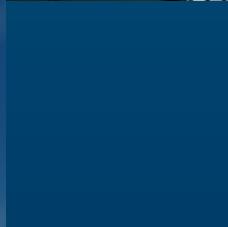
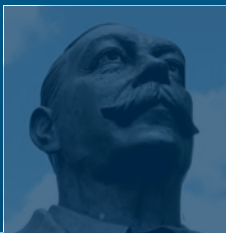


Local Transport Plan 2011-2026

Background Paper C

Strategy Options



Background Paper C

Strategy Options

- 1 In addition, to our statutory duties and our service priorities of highways maintenance, road safety, passenger transport and community transport, there are a number of potential strategy approaches, which could be applied to guide any available transport investment in planning and providing infrastructure within the spatial priority areas and elsewhere. These would incorporate and be in the context of the LTP modal and intervention based approaches, outlined from paragraph 4.55 in the LTP3 strategy, and our local priorities for strategic transport improvements,
- 2 This Background Paper sets out the strategy options, which were identified to address the issues and challenges both in the spatial priority areas and across the whole county.

Option Development

- 3 When developing potential strategy options, the combination of different types of transport and non transport interventions that could be implemented, and the anticipated level of activity that would be undertaken, in each option were identified. The types of measures and interventions that were considered are set out in Table D1.

Table C1 – Interventions considered in Strategy Options

Broad types of measures	Intervention
Bus	Bus Quality Partnerships
	Demand responsive/community transport
	Bus information
	Bus priority measures
Walking	Prioritise pavement and footpath maintenance and improvements
	Provision of new pavements and footpaths
	Training
	Pedestrian crossing facilities
	Rights of Way improvements
Cycling	New cycle lanes/routes
	Improve existing cycle routes
	New cycle parking facilities
	Training
Behavioural change	Workplace travel plans
	School travel plans
	Station travel plans
	Residential travel plans

Broad types of measures	Intervention
	Personal travel plans
	Initiatives and promotional activities
	Sustainable travel information
Rail	Secure rail service improvements – partnership working
	Secure rail infrastructure improvements – partnership working
	Station interchange improvements
Road – infrastructure	Strategic road network improvements
	Local junction improvements to increase capacity of the network
	Road safety
	Parking control and enforcement
Road – education & enforcement	Public realm improvement schemes
	Information and campaigns
	Driver training
	Road safety initiatives – partnership working

- 4 We have also appraised the types of measures/interventions identified above in terms of their 'value for money' and how feasible they are. The 'value for money' for each of the interventions has been illustrated by providing examples of benefits, and where possible, cost-benefit ratios, using examples from this county and other transport authorities.
- 5 The deliverability of each of the measures/interventions has been assessed in terms of the particular opportunities, challenges and constraints which exist in the county.
- 6 Finally, each strategy option was assessed on its likely effectiveness in helping to deliver transport infrastructure in the spatial priority areas, by considering:
 - how the options contributed towards delivery of the LTP3 objectives,
 - how they will affect the environment, through a Strategic Environmental Assessment (SEA),
 - how they will affect human health, through a Health Impact Assessment, which was incorporated in the SEA, and
 - whether there would be any disproportionate effect on different groups in the community, identified through an Equalities Impact Assessment (EqIA).
- 7 A summary of the options and appraisal is outlined overleaf. The appraisal of the different options has assumed that the level of funding available will be the same whichever is selected. However, whilst the levels of funding may vary from year to year, each approach is, in effect, describing the emphasis that will be placed on certain types of measures and interventions, in each option.

Potential Strategy Approaches

- 7 Three potential strategy approaches were identified for assessment. Two placed emphasis on addressing one of the key high level objectives i.e. Economic Competitiveness and Growth (Option 1 – Infrastructure) and Tackling Climate Change (Option 2 - Changing Travel Behaviour), whilst the third focused on achieving both these key high level objectives (Option 3 - Sustainable Economic Growth).

