Worcestershire Local Transport Plan Transport Policies









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Introduction

This document sets out the fourth Worcestershire Local Transport Plan's policy framework, which substantiates Worcestershire County Council's strategic investment approach for transport information, infrastructure and services.

These transport policies support Worcestershire County Council's Corporate Plan "Shaping Worcestershire's Future 2017-2022" with its four key priorities:

- Open for Business;
- The Environment:
- Children and Families; and
- Health and Well-being.

...and the Worcestershire Local Enterprise Partnership's vision for the county:

"To build a connected, creative, dynamic economy that delivers increased prosperity for all those who choose to live, work, visit and invest in Worcestershire."

There are clear connections between the ambitions outlined within this LTP and the County Council Public Health Directorate's Health and Wellbeing Strategy, which outlines that physical activity is a priority for the County. Accordingly opportunities for cross-working will be sought to ensure maximum mutual benefit is gained.

The Department for Transport's Transport Investment Strategy:

Moving Britain Forward 2017" sets out the Government's priorities and approach for future transport investment decisions. It includes four key aims, to:

- Create a more reliable, less congested, and better connected transport network that works for the users who rely on it;
- Build a stronger, more balanced economy by enhancing productivity and responding to local growth priorities;
- Enhance our global competitiveness by making Britain a more attractive place to trade and invest;
- Support the creation of new housing.

The Worcestershire Corporate Plan and Local Transport Objectives

Worcestershire County Council's Corporate Plan – Key Themes	Worcestershire Local Transport Plan Objectives
Open for Business	To support Worcestershire's economic competitiveness and growth through delivering a safe, reliable and efficient transport network.
	The Economic Objective
The Environment	To reduce the impacts of transport in Worcestershire on the local environment, by the reducing the transport-
Health and Wellbeing	related emissions of nitrogen dioxide and particulates, carbon dioxide and other greenhouse gases, with the desired outcomes of tackling air quality and climate change and reducing the impacts of transport on public
Children and Families	health.
	The Environment Objective
Health and Wellbeing Children and Families	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.
Critical Critical Critical	The Health and Safety Objective
Health and Wellbeing	To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a
Children and Families	fairer society.
	The Equality Objective
The Environment	To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment,
Health and Wellbeing	conserving our historic built environment and preserving our heritage assets.
Children and Families	The Quality of Life Objective

In compliance with the above objectives, these transport policies set out the strategic delivery framework to:

- Reduce the adverse impacts of transport on the environment, including air quality (Air Quality and Climate Change);
- Improve the safety of the transport network for all modes and ensure new developments are designed to be safe and that promote active travel;
- Develop infrastructure measures to improve the safety and efficiency of the transport network for pedestrians and cyclists (Walking and Cycling) and to improve travel choice;
- Develop an integrated passenger transport network for Worcestershire (Integrated Passenger Transport);

- Ensure that the needs of motorcyclists are appropriately catered for and to help to make journeys by motorcycle safer (Motorcycling);
- Create vibrant, successful places which support active travel modes (Public Realm) and maximise travel choice; and
- Improve the quality of public engagement, participation and communication to ensure investments in transport infrastructure, information and services meet with public expectation (Public Engagement).

Policies

Transport Engagement





POLICY E1 – COUNCILLOR INVOLVEMENT

Councillor engagement should be continuous from the development of strategy and delivery plans, through to scheme-specific communications, local issues and service changes.

Worcestershire County Council should involve and inform the Local Councillor and the Cabinet Member with Responsibility of any transport-related activity requiring public engagement. This should occur at the earliest stage and continue to engage with them throughout the project lifespan. This will include:

- Identifying any issues in order to modify scheme/strategy proposals;
- Engaging with the local councillor and securing formal endorsement from the Cabinet Member with Responsibility at each appropriate stage; and
- Providing additional support in achieving public acceptance of the project.

Worcestershire County Council Cabinet should approve any strategic and/or contentious transport-related consultation exercises, and sign off the results to enable the scheme to be progressed.

POLICY E2 – DEVELOPMENT OF CONSULTATION PLANS FOR TRANSPORT POLICY AND STRATEGY

Worcestershire County Council will develop and deliver comprehensive Consultation Plans to engage on transport policy and strategy. The plans should be signed off by the Project Manager or the Cabinet Member with Responsibility as appropriate.

The development of a Communications Plan should be considered as part of transport policy and strategy delivery. The plan should be signed off by the Project Manager or the Cabinet Member with Responsibility as appropriate.

A Consultation Report should be produced to summarise the delivery of the consultation, its outcomes and how they were duly considered.

All relevant documentation should be published on the County Council's website.



POLICY E3 – FUNDING APPLICATIONS: STAKEHOLDER MANAGEMENT

Worcestershire County Council will seek Letters of Support to help underpin a funding application.

Worcestershire County Council will develop a Stakeholder Management Plan to support any transport funding application.

POLICY E4 – ENGAGEMENT FOR TRANSPORT SCHEMES

Worcestershire County Council will develop and deliver comprehensive consultation exercises for transport schemes. Schemes should be promoted and explained using a balanced and realistic approach. The plans should be signed off by the Project Manager or the Cabinet Member with Responsibility as appropriate.

The development of a Communications Plan will be necessary as a critical element of scheme delivery and underpinned, where necessary, with bespoke 'mini plans' to support particular activities with the programme. The plans should be signed off by senior decision makers.

All relevant documentation should be published on the County Council's website, including information on projects.

POLICY E5 – COMMUNICATIONS ON ASSET MANAGEMENT ACTIVITIES

Worcestershire County Council will develop and deliver an overarching Communications Plan, signed off by senior decision makers that should be subject to regular review.

All relevant documentation should be published on the County Council's website, including information on programmes of work and projects.

Individual Communication Plans should be considered for asset management project on a case by case basis.

POLICY E6 – MONITORING AND EVALUATION

Worcestershire County Council will monitor the performance of Directorate of Economy and Infrastructure Communications and will endeavour to review and make continuous improvements to processes regularly within the life of the Local Transport Plan.





inbound consultation exercises where appropriate to the interests of Worcestershire. This could include consultations from the Department for Transport, neighbouring Local Transport Authorities, Midlands Connect, Network Rail, District and Parish Councils, for example. Inbound consultations could include changes to national policy, Local Development Plans, Rail Franchises etc. The relevant political sign off should also be

secured prior to submission.

