Local Transport Plan for West Berkshire 2011-2026

West Berkshire
COUNCIL

Contents

1. Introduction

What is the Local Transport Plan and why do we have one?

1.1   The Council has a Local Transport Plan to set the framework for the delivery of all aspects of transport and travel for West Berkshire. Good transport is a vital factor in delivering a sustainable local community and achieving the aspirations of West Berkshire to be prosperous, stronger, greener, safer and healthy [1].

1.2   This is the Council's third Local Transport Plan (LTP) covering the period from 1st April 2011 to 2026. It is an important local document which supports the delivery of a number of West Berkshire's strategies and plans, in particular the Sustainable Community Strategy and the Local Development Framework. The timeframe for the LTP has therefore been chosen to be consistent with these plans.

1.3   The LTP is also a statutory requirement introduced by the Transport Act 2000 and amended by the Transport Act 2008. As a Local Highway Authority, the Council is required to produce an LTP that contains policies (that can be set out in a strategy or vision) and implementation plans. The implementation plans will set out the proposals for delivery of the policies contained in the strategy. They will cover shorter time periods (rolling 3 year plans) and provide details of packages of measures, projects and schemes planned for the District.

1.4   The involvement of the community of West Berkshire in developing the LTP is important to ensure that the key local issues are considered by the plan. Stakeholders, Parish and Town Councils and a range of local groups and organisations have been involved in the development of the plan. This has been through two main consultation periods and through meetings with specific interest groups. Further involvement of the West Berkshire community in shaping the delivery of the plan and the supporting strategies will be important throughout the life of the plan.

1.5   Another important aspect of informing and shaping the LTP has been a number of assessments. These are statutory assessments which help to ensure that the plan is developed in a way that takes into account the impact on the environment, health, habitats and equalities. Details of some of these assessments [2] and how they have helped to shape the plan can be found in Appendix 1. An Equalities Impact Assessment (EQIA) has also been carried out for the Local Transport Plan.

1.6   The rest of this introduction provides an overview of the previous five years and what has been achieved during the period covered by the second Local Transport Plan. It then looks briefly at the context of West Berkshire before moving on to the second chapter which provides an overview of the components of this third Local Transport Plan and the key links with other plans and duties.

Review of West Berkshire's Second Local Transport Plan

1.7   West Berkshire's second Local Transport Plan covered the period from April 2005 through to March 2011. A number of schemes and projects have been delivered in this period which have contributed to the achievement of the LTP objectives and targets.

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[1] *'A Breath of Fresh Air' – West Berkshire's Sustainable Community Strategy 2008-26*
[2] *The Strategic Environmental Assessment (SEA), the Health Impact Assessment (HIA) and the Habitats Directive Assessment (HDA) are all outlined in Appendix 1 of this report.*

1.8　Some examples of the highlights of delivery during this period are set out below.

The introduction of Bikeability Training alongside the Council's own cycle training course and a significant increase in the number of children and young people completing cycle training (from just over 400 to nearly 1600).

The achievement of the National target of 100% of West Berkshire Schools developing Travel Plans. The implementation of these School Travel Plans has seen a significant reduction in the use of the car for the journey to school and an increase in active travel.
In 2010 the achievements were demonstrated by 64% of journeys to school being made on foot, by bike, by bus or by rail.

A consistent reduction of people killed and seriously injured on West Berkshire roads achieving the 2010 national reduction target.

The development of a preferred freight route network for goods travelling through and within West Berkshire.

The development of workplace travel plans meaning that over 60% of the workforce employed by organisations of 200+ employees are covered by a travel plan.

The improvement and development of a robust monitoring regime for air quality across the District enabling a focus on addressing areas of concern.

The development of a Rights of Way Improvement Plan.

The development of a Network Management Plan and a Network Management Board to keep the plan up to date and oversee its implementation.

Extended highway maintenance schemes across the district have been delivered to ensure that the district's road network is in safe working order.

Extensive improvement works (considering all users) along the A4 corridor between Newbury and Theale.

The delivery of Newbury Town Centre enhancement schemes in the Market Place and Northbrook Street. *(left)*

New crossings delivered for pedestrians and cyclists to improve safety and accessibility.

Junction improvements to improve safety – a significant one in terms of cost and impact was the Wash Water/A343 junction which was redesigned to improve visibility and safety.

Bridge strengthening such as at Alfreys Bridge, Grazeley formed part of a wider bridge programme aimed at improving safety and access. A significant bridge project which had an excellent result in terms of improving access was the replacement of the Monkey Bridge, Northcroft Park, Newbury. The replacement of a number of rural footbridges across West Berkshire have also helped to improve vital rural links.

Traffic calming/management schemes were delivered to improve safety and ease congestion at pinch points. Scheme examples are Hungerford Primary School, Church Gate/Green Lane, Thatcham and Stroud Green, Newbury.

Partnership working has increased and developed in order to deliver better results in terms of quality and value. Some examples of partnership working are the Cycle Forum, Berkshire Strategic Transport Forum, developing relationships with the health sector, the Highways Agency, Thames Valley Safer Roads Partnership, working with First Great Western on access projects and the Berkshire School Travel Excellence Programme (STEP).

West Berkshire Context

1.9   West Berkshire is part of the Thames Valley which is recognised as the most dynamic and competitive sub-regional economy in the UK. In terms of transport the location on West Berkshire within the Thames Valley is important due to the M4, rail corridor and access to Heathrow Airport and London.

1.10   The provision of transport has to be tailored according to the specific context of West Berkshire. Different places have different challenges and opportunities that require their own approaches to transport schemes, projects and services.

1.11   The context of West Berkshire is reflected in Chapter 4, which looks at issues and challenges, and also Chapter 6, which looks in detail at the transport visions developed for different areas of the District.

1.12   The Council's District Profile [3] describes all aspects of West Berkshire ranging from the economy and transport through to health and culture. It uses up to date information and analysis and provides an excellent overview of the District.

1.13   The Core Strategy of the Local Development Framework [4] also provides some useful summary and context information for West Berkshire as well as descriptions and policies that set out how the District will develop up to 2026. The importance of the Core Strategy to the Local Transport Plan is discussed in Chapter 2 which provides an overview of the LTP and describes how the plan links with other duties, plans and strategies.

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[3] *The West Berkshire District Profile which is updated annually can be found at www.westberks.gov.uk/districtprofile*
[4] *The Council's Local Development Framework Core Strategy and all associated documents can be found at www.westberks.gov.uk/ldf*

2. Overview of West Berkshire's Third Local Transport Plan

2.1　This chapter provides information on the consultation that has taken place to help shape the LTP. This includes the way in which West Berkshire works with neighbouring Local Highway Authorities to help improve transport across local authority boundaries. This chapter also shows how the LTP links with and helps to deliver certain plans and duties required of the Council. Finally, an overview of what makes up the third Local Transport Plan for West Berkshire is given with a focus on two key plans that have influenced its development.

Consultation so far

2.2　The Local Transport Plan has been developed over a period of time to allow for stakeholder engagement, public consultation and discussions with transport providers, interest groups and neighbouring local authorities.

2.3　In addition to regular meetings with interest groups (such as the West Berkshire Cycle Forum) and service providers (such as First Great Western), stakeholder consultations took place from 30th November 2009 – 15th January 2010 and 5th October 2010 – 19th November 2010.

2.4　The first round of consultation considered four elements of the LTP. These were:

1. the overall transport vision statement;
2. the transport issues and challenges for West Berkshire;
3. the local transport goals that should provide the focus for addressing the issues and challenges, and;
4. the preferred overall strategy approach.

2.5　The first three elements listed above are described in more detail in chapters 3, 4 and 5 respectively and take into account the feedback received from the first round of consultation.

2.6　The fourth element related to the overall approach that the Council should be taking in relation to transport and travel in West Berkshire up to 2026. Three approaches were given as options and stakeholders were asked to indicate which they considered the Council should adopt.

2.7　The three approaches offered as options were:

• Maintain current strategy: This seeks to continue to support and promote sustainable transport at current levels, whilst acknowledging that the private car will remain a dominant mode of travel, and therefore looking to improve the highway network where appropriate to accommodate this.

- Mixed strategy: Give more emphasis to developing sustainable travel options in the District to provide more choices for people to make journeys, particularly in urban areas, whilst accepting that car travel is likely to remain the principal choice for many in rural areas.

- Sustainable strategy: This seeks to give the greatest investment in developing sustainable transport and travel options in the District with investment in essential infrastructure, whilst actively discouraging the use of car trips within and into urban areas.

2.8   The three different approaches were developed to seek to establish the extent to which sustainable travel options should be developed through the long term vision for transport in the District. Stakeholders were in agreement with the mixed strategy approach with 64% of respondents choosing this option. Only 12% thought that the current approach should be maintained and 24% were seeking to focus on the elements described in the sustainable strategy option.

2.9   This feedback has helped to shape the approach reflected in the Local Transport Plan and, in particular, through the long term transport visions detailed in chapter 6. As a result, the Council will look to develop more sustainable travel options in the District, provide greater choice for making journeys, but will recognise that car travel is likely to remain the principal choice for many in rural areas.

2.10   The second round of consultation focused on a full draft of the LTP. It was a wider consultation and included trying to reach members of the public in a range of ways including through posters and newspaper advertisements.

2.11   The feedback from this second round of consultation was helpful for the further development of the plan. A number of changes were made to the plan which have been important in strengthening the links with other plans and agendas and ensuring that all modes and transport issues are adequately covered.

2.12   Full details in relation to the feedback from both rounds of consultation are contained in the LTP Consultation Feedback Reports dated March 2010 and February 2011. These can be found on the Council's website at **www.westberks.gov.uk/ltp**

Cross boundary working

2.13   The importance of working with neighbouring local authorities is discussed in more detail in chapter 4. In developing the LTP, however, it has been important that issues that cross administrative boundaries are discussed and understood by the relevant Local Highway Authorities.

2.14   West Berkshire Officers have therefore met with the five Local Highway Authorities with which the District shares administrative boundaries: Oxfordshire County Council, Wiltshire Council, Hampshire County Council, Wokingham Borough Council and Reading Borough Council. In addition, discussions have taken place with Swindon Borough Council given their proximity to West Berkshire and the growth planned for Swindon.

2.15   Key transport issues relating to each boundary have been discussed and possible joint working for the period of the LTP identified. The relevant details will be included in separate strategy documents that support the LTP and any specific work set out in the Implementation Plan.

2.16   West Berkshire will continue to liaise with neighbouring Local Highway Authorities at least annually throughout the Local Transport Plan period. This will help to deliver effective services and solutions particularly in relation to public transport, freight routes, access to services such as health and education and the continuation of cycle routes.

Links to other Plans and Duties

2.17   There are a number of nationally required plans and duties that are linked with the Local Transport Plan. Figure 2.1 summarises these. It is not an exhaustive list but demonstrates the wide scope of the Plan and the importance of developing links in each of these areas so that common aims are established.

Figure 2.1 – The LTP and how it links with other Plans and Duties
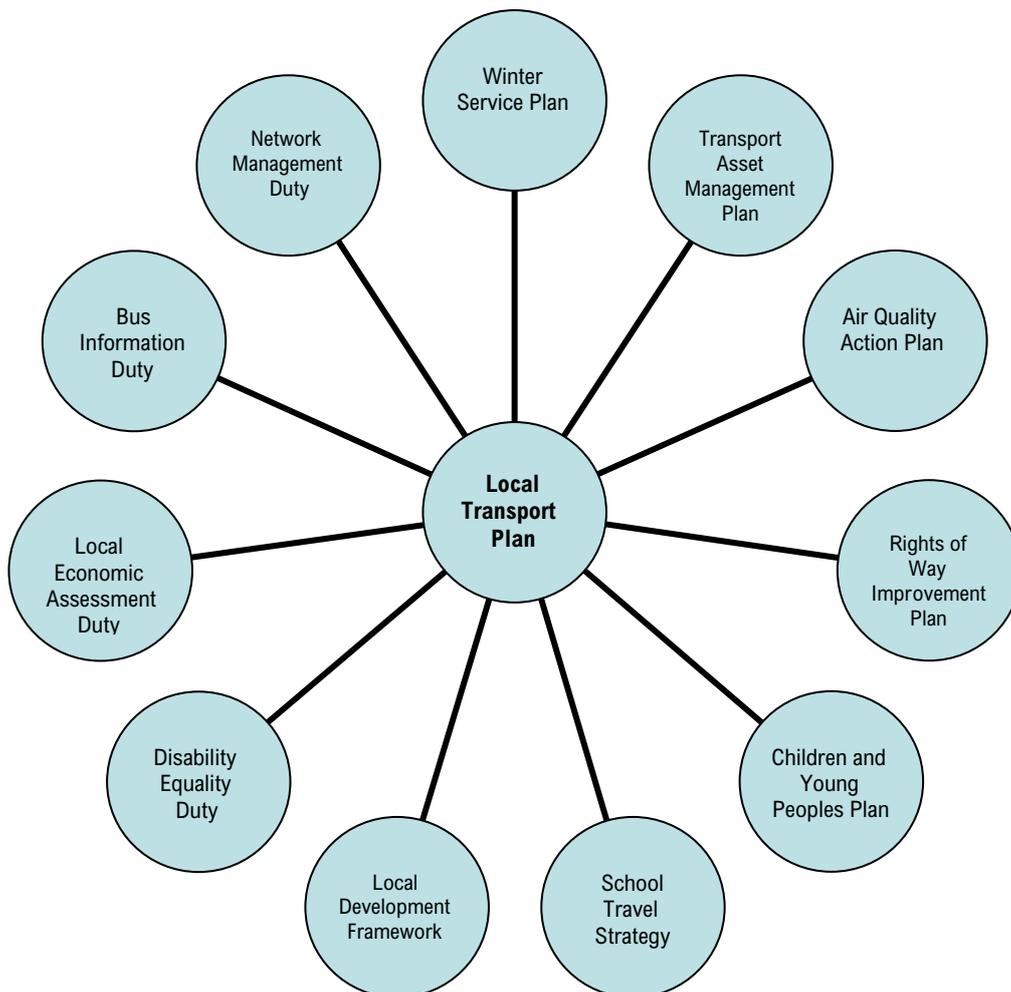
2.18   In addition to the plans and duties in figure 2.1 the issues of environment and health are well integrated into the plan through the assessments outlined in chapter 1 (paragraph 1.5) and Appendix 1. There are also local links that are included in figure 2.2.