Table C2

Approaches	Emphasis
Option 1 – Infrastructure	Improve Economic Competitiveness & Growth
Option 2 – Changing Travel Behaviour	Tackling Climate Change
Option 3 – Sustainable Economic Growth	Improve Economic Competitiveness & Growth and Tackling Climate Change

- 8 Within all three options, due regard is paid to also achieving all five of the overarching LTP3 objectives including improving safety, health and security, improving accessibility enhancing social inclusion, and improving quality of life.

Option 1: Infrastructure

- 9 This option focuses on providing for increased traffic growth meeting the need to travel by private car.
- 10 In summary this option would include the following:
- greater road investment to tackle traffic congestion hotspots on key corridors of movement – this could include the use of urban traffic control (linking of traffic signals) to have greater control on smoothing traffic flow,
 - maintain parking controls (but not seek to increase the number of areas with Civil Parking Enforcement – CPE),
 - some promotion of sustainable modes of travel: cycling, walking, public transport, car share etc,
 - some road safety education activities, and
 - integration of highway maintenance with road safety improvement schemes,
 - some adaptation to climate change, in terms of infrastructure, but little emphasis on reducing emissions.
- 11 This option contributes to road safety through road improvement schemes and as part of maintenance schemes. It will also have a limited impact on adaptation to the effects of climate change, and limited emphasis on supporting sustainable travel, and on trying to achieve behavioural change. Table C3 gives an assessment of the extent to which Option 1 would be expected to contribute towards each of the high level objectives.

Table C3 – Option 1: Infrastructure: Contribution to High Level LTP3 objectives

Broad LTP3 Objectives	Economic Competitiveness and growth	Social Inclusion	Tackling climate change	Improve safety, security and health	Improve quality of life
Infrastructure	✓✓✓	✓	✓	✓✓	✓

Level of contribution: ✓✓✓ - High; ✓✓ - Medium; ✓ - Low

Option 2: Changing travel behaviour

- 12 This option focuses on measures and initiatives to encourage behavioural change to safe and sustainable modes of travel e.g. walking, cycling, car share and public transport. It will predominantly focus on **reducing carbon emissions** and on improving health through physically active travel.
- 13 In summary, this option would include:
- a greater focus on promotion of sustainable modes of travel through travel planning, provision of information and campaigns, supporting Quality Bus Partnerships and Community Transport operations,
 - a greater focus on parking control and enforcement with roll out of CPE,
 - some investment in infrastructure to support access to integrated sustainable travel e.g. high kerb bus stops, shelters,
 - some investment in the integration of highway maintenance with road safety improvement schemes,
 - some road safety education, cycling and pedestrian training activities, and
 - some investment in the use of technology (Urban Traffic Control, Real Time Bus Information).
- 14 Table C4 gives an assessment of the extent to which option 2 would be expected to contribute towards each of the high level objectives.

Table C4 – Option 2: Changing Travel Behaviour: Contribution to High Level LTP3 objectives

Broad LTP3 Objectives	Economic Competitiveness and growth	Social Inclusion	Tackling climate change	Improve safety, security and health	Improve quality of life
Changing travel behaviour	✓	✓	✓	✓	✓

Option 3 - Sustainable Economic Growth

15 This approach focuses on providing some infrastructure to help address congestion bottlenecks and thereby help the economy but also promoting sustainable travel on foot, by bike and by public transport, thereby helping to reduce carbon emissions.

16 In summary this option will include the following:

- promotion and infrastructure for public transport e.g. accessible bus stops, shelters,
- implementation of infrastructure to support integrated sustainable travel - walking, cycling, public transport, car sharing etc. For example – bus priority measures, cycle lanes and facilities, improvements to pedestrian routes to key trip attractors, better rail / bus / cycle interchanges, less street clutter and enhanced public spaces.
- better use of technology to make use of the existing transport network e.g. Urban Traffic Control (linking of traffic signals) Real Time Bus Information, charging points for electric vehicles.
- Localised road improvements to tackle congestion on the network.
- Lobby for targeted strategic improvements within and outside East Sussex to improve the wider connectivity of the county with the south east, London and beyond,
- parking control and enforcement,
- road safety through enforcement, education and engineering measures including integration of highway maintenance with safety improvement schemes.