POLICY E8- PLANNING AND HUMAN RESOURCES

Worcestershire County Council will seek to resource engagement exercises internally wherever possible, to minimise expenditure on consultancy services. However, where the use of consultants is unavoidable, Worcestershire County Council will appoint consultants in line with the Worcestershire County Council Procurement Guidelines.

POLICY E9 – IDENTIFICATION OF FUNDING

All future transport schemes and delivery programmes will require the development of a funded communications plan and/or consultation plan before being approved. This will ensure that the necessary funding is in place to deliver against the objectives of this policy and the wider Local Transport Plan.

POLICY E10 – ELECTRONIC INFORMATION

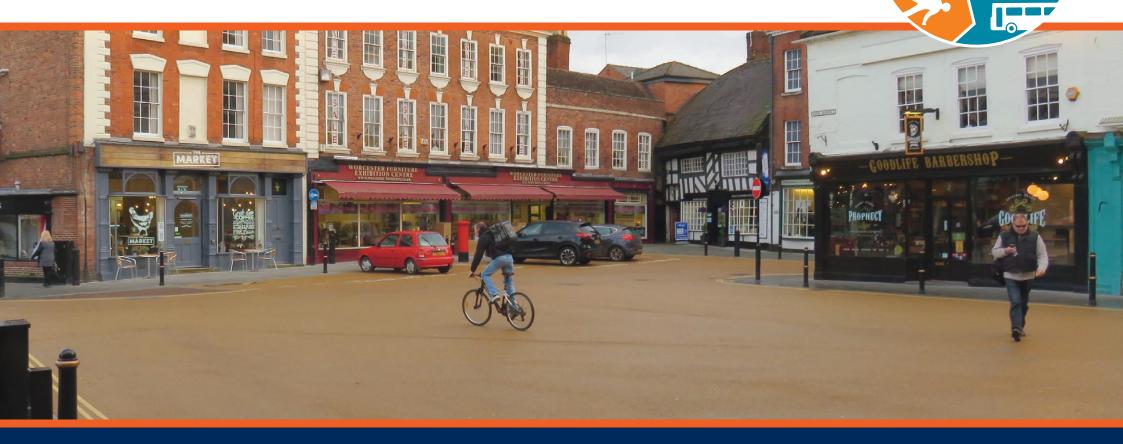
Worcestershire County Council will produce documents electronically wherever possible. Documents will also be posted on the County Council website within the bounds of the Freedom of Information Act.

Paper copies can still be provided for those who need them, on request.

POLICY E11 –

Worcestershire County Council intends to meet and/or regularly liaise with key user or interest groups as appropriate e.g. Rail User Groups, Motorcycle Action Group, Access Forum and Cycle Forum.

Policies Public Realm





POLICY PR1 – PARTNERSHIP WORKING TO DELIVER AN ATTRACTIVE, FUNCTIONAL PUBLIC REALM

Worcestershire County Council will work with key partners, including the Worcestershire Borough, City and District Councils, private sector partners and those representing disability groups, to create and maintain an urban public realm which aims to:

- Cater for all groups of people, including less mobile pedestrians, those with sight or hearing
 impairments, those suffering from dementia and those who use mobility scooters or
 wheelchairs;
- Be free from obstructions and minimise barriers to access;
- Be permeable and legible, with suitable levels of signage, including walking and cycling journey times, where appropriate.;
- Provide valuable public spaces which encourage social interaction and community activities;
- Be safe to use and support enhanced perception of personal safety and security;
- Reflect and highlight Worcestershire's unique local character and historic value;
- Maximise direct walking routes, minimise unnecessary deviation or delay and pay regard to pedestrians' desire lines; and
- Include pedestrian and cycle routes which are shorter or quicker than the equivalent journeys by car.

Particular attention will be paid to the quality of routes to key destinations, such as schools, colleges, employment sites, town centres, public transport interchanges and healthcare facilities and to address accident cluster sites.

Where funding permits, parts of the public realm network, particularly in urban areas, will be reviewed in line with best practice guidelines, to ensure the network continues to meet users' needs.



POLICY PR2 – MANAGEMENT AND MAINTENANCE OF THE PUBLIC REALM

Worcestershire County Council will lead the design, development and delivery of public realm enhancement schemes on the public highway, and will work in partnership with the Borough, City and District Councils, Parish Councils, the private and voluntary sectors to develop, manage and maintain an attractive and safe public realm in a sensitive and sustainable way.

The County Council will balance its duties of giving due regard to the needs of all highway users (including parking and loading), with conserving and enhancing landscape, townscape, biodiversity and heritage assets. It will do this in both urban and rural areas, by careful consideration of local requirements, including those of designated sites of environmental importance. It will take account of the diverse non-transport roles the public realm plays and consider local context and distinctiveness through supporting the provision of public art and green infrastructure, for example.

Worcestershire County Council will seek to provide and widen any footways as part of public realm enhancement schemes if it is appropriate to do so.

Worcestershire County Council will protect new public realm schemes under Section 58 of the New Roads and Streetworks Act (1991), which prevents Statutory Undertakers from digging up the highway for a period of 3-5 years, except for emergencies.

The County Council will seek to provide a public realm which is both robust and functional as well as being distinctive, attractive and which helps to preserve the county's historic character. This will be essential to develop Worcestershire's economy, particularly as a centre for sustainable tourism.



POLICY PR3 – CLASSIFICATION OF THE PUBLIC REALM

Worcestershire County Council will work closely with the Worcestershire Borough, City and District Councils to classify all areas of the public realm in Worcestershire. This classification structure will facilitate best use of scarce resources by:

- Prioritising funding and resource towards the highest profile areas of public realm first;
- Minimising the ongoing maintenance burden, ensuring public realm stays in an acceptable condition for longer;
- Speed up and inform the design process; and
- Lead to a gradual, permanent improvement in the condition of Worcestershire's urban public realm.

	Grade 1 – Premium Public Realm	Grade 2 – Primary Urban Retail Streets	Grade 3 – Secondary Urban Retail Streets	Grade 4 – Standard Streetscape
Characteristics	Worcestershire's most cherished public spaces in pedestrianised and/or traffic restricted areas, such as primary shopping streets, squares and areas of specific historic importance. This is the most expensive public realm treatment, so application will be limited necessarily to reflect available maintenance resources.	Primary retail streets in central urban locations on trafficked routes. Often located on busy transport corridors where occasional pavement overrun and loading is observed.	Secondary retail areas in urban centres on trafficked routes. Often located on busy transport corridors where frequent pavement overrun and loading is observed.	Standard streetscape.

