



Worcestershire Local Transport Plan 3

Multimodal Freight Policy

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1. Introduction

1.1 Background

1.1.1 Worcestershire's Multimodal Freight Policy provides the strategic framework for the development of measures which will help to improve the efficient movement and operation of freight by all modes around the county, which will act to positively enhance the vitality of the local economy. This policy document sets out the Worcestershire County Council policy on the delivery of measures to support efficient movement and operation of freight by all modes and supersedes all previous documentation published by Worcestershire County Council on the subject. This policy document will be treated as a live document, and so will be updated over time in response to changing socio-economic environments and technological advances.

1.1.2 An effective transport network is essential in order to give people, in both the urban and rural areas of Worcestershire, access to the opportunities and benefits that contribute to the enjoyment of a better quality of life, and ignoring the importance of freight management would be detrimental to Worcestershire's society and economy. Transport user needs (including freight) will continue to be met by a combination of road, rail, bus, community transport and taxi services (or similar initiatives) or any appropriate combination of these modes. Each of these activities and modes has interlinked strategies and common aims. Their provision will be integrated to provide the most effective transport system that will deliver against identified socio-economic objectives. The Worcestershire Multimodal Freight Policy has been developed to provide a comprehensive policy base to enable the delivery of schemes to enhance the efficient movement and operation of freight by all modes around the county.

1.2 What is Multimodal Freight?

1.2.1 Put simply, freight (sometimes referred to as cargo) is produce or goods that are transported to markets, generally for commercial gain, by road, rail, water or air. Such movements are essential to ensure that the goods and services that people need to enjoy a high quality of life are made accessible to people, whilst promoting economic growth.

1.2.2 In Worcestershire, the majority of freight is currently transported by road. There are numerous reasons why this is the case, in particular, freight transported by road is relatively cheap, and has the highest penetration of all areas in the county, as a result of the road network being far more dense than rail and water networks. Significant technological advances in recent times have led to Heavy Goods Vehicles (HGVs) becoming increasingly fuel (resource) efficient, quieter and less damaging to highway infrastructure. However, the availability and rising costs of fuel resources, together with the environmental impacts of road transport in general are causing the government and freight operators to consider other, more sustainable transport modes for moving freight, such as by rail or water – particularly for bulk goods and waste, for instance.

Wider Objectives

- 1.2.3 The purpose of the Worcestershire Multimodal Freight Policy is to set out the processes and approach required to enhance Multimodal Freight operation and movement in and across Worcestershire in a way which will address the needs of both current and potential future users of Worcestershire's transport network, residents and visitors and deliver the transport objectives set by the Government and Worcestershire County Council.
- 1.2.4 The starting point for this Worcestershire Multimodal Freight Policy is the overall socio-economic objectives of LTP3, which have been developed to reflect national and local policy. These are outlined in Table 1.1.
- 1.2.5 The Worcestershire Multimodal Freight Policy must also support the Worcestershire Sustainable Community Strategy (WSCS) which includes the following six themes, all of which are influenced by the performance and availability of transport infrastructure and services:
- *Communities that are safe and feel safe;*
 - *A better environment for today and tomorrow;*
 - *Economic success that is shared by all;*
 - *Improving health and well being;*
 - *Meeting the needs of children and young people; and*
 - *Stronger Communities (including housing, culture, poverty and volunteering).*
- 1.2.6 Table 1.1 identifies how the Worcestershire Multimodal Freight Policy will contribute towards achieving the wider socio-economic objectives of the LTP3 and Worcestershire Sustainable Community Strategy.