17 Table C5 gives an assessment of the extent to which option 3 would be expected to contribute towards each of the high level objectives.

Table C5 –Sustainable Growth: Contribution to High Level LTP3 objectives

Broad LTP3 Objectives	Economic Competitiveness and growth	Social Inclusion	Tackling climate change	Improve safety, security and health	Improve quality of life
Contribution to broad LTP3 objectives					
Sustainable growth	✓✓✓	✓✓	✓✓✓	✓✓	✓✓

LTP3 Strategy Options: Transport Interventions

18 Table C6 contains a matrix demonstrating the relative level of activity on each type of measure or transport intervention featuring within each option.

Table C6 –Level to which transport interventions would feature in each LTP3 Strategy Option

Relative level of activity	✓✓✓High	✓✓ Medium	✓Low	0 None
LTP3 Broad Strategy Option				
Transport Measure/Intervention	Infrastructure	Travel behaviour	Sustainable economic growth	
SMARTER CHOICES (Behavioural Change)				
Workplace Travel Plans Existing or new e.g. home working, flexible working, video conferencing, broadband	0	✓✓	✓	
School Travel Plans Including other educational facilities	✓	✓✓✓	✓✓	
Station Travel Plans	✓	✓	✓	
Residential Travel Plans For new and existing developments	✓	✓	✓	
Personalised Travel Plans	0	✓	✓	
Initiatives & Promotional Activities e.g. car sharing/clubs, newsletters, journey planner, engage in national/international sustainable travel activities, concessionary fares, discounted tickets, integrated ticketing	0	✓✓	✓	
Sustainable travel information e.g. timetables, real time information	✓	✓✓✓	✓✓	
CYCLING				
New cycle lanes/routes	0	✓	✓✓	
Improve existing cycle routes	0	✓	✓✓	
New cycle parking facilities	✓	✓✓	✓✓	
Training e.g. Bikeability (formerly cycling proficiency) in school etc	✓	✓✓✓	✓✓	
WALKING				
Prioritise footpath and pavement maintenance and improvements	✓	✓	✓✓	
Provision of new footpaths and pavements	✓	✓	✓✓	
Pedestrian mobility improvements e.g. dropped kerbs and tactile paving	✓	✓✓	✓✓✓	
Training e.g. child pedestrian training, independent travel training for children, young people and adults with special needs	✓	✓✓✓	✓✓	
Pedestrian crossing facilities e.g. puffin, toucan, zebra, dropped kerbs, refuges	✓	✓✓	✓✓	
Rights of way improvements	✓	✓	✓✓	
PASSENGER TRANSPORT – BUS				
Bus Quality Partnerships	✓	✓✓✓	✓✓	
Demand responsive transport/community transport	✓	✓✓✓	✓✓	
Information e.g. timetables	✓	✓✓	✓✓	