POLICY PR4 – SPATIAL PLANNING AND DEVELOPER CONTRIBUTIONS FOR PUBLIC REALM IMPROVEMENTS

Worcestershire County Council will continue to work closely with the Worcestershire Borough, City and District Councils and developers to ensure that new developments, where possible:

- Maximise safe pedestrian accessibility to local facilities;
- Are designed to maximise permeability and legibility for pedestrians, and minimise delays to journeys on foot;
- Are designed to maximise natural surveillance on pedestrian routes to support perceptions of personal safety and security; and
- Make appropriate financial contributions towards improvements to the local public realm and pedestrian networks.

POLICY PR5 – AT-GRADE PEDESTRIAN CROSSINGS

Worcestershire County Council will continue to provide appropriate types of safe crossing facilities for pedestrians in locations where it can be demonstrated that the number of pedestrian movements, volume and speed of traffic and cost of installation and maintenance justifies the installation of a particular type of crossing.

Where formal pedestrian crossings are required, it is the County Council's general policy to provide at-grade crossings on pedestrian desire lines wherever it is possible and safety considerations allow it.

The County Council will seek to minimise pedestrian wait times at crossings, especially in locations where it is a priority mode in the hierarchy and ensure that the width of crossings is suitable for the number of pedestrians using them.



POLICY PR6 – GRADE SEPARATED PEDESTRIAN CROSSINGS (UNDERPASSES, SUBWAYS AND FOOTBRIDGES)

The provision of grade separated pedestrian/cycle crossings (such as underpasses, subways and footbridges) will be considered by Worcestershire County Council, only where the volume and speed of traffic renders alternative, at-grade options unsafe.

Worcestershire County Council will seek to enhance poor quality grade separated infrastructure (e.g. subways) and replace with at-grade alternatives where appropriate.

Where a grade-separated crossing is required, Worcestershire County Council will generally prefer the provision of dual use (pedestrian and cyclist) bridges, on account of the personal safety, lighting and flooding issues associated with underpasses and subways.

POLICY PR7 – PEDESTRIAN GUARD RAILINGS

Worcestershire County Council will avoid the provision of pedestrian guard railings and will only provide them at locations where it can be demonstrated that it is necessary to provide safety benefits that could not be provided by other means. Where this is the case, guidance is included in the Streetscape Design Guide as to the standard (or specification) of guard railings required. The County Council will review the need for retaining or removing existing guard railings on a case-by-case basis, particularly in urban areas, where guard railings often add to street clutter and cause severance.







POLICY PR10 – STREET FURNITURE

Worcestershire County Council will seek to minimise the quantity of street furniture, consistent with the need for safety and suitable information provision. Where possible, decluttering exercises will include community involvement in street audits to identify the status and utility of existing infrastructure, assisting the decluttering process.

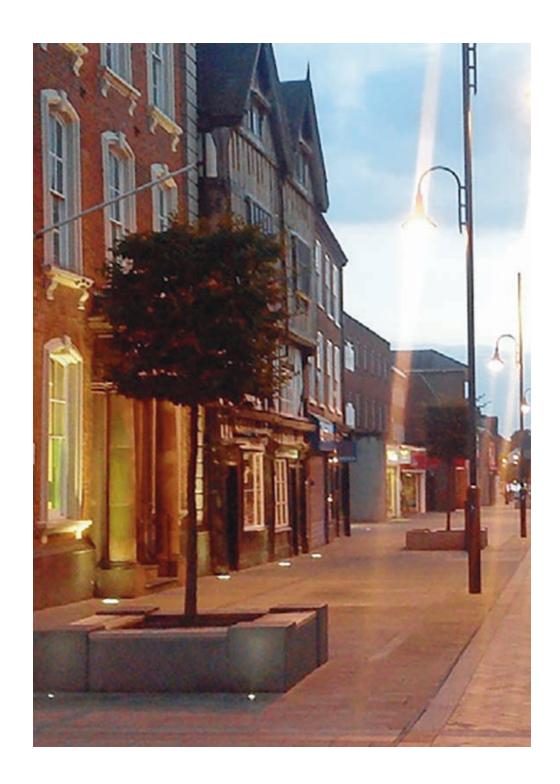
Street furniture of historic interest will generally be retained and preserved in situ, whilst redundant or unnecessary items will be identified and removed. Those items of street furniture which are required should be carefully located to preserve pedestrian circulation space and they should provide more than one function (for example, signs attached to lamp columns) where possible. In particular, the design of street furniture will be specifically considered to ensure that it respects the character of the local area. New or updated directional signage should include walking and cycling times to destinations where appropriate.

Where street furniture is removed or updated, the Asset Register should be updated.

POLICY PR11 – STREET DRAINAGE

Worcestershire County Council will consider the provision of innovative and discreet drainage systems exclusively in areas of Grade 1 enhanced public realm (i.e. pedestrianised or very low traffic areas with flush kerbs and high footfall).

In all other schemes, Worcestershire County Council will seek to maintain traditional robust drainage approaches, using gullies, subtle gradients and kerbs to drain surface water away from the highway quickly and efficiently.



POLICY PR12 – STREET LIGHTING

Worcestershire County Council will provide adequate street lighting commensurate with the role of the transport route and, where applicable, in line with statutory requirements. The County Council will strive to save energy costs and minimise light pollution from its street lighting stock.

In areas of enhanced public realm (Grades 1, 2 and 3), street lighting units attached to buildings will be considered wherever possible. Where street lighting columns are used, these should be painted to minimise their visual intrusion. It may also be appropriate to consider a higher quality column to enhance the sense of a quality space in such areas.

POLICY PR13 – STREET TREES

Worcestershire County Council recognises the benefits of street trees. It will continue to survey its stock of street trees on a regular basis, to ensure they do not pose a risk to road users and that even footways are maintained. Replacement or additional street trees of a species suitable to the location will be considered as part of all public realm improvements.



POLICY PR14 – PAVING MATERIALS

Worcestershire County Council will choose appropriate materials and surfaces for footways, footpaths and other areas where pedestrians have priority which help ensure that it is easy and safe for pedestrians to negotiate, cost-effective to maintain and replace and provides an attractive setting which is suitable for the surrounding environment.

The County Council will in general retain, conserve and restore and recycle historic footway surfaces. In choosing appropriate materials it will have regard to the need to protect, conserve and enhance the county's heritage and landscape assets, particularly within conservation areas.

Stone paving will only be used in Grade 1 Public Realm, on account of its significant ongoing maintenance costs. Stone will not be used where vehicle overrun is expected.

Coloured asphalt will only be permitted for use in Grade 1 Public Realm, as it is more expensive to maintain than standard asphalt.