Table 1.1 – The Multimodal Freight Policy and How It Will Deliver Against Worcestershire Local Transport Plan 3 and Sustainable Community Strategy Objectives

LTP3 Objectives	Worcestershire Sustainable Community Strategy Objectives	How Multimodal Freight Measures Can Deliver Against These Objectives
<p>To support Worcestershire's economic competitiveness and growth through delivering a reliable and efficient transport network</p> <p>The Economic Objective</p>	<p>Economic success that is shared by all</p> <p>Stronger Communities</p>	<p>Freight measures can deliver noticeable economic benefits through reduced journey times and increased journey time reliability for freight operations, as well as improvements in safety and reductions in pollution.</p> <p>Measures to enhance the efficient operation of freight will directly assist in the strengthening Worcestershire's economic activity, by reducing the costs of the movement of goods, enabling Worcestershire's businesses to quickly distribute products into local, national and international markets. In turn, this will act to increase the attractiveness of Worcestershire as a place for businesses to thrive, encouraging sustained long-term economic growth and inward investment.</p>

<p>To reduce the impacts of transport in Worcestershire on the local environment, by reducing noise and transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health</p> <p>The Environment Objective</p>	<p>A better environment for today and tomorrow</p>	<p>Measures to enhance the efficient operation of freight, and the encouragement of more sustainable modes of transit (such as rail freight and water freight) can help to protect the natural environment and the historic fabric of our towns and cities, by reducing the adverse effects of unsustainable growth in road-based traffic.</p> <p>Measures to enhance the efficiency of freight movements and encouragement of more sustainable modes of transit for freight movements can help to reduce carbon dioxide emissions by reducing the wasted mileage of freight vehicles that become lost or are looking for suitable unloading areas.</p>
<p>To contribute towards better safety, security, health and longer life-expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel</p> <p>The Health and Safety Objective</p>	<p>Communities that are safe and feel safe</p>	<p>Measures that improve the efficiency of freight movements can enhance the overall efficiency of transport networks. For example, by enhancing information provided to freight operators, drivers can make more informed choices and reduce lost mileage by using routes that are specifically designed for use by goods vehicles. This will act to enhance the safe operation of freight in the County, and encourage use of infrastructure suitable for use by freight movements, rather than causing unsuitable environments to become further degraded.</p>
<p>To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society.</p> <p>The Equality Objective</p>	<p>Stronger Communities</p> <p>Meeting the needs of children and young people</p>	<p>Measures to encourage the efficient movement of freight, and the use of more sustainable modes of transit can reduce the impact of freight on local transport networks and ensure that goods are made available to all of Worcestershire's residents (in particular, fresh food) which will act to enhance opportunities to access goods and services needed to ensure a high quality of life for all.</p>
<p>To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, conserving our historic built environment and preserving our heritage assets</p> <p>The Quality of Life Objective</p>	<p>Improving health and well being;</p>	<p>Measures to encourage the efficient movement of freight, and encourage the use of more sustainable modes of transit can act to reduce carbon emissions, air and noise pollution (particularly in urban areas) and damage from vibrations which will assist in the protection of Worcestershire's natural environment and the historic fabric of our towns and cities, and can reduce the adverse effects of otherwise unsustainable traffic growth, by efficiently transporting the goods people need to the places where they live. This can act to enhance overall quality of place, and therefore quality of life in Worcestershire.</p>

<p>To enhance the quality of Worcestershire's Transport Asset, through sensitive and appropriate design with the desired outcome of reducing the costs and inconvenience of maintenance works</p> <p>The Asset Management Objective</p>	<p>Stronger Communities</p>	<p>Measures to encourage the efficient movement of freight, and encourage the use of more sustainable modes of transit will make more efficient use of constrained transport networks. In doing so, the need to construct and maintain both existing and additional infrastructure is significantly reduced. Such measures therefore have a strong role to play in reducing overall asset maintenance costs in Worcestershire.</p>
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1.2.1 The target audience for this policy includes a wide range of stakeholders comprising the representatives of the residents of Worcestershire, highway network users (in particular freight hauliers, across all modes of transport), the Department for Transport, local authority partners, Network Rail, British Waterways, the Highways Agency and regulatory bodies. To be thorough and robust, this policy document by necessity covers a wide range of, sometimes technical, issues. This level of detail is necessary to ensure the document is precise and unambiguous.