LTP3 Broad Strategy Option		Infrastructure	Travel behaviour	Sustainable economic growth
Transport Measure/Intervention				
Bus priority measures e.g. priority bus lanes		0	✓✓	✓✓
Bus Infrastructure e.g. shelters, accessible bus stops		✓	✓✓	✓✓✓
PASSENGER TRANSPORT – RAIL				
Partnership working to secure rail service improvements e.g. Sussex Community Rail Partnership		✓✓	✓✓	✓✓
Partnership working to secure rail infrastructure improvements e.g. Road / Rail Partnership		✓✓	✓✓	✓✓
Rail Interchange Improvements		✓✓✓	✓	✓✓
ROAD – ENGINEERING				
Lobby for further strategic road network improvements		✓✓	✓✓	✓✓
Local junction improvements to increase capacity on the network		✓✓✓	0	✓✓
Road safety engineering e.g. speed management measures (traffic calming, vehicle-activated signs)		✓✓	✓✓	✓✓
Introduction of new parking controls e.g. controlled parking zones		✓	✓✓✓	✓✓
Public realm/town centre improvement schemes e.g. shared space, reduced signage, reduced clutter		✓✓	0	✓
Technology e.g. real time information, traffic signal improvements		✓✓	✓	✓✓
ROAD – EDUCATION AND ENFORCEMENT				
Information & Campaigns e.g. advice, leaflets, posters, strategies		✓	✓✓✓	✓
Driver Training e.g. speed awareness, Driver Improvement, eco-driving		✓	✓✓	✓✓
Civil Parking enforcement e.g. decriminalised parking in Hastings /Lewes / Eastbourne		✓	✓✓✓	✓✓
Partnership working to deliver road safety initiatives e.g. Freight Quality Partnerships, Sussex Police, East Sussex Casualty Reduction Steering Group (ESCRSG)		✓✓	✓✓✓	✓✓✓

- 19 Evidence has been gathered from local, regional, national and international sources for each type of measure or initiative to demonstrate how they could support the delivery of the broad LTP3 objectives, and the specific transport objectives as set out in LTP3 Chapter 2. The appraisal of the options seeks to be as impartial as possible and provide a reasonable assessment.

Strategy Option Appraisal

Option Appraisal

- 20 A summary of the option appraisal is outlined in Table C7 below:

Table C7 – Summary of Option Appraisal

Option	Option 1 Infrastructure	Option 2 Travel behaviour	Option 3 Sustainable economic growth
LTP Objective			
Improving economic competitiveness and growth	1 st	3 rd	2 nd
Improving safety, health and security	3 rd	1 st	2 nd
Improve quality of life	2 nd =	2 nd =	1 st
Tackling climate change	3 rd	1 st	2 nd
Improve accessibility and enhance social inclusion	3 rd	2 nd	1 st

- 21 Following the appraisal process, **the strategy which seems likely to best meet the issues and challenges facing the county and achieve the LTP3 objectives is Option 3 ‘Sustainable Economic Growth’**. This option provides the greatest balance towards addressing the two key high level objectives of economic competitiveness and growth, and tackling climate change.
- 22 When assessed against both the broad objectives and the transport specific objectives, this option scores more highly than the others. It is also one of the options most compatible with the objectives of the SEA, and will lead to positive effects with regard to accessibility, health and well being, climate change and land use¹.
- 23 Option 3 (along with Option 2) was also found to have minimal negative effects on the environment. Full details of the environmental impact of all the appraised options are set out in the Environment Report which accompanies this document.
- 24 Option 1 was rejected because it scored poorly compared to the other options and against the majority of the broad objectives, except improving economic competitiveness and growth. This option is very much a traditional road infrastructure orientated option based on a predicted rise in car journeys, which will help contribute towards facilitating economic growth, but would contribute less to reducing the need to travel and changing behaviour towards using more sustainable modes of transport, therefore not supporting a reduction in carbon emissions. Option 1 also scored badly in terms of negative effects on the environment in the SEA appraisal; in particular on health and well being, and protecting

¹ East Sussex LTP3 Strategic Environmental Assessment

and enhancing the local landscape and built environment. With regard to deliverability and investment, this option would focus on a small number of medium or large schemes.

- 25 When appraised, Option 2 scored just slightly less than Option 3 against each of the LTP objectives. It is deemed as “roughly comparable” with Option 3, in terms of its environmental impact. However, while having an equal emphasis on achieving behaviour change, it is less likely than Option 3 to provide the infrastructure, which will facilitate and maintain those changes.