Hot rolled asphalt (HRA) is to be used wherever vehicles are expected to operate within the public realm. In Grade 1, 2 and 3 schemes, coloured stone may be rolled into the asphalt to provide some distinctiveness.

Concrete block paving will only be used in Grade 1, 2 and 3 schemes. Block paving should be avoided where regular vehicular overrun is expected, as this damages blockwork and results in an ongoing maintenance liability, which is unaffordable to the County Council.

Wider 'conservation' kerbs should be used in all Grade 1, 2 and 3 schemes. (Stone kerbs are permitted for use in Grade 1 schemes.) These wider kerbs indicate enhanced public realm and provide an effective way of delineating user space within the public highway.

In terms of repairing damaged footway paving, like for like materials should be used, wherever possible, by all public and private sector parties working on the highway.

All paving materials should be non-reflective and provide textural contrast to other surfacing choices, to improve legibility for those living with dementia.

POLICY PR15 – TRADING, OUTDOOR SEATING AND ADVERTISING BOARDS ON THE HIGHWAY

Worcestershire County Council will work with the Borough, City and District licensing authorities to ensure that market stalls and shops displaying stock on the footway are suitably permitted in locations which neither hinder pedestrian movement nor cause unreasonable nuisance to other highway users or frontagers.

Advertising boards placed on the highway, including footways, without permission are illegal and Worcestershire County Council will use its powers to remove and dispose of them.

Worcestershire County Council welcomes applications for outdoor seating at cafes, pubs and restaurants etc. and will automatically grant permission where:

- the footway width is sufficient to accommodate both the seating area and the main lines of pedestrian movement; and
- the users of the seating area will not cause unreasonable nuisance to nearby frontages and other highway users, particularly the visually impaired.

POLICY PR16 – EVENTS ON THE HIGHWAY

Worcestershire County Council will in principle look favourably on applications to hold community events on the highway and will work closely with West Mercia Police to ensure that applications to close roads temporarily are considered on their merits. They will need to be satisfied that:

- street frontagers have been canvassed for their opinion;
- passenger transport users, pedestrians and cyclists will not be disproportionately inconvenienced; and
- measures have been put in place to ensure legitimate access is retained and diversion routes are available.



PR17 – PUBLIC PROTECTION MEASURES IN THE PUBLIC REALM

In recent years, the UK has seen an increase in terrorist attacks in the public realm, many of which have resulted in loss of life. Regrettably, it is not possible to fully prevent terrorist attacks, particularly those on foot, without infringing civil liberties. That said, the threat of terrorist attacks can be reduced through innovative design of the public realm.

As a critical part of the design process for all public realm schemes, Worcestershire County Council will specifically consider measures to protect the public. This will include careful use of street furniture to protect against hostile vehicular penetration into the public realm, working with partners, including West Mercia Police, the Worcestershire Borough, City and District Councils and frontagers to mitigate identified risks where feasible. In addition, the County Council will support the provision of Closed Circuit Television (CCTV) surveillance to enhance actual and perceived levels of public safety and security.

It is likely that guidance and best practice in this area will both evolve considerably, so Worcestershire County Council will continue to liaise with West Mercia Police in order to keep abreast of any such changes.

Policies Walking and Cycling





POLICY WCI – INFRASTRUCTURE AND OTHER MEASURES FOR PEDESTRIANS AND CYCLISTS

Recognising the vital role that walking and cycling can play both in transport provision and in health and environmental improvement, Worcestershire County Council will seek wherever possible to embed safe walking and cycling infrastructure provision within the delivery of all other transport schemes.

The County Council also recognises that not only do the needs of pedestrians and cyclists differ, but also that the categories 'pedestrian' and 'cyclist' both cover wide ranges of differing needs. It will choose appropriate measures – including off-road routes – to create networks that meet the five core principles of convenience, accessibility, safety, comfort and attractiveness.

Links in the walking and cycling network will be designed according to the following criteria:

- The position of walking and cycling in the modal hierarchy (see the Network Management Plan);
- Road conditions and traffic volumes (including proportion of HGVs);
- The volume of pedestrians and cyclists that may have to share the route;
- The types of pedestrians and cyclists being catered for;

- The number of side roads or frontage accesses;
- The presence of obstacles; and
- The availability of suitable off-road routes.

Wherever possible, a 'full corridor' approach will be taken, where packages of measures are delivered to provide coherent and continuous walking and cycling networks.

The needs of pedestrians and cyclists will inform the design and redesign of junctions and roundabouts.

When considering infrastructure for pedestrians and cyclists, Worcestershire County Council will take into account the above criteria and best practice guidance on matters such as street furniture, width, gradient and horizontal alignment.

The County Council will continue to work with the Borough, City and District Councils to identify and protect the alignment of suitable on and off-road routes as part of the planning process and with those same organisations, together with other partner organisations, to identify opportunities to provide for and promote walking and cycling-linked tourism within the County.



POLICY WC2 – PARTNERSHIP WORKING TO DELIVER WALKING AND CYCLING MEASURES

The cycle network in Worcestershire comprises the majority of public highways, certain categories of public rights of way and a range of other off-road routes, in public or private ownership whilst the network for walking includes footways alongside most urban roads, all public rights of way and a range of other routes in public and private ownership. Many routes provide for both cycling and walking. Worcestershire County Council will work in partnership with the City, Borough and District Councils and other organisations to continue to develop a comprehensive walking and cycling network.

The County Council will seek to create a network that is convenient and comfortable to use, enhances accessibility to key destinations, and is safe and attractive.

Worcestershire County Council will in particular look to:

- Tackle road safety hazards which discourage people from walking and cycling, such as uneven surfacing;
- Identify features which act as barriers to walking and cycling and formulate a long-term programme to overcome these.



POLICY WC3 – MAINTENANCE

With regard to highway maintenance, Worcestershire County Council will ensure that its programme takes account of the needs of pedestrians and cyclists, including safety issues such as pothole repairs, dealing with uneven road and footway surfaces, addressing up-stands (steps) at dropped kerb locations and sunken manhole covers.

Cycle routes will be exclusively surfaced in machine-laid hot-rolled asphalt, unless there is a specific, evidenced reason why this method/material cannot be used.

The County Council will work in partnership with the Worcestershire Borough, City and District Councils to ensure on-and off-road routes receive a suitable cleansing and sweeping regime.