2.19   The diagram shown as figure 2.2 has been developed to help provide an overview of the different elements that feed into and make up the Local Transport Plan.

Figure 2.2 Over View of the LTP Local Transport Plan

Overview of the Local Transport Plan

New Coalition Government Priorities: Relevant to LTPs is the support of sustainable travel initiatives.

Sustainable Community Strategy and Local Development Framework

Other Strategies & Plans:
- Council Plan
- Climate Change Strategy
- Children and Young People's Strategy
- Parish and Town Plans
- Area Visions
-North Wessex Downs AONB Manage ment Plan

Local Transport Plan

Transport Vision for West Berkshire

This sets out a spatial approach to the vision for transport across the District for the period 2011 -2026. It develops the transport elements of the spatial visions within the LDF Core St rategy and provides the guiding context for the rest of the Local Transport Plan.

Rights of Way Improvement Plan

Local Transport Plan 2011 – 2026
Overall strategy and policy document

Air Quality Action Plans

Detailed Supporting Strategies and Plans

Smarter Choices Strategy

Passenger Transport Strategy

Road Safety Strategy

Sustainable Modes of Travel Strategy (SMoTS)

Freight Strategy

Parking Strategy

Transport Asset Management Plan (TAMP)

Network Management Plan

Implementation Plans
Detailed proposals for the deliv ery of the policies contained in the LTP

| 2011 - 2014 | 2014 - 2017 | 2017 - 2020 | 2020 - 2023 | 2023 - 2026 |

| Progress Report 2011 - 2014 | Progress Report 2014 -2017 | Progress Report 2017 - 2020 | Progress Report 2020 - 2023 | Progress Report 2023 - 2026 |

2.20 There are national priorities and local plans, visions and strategies that all influence the Local Transport Plan. These are shown in the diagram and two key local documents (Sustainable Community Strategy and Local Development Framework) are highlighted in more detail below.

2.21 These influences, particularly the local elements, have helped to develop the 'Transport Vision for West Berkshire' which can be found in chapter 6 of this draft Local Transport Plan document. The 'mixed approach', agreed through the first round of consultation (see 2.6 – 2.9), has also helped to shape this Transport Vision.

2.22 The Local Transport Plan itself aims to deliver the Transport Vision for West Berkshire and is made up of: a vision statement (see chapter 3); local transport goals (see chapter 5), and; a set of key policies with supporting policies (chapter 7).

2.23 The Local Transport Plan is influenced by and, in turn, has influence upon the Rights of Way Improvement Plan and Air Quality Action Plans (relating to any Air Quality Management Areas in the District). These are both documents in their own right but also form part of the overall Local Transport Plan.

2.24 The details of how the key policies and supporting policies will be delivered are set out within a number of separate strategies. These are shown in figure 2.2. These separate documents have their own individual timescales and are at different stages of development and review. Some are more mature documents than others and each will be developed further through the initial years of implementation of the Local Transport Plan. A flavour of the direction of each strategy is included within the Local Transport Plan (see chapter 7).

2.25 The Local Transport Plan will be accompanied by a rolling 3 year Implementation Plan. These are described in chapter 8 (8.2 – 8.4). Although the Implementation Plan will be updated annually it is shown in three year periods in figure 2.2 because a progress report on delivery will be provided every three years.

2.26 A number of elements combine to make the overall Local Transport Plan. The local involvement of stakeholders, transport and service providers and members of the public is important throughout the process to keep the links strong between the different elements. Communication and consultation will therefore be essential throughout the plan period to help maintain a common approach and keep delivery focused.

Sustainable Community Strategy

A Breath of Fresh Air
West Berkshire's Sustainable Community Strategy
2011/12

2.27 'A Breath of Fresh Air' is the Sustainable Community Strategy for West Berkshire through to 2026 which links in with both the Local Development Framework and the Local Transport Plan. The West Berkshire Partnership (WBP) is the Local Strategic Partnership (LSP) for the District, bringing together public, private, community, and voluntary sector organisations. It is responsible for developing and refreshing the Sustainable Community Strategy (SCS), which provides a clear framework for promoting sustainability in the West Berkshire.

2.28   The vision outlined in 'A Breath of Fresh Air' seeks to focus the Partnership's attention on achieving the following five key themes for West Berkshire in 2026;

Prosperous   •   Accessible   •   Greener

Safer   •   Healthier communities and individuals

2.29   This is a key document for the Local Transport Plan to help deliver as transport is likely to play a role, to a greater or lesser degree, for solutions for each of these key themes. Sub-partnerships have been established to take forward the delivery of the key themes.

Local Development Framework

2.30   The Local Development Framework (LDF) is another major influence on the Local Transport Plan. The first development plan document (DPD) of the LDF is the Core Strategy. This sets out the strategic direction of development for West Berkshire up to 2026 and will shape the more detailed plans, policies and proposals contained within future DPDs.

2.31   Transport assessment work has taken place to help shape the Core Strategy. This has assessed the transport impact of proposed residential strategic sites and other future development. The transport measures needed to mitigate the impact and accommodate future development have been identified within the assessment work.

2.32   The Local Transport Plan has a key role to play in supporting the delivery of the transport improvements identified through the Core Strategy. The LTP's policies and strategies provide a framework for delivering the transport vision (chapter 6) which has been developed in line with the vision and spatial policies contained in the Core Strategy.

2.33   The delivery of the Local Transport Plan and Local Development Framework will be monitored throughout the period to 2026 and the further development of detailed aspects of both plans will be closely linked.

2.34   Appendix 4 provides more details in relation to the LDF Core Strategy and highlights in particular the focus for development up to 2026.
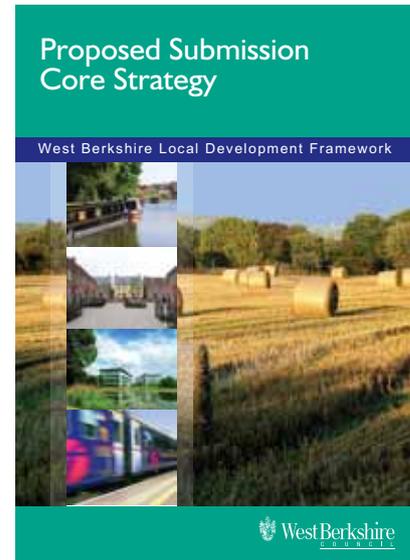
3. Vision Statement

3.1   The Council's second Local Transport Plan (LTP2) established a 'vision' for transport which was "To develop effective sustainable transport solutions for all". When it was developed it took account of the key national and local priorities for transport at the time.

3.2   The vision statement is useful in providing a focus for transport and travel in the District. Although the LTP2 vision statement could still be considered valid, it has been updated to reflect current and future issues for the District.

3.3   A proposed new vision statement was included in the consultation that took place November 2009 – January 2010. The proposed changes saw minimising congestion included to reflect this as a possible emerging issue in West Berkshire, due to people's expectations for travel and to the number of new dwellings proposed up to 2026 (see appendix 4). It is considered essential to manage transport systems and increase choice for all, so that the district does not develop congestion problems.

3.4   Also, the new vision statement has changed emphasis by seeking to 'deliver' rather than simply 'develop' to reflect the need to achieve solutions on the ground.

3.5   The new LTP vision statement for the period up to 2026 is set out below with a supporting paragraph explaining what it will be trying to achieve.

Local Transport Vision Statement 2011-2026

"To deliver effective transport solutions for all by increasing choice and minimising congestion"

This means that West Berkshire is looking to deliver a transport system which supports the **economic vitality** of West Berkshire, as well as providing choice and opportunities for residents to be able to **access the services** they need in a **sustainable** way where possible that minimises harm to the **environment**. For transport solutions to be effective, transport networks need to be managed in a way which promotes safety and minimises the existence and impacts of **congestion**.

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4. Transport Issues & Challenges

4.1   The location and diverse character of West Berkshire has a huge effect on how transport is delivered in the District, and its impact on the quality of life of local residents, businesses, and the environment. Therefore, it is important to understand the main transport-related issues and challenges facing the District from now through to beyond the end of the plan in 2026. This review considers these issues and challenges, setting them against national and local policies and priorities, as well as the wider social, environmental, and economic context. It is also part of the robust evidence base that has underpinned development of the long-term Transport Vision.

> ### Key Issue – Increasing Travel Choice
>
> *Increasing travel choice and reducing the need to travel will help contribute towards national priorities to make transport greener and more sustainable. They will also contribute towards making best use of the District's transport networks and help reduce congestion at key junctions on the local highway network.*

4.2   It is recognised that for many, especially those living in the rural areas, that the private car will remain the dominant mode of travel. However, demand for travel is forecast to increase throughout the LTP period. If left unchecked, this will exacerbate congestion and increase transport-related carbon emissions and reduce air quality. Measures are therefore needed to respond to these challenges by helping to manage the increased demand for travel through increasing choice and making best use of existing transport networks. Further details can be found in the Active Travel, Smarter Choices and Passenger Transport strategies.

4.3   Walking is the most common form of travel, often linked to the start and finish of longer journeys, and is ideally suited for short journeys in built up areas. It is also the most environmentally sustainable form of travel with zero emissions at source. However, several issues can act as a deterrent to walking in the District;

- Physical barriers such as main roads, rivers, and railway lines that offer a limited number of safe crossing points
- Road safety concerns of crossing busy roads
- Personal security issues, particularly on isolated and unlit footpaths
- Poor condition or non existence of pavements and footpaths

4.4   Cycling is also an environmentally friendly form of travel, and is ideally suited for shorter journeys in built up areas, including for regular commuting and to school/ college. The quiet rural roads and canal towpath in the rural parts of the District are also ideal for leisure cycling. However, current levels of cycle use are low. There are a number of issues that dissuade people from cycling;

- Physical barriers such as main roads, rivers, railway lines, and gradients
- Non-direct and discontinuous cycle routes
- Lack of safe cycle routes to key destinations
- Lack of secure cycle parking facilities, particularly in town centres and railway stations

4.5   Passenger transport services, such as bus, community transport, and taxi services, have an important role for improving quality of life by enabling people to access essential services and facilities. They can also improve local congestion and air quality by allowing many people to travel on vehicles, thereby reducing the number of vehicle journeys made. However, there are issues and challenges that the Council and transport operators face in providing effective transport, some of which include;

- Relatively low usage of bus services in urban areas
- Delays to bus services at congestion hotspots
- Difficulties in providing cost-effective and viable bus services from rural areas
- Shortage of early morning and late evening transport services
- Increasing costs in providing transport services and high bus fares
- Better integration of services and more effective availability of information

4.6   Rail services from West Berkshire stations have become increasingly popular over recent years. These services provide effective links to Reading and London for regular commuting and for leisure journeys, as well as local services to Newbury. There are a number of issues and challenges that have been raised which the Council will look to address where possible. Some improvements will require changes to be decided nationally and others could be achieved by working in partnership with Network Rail and the train operating company. The improvements that would help to address some of the issues are:

- Increased capacity on peak hour rail services to Reading and London
- Improved accessibility for all rail users at several stations in the District
- Improvements to facilities at rail stations, including security, information systems, cycle and car parking
- Improvements to passenger interchange facilities and pedestrian/cycle connectivity to stations (for example, better links between Newbury station and the town centre)

4.7   In addition, the Council has a challenge to increase people's awareness and to encourage greater use of the options available to them, to either reduce the need for travel or to make informed choices on how they travel. This will be addressed by the Active Travel and Smarter Choices measures outlined in the relevant Strategies. These measures will include residential and workplace travel plans, car sharing schemes, and application of new technologies to provide better information and enable home working.

Key Issue – Economy

It is important that the economic vitality of West Berkshire is maintained so that it continues to contribute to the wider economic success of the Thames Valley. Transport will have a key role to play in this through facilitating access to town centres and businesses, and to local education and training opportunities.

4.8   Transport's role in maintaining and enhancing the economy is considered to be a high priority at both the national and local levels. The 2010 Coalition Government's "Our Programme for Government" policy document recognises that a modern transport infrastructure is essential for a dynamic and entrepreneurial economy [5].