1.3 Specific Objectives

1.3.1 This LTP3 Multimodal Freight Policy will meet these national policy objectives through:

- *Complementing and supporting the strategic planning and delivery of transport infrastructure and services in Worcestershire;*
- *Encouraging more efficient operation of freight movements across Worcestershire;*
- *Enhancing the safe operation of freight movements across Worcestershire;*
- *Encouraging the use of more sustainable transport modes for freight movements;*
- *Reducing the impacts (environmental, social and financial) of freight on Worcestershire's transport networks; and*
- *Improving integration between different freight modes of transport.*

1.4 Why Implement a Multimodal Freight Policy for Worcestershire?

1.4.1 The implementation of a Multimodal Freight policy can:

- *Encourage more efficient operation of freight movements across Worcestershire*
- *Enhance the safe operation of freight movements across Worcestershire*
- *Encourage the use of more sustainable transport modes for freight movements;*
- *Reduce the impacts (environmental, social and financial) of freight on Worcestershire's transport networks; and*
- *Improve integration between different freight modes of transport.*

1.5 Policy Compliance

- 1.5.1 This Worcestershire LTP3 Multimodal Freight Policy has been developed to be fully compliant with all current and relevant National and Local Policy. A summary of these policies is provided in the LTP3 Essential References Document. In particular, this document is aligned with the emerging Core Strategies which have been developed by the Worcestershire Borough, City and District Councils.

2. Strategic Multimodal Freight Policies for Worcestershire

2.1 Introduction

2.1.1 The Worcestershire Multimodal Freight Policy has a strong role to play in the delivery of the LTP3 objectives as identified in Table 1.1. This policy considers the application of multimodal freight measures in Worcestershire in terms of:

- *Existing provision;*
- *Suitable locations for potential future measures; and*
- *Optimisation of the benefits of existing and future infrastructure.*

2.1.2 The Multimodal Freight Policy is structured as follows:

- *Partnership Working;*
- *Monitoring Freight Movements;*
- *Rail Freight;*
- *Water Freight;*
- *Parking facilities for HGVs ;*
- *Enhancing Highway Network Infrastructure to Support Efficient Freight Operation;*
- *Satellite Navigation Systems;*
- *Intelligent Transport Systems;*
- *Freight Consolidation Centres;*
- *Information and Training; and*
- *Funding Opportunities*

2.2 Partnership Working

2.2.1 Worcestershire County Council has already achieved considerable success through working in partnership with freight operators and other local authorities. Such partnerships provide a valuable platform to focus resources on the delivery of any objectives identified in local policies, as such, Worcestershire County Council is committed to continuing its successful partnership working approach to assist in the more efficient delivery of multimodal freight measures.

2.2.2 During the previous two Local Transport Plan periods, Worcestershire County Council has supported the following partnerships since 2001:

- *Worcestershire Freight Quality Partnership (Covering all of Worcestershire);*
- *Vale of Evesham Freight Quality Partnership (Covering parts of Worcestershire, Warwickshire and Gloucestershire); and*
- *Representation on the West Midlands Regional Freight Quality Partnership (Covering the West Midlands Region).*

- 2.2.3 The Worcestershire Freight Quality Partnership has been particularly successful in its approach, as evidenced by it being awarded the Best Freight Quality Partnership in the West Midlands in 2008, and short-listed for a national Freight Transport Association award. The partnership has provided representatives on a panel at national freight conferences.
- 2.2.4 The partnership has gathered significant levels of information through a variety of different sources (classified traffic counts, journey time data, accident statistics, County Council Highways public enquiry feedback system, HGV driver interviews and feedback from associations, operators, generators, local interest groups, planners, highways/transport and police) which has been used to understand the current situation and subsequently develop schemes to enhance the efficient operation of freight.
- 2.2.5 As a result, Worcestershire County Council will work with partners, including neighbouring transport authorities, to expand the role of the Worcestershire Freight Quality Partnership to cover issues in the Vale of Evesham area. This will act to focus limited resources to deliver against the outcomes identified in this multimodal freight policy.