POLICY WC4 – SPATIAL PLANNING AND DEVELOPER CONTRIBUTIONS FOR WALKING AND CYCLING

Worcestershire County Council will continue to work closely with the Worcestershire Borough, City and District Councils to ensure that new developments:

- Are located to maximise pedestrian and cyclist accessibility to local facilities;
- Are designed with safe and secure layouts which minimise conflicts between traffic and cyclists and pedestrians.
- Are designed to maximise visibility for all on walking and cycling routes;
- Are designed to provide an attractive environment on walking and cycling routes;
- Are designed to incorporate cycle parking and other suitable facilities, on-site or within buildings as appropriate; and
- Make appropriate financial contributions towards improvements to the walking and cycling network, including those proposed in planning policy documents.

POLICY WC5 – WALKING AND CYCLING SAFETY

Highway Network And New Developments – Safety is very important in promoting active travel and so working with its partners, Worcestershire County Council will consider walking and cycling safety when designing highway network improvements and for the design and layout of new developments. Best practice must be employed to ensure that the network is as safe and secure as possible and that roads are designed to create an environment that is safe for all users, and to encourage active travel. Personal safety perceptions are also important and so the fear of crime as well as road safety concerns will also be considered.

Lighting Off-Road Routes – The County Council will consider lighting off-road routes on their individual merits, taking into account:

- Safety and security concerns;
- The number of users and potential users;
- Environmental considerations;
- The potential for new types of lighting; and
- Installation and maintenance costs.

Traffic Regulation Orders – Worcestershire County Council will support the introduction of new or amended Traffic Regulation Orders that promote increased walking and cycling. In particular, to allow the removal of physical and/or legal measures that unnecessarily restrict safe movement for pedestrians and cyclists. Any proposal to amend existing Traffic Regulation Orders would be subject to a safety assessment to ensure safety is maintained for all users.



POLICY WC6 – PARKING FOR CYCLES

Worcestershire County Council will work in partnership with the City, Borough, District and Parish Councils along with other organisations, including landowners and developers, to provide appropriate levels of safe and secure cycle parking at key destinations. Particular priority will be given to secure cycle parking that can be combined with changing facilities at railway and bus stations, as this can facilitate dual transport use. Opportunities to provide 'park and cycle' facilities will be sought. In considering suitable locations, the County Council will wish to be satisfied that they:

- Do not cause a hazard or obstruction to pedestrian movement;
- Do not place cyclists in danger from road traffic;
- Benefit from suitable levels of 'natural surveillance'; and
- Are placed as close as practicable to the entrances to key destinations (within 20 metres is recommended).

Cycle parking must be of the most appropriate type and style for the surroundings and space available. Sheffield Stands are the County Council's preferred design for short stay cycle parking, although other styles in some cases may be preferable, such as in Conservation Areas or where space is limited. The County Council will also have regard for the potential dual uses of cycle stands (e.g. acting as bollards). The County Council opposes the use of stands which do not allow both wheels and the frame to be secured.

Particular attention will be paid to security and shelter of long-stay cycle parking.

Worcestershire County Council will work with the Worcestershire Borough, City and District Councils to ensure that cycle parking standards for new developments reflect best practice in terms of their quantity, quality and location and will update these as required.

POLICY WC7 – NETWORK DIRECTION SIGNING

Worcestershire County Council will provide clear and concise direction signing for pedestrians and cyclists. The signing should promote walking and cycling and leave users in no doubt that they are on the correct route.

Worcestershire County Council will seek to minimise the quantity of signs and other street furniture on the walking and cycling network, consistent with the need for safety and suitable information provision. Directional signs and route-confirmatory signs will indicate destinations, with times or distances to those destinations, in order to promote routes to new users.

Policies Integrated Passenger Transport





POLICY IPT1 – HIERARCHICAL DEFINITION OF PASSENGER TRANSPORT

The following table sets out Worcestershire County Council's approach to the delivery of passenger transport, taking account of demand, performance and costs (capital and revenue):

NAME	DESCRIPTION	ROLE	AVERAGE SPEED	DEMAND	INFRASTRUCTURE COSTS	OPERATING COSTS
HEAVY RAIL	Fully segregated, high capacity passenger railway	Major inter-city and inter- urban corridors	High (40+mph)	Very high	Very high for new build	Very high
TRAM TRAIN	Fully segregated, medium capacity passenger railway	Major urban and inter-urban corridors	Medium-High (20-40+mph)	High	High (unless built upon committed investments which deliver the infrastructure needed for tram train)	Medium to High
LIGHT RAIL / TRAMWAY	Mainly segregated, medium capacity passenger railway	Major corridors in large cities	Medium (20- 40mph)	High	High (very high for new segregated sections)	Medium to High
BUSWAY / BUS RAPID TRANSIT	High quality and capacity bus system	Major corridors in towns and cities and interurban transport corridors	Medium (20- 40mph)	Medium-High	Medium-High (Dependent on extent of segregated busway)	Medium to High
BUS	Conventional bus service	Urban and interurban transport corridors	Low-Medium (10-30mph)	Medium	Low to Medium	Low to Medium
DEMAND RESPONSIVE TRANSIT (including Community Transport)	Similar to conventional taxi service, although specialist vehicles often provided.	Urban/rural areas and times of day not served by conventional passenger transport services.	Low-Medium (10- 30mph)	Low	Low	Low to Medium
TAXI	Conventional taxi service.	Urban/rural areas and times of day not served by conventional passenger transport services.	Low-Medium (10- 30mph)	Low	Low	Low to Medium

POLICY IPT2 – PASSENGER TRANSPORT INFORMATION AND PUBLICITY

Worcestershire's passenger transport networks perform a critical social and economic role. Worcestershire County Council will work with passenger transport operators, partner organisations and user groups to:

- Develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across Worcestershire's infrastructure and services;
- Ensure that information on passenger transport meets recognised best practice guidelines in terms of design, content and distribution;
- Pursue progressive digitisation of passenger transport information and promotion embracing information sharing technologies, including the development of a comprehensive travel information app for Worcestershire;
- Provide a consistent quality of digital information, at interchanges, rail and bus stations and roadside information;
- Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services;
- Improve the quality of map-based digital passenger transport network information;
- Provide real time information displays at high demand areas
 of passenger transport networks, such as at rail and bus
 stations, strategic bus stops and destinations (such as public
 buildings).



POLICY IPT3 – COMMERCIALISATION OF THE BUS NETWORK

Worcestershire's bus networks perform a critical social and economic role. Despite this, the bus network is currently in sharp decline.

