessed against the weighted policy criteria identifying their range and strength of impacts. Having undertaken an appraisal of each strategy, in terms of its impact on local and national objectives, the next stage is a more detailed process of appraisal that includes an assessment of schemes and studies (including S278 and other non LTP3 schemes / policies) and their impacts, benefits, costs, deliverability and popularity.

Figure 1.0: Appraisal Methodology



The Consultation Deadline is: 5pm on the 17th January 2011

All documents are available on line at www.bracknell-forest.gov.uk/LTP3 and are also available for viewing at the following locations:

- Council Offices (Easthampstead House and Time Square).
- All Libraries throughout the Borough.
- All Parish Council and Town Council offices in the Borough.

You can make representations in writing by e-mail or letter, please send your comments to:

LTP3@bracknell-forest.gov.uk

or

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