POLICY F1 – THE WORCESTERSHIRE FREIGHT QUALITY PARTNERSHIP

Worcestershire County Council will continue to facilitate the meeting of the Worcestershire Freight Quality Partnership and expand its remit to cover the former Vale of Evesham Freight Quality Partnership's work within the boundaries of Worcestershire. The partnership will act to shape and progress the delivery of multimodal freight measures in and across Worcestershire and will work with neighbouring partnerships to deliver against common aims and objectives.

2.3 Monitoring Freight Movements

- 2.3.1 In considering suitable measures for freight, it is important to have a clear understanding of the kinds of vehicles and movements and constraints which affect the ways in which goods are transported within, and across, the county. Useful data may include:
- *Numbers of HGV movements on key routes, both absolute volumes and as a proportion of all traffic, including seasonal variance;*
 - *The road network currently available for use by goods vehicles, including those routes height, weight and access restrictions;*
 - *Vehicle type (Heavy Goods Vehicles/Lorries (HGVs), Light Goods Vehicles/Vans (LGVs));*
 - *Vehicle size, height and weight;*
 - *Origin and destination data;*
 - *Length of stay;*
 - *Carrier type (e.g. refrigerated lorries);*
 - *Driver nationalities;*
 - *Freight accident patterns, including bridge strikes; and*
 - *Theft patterns.*

- 2.3.2 These types of data can be used for various purposes, such as promoting the use of more sustainable modes of freight transit by raising awareness of likely freight journey times and costs for different modes and identifying a rate based freight safety figure (per trip/time taken travelling). Investment in data collection can be used to support investment in interventions to enhance freight operation in Worcestershire, by identifying the likely wider benefits that could be derived from such schemes. Without coordinated investment in transport infrastructure and services, congestion and air quality issues are likely to worsen, delivery efficiency will be affected and local issues such as damage to historic buildings, verges and road infrastructure are likely to increase.
- 2.3.3 With a recent nationwide 12% increase in the registration of light goods vehicles (LGVs), it is likely that more deliveries to homes will be undertaken by vans, rather than HGVs. Therefore understanding any changing delivery needs is an important factor of future transport and highway planning.

POLICY F2 – MONITORING FREIGHT MOVEMENTS IN WORCESTERSHIRE

Where knowledge gaps exist and it is relevant to do so, Worcestershire County Council will collect data on multimodal freight movements within and across the County to inform the work of the County Council and the Worcestershire Freight Quality Partnership.

This data will be used to support bids for funding to enhance infrastructure and services across the county, and measures to enhance the efficient operation of freight movements countywide.

2.4 Rail Freight

- 2.4.1 Although Worcestershire is relatively well-served by passenger rail facilities, there are limited opportunities for rail freight within Worcestershire at present. The nearest major rail freight facilities exist in Coventry, Daventry and Swindon, with freight transported by road to these locations from Worcestershire... Rail is particularly well suited to bulk freight movements.
- 2.4.2 CENTRO recently produced a Rail Development Plan for the West Midlands, which highlights the continuing importance of rail freight in the region. New rail freight locations will in general require planning permission and suitable locations will need to be identified with the Worcestershire Borough, City and District Councils through the LDF process.

POLICY F3 – RAIL FREIGHT IN WORCESTERSHIRE

Worcestershire County Council will work with the Worcestershire Freight Quality Partnership, partners in the rail industry as well as the Borough, City and District Councils and landowners to identify and develop opportunities to develop rail freight infrastructure and services in Worcestershire, and to promote the use of rail freight for long-distance freight movements emanating from Worcestershire.