Worcestershire County Council is committed to developing and enhancing the ability for local bus operators to provide their services commercially. In support of this, the County Council will work with bus operators, partner organisations and user groups to encourage and support the development of a revised network of strategic urban and interurban bus services, which have the following key characteristics:

- Routed along main arterial corridors, to provide direct, limited stop services which offer an attractive service to existing and potential passenger markets;
- Provide an appropriate level of service to maximise the utility of these services, recognising that a comprehensive service offering is essential to ensure attractiveness to existing and potential new customers;
- Operated with a high quality, modern fleet. Worcestershire
 County Council will actively support, promote and encourage bus
 companies to invest in and maintain the quality of their fleets,
 particularly where this involves adoption of Ultra-Low Emission
 Vehicles. Wherever possible, core routes should be branded,
 to make them as attractive as possible to existing and potential
 passenger markets;
- Provides a suitably attractive level of service in terms of punctuality and reliability.

In support of these enhanced bus routes, Worcestershire County Council will seek to enter into a formal voluntary partnership with the relevant operator(s), which will commit the signatories to focus resources towards the following key activities, supporting increased commercial operation of bus services by:

- Pursuing corridor-length assessment of existing and proposed bus routes, to actively remove pinch points wherever possible, provide systemic bus priority at traffic-signals and physical measures if these are required;
- Investing in bus stop infrastructure along identified bus corridors, to ensure a consistently high quality experience for bus users (see Policy IPT4)
- Work with neighbouring authorities and bus operators to support cross-boundary services to important destinations outside Worcestershire:

Worcestershire County Council will consider the reintroduction of Park and Ride services. However, this must be based on a sound business case for investment, and the following criteria must be met:

- Park and Ride facilities must be fully funded by third party funding, and operated commercially. This includes all on-going maintenance and operational costs;
- Park and Ride bus services must be operated commercially.
 Worcestershire County Council cannot use scarce subsidy funding to support Park and Ride routes, as this funding is needed to provide socially-necessary bus services.

POLICY IPT4 – BUS STOP INFRASTRUCTURE

High quality bus stop infrastructure is an essential component of providing a high quality bus service user experience.

Where an operator commits to providing an enhanced bus service along an identified corridor (see Policy IPT3), Worcestershire County Council will invest in bus stop infrastructure along such routes to promote and enhance commercial operation. This could include investment in Real Time Information Systems, enhanced bus shelters and accessibility improvements, such as raised kerbs and waiting areas. In such circumstances, the County Council may also consider taking on the ownership and maintenance of selected bus stop infrastructure, to guarantee a consistent quality of service;

Proposals for new bus stop infrastructure will continue to be considered on a case-by-case basis, subject to the identification of a robust business case for investment, and identification of funding to both install and maintain such bus stop infrastructure over an extended period (at least 20 years).

Worcestershire County Council will consider provision of new or replacement bus shelters where the following minimum criteria are met:

- A regular weekday bus service;
- Evidenced long term passenger demand, particularly where this involves a disproportionately high level of elderly users;
- Where the environment is suitable for the installation of a bus shelter;
- Opportunities to minimise vandalism have been considered (CCTV, metal lower panels, public art installation etc.); and
- Where funding for the supply, cleaning and maintenance is identified over a defined period.

Worcestershire County Council will work with partners including Parish, Borough, City and District Councils, bus operators and elected members to reposition or recycle unused and underused bus stop infrastructure, where it is no longer providing its intended public service benefit.



POLICY IPT5 – COMMUNITY TRANSPORT

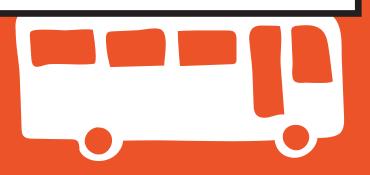
Worcestershire County Council will support the ongoing development of Community Transport services in Worcestershire, particularly in rural and sparsely populated areas where commercial bus service provision would be inviable, by:

- Working in partnership with Community Travel
 Worcestershire (www.communitytravel.org.uk) to support
 enhanced coordination of Community Transport services
 across the County;
- Securing funding from a variety of sources to support ongoing maintenance and expansion of the Community Transport network, including the procurement and replacement of vehicles, staff training, equipment and service support;
- Working with other public transport operators (bus and rail) to encourage better integration with Community Transport services wherever possible;
- Encouraging communities, particularly in rural areas, to recognise the valuable role of Community Transport in providing enhanced accessibility for all in Neighbourhood Development Plans.

POLICY IPT6 – RAIL INFRASTRUCTURE AND SERVICES

The rail network forms the backbone of Worcestershire's passenger transport networks. Decades of underinvestment have seen the deterioration of rail infrastructure and services to a point where these no longer reflect the needs of Worcestershire's diverse economy, yet passenger growth remains strong.

Worcestershire County Council will develop a Worcestershire Rail Investment Strategy, in partnership with the rail industry, to stimulate inward investment into Worcestershire's rail infrastructure and services to support improved development and growth of this critical passenger transport mode.





POLICY IPT7 - TAXIS POLICY IPT8 - COACH TRAVEL Taxis play an important role in 'bridging the gap' where Long-distance coach networks provide low-cost travel options timetabled passenger transport services may not operate. They for Worcestershire's residents, and so have an important role also provide for specialist trips, such as airport runs, where to play in providing a comprehensive multimodal passenger conventional transport may not always be feasible due to the transport network. need to carry significant baggage. Worcestershire's visitor-focussed economy benefits from coach To support taxi provision in the County, Worcestershire County trips into the county, which bring large numbers of visitors. Council will work with taxi operators' groups, Borough, City and Worcestershire County Council will support coach travel in the District Councils and Worcestershire Regulatory Services to: following ways: Ensure that taxis benefit from passenger transport priority Working with coach operators to maintain and develop long measures, wherever feasible and appropriate; distance coach travel opportunities from Worcestershire, Ensure that appropriate taxi rank provision is made in urban particularly to major urban centres and airports; areas and key destinations (such as railway stations, hospitals Working in partnership with off-street parking providers, and other major public buildings); including Worcestershire's Borough, City and District Support the introduction and development of taxi-Councils to improve access to coach parking and layover bus services in areas where and times of the day when facilities at locations of high demand where feasible and commercial passenger transport services are marginal; appropriate; Promote and support uptake of Ultra-Low Emission Vehicles Working with coach operators to support upgrade of in Worcestershire's taxi fleet, to support improvement in vehicles towards Ultra-Low Emission Vehicles (ULEVs). urban ambient air quality.