[5] *The Coalition: Our Programme for Government, Cabinet Office, May 2010*

4.9   West Berkshire forms part of the wider prosperous Thames Valley area, which is home to a large number of national and international businesses, and is a principal contributor to the national economy. This economic success has been due in part to the area's proximity to London and Heathrow Airport and to main strategic transport networks. The District is well-located at the crossroads of the M4 corridor and the A34, as well as benefiting from Great Western Mainline rail services to Reading and London.

4.10   However, this economic success brings with it higher than average house prices and car ownership levels, both of which contribute to people travelling further and more frequently. This in turn has manifested into daily congestion on the main strategic road networks, particularly on the M4 eastwards towards Reading and London, and on peak rail services running close to capacity. As a result, journey times are delayed at a cost to individuals and local businesses and can harm further inward investment to the area. The challenge for West Berkshire, and other local authorities in the Thames Valley, will be to work with Central Government and national transport providers to secure delivery of improvements to the transport networks that sustain and enhance the area's economy.

4.11   At the local level, there is the challenge of sustaining the economic vitality of the District's town centres, whose economies have come under pressure from other nearby urban areas in recent years. Transport will have a role in contributing towards improved accessibility and movement to and within the town centres, thus making them more attractive and vibrant places for people to live, work, and visit.

4.12   The availability of lifelong learning to improve the skills base of the District's residents and workforce is a key element in ensuring resilience and competitiveness of the local economy. Improved opportunities for and access to education and training and development for all, especially those facing social exclusion and deprivation, is a challenge that the LTP's policy on accessibility will seek to address.

4.13   Economic prosperity is also important for health. Whilst economic growth itself has few links to promoting health, some aspects can arguably damage health such as growth in car ownership and habitualised car use and an over-reliance on road transport for the movement of freight.

4.14   Studies have shown that interventions that help to address health issues associated with inactivity are often shown to have significant economic benefits [6]. The cost benefits of walking and cycling initiatives have historically been undervalued and could play an important part in providing value for money schemes that help to keep local transport networks moving and contribute to improving health and well-being.

Key Issue – Congestion

Peak time congestion is frequently experienced at key junctions within the District, as well as on the M4. The Council, with its partners, will need to explore ways of making best use of transport networks through better management and increased choice to the benefit of the economy, environment, and local communities.

4.15   Although widespread congestion is not experienced throughout the local road network in West Berkshire, localised congestion regularly occurs during peak times around key junctions in the main urban areas. The concentration of journeys for work and school contribute to these congestion hotspots which often cause delays and inconvenience

[6] *Government Office for the South West/Regional Public Health Group, 2010 Value for money: An economic assessment of investment in walking and cycling. Bristol: GOSW*

to local residents and businesses, as well as causing poor air quality and road safety concerns. Congestion is considered to be an important local issue, being consistently cited in the Council's annual residents' surveys as an issue that needs improving in the local area.

4.16   As identified previously, West Berkshire is a relatively prosperous District, with a high level of car ownership and usage that is in excess of the South East and national averages. Rapid population growth, housing, and employment in the last few decades, as well as the proximity to other larger urban areas, have seen an increase in demand for travel and a reliance on journeys made by the private car. Furthermore, car dependency is more prevalent in the large number of rural communities in the District where travel choices are often extremely limited.

4.17   The Local Development Framework (LDF) proposes that there will be significant levels of new housing growth in the District during the lifetime of the plan. In addition, high levels of growth are also proposed in adjacent urban areas in neighbouring authorities. This growth will increase the demand for travel on the existing transport networks. Therefore there is a need to ensure that the appropriate transport infrastructure is provided to ensure that this growth is sustainable. If this does not happen, traffic flows will substantially increase on the routes through the urban areas, causing congestion to increase.

4.18   Congestion on the local networks can also arise as a result of extraneous circumstances, such as adverse weather events, roadworks, or closures on the strategic road network. Such events often cause significant disruption and delays for local communities and transport users. The Council, through its Network Management Plan, will need to enhance the resilience of local transport networks so that these are able to operate efficiently in most circumstances.

4.19   The main challenge for the Council in addressing local congestion issues will be how best to manage current and future demand for travel in the District. This will include seeking to make best use of existing transport networks through better management and design. There will also need to be a focus on providing people with greater choice, particularly for the regular journeys to work and school, either through the development of sustainable travel choices or by seeking measures such as flexible working practices and new technologies that enable people to travel less or for shorter journeys.

4.20   Success in transferring a number of local trips in urban areas from the car to walking, cycling or public transport will have positive benefits for health as well as minimising congestion. The benefits for health will be realised through an increase in active travel and a reduction in air pollution.

Key Issue – Accessibility

Access to services and facilities is a major issue for those without access to a car, particularly from rural communities. Young people and the over-65s are identified as groups in particular that have the poorest transport provision for their needs where car use is not an option or public transport is not convenient.

4.21   Accessibility is about enabling people to get to the services and facilities that they need with relative ease, in good time, and at an affordable cost. This may be achieved by being able to travel to services or by having services being conveniently available when required. Poor accessibility can reduce quality of life and lead to social exclusion.

4.22 West Berkshire is a relatively prosperous District with higher than average car ownership and usage. For those that have access to a car 24 hours a day, accessibility is not a problem. However, for those without access to a car, the lack of accessibility to essential services is a major problem.

4.23 The District, away from the main urban areas, is a largely rural area with a dispersed population scattered among numerous small rural villages and hamlets. These rural areas only benefit from a mainly fragile and heavily subsidised public transport network, which may not always operate at convenient times. Furthermore, the trend in recent times for the centralisation of shops and other services in urban areas has reduced the number of such facilities in rural communities. For those living in the rural areas without access to a car, these issues can result in the inability to access employment and other essential services and facilities.

4.24 According to the Office of National Statistics, the District's population is forecast to grow by 11% from the 2008 level by 2026. Significantly this growth will include a marked increase in the numbers of older people, which are expected to almost double. The rise in the numbers of older people will result in an increased demand for transport and access to health care and other essential services. Young people are also often dependent on transport services to allow them to access employment, education, and training opportunities, as well as accessing social and leisure activities.

4.25 Accessibility also relates to the affordability of transport. Costs of private car travel, and bus and rail fares have all risen considerably in recent years. The concessionary fares scheme for disabled and older people has reduced cost as a barrier to travelling for these groups. However for other people, unaffordable cost of transport is an issue that may prevent them accessing the services they need. For instance, young people or jobseekers may experience difficulties in funding their first month travel to work costs in new employment prior to receiving their first salary.

4.26 Young and older people are identified in particular as groups that have the poorest transport provision for their needs, particularly those in rural areas who do not have access to a car. Therefore, the challenge for the LTP's accessibility policy will be to work with service and transport providers to look at innovative and cost-effective measures of enabling people to access services they need, whether this be through means of travel or providing more locally-based services in communities.

Key Issue – Carbon Reduction and Climate Change

Climate change is widely regarded as the most serious environmental challenge of the 21st century. The Council will need to develop a transport system that will seek to reduce local transport-based carbon emissions, and to develop networks that will have greater resilience to the impacts of climate change.

4.27 Cutting carbon emissions, the need to make the transport sector greener and more sustainable, and the support for new green technologies, are also identified priorities by the 2010 Coalition Government in its "Our Programme for Government" policy document. The previous Government, through its Climate Change Act 2008, committed the United Kingdom to an 80% reduction in carbon emissions (based on 1990 levels) by 2050.

4.28   Carbon emissions from domestic transport currently represent 21% of the UK's domestic emissions. Of this, domestic road transport is by far the biggest emitter at around 92%. In terms of West Berkshire, 48% of carbon emissions can be attributed to road transport which is the largest single source of carbon in the District [7]. This figure is likely to be higher for residents in the rural areas of the District where often there are few viable alternatives to the car. The Council's draft Climate Change Strategy recognises that actions will be needed to reduce carbon emissions from road transport in the District that integrate with steps being taken at the national level, and the role that the LTP will have in contributing towards this [8].

4.29   The challenge for the LTP in terms of reducing local road transport-based carbon emissions in the District will be to develop greater sustainable travel choices and influence travel patterns and service delivery. This will also include ensuring the Council is responsive to new technologies such as the provision of electric vehicle recharging points, remote teleworking, and lower energy street lighting.

4.30   The LTP will also need to consider the potential impact of climate change on the District's transport networks. Extreme weather events, such as flooding, heat, and high winds, which have potential to damage transport infrastructure and disrupt transport operations are forecast to become more prevalent in future years. Therefore, greater resilience will need to be built in to both transport infrastructure and operations to cope with these events.

4.31   Measures that reduce carbon emissions invariably also promote health. This produces a win-win scenario for the joint working of the Council and the NHS in promoting walking, cycling and public transport. There is clearly greater potential in urban areas and this can compensate for the greater reliance on the car that is acknowledged for the rural areas.

Key Issue – Air Quality

Poor air quality around some congested junctions in the urban areas has become an important issue. The Council will need to develop effective and workable solutions to improve air quality where this is a problem.

4.32   Air quality monitoring undertaken by the Council indicates that for the majority of the District, this is not a significant problem. However, high levels of nitrogen dioxide from road traffic have been identified around some of the more congested junctions on the A339 route through the centre of Newbury. As a result, an Air Quality Management Area (AQMA) has been declared around the A339/A343/Greenham Road roundabout.

4.33   Prolonged exposure to poor air quality can have a detrimental effect on people's health, particularly those suffering from asthma or other respiratory conditions. The effects of air pollution have been previously under-estimated and the number of premature deaths due to poor air quality could be double that estimated in 1998 by the Government Committee on the Medical Effects of Air Pollution. Improving air quality especially in urban areas where AQMAs have been established demonstrates the need to focus on measures that improve travel choice and provide opportunities for car journeys to be replaced by walking, cycling and public transport.

4.34   The Council has a duty to prepare an Air Quality Action Plan (AQAP) for each declared AQMA to outline how it intends to improve air quality within the affected area. Since the

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[7] *West Berkshire Climate Change Strategy and Action Plan (Draft); WBC, February 2009*
[8] *Low Carbon Transport: A Greener Future; Department for Transport, July 2009*

source of the pollutants in West Berkshire is attributed to road traffic, any AQAP prepared will need to be incorporated into the LTP.

4.35   Improving air quality can be considered as a wider benefit of tackling localised congestion hotspots in the District. The challenge for the Council will be to develop effective solutions in AQAPs that improve both levels of congestion and air quality at affected locations. This is likely to primarily involve a combination of measures to encourage more sustainable and active travel, along with more efficient management of the existing road network.

Key Issue – Highway Network

Good performance of the highway network is crucial for the District and its economy, which will become more of a challenge with increased demand for travel. The Council will need to make best use of the network through better traffic management and maintenance of the highway asset.

4.36   The M4 and A34 strategic routes are the responsibility of the Highways Agency (HA). All other parts of the highway network, from the busy A4 and A339 corridors through to country lanes, are the responsibility of the Council. This includes the management and maintenance of the network, for which the operations are outlined in the Network Management Plan.

4.37   Regular congestion is experienced on the M4 from J12 eastwards and at key junctions on the local highway network. This can result in delays to residents, businesses, and public transport, and worsen local air quality and road safety.

4.38   Current national transport policies and pressures on national and local transport budgets highlight the need for transport authorities to make best use of their transport assets. At the time of writing, there is little prospect of significant capital funding being made available for new major local highway schemes, such as bypasses or new bridges. Therefore in order to respond to the challenge of increased travel demand, including that arising from new developments, and congestion on the local highway network, the Council will need to make best use of the existing highway network. This will be achieved in part through better traffic management, such as junction improvements and better traffic signal management and coordination.

4.39   Maintenance of the highway network is also an important issue, which is consistently highlighted in residents' satisfaction surveys. Poorly maintained roads and pavements can have an impact on safety and can cause disruption through emergency maintenance. The Council, through its Network Management Duty, will seek to maximise its resources for effective maintenance of the highway network.

4.40   Another challenge for the Council is to build greater resilience into the local highway network so that it is able to manage better during extreme weather (such as snow, ice, and flooding) as well as events (such as concerts and temporary closures on the M4 and A34). This will be undertaken as part of the Network Management Plan and will involve working with the HA and transport operators as appropriate.

4.41   Safety of transport networks is an important component of the LTP. The Council has seen good performance in reducing casualties on the local highway network in recent years, and the challenge continues to be to build on this. However, the impact of speeding traffic and road safety in local communities are frequently identified in Parish Plans as issues of concern, particularly outside schools which can act as a deterrent for walking and cycling trips to school as well as limiting opportunities for equestrian activities.

4.42   In carrying out its road safety and casualty reduction activities, the Council places emphasis on the 3E's: Education, Enforcement, and Engineering. The Road Safety Strategy outlines further details regarding how the Council intends to work with its partners to continue to improve safety for all road users in the District.

4.43   Actual or fear of crime and anti-social behaviour can often influence people's travel choices or prevent them from travelling, especially after dark on poorly lit footpaths or late night public transport services. Fear of vehicle crime or cycle theft can also deter people from using smaller stations or cycling. The challenge is to work with transport operators and the Safer Communities Partnership to reduce crime and anti-social behaviour on transport networks. This should help change perceptions that deter people from making walking, cycling, or public transport journeys.