2.5 Water Freight

2.5.1 Worcestershire is well served with navigable waterways. These are currently exclusively used for a continually increasing leisure sector; however, opportunities exist to use this extensive network of waterways for their original purpose of freight movements, in particular, fragile goods or goods with low time sensitivity, such as aggregate or waste.

POLICY F4 – WATER FREIGHT IN WORCESTERSHIRE

Worcestershire County Council will work with the Worcestershire Freight Quality Partnership and partners such as British Waterways and the Worcestershire Borough, City and District Councils to identify and develop opportunities to develop water freight infrastructure and services in Worcestershire, and to promote the use of water freight for freight movements emanating from Worcestershire.

2.6 Parking Facilities for Heavy Goods Vehicles

2.6.1 The provision of parking for Heavy Goods Vehicles (HGVs) is critical to enable the safe and efficient movement of freight. The provision of high quality parking facilities for HGVs can deliver the following benefits:

- *Provide opportunities for drivers of HGVs to take legally mandated breaks and overnight stopovers;*
- *Promote enhanced safety for road freight operations, as drivers remain alert;*
- *Provide opportunities for drivers of HGVs to use driver facilities (washrooms, refreshments etc);*

2.6.2 Illegal and unauthorised lorry parking in Worcestershire has reduced considerably with the development of enhanced information for road freight operators, which the County Council has produced with the Worcestershire Freight Quality Partnership. However, this practice continues because of the lack of available HGV parking facilities in the local area. Many operators press to keep costs down, and so will seek free parking (even if such parking has no additional facilities) where this can be found.

2.6.3 Whilst Policy F5 specifically addresses HGV parking, general parking policies are contained in the LTP3 Traffic Management & Parking Policy document.

POLICY F5 – HGV PARKING

Worcestershire County Council will conduct a review of the current provision of HGV parking in the County, to identify whether suitable short stay and long-stay capacity is being appropriately provided locally.

Short-Medium Stay Parking (0-5 hours)

Worcestershire County Council will continue to invest in the maintenance of lay-bys on the principal road network in the county, and will support their use for short to medium stay HGV parking.

The County Council does not support the use of lay-bys for long-stay (overnight) parking, as these sites do not have suitable facilities to accommodate this type of use. Where ongoing misuse of lay-bys occurs, Worcestershire County Council will seek to legally prohibit the use of such sites for long-stay parking by use of enforceable Traffic Regulation Orders.

Long Stay / Overnight Parking (5+ hours)

Worcestershire County Council, working with the Worcestershire Freight Quality Partnership and existing and future stopover providers will seek to promote a minimum standard for Long Stay / Overnight HGV parking sites in Worcestershire:

- *Flushing toilets, showers, and washing facilities;*
- *Satisfactory surfaced parking for HGVs;*
- *Security features including fencing, CCTV and 24 hour staffing;*
- *A heated and lit rest area with seating*;*
- *Refreshment facilities which serve hot food and drinks from 07:00 to 21:00*;*
- *A filling station within 5 km of the site.*
- *Ability to plug fridges into mains sockets to reduce noise and emissions from diesel engines+*

Only those facilities that meet the standards set out above will be promoted by Worcestershire County Council.

Worcestershire County Council will not seek to fund the provision of long-stay HGV parking in Worcestershire from the public purse, but will work with the Worcestershire Freight Quality Partnership and Borough, City & District Councils to identify suitable sites and promote private-sector investment in such facilities if demand can be identified. It will also investigate any potential opportunities to widen the use of certain existing sites (such as bus-based Park and Ride sites, or some urban car parks) in a multi-functional way, including for long-stay HGV parking. This makes more efficient use of such facilities (which may have low demand or are not required overnight).

In circumstances where purpose-built existing HGV parking in urban centres represent an inefficient use of limited space, Worcestershire County Council will seek to relocate it or make alternative arrangements to provide parking away from urban centres.

* denotes a facility which need not necessarily be provided on-site, but must be accessible within a short walking distance (less than 500 metres) of the site.