POLICY IPT9 – MODAL INTEGRATION

Worcestershire County Council will seek to promote and encourage modal integration, by:

- Working with operators to coordinate timetabling, to support interchange;
- Providing co-located infrastructure wherever possible, to facilitate enhanced interchange opportunities between modes;
- Supporting and promoting rollout of integrated ticketing.

POLICY IPT10 - DETERMINATION OF RELATIVE PRIORITY OF SUBSIDISED LOCAL BUS SERVICES

The Transport Act (1985) gives the County Council powers as a Local Transport Authority to secure the provision of public passenger transport services to address need, where such a service could not be provided without action on the part of the Local Transport Authority. Under this act, the Local Transport Authority is required to have regard to a combination of economy, efficiency and effectiveness.

Worcestershire County Council policy is to prioritise bus routes for subsidy within its allocated budget. Each contract will be scored on six categories in order to assess the benefit and value of the services provided. These are:

- The actual cost per passenger carried;
- The average number of passengers on each journey (particular those with protected characteristics, e.g. the elderly);
- The deprivation index for the areas served by the service;
- The car ownership level of the areas served;

- The primary journey purpose; and
- The availability of alternative services for the journeys being made.

The scores for each category will also be weighted to give greater importance to the cost per passenger category, followed by deprivation and availability of other services.

The weighted scores for each contract are added together to produce the overall Key Performance Indicator. This figure can then be used to rank contracts objectively to determine those which are of most value to Worcestershire taking into account patronage, cost and a measure of importance to the passengers.

This is the most objective and effective way of prioritising expenditure. Those subsidised bus service contracts with the worst performance index will, by definition be the least well used, least needed and most expensive per passenger to provide, so will be most likely to be terminated.

POLICY IPT11 – REVIEW INTERVALS FOR SUBSIDISED BUS SERVICE CONTRACTS

Worcestershire County Council policy is to retender subsidised bus services by area every five years to ensure that transport requirements are subjected to ongoing review, and to obtain best value for money.

This period may be amended to fit within a rolling programme of area reviews, but will not exceed five years.



POLICY IPT12 – ENSURING BEST VALUE FOR MONEY (TENDER CEILING PRICES) FOR BUS SERVICE CONTRACTS

When tendering bus services, there is a risk that tender prices may escalate over time. To mitigate this, it is Worcestershire County Council policy to set a ceiling price for the award of each contract based on its knowledge of market conditions. This will enable Worcestershire County Council to continue to operate within the constraints of available funding.

In some cases, the existence of ceiling price may result in a situation where no bids are received for some contracts, i.e. where the existing level of provision cannot be met within the current budget.

Should such a situation arise then the Council policy will seek to extend the existing contract as appropriate. This will allow a period of consultation to produce proposals for a reduced level of service that may be tendered and awarded whilst continuing to meet the allocated subsidy budget.

POLICY IPT13 – DEREGISTRATION OF COMMERCIAL BUS SERVICES

Where previously commercial bus services are subject to deregistration or reorganisation, in the first instance, the County Council will work with the operator to secure operational data and monitor services during the notice period, to establish patterns of demand.

The County Council will endeavour, where possible, to provide temporary replacement bus service for a period of three months to further monitor the level and pattern of demand. This will enable identification of public transport requirements which would not otherwise be met including use of the service by elderly and disabled users. The Council will then use this information to secure a replacement bus service where the level of demand justifies the cost. The duration of the contract awarded will align with the programme of area reviews.

Where the Council is unable to provide a replacement bus service, either as a result of very low demand or high cost, then it will make its best efforts to ensure that alternative provision is made to meet such demand for transport to essential services, identified following consultation with affected communities.

Policies

Transport and Air Quality







POLICY AQ1 – DEVELOPING MEASURES TO DEAL WITH AIR QUALITY MANAGEMENT AREAS

Worcestershire County Council will adopt an approach to the management of transport related air quality issues which is consistent with the goals of:

- Minimising the impact of transport on air quality and the wider environment;
- Supporting the performance of the Worcestershire economy;
- Increasing travel choice, particularly in congested urban areas and along key inter-urban corridors.

In pursuit of this, Worcestershire County Council will work with relevant partners to:

- Develop and appraise measures (individual and in combination) to deal with existing and emerging Air Quality Management Areas;
- Support Worcestershire Regulatory Services, who are the body with responsibility for monitoring Air Quality (on behalf of the Worcestershire Borough, City and District Councils) and who produce and maintain the Worcestershire Air Quality Action Plan;
- Develop business cases and (where required) funding bids to access the funds needed to implement identified measures;
- Deliver (subject to funding) agreed measures to enhance local air quality;
- Monitor the performance of implemented measures;
- Support measures that have demonstrated potential to improve air quality across Worcestershire;
- Support measures that protect and enhance the natural environment of the County;
- Support educational and promotional activities in relation to transport related air quality issues.

Worcestershire County Council will adopt a proactive approach towards Ultra-Low Emission Vehicles (ULEVs) and associated infrastructure, in line with Government policy. Policy TCC2 addresses this further.

POLICY AQ2 – MEASURING AND MONITORING AIR QUALITY

Worcestershire County Council will continue to work with Worcestershire Regulatory Services (on behalf of the Worcestershire Borough, City and District Councils) to support measuring and monitoring air quality to:

- Identify areas of potential air quality deterioration at an early stage; and
- Understand the transport related causes of designated Air Quality Management Areas.

POLICY AQ3 – PARTNERSHIP WORKING

Worcestershire County Council will continue to work with Worcestershire Regulatory Services (on behalf of the Worcestershire Borough, City and District Councils), transport operators and infrastructure providers to:

- Promote development of travel plans that enhance travel choice to mitigate existing and emerging air quality issues;
- Inform, influence and respond to the development of Air Quality Management Area Action Plans;
- Provide information on traffic flows and other transport developments as required;
- Make informed decisions on planning applications as required;
- Develop and deliver transport schemes to mitigate localised poor air quality caused by transport emissions;
- Support transport providers including bus and freight operators to upgrade to Ultra-Low Emissions Vehicles to reduce emissions and improve ambient air quality.



Policies **Motorcycling**





POLICY M1 – PARTNERSHIP WORKING TO DELIVER A STRATEGIC MOTORCYCLING POLICY

Worcestershire County Council will work in partnership with the City, Borough and District Councils and other relevant organisations, to promote motorcycling as a suitable transport option for many journeys. The County Council will ensure that the needs of motorcyclists are taken into consideration across the county's existing and future transport network and that latest guidelines are used to inform the county's work.

Resources will be prioritised towards safety measures which primarily achieve road casualty reduction, especially through tackling known problem routes, as well as enhancing accessibility.