4.44   Encouraging more people to walk and cycle can allow people to become more active by incorporating physical activity into their everyday lives. This can help address some of the current health issues facing the UK, such as tackling obesity and heart disease. Diabetes, which has increased dramatically in the past decade, is also far more prevalent among those with low levels of physical activity. The cost of treating diabetics is now recognised as a major challenge for the NHS with a year on year 60% increase in patients over the past 5 years. Active travel is, as the Chief Medical Officer has stated the easiest way for people to reintroduce physical activity into their lives.

4.45   Encouraging more active lifestyles can be incorporated into the school travel agenda as outlined in the Sustainable Modes of Travel Strategy (for Schools). This in turn would contribute towards reducing childhood obesity levels and engendering lifelong sustainable travel choices.

4.46   The efficient movement of freight has a vital role in supporting the local economy through facilitating access to town centres, industrial estates, and other business premises in the

District. However, there are also widespread concerns regarding the problems arising from Heavy Goods Vehicles (HGVs) using the local road network. These often relate to road safety (especially for vulnerable road users), and the impact on the natural and built environments, and local communities.

4.47   West Berkshire's location at the crossroads of two nationally-important strategic route corridors, plus its proximity to other nearby urban areas, results in large volumes of road freight traffic passing through the District on a daily basis. In addition, the District's economy also generates large numbers of HGV movements that require access via the local road network. This includes access to town centres and industrial estates, onwards distribution of aggregates and petroleum from the rail freight terminal at Theale, and activities associated with minerals and waste sites in the District.

4.48   Movement by road, however, particularly where the local routes are heavily trafficked or are unsuitable for larger vehicles, can create and add to problems like congestion, inappropriate lorry parking, road safety implications, and harm to the environment and quality of life within an area. Vibration, intrusion, noise and air pollution are common areas of complaint from affected communities and residents, as well as the considered and actual potential damage by HGVs to certain roads, and the volume and size of lorries on many rural routes which can deter non-motorised travel.

4.49   The main freight challenges are the balancing of the needs of businesses and consumers with those to protect the environment and to enhance residents' quality of life. These challenges are addressed by the LTP's Freight Policies. As part of implementation of the Council's Freight Strategy, its Freight Route Network (FRN) was formally adopted in 2009. Further work on implementing the Freight Strategy will need to be continued, including publicising the FRN to the road freight industry and satellite navigation mapping providers, and to deal with issues relating to overnight lorry parking on both the local and strategic road networks. The Council will also work with neighbouring authorities when dealing with the implications of measures that affect freight movements on the local road network.

Key Issue - Cross-Boundary and Partnership Working

Delivering West Berkshire's vision for transport and travel will require effective working with neighbouring local highway authorities to ensure infrastructure, maintenance and transport services are not affected by authority boundaries. Working in partnership with other organisations will help to provide better outcomes and deliver value for money results.

4.50   People's journeys are not constrained by local authority boundaries. Every day there are a considerable number of transport movements that flow inwards, outwards, or through the District. There is also likely to be significant growth in nearby urban areas, which will increase movement to, from, and through the District. Therefore, the Council will strive to work effectively with neighbouring local authorities and transport operators to deliver effective cross-boundary transport networks that respond to the needs of all users.

4.51   The Council recognises the importance of the M4 corridor and access to Heathrow Airport and London to the economic vitality of the District, and its role in the wider Thames Valley economy. Improving linkages and dealing with congestion on strategic transport networks, particularly on the M4, will be vital to maintain the economic competitiveness both of the District and the Thames Valley. Therefore, the Council will actively support the collaborative

Appendix 2 provides more detail on the Berkshire Strategic Transport Forum.

working of the Berkshire Strategic Transport Forum [9] with other local authorities and transport operators to raise the profile of strategic transport issues in the Thames Valley.

4.52   Greater partnership working will be developed with other public and private sector service providers where transport can have a contributing role in delivering wider strategic outcomes. This will include working with the health and education providers to promote active travel options that contribute towards healthy lifestyles and reductions in obesity levels.

5. Transport Goals

5.1   In order to deliver the vision statement for transport discussed in chapter 3, and the issues outlined in chapter 4, key local transport goals will help to guide the development of policy, schemes and projects. The guidance provided for the development of LTPs also identifies the need for plans to specify local goals.

5.2   The set of objectives used in LTP2 have been used as the starting point for the local goals. Changes have been proposed to these existing objectives only where it is considered necessary to bring them up to date and to help deliver the new vision statement.

5.3   The LTP2 objectives were:

- To improve travel choice and encourage sustainable travel;
- To maintain and make the best use of West Berkshire's transport assets for all modes;
- To improve access to employment, education, healthcare, retail and leisure opportunities;
- To improve and promote opportunities for healthy and safe travel;
- To minimise the impact of all forms of travel on the environment

5.4   The gaps identified in the objectives from LTP2 were a mixture of national and local issues that had emerged or gained importance since 2005. These were considered to be:

- Transport's support of the **economy**
- Minimising **congestion**
- **Climate change** and **carbon reduction**

5.5   Local Transport Goals for the period up to 2026 were therefore consulted upon alongside the new transport vision statement [10]. They were based on the objectives from LTP2 but with amendments to take into account the gaps identified in 5.4.

5.6   The local transport goals to help guide the development of policy, schemes and projects in West Berkshire are set out below. Improving quality of life and ensuring equality of opportunity are themes that run through all the transport goals and should be enhanced if the transport vision, supported by these goals, is delivered through this Local Transport Plan.

5.7   Figure 5.1 shows how the local transport goals link with and will help to address the issues and challenges identified and discussed in chapter 4.

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[10] *Full details in relation to the feedback from the first round of consultation is contained in the 'LTP Consultation Response Report' dated 4th March 2010. This can be found on the Council's website at www.westberks.gov.uk/ltp*

Local Transport Goals 2011-2026

- To improve travel choice and encourage sustainable travel;

- To support the economy and quality of life by minimising congestion and improving reliability on West Berkshire's transport networks;

- To maintain, make best use of and improve West Berkshire's transport networks for all modes of travel;

- To improve access to services and facilities;

- To improve and promote opportunities for healthy and safe travel;

- To minimise energy consumption and the impact of all forms of travel on the environment

Figure 5.1 Links between Transport Issues and Local Transport Goals

Local Transport Goals

Issues	To improve travel choice and encourage sustainable travel	To support the economy and quality of life by minimising congestion and improving reliability on West Berkshire's transport networks	To maintain, make best use of and improve West Berkshire's transport networks for all modes of travel	To improve access to services and facilities	To improve and promote opportunities for healthy and safety travel	To minimise energy consumption and the impact of all forms of travel on the environment
Economy	✔	✔	✔	✔	✔	✔
Congestion	✔	✔	✔		✔	✔
Freight		✔	✔			✔
Air Quality	✔	✔	✔		✔	✔
Carbon reductions	✔	✔	✔		✔	✔
Accessibility		✔		✔	✔	
Safe & Healthy Travel	✔	✔			✔	✔
Highway/ Networks			✔		✔	✔
Cross Boundary & Partnership Working	✔	✔	✔	✔	✔	✔

6. Transport Vision for West Berkshire

6.1 Introduction

6.1.1 The Transport Vision forms a key part of the LTP. It has been prepared to help deliver the six transport goals discussed in Chapter 4 and embrace the LTP's overarching Vision Statement outlined in Chapter 3:

*"To deliver effective transport solutions for all by increasing choice
and minimising congestion"*

6.1.2 A new Transport Vision for West Berkshire is needed to reflect the changes in issues and priorities to economic, environmental, and social needs that have occurred over recent years. Many of these issues and priorities raised at the national and international levels have a profound influence on the lives of people in West Berkshire. This Transport Vision provides the foundation to deliver the changes that will benefit all residents and businesses, as well as contributing towards preserving the environment and reducing the District's carbon footprint.

6.1.3 In addition, the District will need to accommodate increased demand for travel largely arising from new strategic housing or other developments in the District, along with that from other nearby urban areas. Where there is significant development in any area there may be a need to consider infrastructure change to ameliorate the impact. This will be monitored via the LDF Infrastructure Delivery Plan and the LTP Implementation Plan. If nothing is done, then congestion already experienced at key junctions will worsen and occur more widely on the local highway network. This in turn will have a negative impact on the economy, environment, and the quality of life of West Berkshire's residents. Therefore, doing nothing is not an option.

6.1.4 The Transport Vision will challenge people to look at how they travel. Unrestrained growth in car use is clearly unsustainable, and although the Vision is not intended to be anti-car, the economic and environmental realities of the modern world suggest that we cannot simply build our way out of trouble. The role of the Transport Vision will be to provide a transport system that offers real choice in alternatives to the car and to maximise the efficiency of the existing transport infrastructure so that congestion is minimised.

6.1.5 The following sections will firstly look at the District as a whole and provide an overview of the transport vision for the following years up to 2026. Different areas of the District are then considered in more detail with a greater focus on local travel and less discussion of strategic movements. Within each section an overall transport vision will be outlined, accompanied by a map of the relevant part of West Berkshire. More details regarding the development and delivery of the transport visions can be found in separate documents [11] and within the LTP Implementation Plan.

6.2 The Transport Vision Overview

6.2.1 By 2026, transport networks in West Berkshire will provide greater choices for all residents to access the services and facilities they need. Improving travel choice will bring about a change in people's travel habits, signalling a shift away from reliance on the private car, particularly in terms of single occupancy car use, in favour of more sustainable modes.

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[11] *Insert here the exact details of the separate documents and where they can be found.*

6.2.2   We will strive to minimise congestion on the District's highway network. This will be achieved through a combination of measures that include reducing people's need to travel and encouraging the use of sustainable modes. In addition, we will make more efficient use of the District's transport networks, including increasing capacity at key junctions through improved traffic management and design. Minimising congestion will result in reduced journey times and greater reliability for all road users, and benefit the environment through improved local air quality and reduced carbon emissions.

6.2.3   We will develop sustainable transport corridors on key routes between and into urban centres. These will provide people with increased choices and real alternatives to reliance on the private car. We will work with public transport operators to provide high quality, swift, and direct public transport services, as well as developing direct, safe walking and cycle routes to key destinations. These options will help tackle local congestion issues and deliver improvements in local air quality.

6.2.4   Transport will have a key role in supporting and enhancing the economic vitality of the District. There will be greater connectivity to town centres and employment centres, thereby allowing all modes more efficient and safer access. Improvements will be made to the streetscene and public realm in urban centres to reduce the impact of road traffic, thus making them more attractive places for people to visit.

6.2.5   Accessibility to employment, education, and to other essential services and facilities will be improved throughout the District. The rural nature of West Berkshire poses a significant challenge for enabling people to access the services and facilities they need. We will work with our partners in parishes and the transport industry, towards delivering a transport system for the District that helps to meet the needs of local communities. We will also work with service providers to find ways to improve the delivery of services to people, especially in remote areas, which in turn will reduce people's need for travel.

6.2.6   We will continue to work towards making the transport networks in West Berkshire safer for all road users. Transport will make a significant contribution to wider policy objectives aimed at improving people's quality of life. Walking and cycling will be promoted as safe and healthy forms of travel, and will contribute to reducing levels of obesity. Schools, through their travel plans, will promote safe, sustainable, and healthy travel to allow young people to make informed choices, both now and on into their adult lives. Road safety and the need to reduce casualties from road traffic collisions will remain a high priority through education, enforcement, and engineering

6.2.7   West Berkshire will respond to new technological developments that can influence transport and travel options in the District. We will introduce variable message signing to make it easier to find destinations in Newbury town centre, introduce real time bus information at bus stops, smarter ticketing options and use further efficient management of traffic signal controlled junctions. We will also look to provide electric recharging points in car parks and as part of major development proposals.

Highway Maintenance across the District

6.2.8   As the local highway authority, the Council has a statutory duty under the Highways Act 1980 to maintain the local highway network in West Berkshire, with the exception of the

Strategic Highway Network (M4/A34). In addition, the Council also has responsibility for the extensive Public Rights of Way network. Maintenance activities undertaken by the Council covers all parts of the highway, such as carriageways, footways, verges, drainage systems, lighting, signs, and road marking.

6.2.9   The local highway network is, and will remain, a valuable transport asset that supports the local economy and allows people to access the services and facilities that they need. Maintaining and making the best use of the local highway network will contribute towards the Council's needs to provide an efficient transport system that meets the current and future needs of all transport users in the District. The Council will produce a detailed Highway Asset Management Plan outlining how effective management of the highway network will be delivered.

6.2.10 Results from annual satisfaction surveys undertaken by the Council consistently show that the condition of local roads is a major concern for West Berkshire residents. Furthermore, the Council also needs to be mindful of the need for cost-efficient and sustainable highway maintenance that minimises disruption to transport users. Therefore, the Council will provide an effective highway maintenance service with the minimum disruption for highway users.

Spatial Approach to the Transport Vision for West Berkshire

6.2.11 This Transport Vision has been developed to align closely with the Council's Local Development Framework (LDF) Core Strategy for the District. This contains a Spatial Strategy which establishes a hierarchy of settlements, primarily based around the transport accessibility of settlements (particularly by walking, cycling, and public transport) and the level of services and facilities. This identifies a three-tier hierarchy of settlements for the District as shown in Table 6.1.