+ denotes a facility which is desirable but not essential.

2.7 Enhancing Highway Network Infrastructure to Support Efficient Freight Operation

- 2.7.1 The efficiency of road-based goods movements and the impacts these movements cause is determined in part by the highway network available for use by goods vehicles. Too many restrictions on the routes available to goods vehicles results in long diversions and inefficient operations. Highways of an unsuitable standard can result in slower goods movements and delays for all roads users. Ambiguous, inappropriate or insufficient signage and inappropriate Traffic Regulation Orders can all contribute to inefficient goods movement, with consequent knock-on effects for other road users.
- 2.7.2 Worcestershire County Council and partners will consider the relaxation of historic delivery restrictions where they have become outdated, as a greater window for deliveries can act to reduce the total number of HGV movements. However, restrictions on HGVs making through journeys will still be required in instances where such traffic cannot be suitably accommodated on certain roads due, for instance, to the width, height or weight of vehicles or their impact on residential amenity.
- 2.7.3 Policy F7 relates specifically to signing for HGVs; however the County Council's general signing principles are set out in the LTP3 Traffic Management & Parking Policy document.

POLICY F6 – ENHANCING HIGHWAY NETWORK INFRASTRUCTURE TO SUPPORT EFFICIENT FREIGHT OPERATIONS

Worcestershire County Council is committed to maintaining and enhancing the quality of a core highway network for goods vehicles, including HGVs, comprising the county's principal road network and other routes which are of strategic importance for goods access. Where problems in terms of route width, alignment or road safety are identified, Worcestershire County Council will work in partnership to develop appropriate solutions to ensure that goods vehicles and other road users can use this core network safely and efficiently.

POLICY F7 –TRAFFIC REGULATION ORDERS (TRO) AND SIGNING FOR FREIGHT VEHICLES

Worcestershire County Council will aim to ensure that HGVs use the most appropriate routes available and will implement TROs to restrict such vehicles from using inappropriate routes. The County Council will work with West Mercia Police to ensure these are enforced.

Worcestershire County Council and partners will periodically review the impact of Traffic Regulation Orders in terms of:

- *whether the original aims of the TRO are being achieved;*
- *the degree to which there is a disproportionate impact on achieving effective goods access; and*
- *The cost and effectiveness of associated signage.*

Where appropriate, changes to the TROs will be made to ensure these functions continue to be met.

In line with its general signing policy, the County Council will provide an appropriate level of signing and which is consistent and legible and aids goods driver navigation and safety, particularly to town centre delivery zones and in rural areas where there are known freight issues. The County Council will continue to identify and remove or consolidate redundant and unnecessary signage and restrictions to ensure the street environment is clutter-free.

The County Council will continue to favour pictograms over text on signs where this improves legibility and overall driver navigation. It will continue to consider zoning to improve goods driver understanding of access routes, particularly to town centres and Industrial Estates and will use these on direction signs where appropriate.

It will also review the provision of lorry information boards and electronic display information (including journey planning at lorry parking facilities) to ensure these aid safety and are proactive to needs, rather than reactive to problems.

2.8 Loading Bays

2.8.1 An absence of suitable places to load and unload, particularly in built-up areas, can also negatively affect efficient goods operation and can impact on other road users. Worcestershire County Council recognises the importance of providing loading bays in congested urban centres, to enable efficient operation of freight movements. However, in most urban centres in Worcestershire, the potential to reallocate existing road space is very limited. Where the potential exists, Worcestershire County Council will consider the provision of loading bay facilities. The process by which these will be provided is identified in the LTP3 Traffic and Parking Management Policy.

2.9 Satellite Navigation Systems

2.9.1 The road freight industry makes extensive use of satellite navigation systems and Worcestershire County Council already works with partners in the industry to keep such systems updated with highway network changes. This helps to ensure that road freight operators have the most current information on appropriate routes for their vehicles and avoids HGVs ending up on inappropriate roads, which is a common concern of residents and Parish Councils.