The County Council will specifically consider permitting motorcyclists (and taxis) to use bus lanes as part of future corridor improvements on existing and future routes where safe and appropriate.

The County Council will identify features that act as barriers to motorcycling and formulate a programme to overcome these. All future network improvements/new roads should be designed and checked for "motorcycle proofing".

POLICY M2 – MAINTENANCE

With regard to road maintenance, Worcestershire County Council will ensure that its programme takes into account the safety needs of motorcyclists, including in terms of better skidding resistance, tackling pothole repairs and uneven road surfaces, and dealing with diesel spillages (in conjunction with the emergency services).

POLICY M3 – IMPROVING ACCESSIBILITY USING MOTORCYCLES, MOPEDS AND SCOOTERS

Worcestershire County Council will promote the use of motorcycles, mopeds and scooters to enhance accessibility to key services and facilities, particularly for:

- Those who do not have access to a car (including young people, college and university students etc); and
- Those who live in sparsely populated, rural areas which are poorly served by scheduled passenger transport services.



POLICY M4 – MOTORCYCLE PARKING

Worcestershire County Council will seek to establish more motorcycle parking spaces with suitable security and shelter at or close to key destinations where demand already exists or can be demonstrated (particularly in urban centres). In particular, Worcestershire County Council will continue to work with the Worcestershire Borough, City and District Councils to provide additional secure motorcycle parking in public car parks, as these locations often benefit from CCTV coverage and limit the risk of damage by passing vehicles.

Worcestershire County Council will also work with private businesses, large supermarkets for example, to offer guidance on the provision of motorcycle parking provision (and signage), where it can be demonstrated to be lacking.

In considering suitable locations, the County Council will wish to be satisfied that the parked motorcycles will:

- Not cause a hazard or obstruction to pedestrian or vehicular movement;
- Not be vulnerable to being knocked over by passing traffic;
- Benefit from suitable levels of 'natural surveillance'; and
- Be as close as practicable to the entrances to key destinations.

Consideration will be given to converting and enhancing on-street parking areas which are already used informally by motorcyclists, providing additional on-street spaces. The County Council will work in partnership with other organisations, including the Worcestershire Borough, City and District Councils, and the rail industry to:

- Ensure motorcycle parking is considered as part of the wider emerging parking strategy;
- Ensure motorcycle parking spaces are appropriately placed in Local Planning Authority-owned car parks and public transport interchanges; and
- Promote appropriate standards for off-street motorcycle parking at new developments in Local Development Frameworks and their successor documents.

POLICY M5 – SPATIAL PLANNING AND DEVELOPER CONTRIBUTIONS FOR MOTORCYCLING

Worcestershire County Council will continue to work closely with the Worcestershire Borough, City and District Councils to ensure that new developments:

- Are located to maximise motorcyclist accessibility to local facilities;
- Are designed to maximise motorcycle visibility on key routes;
- Are designed to provide an attractive and safe environment for motorcyclists;
- Are designed to incorporate secure motorcycle parking and other suitable facilities (including lockers), on-site or within buildings as appropriate; and
- Make appropriate financial contributions towards improvements to the highway network, including those proposed in planning policy documents.



Policies Climate Change





POLICY TCC1 – REDUCING HARMFUL EMISSIONS FROM VEHICLES

Worcestershire County Council will work with a range of partners to support vehicular improvements and fleet replacements and renewals which deliver reduced emissions, including carbon dioxide, nitrogen dioxide and particulate matter.

POLICY TCC2 – ULTRA-LOW EMISSION VEHICLES

Worcestershire County Council will adopt a proactive approach towards ultra-low emission vehicles (ULEVs) and associated infrastructure, in line with Government policy. As all new cars will be required to be an ULEV by 2040, Worcestershire County Council will seek to:

- Expand on its existing county-wide network of public charge points;
- Encourage businesses to provide workplace charging facilities for employees and customers;
- Ensure that developers are aware of ULEV guidance provided in the Streetscape Design Guide;
- Support access to charge points for residents without off-street parking;
- Facilitate (where possible) adoption of new and improved technologies and charging infrastructure developments (such as easy payment access);
- Explore the provision of dedicated charge points for taxi and private hire operators;
- Encourage bus operators to implement an ultra-low emission fleet and associated infrastructure;
- Work with partner organisations to support educational programmes that encourage the take-up and use of ULEVs; and
- Develop business cases and funding bids to access the funds needed to implement ULEV measures.



POLICY TCC3 – OPTIMISING THE ENERGY EFFICIENCY OF TRANSPORT OPERATIONS AND ASSETS

Worcestershire County Council will seek to minimise energy consumption and enhance the energy efficiency of its transport maintenance and construction operations and assets through a range of measures. This will include, where appropriate:

- Dimming of streetlights during the hours between midnight and dawn;
- Continuing to rationalise periodically the number of existing lamp columns;
- Considering new street lighting and lit signs only where there is a statutory requirement or safety and security imperative to do so;
- Investigation of new technology to establish if this will deliver energy efficiencies; and
- Increased recycling of materials.

Wherever possible clauses will be included in commissioned contracts to encourage contractors to work towards this policy.

POLICY TCC4 – REDUCING THE NEED TO TRAVEL

Worcestershire County Council will work in partnership with the Borough, City and District Councils to encourage new developments to seek to promote travel choices for Worcestershire's residents by providing Personalised Travel Plans. Home working will be supported by continuing our commitment to improving broadband infrastructure.





POLICY TCC7 – MONITORING CLIMATE CHANGE: THE WEATHER AND ITS IMPACT ON TRANSPORT

Worcestershire County Council will work in partnership with other organisations, including the Met Office, Environment Agency, Borough, City and District Authorities and transport operators to monitor the impact of climate change in Worcestershire and will utilise appropriate methodologies for calculating the risk of weather events impacting on transport in Worcestershire. The methodology will be used to ensure appropriate actions are taken.

POLICY TCC8 – MAXIMISING THE RESILIENCE OF TRANSPORT ASSETS TO CLIMATE CHANGE

Worcestershire County Council will seek to enhance its transport assets to strengthen its resilience to the impacts of climate change.

In the case of flooding, Worcestershire County Council will continue to develop its planning and infrastructure expertise to reduce the impacts on Worcestershire's transport networks, particularly in terms of:

- The principal route network and strategic bridges;
- The rail network and major bus networks; and
- Maximising our ability to retain some form of road and other transport access to major settlements when flooding occurs.



Worcestershire County Council You can contact us in the following ways:

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