Table 6.1: Settlement hierarchy

Urban Areas	Wide range of services and the focus for the majority of development	Newbury, Thatcham, Eastern Urban Area (Tilehurst, Calcot, and Purley on Thames)
Rural Service Centres	Range of services and reasonable public transport provision – opportunities to strengthen role in meeting requirements of surrounding communities	Burghfield Common, Hungerford, Lambourn, Mortimer, Pangbourne, Theale
Service Villages	More limited range of services and some limited development potential	Aldermaston, Bradfield Southend, Chieveley, Cold Ash, Compton, Great Shefford, Hermitage, Kintbury, Woolhampton

6.2.12 The details regarding how the Transport Vision will be delivered throughout the District have been split into four main geographical areas, used in the LDF Core Strategy to outline how the Spatial Strategy will be developed. Each of the four areas has differing

characteristics, which will allow the Transport Vision to have a greater fit with local transport needs. The four geographical areas are:

- Newbury and Thatcham
- The Eastern Area
- The North Wessex Downs Area of Outstanding Natural Beauty
- The East Kennet Valley

6.2.13 Initial consultation on the overall approach to the Transport Vision demonstrated that a mixed approach was favoured. This mixed approach recognises that there will be an emphasis in developing sustainable transport options in the District, particularly in urban areas where there is a greater potential to provide increased choice. Sustainable transport options will also be developed for the rural areas, however the Transport Vision recognises that car travel is likely to remain the principal choice for many rural residents. This mixed approach is reflected in each Transport Vision prepared for the four geographical areas.

6.2.14 The following sections consider these four areas and provide an outline of their individual transport visions. More details about each area can be found in separate documents. These provide a detailed description of the transport networks and consider the important transport corridors and how congestion and improving accessibility can be managed.

6.3 The Newbury & Thatcham Area

6.3.1 Newbury and Thatcham are two distinct towns, but are geographically close with a strong inter-relationship (see Figure 6.1). Both towns have significant employment areas, and provide many major services, including retail and leisure facilities. There is significant movement between the two towns and so good transport linkages for all modes of travel is vital.

6.3.2 In addition to the towns of Newbury and Thatcham, this area includes New Greenham Park, which is a significant area of employment to the southeast of Newbury, plus the service village of Cold Ash, which lies just to the north of Thatcham.

6.3.3 The A34 Trunk Road (Newbury Bypass) passes to the west of Newbury. The Great Western Mainline between London, Reading, and the West of England passes through both Thatcham and Newbury. This line also carries aggregates from the Mendip quarries to markets in the South East.

6.3.4 There are extensive local transport networks in the Newbury and Thatcham area, which provide access to employment and the many services and facilities in the local area for residents of both towns and from the surrounding rural areas. These networks also provide connections to other nearby large urban areas, such as Reading and Basingstoke. The main access routes are the A339 which links Newbury to the A34 at Chieveley, and the A4 which runs through Thatcham and Newbury, plus a number of other locally important routes which provide linkages in both towns. These routes also provide access for freight deliveries to the main industrial and retail areas from the strategic road network.

6.3.5 The local transport networks also include a number of local bus services in both towns and rail services from Newbury, Newbury Racecourse, and Thatcham rail stations. These provide local connections to the town centres and to other urban centres. There are also pedestrian and cycle networks, which comprise a mixture of on and off road routes providing important local connections in both towns.

6.3.6   High demand for travel in both towns results in localised congestion, particularly during peak periods, at key locations on the local transport networks. As a result, air quality in certain locations exceeds European Union standards for pollutant levels. This has necessitated the declaration of an Air Quality Management Area (AQMA) around the A339/A343 junction in Newbury. Air quality issues in the area are attributed to road traffic, and transport solutions will be developed to improve air quality in these locations.

6.3.7   Demand for travel in the Newbury and Thatcham area will increase during the lifetime of the Transport Vision and Local Transport Plan. This is due to the area being identified in the LDF as the focus for housing growth. However, the proximity of the population to the range of employment, services, and leisure facilities presents opportunities to improve travel choice and to achieve modal shift to sustainable forms of travel. There will be a strong emphasis in developing these options in the Newbury and Thatcham area throughout the lifetime of the Transport Vision.

Figure 6.1 – Newbury & Thatcham
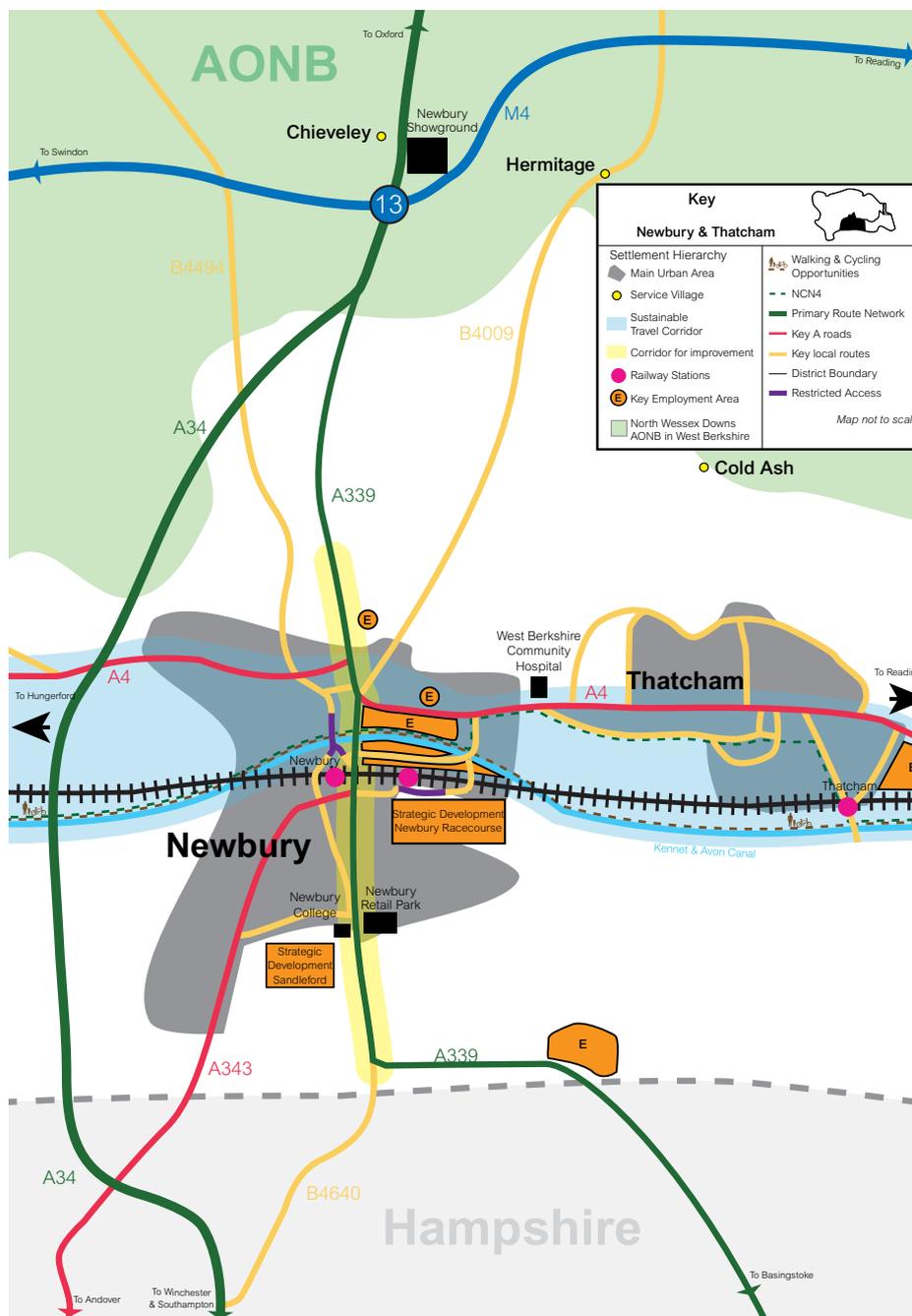
A Transport Vision for Newbury

6.3.8 Newbury is identified as a major town centre in the LDF, and is the administrative centre of the District. It has a wide range of retail, employment, leisure and community services and facilities. Newbury also has excellent connections to strategic road and rail networks, which will allow it to remain a key focus for business investment and development. The LDF Core Strategy identifies Newbury as the main focus for housing growth.

6.3.9 Strategic housing sites in the Newbury area will be well integrated with the rest of the town and its existing transport networks, thus maximising opportunities for sustainable travel. These will be well-served by public transport and will link into existing pedestrian and cycle routes in Newbury. Improvements to sustainable transport and to highway infrastructure to accommodate the demand for travel for these new developments will be sought through developer contributions. Furthermore, new developments will be encouraged to embrace the best of new technologies to facilitate more flexible communities, for example, by allowing people opportunities to work and shop at home, thereby reducing the need to travel.

6.3.10 Measures will be sought to reduce the impact and severance caused by the A339 dual carriageway through the middle of Newbury. This will include providing improved connectivity for pedestrians and cyclists across the A339 to/from Newbury town centre and the re-routing of longer distance traffic away from the A339 and onto the strategic road network.

6.3.11 Newbury will be well-served by public transport. The Council will look to maintain and enhance bus services, and to increase ridership. This will be achieved through working with local bus operators, ensuring that strategic housing sites are served by buses, introducing smart-ticketing options and through marketing of local services. Rail travel will be promoted through improvements to access and facilities at Newbury and Newbury Racecourse rail stations in partnership with Network Rail and the train operating company.

6.3.12 Investigations will be undertaken to determine the potential for park and ride sites to serve Newbury town centre. Such a proposal will only be developed providing the key benefits can be demonstrated and that it is feasible from a financial and operational point of view.

6.3.13 Opportunities will be sought to provide an attractive and safe environment for walking and cycling in Newbury. This will include ensuring that the existing networks are joined-up to provide effective routes from residential areas to the town centre and key employment sites, including Vodafone Headquarters, New Greenham and Newbury Business Parks, Faraday Road and Hambridge Road Industrial Estates, and Newbury College. Improvements to pedestrian and cycling facilities will also be provided through new crossings and cycle parking where needs are identified.

6.3.14 The Council will aim to work with local businesses to make Workplace Travel Plans a more effective tool for dealing with the demand for travel in the Newbury area. This will include working together with businesses on a range of initiatives such as flexible working and car sharing schemes. The Council will continue to implement its own Travel Plan measures to reduce vehicular trips and the Council's carbon footprint.

6.3.15　Improvements will be made to the management of traffic flows on main routes in the town, in particular on the A339 and A4 corridors. This will include improving capacity at main junctions and introducing new technologies allowing more efficient management of traffic signalised junctions. Some of these improvements will be delivered through contributions from strategic housing sites as identified in the LDF.

6.3.16　The Council will seek opportunities to deliver the Kings Road Improvement Scheme. This proposal will improve quality of life for residents in the surrounding area where the highway infrastructure is inadequate for current volumes of traffic.

6.3.17　Access to Newbury town centre will be improved to allow better connectivity for pedestrians, cyclists, and buses, especially pedestrian routes from Newbury rail station. Traffic movements into the town centre will be improved through introducing Variable Message Signing to inform motorists of the most appropriate available car parking locations. Deliveries to the town centre will use well-signed routes. Electric recharging points will be introduced in Council car parks.

6.3.18　Actions within the Air Quality Action Plan developed for the AQMA will be delivered. These will include relevant measures outlined above.

A Transport Vision for Thatcham

6.3.19　The LDF Core Strategy highlights Thatcham town centre as a focus for regeneration through improving the retail offer and enhancing the streetscape, along with the provision of leisure and community facilities. The aim is to make the town more self-contained providing a range of job opportunities and encouraging residents to shop and socialise locally. This will reduce the need for people to travel.

6.3.20　Thatcham will be a distinct and thriving settlement, separate to its near neighbour of Newbury. Recognisable gateways and better signage will be developed to give the town a stronger identity. Improvements will be made to the streetscene and public realm throughout the town to further enhance the town's image.

6.3.21　The Council will look to deliver further improvements for reducing the impact of the A4 corridor through the middle of Thatcham. This will contribute towards better safety and make walking and cycling within the town more attractive. The Council will seek opportunities to encourage sustainable travel along the A4 corridor linking Thatcham and Newbury. Improvements will also benefit residential properties along the A4 through better air quality and reductions in road noise.

6.3.22　Measures will be sought to improve connectivity and linkages between residential areas and the town centre, and to Thatcham rail station. This will improve accessibility within the town for both residents and visitors, and encourage more local trips to be made by walking, cycling, and public transport.

6.3.23　Enhancements to security and passenger facilities at Thatcham rail station will be sought in partnership with the train operating company. This will include improving cycle and car parking facilities, improving station safety and security, and measures to make the station accessible for all rail users.

6.3.24 Although greater self-containment of Thatcham will be developed and promoted; improved linkages to key employment areas, further education, and other essential services and facilities in Newbury will be made. This will provide people with an increased choice of sustainable travel options and reduce reliance on the private car. This will include improved pedestrian and cycle routes. Improved bus services that provide faster and more reliable access to Newbury will also be sought.

6.3.25 Safer pedestrian, cycle and equestrian access will be developed to local leisure and countryside facilities, including the Nature Discovery Centre, the Living Landscape, the Kennet and Avon canal towpath and Greenham and Crookham Commons.

6.4 The Eastern Area

6.4.1 The Eastern Area is made up of Purley on Thames, Tilehurst, Calcot and Tidmarsh plus the rural service centre of Theale (see figure 6.3).