POLICY F8 – SATELLITE NAVIGATION SYSTEMS

Worcestershire County Council will continue to work with satellite navigation system providers to ensure that systems are updated with highway changes in a timely manner. Additionally, the council will seek to provide height, weight and width restriction information for its road networks in electronic format, to enable easy transfer to satellite navigation system base maps.

2.10 Intelligent Transport Systems (ITS)

2.10.1 Intelligent Transport Systems can play a significant role in enhancing the efficiency of congested transport networks, and can assist in the efficient operation of freight movements. The Worcestershire Intelligent Transport Systems (ITS) policy identifies how Worcestershire County Council will optimise its investments in ITS measures to deliver wider network efficiency benefits.

2.11 Freight Consolidation Centres

2.11.1 Recent best practice has identified that the provision of Freight Consolidation Centres can play a significant role in reducing unnecessary freight movements, particularly in terms of removing unsuitable vehicles from congested urban centres.

2.11.2 Worcestershire County Council will consider the development of Consolidation Centres for its congested urban centres (principally the City of Worcester and the Wyre Forest towns) if a technically robust business case can be developed with sufficient local support to enable delivery of a scheme. As a minimum, Worcestershire County Council would require the support of the Local Planning Authority and a commitment from a number of private sector businesses to use such a facility.

POLICY F9 – FREIGHT CONSOLIDATION CENTRES

Worcestershire County Council will seek to develop and review technically robust business cases to enable the delivery of Freight Consolidation Centres, subject to the support of the relevant Borough, City or District Council and suitable commitment from the private sector to use such a facility.

2.12 Provision of Information

- 2.12.1 Worcestershire County Council already produces a number of Advisory Lorry Route Maps for Worcestershire. These maps identify the locations of parking places, industrial estates, fuelling and overnight stopover facilities and preferred routes for HGVs operating in Worcestershire. The County Council, together with the Worcestershire Freight Quality Partnership, will review these maps periodically to ensure that the content remains up-to-date. These maps will be published on the transport section of the Worcestershire County Council website, on lay-by information boards where available and printed versions will be disseminated to Worcestershire Freight Quality Partnership and other partners. The circulation of these publications will be monitored to measure success.
- 2.12.2 The County Council and its partners will use relevant media (in particular, the County Council's website) to promote best practice, disseminate information and remove misconceptions. Information topics could include:
- *Satellite Navigation Systems*
 - *Travel Awareness*
 - *Journey Planning*
 - *Driver Information*
- 2.12.3 Details of the methods by which Worcestershire County Council will seek to educate and inform the public is set out in the Worcestershire Smarter Choices Policy, whilst the Worcestershire LTP3 Intelligent Transport Systems (ITS) Policy sets out ways in which technology can be harnessed to disseminate travel information to HGV drivers.

POLICY F10 – PROVISION OF INFORMATION

Worcestershire County Council will continue to produce Lorry Advisory Route Maps for Worcestershire and disseminate these using a variety of media. In addition, Worcestershire County Council will maintain information to support the efficient operation of freight on its website at www.worcestershire.gov.uk/transport.

2.13 Funding Opportunities

- 2.13.1 It is recognised that, particularly during the first couple of years of the LTP3 period, there will be limited available public finance to enable the provision of multimodal freight measures in Worcestershire.
- 2.13.2 Worcestershire County Council is committed to providing available funds to facilitate freight schemes through its existing budgets; however, it will seek to enhance these available funds through the accrual of private sector financial and in-kind contributions, national and European grants and other sources to optimise the delivery of freight-related schemes during the LTP3 plan period.

POLICY F11 – FUNDING

Worcestershire County Council will seek to optimise the efficient spending of its limited resources, and will seek to augment these with private sector contributions, national and European grants and other sources to enable delivery of multimodal freight measures against identified LTP3 objectives.