6.4.2 There are a number of key transport networks in the Eastern Area. In terms of strategic routes, the M4 motorway and Great Western Main Line provide linkages between London/ Reading to Bristol, South Wales, and the West of England. The rail network also serves as a strategically important rail freight route between Southampton to the Midlands, and has aggregate and petroleum terminals at Theale.

6.4.3 Local transport networks include good public bus services linking to Reading town centre, rail services from
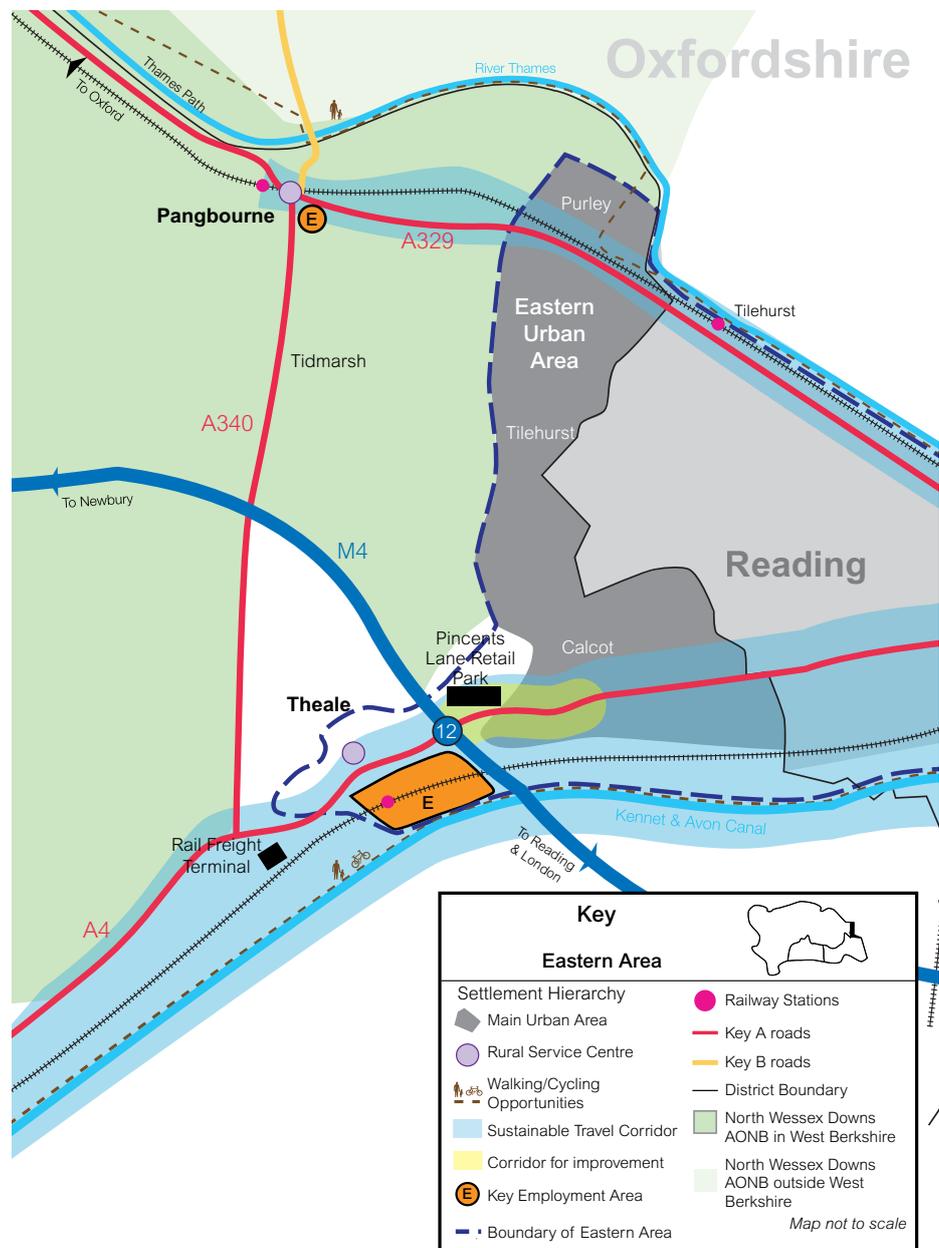
Figure 6.3 – The Eastern Area

Pangbourne and Theale and the local road network. Key links that make up the local road network are the A4 which intersects with the M4 at J12, the A329 Oxford Road between Pangbourne, Purley and Tilehurst and the A340 linking the A4 at Theale with Tidmarsh and Pangbourne. The Freight Route Network shows where the preferred routes for road freight movements are through and within the Eastern Area.

A Transport Vision for the Eastern Area

6.4.4 The relative urbanised nature of the Eastern Area and its close proximity to Central Reading brings with it a high demand for travel and localised congestion. However, this does allow for greater opportunities to deliver an integrated transport system that accord with national transport priorities, and this LTP's own Vision Statement and goals, which will provide choice and allow opportunities for all.

6.4.5 Transport infrastructure will be enhanced to tackle car dependency and congestion as outlined in the Vision for the Eastern Area in the LDF Core Strategy. This will deliver improvements to all modes of travel to help alleviate congestion and improve safety and accessibility to services and facilities in the local area.

6.4.6 Cross-boundary pedestrian, cycling, and public transport routes will be improved in partnership with Oxfordshire/South Oxfordshire, Reading Borough Council and local transport operators. These improvements will increase accessibility to services, facilities, and employment opportunities in the central Reading area, and provide Eastern Area residents with greater transport choice. In addition, solutions to freight issues in this area will be sought in order to minimise disruption to the local community. Increased cross-boundary working will be critical given the importance of Reading as a regional hub in the wider Thames Valley area.

6.4.7 Opportunities to deliver 'Active Travel' and 'Smarter Choices' measures in the Eastern Area will have wider benefits for the local community. Increased levels of walking and cycling will lead to healthier lifestyles and reduced levels of obesity. This will include developing linkages to sustainable leisure activities in nearby rural areas, particularly in the AONB. The Council will work in partnership with local healthcare providers and schools to promote sustainable and active travel in the Eastern Area.

6.4.8 The Council will work with the Highways Agency, Network Rail, and train operating companies, where appropriate, to deliver improvements that are beneficial to communities in the Eastern Area. These will focus on improving accessibility, interchange facilities and mitigating the impacts of strategic routes on local communities.

6.4.9 The delivery of the Transport Vision in the Eastern Area will help to tackle localised congestion experienced at key junctions (especially along the A4 from M4 J12 at Calcot towards central Reading) through better traffic management and junction improvements. The Council will seek opportunities to encourage sustainable travel along this section of the A4 corridor. These improvements, will help to increase travel choice within the sustainable travel corridor, and will help improve air quality in this area.

How the Transport Vision will affect local communities

Theale

6.4.10 Travelling within Theale and access to key facilities will be convenient for walking and cycling with improved safety.

6.4.11 Any residential development will be well connected to the heart of the village by sustainable modes.

6.4.12 There will be improved connections for walking and cycling to the retail area at Calcot and its improved transport interchange. Connections will also be improved between Theale village, the railway station and Arlington Business Park.

6.4.13 As well as links between the station and the village being improved, the environment and accessibility of the rail station and its facilities will be enhanced. This will involve working with Network Rail and the train operating company to improve cycle and car parking facilities, improve station safety and security, and to make the station fully accessible for all rail users. Opportunities for significant improvements to provide a transport hub and 'park & rail' facility focused around Theale railway station will be explored.

6.4.14 A significant proportion of trips to Reading and its facilities and services will use rail, bus or community transport services.

6.4.15 Access to local leisure opportunities will be enhanced through walking and cycling routes and routes for horse riding where possible to the north of the village and improved connections with other key routes in the area such as the canal and National Cycle Network Route 4.

6.5 The North Wessex Downs AONB Area

6.5.1 74% of West Berkshire lies within the North Wessex Downs Area of Outstanding Natural Beauty (AONB), where the landscape is managed to conserve and enhance its natural beauty in accordance within its national designation. The area will be a focus for conservation with low impact leisure and green tourism opportunities activities which help sustain the numerous vibrant and balanced rural communities. It contains the rural service centres of Hungerford, Lambourn and Pangbourne, several service villages, plus a number of smaller dispersed communities.

6.5.2 Several key strategic transport networks pass through the AONB area. This includes the M4 motorway and the A34 Trunk Road, which form a major interchange at Chieveley. In addition, Great Western Mainline rail routes to Bristol & South Wales and to the West of England pass through the AONB area.

6.5.3 The local transport networks facilitate access to the towns, villages, and other small rural communities, as well as to the leisure opportunities that the AONB provides. The A4 forms a locally important connection between Hungerford and Newbury. The A338 provides connections from rural communities to Hungerford and via the B4000 to Lambourn, as well as to the M4 at J14. The A329/A417 provides access for local communities to the Reading area. There are also other B-roads that serve as access routes to local communities. These routes are only intended for local freight access, with through freight movements being confined to the strategic road network.

6.5.4 Local rail services are provided on the rail lines in the AONB. Stations at Kintbury and Hungerford provide connections to Newbury and Reading. In addition, Goring & Streatley and Pangbourne stations provide connections to Oxford and Reading.

6.5.5   One of the key characteristic features of the AONB in West Berkshire is the nationally important racehorse breeding and training industry largely centred in the Lambourn Valley area. These activities along with agriculture and tourism form an important component of the rural economy, which is also supported by business parks at Membury and Charnham Park, Hungerford, plus a number of smaller units located across the AONB area. Local transport networks provide a vital role in supporting the local economy, both in terms of enabling freight deliveries and allowing access to leisure and tourism facilities.

6.5.6   Figure 6.2 overleaf shows the main transport networks and corridors in the AONB area, along with key local features that influence travel and transport in the area.
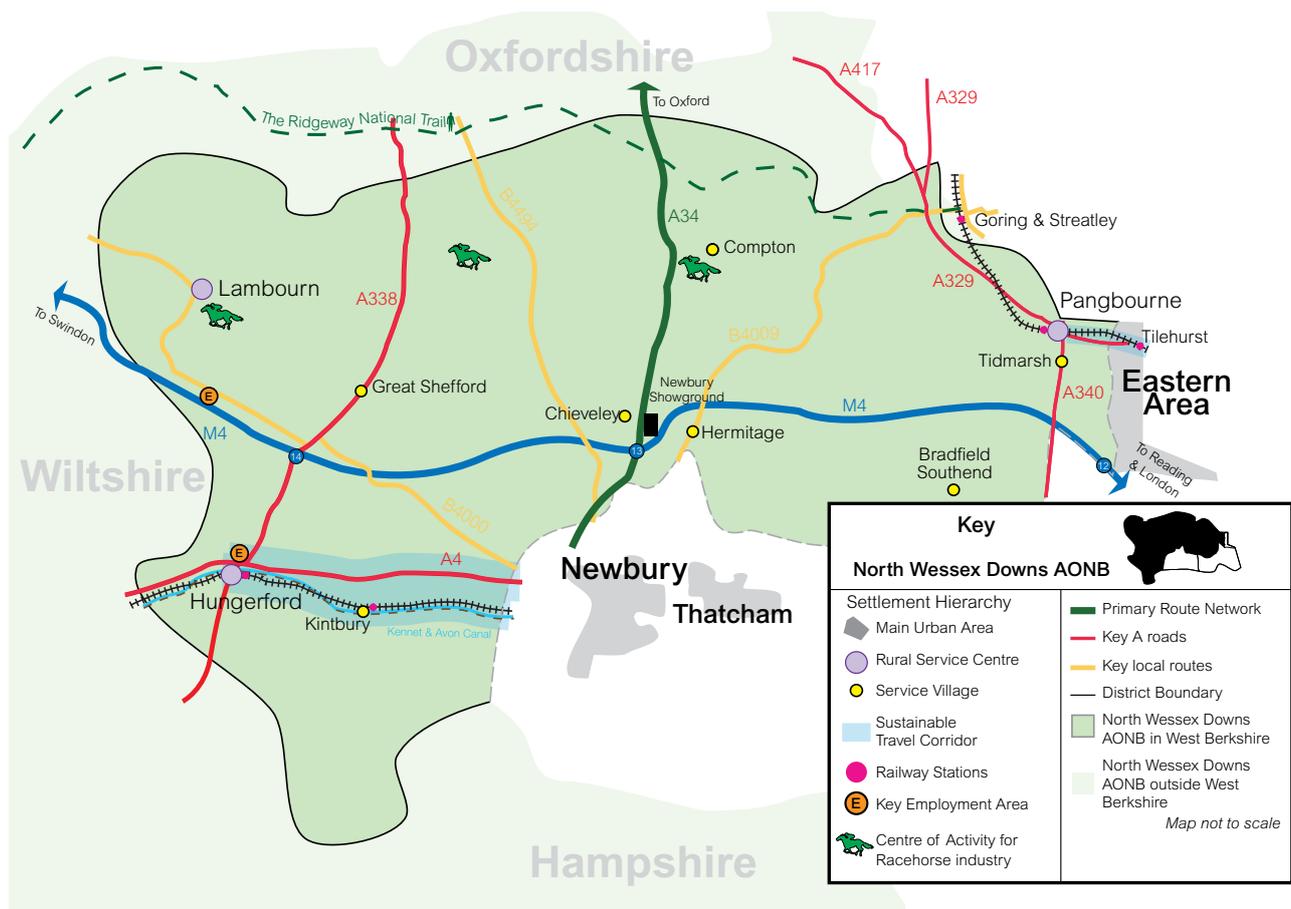
Figure 6.2 – North Wessex Downs AONB

A Transport Vision for the North Wessex Downs AONB Area

6.5.7   Due to the AONB being a large rural area, with a dispersed population spread among small towns, numerous villages and other smaller communities, it faces some unique transport issues: providing viable public transport services, high car ownership, access to services, together with managing and maintaining rural road and Rights of Way networks.

6.5.8   Opportunities will be sought to improve accessibility to services, employment, and leisure facilities both within the AONB and in nearby urban areas, including working with service providers and partners to bring services to local communities. This will include working with neighbouring County authorities of Oxfordshire and Hampshire, and the unitary authorities of Reading, Wiltshire, and Swindon. The aim will be to reduce social exclusion and improve life chances for the area's residents.

6.5.9 The provision and take up of sustainable transport connections between rural communities and larger urban centres will be improved to benefit both residents and visitors to the AONB. This will be the product of a range of measures including expanding the use of public transport, improved and safer walking and cycling provision, greater car sharing, and innovative taxi, community and voluntary transport solutions. This will encourage sustainable tourism and access to the AONB.

6.5.10 It is recognised that with difficulties in providing viable public transport services in the rural areas, the private car will remain a dominant mode of travel for many residents in the AONB. The Council will do all it can to maintain the condition of and improve safety on rural routes for all road users, including vulnerable groups such as pedestrians, cyclists and horse riders. This could be delivered through initiatives such as the Quiet Lanes project as piloted in Bucklebury during the previous LTP period.

6.5.11 Opportunities will be sought to reduce the impact of transport on the environment and tranquillity of the AONB. This will include managing freight to ensure that, where possible, through freight movements remain on the strategic road network, and that local freight deliveries use appropriate routes outlined on the Freight Route Network (FRN). The Council will work with the Highways Agency (HA), Network Rail, and the train operating companies to minimise the impact of strategic transport networks on the AONB.

How the Transport Vision will affect local communities

Hungerford

6.5.12 Opportunities to manage the impact of traffic, particularly HGVs, using the A338 High Street through the town centre and the A4 Charnham Street will be sought. The objective will be to improve safety and connectivity for pedestrians and cyclists, whilst maintaining access to the town centre and access for freight to local businesses. This is essential in order to maintain the economic vitality of Hungerford as both a self-sufficient and historic market town, and a centre for local employment.

6.5.13 Working in partnership to improve accessibility, security, car and cycle parking, and passenger information and waiting facilities at Hungerford rail station will be a focus for the Council.

6.5.14 Improvements to pedestrian and cycle facilities in the town centre will be provided to encourage more walking and cycling trips and to reduce conflict with other road users as a result of narrow pavements. This will include provision of a new pedestrian bridge over the canal on the High Street.

6.5.15 Where there are opportunities, the Council will work with the local community to improve pedestrian, cycle and equestrian access to the countryside from the town centre. This will include access to the canal towpath and measures to improve safety on Hungerford Common.

Lambourn

6.5.16 To reduce the need for Lambourn residents and those in surrounding communities to travel, the Council through its Local Development Framework policies will support the provision of everyday local services and facilities within the rural service centre.

6.5.17 The Council, in partnership with transport operators, will seek to maintain and publicise existing transport services to nearby urban areas. This will reduce reliance on the car and provide Lambourn residents with opportunities to access the additional services they need.

6.5.18 Measures will be taken to improve traffic management and safety in Lambourn. This will include improved management of on-street parking and reducing the impact of freight deliveries to Membury Industrial Estate, Lambourn and the racecourse industry sites in the Lambourn Valley.

6.5.19 Whilst promoting walking, cycling, and horse riding opportunities in the Lambourn area, the Council will seek to improve safety for these vulnerable road users. This will include addressing community concerns regarding speeding.

Pangbourne

6.5.20 The Council will work with neighbouring highway authorities to ensure that the existing A329/A340/B471 routes through the village and surrounding areas in the North Wessex Downs AONB remain as access routes for local vehicles only, and that longer-distance traffic, particularly freight, accessing the central Reading area is discouraged.

6.5.21 Safety will be improved in the village through better traffic management. This will include working with the Parish Council and local businesses to ensure that freight deliveries minimise disruption and damage.

6.5.22 A safer route for pedestrians, cyclists and horse riders between Pangbourne and Tilehurst, through Purley on Thames, will be sought as part of the development of a sustainable travel corridor. Walking and cycling opportunities on rural routes to the south of the village to link with Theale and for leisure purposes will be explored. Opportunities for additional cycle parking will be sought in the village.

6.5.23 The Council will work with the train operating company and Network Rail to deliver improvements at Pangbourne railway station. This will include improved cycle and car parking facilities, improved station safety and security, and to make the station fully accessible for all rail users.

Smaller Rural Communities

6.5.24 There are also six villages in the AONB (Bradfield Southend, Chieveley, Compton, Great Shefford, Hermitage, and Kintbury), that are identified in the LDF Core Strategy as "Service

Villages", which have a limited range of local services. In addition there are a number of smaller rural communities.

6.5.25 The Council will work with the local rural communities to deal with concerns such as road safety, speeding, highway maintenance, parking and freight access issues. These issues will also be important considerations for any new development proposals.

6.5.26 Opportunities will also be sought to improve pedestrian and cycle routes in villages to schools, local facilities and bus stops. As well as improving pedestrian, cycle and equestrian access to the surrounding countryside. This will include promotion of leisure routes in the wider AONB area.

6.5.27 Improvements will be sought for access to services, employment, and leisure opportunities in nearby urban areas from the service villages and surrounding areas. The Council will therefore work with the Parish Councils, taxi, community and voluntary sector transport operators to support and develop community transport provision where a sustainable demand has been identified.

6.5.28 The Council will work with the train operating company to improve accessibility, security, car and cycle parking, and passenger information and waiting facilities at Kintbury rail station. It will also lobby for the protection and enhancement of services from the station.
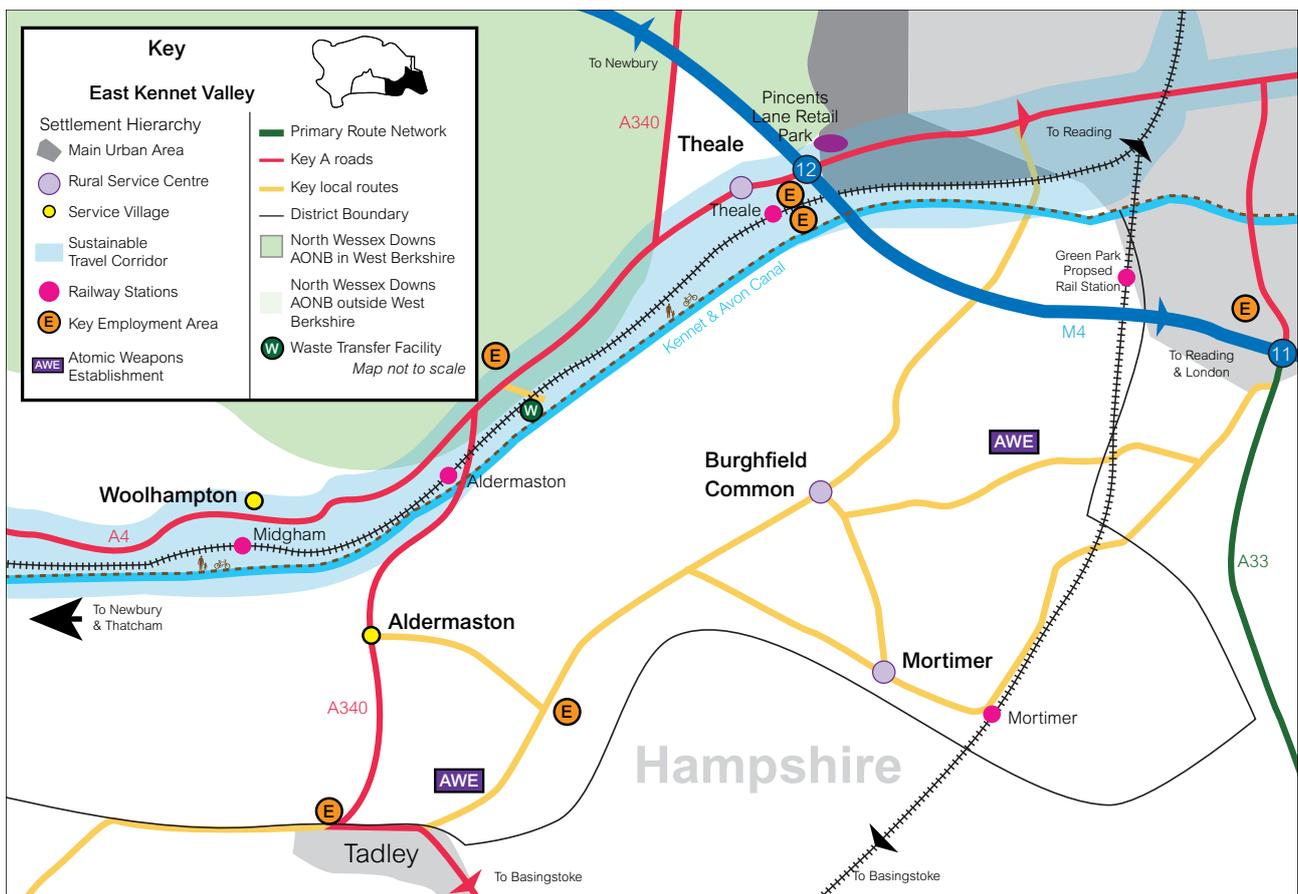
6.6 The East Kennet Valley Area

6.6.1 The East Kennet Valley is the rural south-east of the District that lies to the east of Thatcham and outside of the AONB (as shown in figure 6.4). It includes two rural service centres identified in the LDF Core Strategy: Burghfield Common and Theale, plus the

service villages of Woolhampton and Aldermaston and a number of smaller dispersed communities. Significant areas of employment include Atomic Weapons Establishment (AWE) sites at Aldermaston and Burghfield, and industrial estates at Aldermaston, Tadley, and Beenham. Furthermore, a Waste Transfer Facility is currently under construction near to the A4 at Lower Padworth.

6.6.2   Both strategic road (M4) and rail (Great Western Mainline) networks pass through the area. Local transport networks provide access to Newbury / Thatcham, Reading, and North Hampshire. The main local access routes are the A4 corridor between Newbury and Reading, the A340 between Lower Padworth and Tadley, and the Burghfield Road linking Mortimer and Burghfield Common with Reading. In addition, rail services are provided at Midgham and Aldermaston stations (to London/Reading and Newbury), and at Mortimer station (to Reading and Basingstoke).

Figure 6.4 – East Kennet Valley

The Transport Vision for the East Kennet Valley

6.6.3   Options will be developed to improve pedestrian and cycle linkages to help improve travel choice within the East Kennet Valley area. Links between Burghfield Common and Mortimer, and to Mortimer Station; and from Aldermaston Station to Aldermaston and Lower Padworth have been highlighted as locally important improvements in the East Kennet Valley area.

6.6.4   Opportunities will also be sought, in partnership with local bus, rail and community transport operators to improve linkages from local communities to nearby facilities and urban areas. These will provide greater choice of travel, as well as safer and improved access to services and facilities.

6.6.5   The Council will work with Network Rail and the train operating company to improve access, security, and facilities such as cycle parking and lockers, and improved car parking at rail stations in the area. This will increase the attractiveness and ease of travelling by rail.

6.6.6   The Council will seek to manage freight movements in the area to minimise the impact and improve safety in local communities and on the rural road network. This will include working with local freight operators to ensure that, where possible, that HGVs use appropriate freight routes outlined on the Council's Freight Route Network (FRN).

How the Transport Vision will affect local communities

Burghfield Common

6.6.7   Opportunities to improve connectivity to employment and essential services and facilities in nearby towns will be sought. This will include working with transport operators to maintain and enhance services, which will reduce reliance on the car and provide people with opportunities to access the services they need.

6.6.8   The Council will continue to support the development of community and voluntary transport schemes serving Burghfield Common.

6.6.9 Local improvements will be considered where feasible along the Burghfield Road from the Burghfield Bridge towards Reading to help improve safety for pedestrians and cyclists, whilst allowing the route to remain as a local access route for freight traffic. Measures will also be taken on other rural routes to address community concerns regarding safety and speeding.

6.6.10 Improvements to local pedestrian and cycle routes will be developed to encourage safer walking and cycling in and around the Burghfield Common area, as outlined in the Burghfield Parish Plan. This will include safer routes to local schools, shops, and to leisure routes such as the canal towpath.

Mortimer

6.6.11 Opportunities to improve accessibility from Mortimer to employment and essential services in nearby towns will be sought. This will include working with the relevant bus, rail, and community transport operators where appropriate.

6.6.12 A safer route for pedestrians and cyclists will be developed between Mortimer and Burghfield Common. This will increase opportunities for walking and cycling to the Willink School, thereby supporting the Willink's school travel plan.

6.6.13 The Council will work in partnership with Network Rail, the train operating company and Stratfield Mortimer Parish Council to enhance security, cycle parking, and passenger information and waiting facilities at Mortimer rail station. Further improvements will also be sought to allow better access to the station, including making the station's platforms fully accessible to all rail passengers.

Aldermaston

6.6.14 Measures will be undertaken, where appropriate, to improve safety and reduce the impact of the A340 through Aldermaston. This will include continuing to work with the community to deal with their concerns regarding speeding issues in the Aldermaston Wharf area.

6.6.15 Longer distance traffic, especially freight, will be actively discouraged from using the A340 through improvements to direction signing. This will be undertaken in partnership with Hampshire County Council.

6.6.16 The Council will work with the train operating company to improve access and facilities at Aldermaston rail station. This will include the provision of security and CCTV facilities, car and cycle parking, and improved passenger waiting and information facilities. The Council will also work with the rail industry to improve service frequencies from the station where this is operationally practicable.

6.6.17 The Council will seek to develop a safe walking and cycling route to Aldermaston station from Aldermaston village and from Lower Padworth.

Woolhampton

6.6.18 Increased travel choices to Newbury / Thatcham and Reading as part of a sustainable transport corridor based on the A4, railway line, and canal towpath will be promoted.

6.6.19 The Council will seek further opportunities, where appropriate, to improve safety and to reduce severance on the A4 through Woolhampton. This will include improving facilities for pedestrians and cyclists.

6.6.20 The Council will work in partnership with Reading Buses to improve services and bus stops on the main Reading – Newbury bus route.

6.6.21 The Council will work in partnership with the train operating company to improve accessibility, security, car and cycle parking, and passenger information and waiting facilities at Midgham rail station.

6.6.22 Improved connections between Woolhampton and Woolhampton Primary School at Upper Woolhampton will be sought through the School's Travel Plan. This will include improving safety on Woolhampton Hill, and measures and initiatives to increase walking and cycling to the school.

Smaller Rural Communities

6.6.23 As well as the rural service centres and service villages in the East Kennet Valley, there are a number of other smaller rural communities. The Council will work with these communities to deal with concerns such as road safety, speeding, highway maintenance, and freight access issues.

6.6.24 Improvements will be sought for access to services, employment, and leisure opportunities in nearby urban areas from these communities. The Council will therefore work with the Parish Councils, taxi, community and voluntary sector transport operators to support and develop community transport provision where a sustainable demand has been identified.

7. Transport Policies and Supporting Plans

7.1   This section sets out the proposed policies that have been developed to help deliver the overall vision for transport in West Berkshire (Chapter 3). More specifically they set out a focus for delivery of the local transport goals (Chapter 5) and the different transport visions for each of the four areas of West Berkshire (Chapter 6).

7.2   There are 15 key policies that cover the main elements of transport and a number of supporting policies that pick up on more detailed topics. Alongside each policy is an explanation of the direction and approach that the policy supports. The relevant main separate strategies and plans that the policy supports (as indicated in figure 2.2 in chapter 2) are also highlighted.

7.3   Figure 7.1 sets out how the proposed key policies link with the separate strategies and plans and supporting policies where relevant.

7.4   The policies form the rest of this chapter following figure 7.1. The main ways in which they will be delivered and monitored are also set out and will link with the proposed indicators included in chapter 9. At the end of this chapter (7) is a matrix showing how the policies link and help to deliver the local transport goals detailed in chapter 5.

Figure 7.1

Key policies, strategies and supporting policies for the LTP

ID	Key Policy	Page	Main Strategy or Plan for Delivery*	Supporting Policy**	Page
LTP K1	Travel Choice	46	Smarter Choices Strategy	AT1 Walking	47
			Active Travel Strategy	AT2 Cycling	47
			Passenger Transport Strategy	SC1 Travel Planning	49
			Sustainable Modes of Travel Strategy	SC2 Car Sharing / Car Clubs	49
			Air Quality Action Plan	SC3 New Technology	50
				SC4 Branding, Marketing & Promotion	51
LTP K2	Minimising Congestion	52	Network Management Plan	NMP1 Highway Management	54
			Air Quality Action Plan	NMP2 Intelligent Transport Systems	55
LTP K3	Accessibility (to services)	56	Passenger Transport Strategy	Links to Smarter Choices (SC), Active Travel (AT) and Passenger Transport (PT) supporting Policies	
			Smarter Choices		
			Local Development Framework		
			Public Rights of Way Improvement Plan		
LTP K4	Accessibility (equality and inclusion)	56	Passenger Transport Strategy	Links to Smarter Choices (SC), Active Travel (AT) and Passenger Transport (PT) supporting Policies	
			Rights of Way Improvement Plan		
LTP K5	Climate Change	57	Air Quality Action Plan	Links to Smarter Choices (SC), Active Travel (AT), Parking (P), Network Management (NM) and Passenger Transport (PT) supporting policies	
			Freight Strategy		
			Passenger Transport Strategy		
			Smarter Choices Strategy		
			Active Travel Strategy		
			Rights of Way Improvement Plan		

LTP K6	Air Quality	59	Air Quality Action Plan	Links to Smarter Choices (SC), Active Travel (AT), Parking (P), Network Management (NM) and Passenger Transport (PT) supporting policies	
			Freight Strategy		
			Passenger Transport Strategy		
			Smarter Choices Strategy		
			Active Travel Strategy		
LTP K7	Highway Maintenance	60	Transport Asset Management Plan		
			Winter Service Plan		
			Rights of Way Improvement Plan		
LTP K8	Road Safety	61	Road Safety Strategy	Links to Smarter Choices (SC) and Active Travel (AT) supporting Policies	
			Smarter Choices Strategy		
			Active Travel Strategy		
LTP K9	Passenger Transport	63	Passenger Transport Strategy	LTP PT1 Bus Services	64
				LTP PT2 Community & Voluntary transport	65
				LTP PT3 Rail	66
			Sustainable Modes of Travel Strategy	LTP PT4 Taxis & Private Hire Vehicles	65
				LTP PT5 Info, promotion and ticketing	66
				LTP PT6 Infrastructure & Interchange	66
				LTP PT7 Park & Ride	66
LTP K10	School Travel	68	Sustainable Modes of Travel Strategy	Links to Active Travel (AT), Smarter Choices (SC) and Passenger Transport (PT) supporting polices	
			Active Travel Strategy		
			Smarter Choices Strategy		
			Passenger Transport Strategy		
			Rights of Way Improvement Plan		
LTP K11	Parking	70	Parking Strategy	LTP P1 Town Centre Parking	70
			Active Travel Strategy	LTP P2 Residential Parking	71
			Smarter Choices Strategy	LTP P3 Parking Standards (new development)	71
			Local Development Framework	LTP P4 Enforcement	72
LTP K12	Freight	73	Freight Strategy	Links to Network Management (NM) supporting policies	
			Network Management Plan		
			Air Quality Action Plan		
LTP K13	New Development	75	Local Development Framework	Potential links to all supporting policies	
			Potential links to all supporting strategies		
LTP K14	Health and Leisure	76	Active Travel	Links to Active Travel (AT) supporting policies	
			Rights of Way Improvement Plan		
LTP K15	Cross Boundary & Partnership Working	78	Potential links to all supporting strategies	Potential links to all supporting policies	

7.5 Travel Choice

Policy LTP K1
Travel Choice

The Council will work towards widening travel choices in order to minimise congestion and improve accessibility and air quality in the District. To achieve this, the Council will work with its partners to:

    i. Develop options to improve quality of choice that encourages greater use of walking, cycling, public transport, and car sharing

    ii. Provide clear and readily available information to assist the easy use of all travel options and transport services

Explanation of Policy and Direction of Strategy

7.5.1 Providing increased travel choices contributes towards to virtually all of the Local Transport Goals described in Chapter 5. This will be achieved through a combination of improvements to infrastructure, provision of services, and the availability of information. These measures will be outlined in further detail in the relevant supporting strategies.

7.5.2 Widening travel choices are able to contribute towards improving the quality of life of those who live and work in the District. This will include reducing social exclusion by providing more people with the opportunities to access essential services and facilities. Increasing choices that allow for more active travel, such as walking and cycling, will contribute towards wider objectives that encourage healthier lifestyles.

7.5.3 The provision of increased choices will help to minimise congestion on the District's highway network by managing the demand for travel through providing people greater opportunities to travel by other means. This will reduce people's reliance on the car, particularly for those living in the urban areas of the District, who on the whole, are relatively close to employment, education, and other everyday services.

7.5.4 Allowing people to make more sustainable travel choices will contribute towards wider environmental benefits. Reduced congestion around key junctions in urban areas will improve local air quality to the benefit of the environment and the health of local people. Greater use of sustainable travel options will also help reduce transport related carbon emissions, thereby contributing to wider national objectives to reduce greenhouse gas emissions from domestic transport and help to minimise the impact of peak oil on the cost of travel.

Delivery and Monitoring

This policy will be delivered by:

    The implementation of the Smarter Choices and Passenger Transport Strategies, SMoTS and Air Quality Action Plan

The monitoring of the delivery of this policy will be by:

    Indicators – Congestion, cycling,

7.5.5 The Active Travel and Smarter Choices Strategies will support the delivery of Policy LTP K1Travel Choice along with a number of other strategies and plans (see figure 7.1). The Active Travel strategy will focus on Walking and Cycling but also cover Equestrian

Active Travel – Walking and Cycling

Policy LTP AT1
Walking

The Council will work towards increasing the use of walking as a mode of travel for local journeys and as a means of accessing other sustainable travel modes for longer journeys. To achieve this, the Council will focus on the following:

   i. Maintaining and, where possible, improving the condition of footways and pedestriancrossings.

   ii. Facilitating safe and prioritised pedestrian access to key destinations

   iii. Delivering the Rights of Way Improvement Plan and improving the links between public rights of way and local networks of footways

   iv. Promoting the benefits of walking for health and well being.

Policy LTP AT2
Cycling

The Council, in partnership with West Berkshire Cycle Forum, will work towards increasing cycling in West Berkshire. To achieve this, the Council will focus on the following:

   i. Establishing, improving and promoting a network of routes (strategic,

   local and recreational) for cycling.

   ii. Ensuring that all new developments make cycling at least as desirable as any other transport mode choice by connecting with the local network where possible and following the West Berkshire Council Cycling Guidance.

   iii. Ensuring that Children, Young People and Adults are equipped with the knowledge, skills and training to cycle more often.

   iv. Promoting the benefits of cycling for health and well being.

   v. Delivering the Rights of Way Improvement Plan and improving the links between public rights of way and local networks of cycleways

Explanation of Policy and Direction of Strategy

7.5.6 The national aim to increase levels of physical activity is something that facilitating and encouraging walking and cycling can significantly contribute to through everyday travel.

7.5.7 Walking and cycling are key modes of travel for regular journeys as well as being important for recreation and leisure. Both are affordable by all and walking requires no specialist equipment, meaning the majority of people can participate. Walking and cycling have a wide range of benefits including: economic impacts through contributing to addressing congestion and reducing personal fuel costs; improving accessibility by providing improved choice of mode of travel; improving health and well being through increasing physical activity; and, reducing pollution where walking or cycling trips replace car trips. The Council will seek to maximise these benefits both for the individual and for the wider community and environment.

7.5.8 The West Berkshire Cycle Forum, facilitated by the Council, is made up of members from local and national cycling campaign / interest groups. Council Officers and Elected Members are also represented. The Forum has contributed to the development of the Cycling Strategy and delivery throughout LTP2 which has seen some significant infrastructure improvements and a popular and expanding cycle training programme.

7.5.9 The walking and cycling policies for LTP3 work to build upon the success of LTP2 and focus on the key ways to continue improving walking and cycling across the District. The Active Travel Strategy sets out the details of how the Council, in partnership with the Cycle Forum and other groups will implement Policies LTP SC1 and LTP SC2.

7.5.10 The strategy includes the Council's approach to delivering new and improved footways, rights of way and cycle routes including strategic links, local and recreational routes. For walking and cycling to increase, appropriate routes need to be developed linking where large groups of people live, work and socialise. Improving links between existing parts of the network, where it is not consistent, will be a priority.

7.5.11 Given the unique mix of areas that exist in West Berkshire, a 'one size fits all' approach to walking and cycling will not be appropriate. Different areas have different needs and, combined with possible changes over time at a national and local level, the priorities may alter over time. The ongoing work of the Cycle Forum and the Rights of Way Improvement Plan will help to shape the LTP Implementation Plans as schemes and projects are prioritised. Improvements to the Rights of Way network will also help to benefit the use of the network for equestrian activities.

7.5.12 Although there will be a focus on improving cycle routes in urban areas due to the good value for money these offer there is a recognition that there are local cycle route improvements highlighted by rural communities. The Council will work with local groups to achieve improved routes for cyclists (and horse riders) in rural areas.

Delivery and Monitoring

These policies will be delivered by:

- The development of footway/ROW and cycle schemes to be included in the LTP Implementation Plan / Council's Capital Programme
- The determination of planning applications and maintenance of the Council's Cycling Guidance.
- The provision of professional cycle training.
- The delivery of a Smarter Choices Strategy for West Berkshire.

The monitoring of the delivery of these policies will be by:

- The percentage of school pupils walking and cycling to school (Annual School Travel Survey)
- Number of people walking and cycling to workplaces in West Berkshire (Workplace Travel Plans)
- Number of children / Young People / Adults completing cycle training courses.
- Continuing the District-wide cycle counts established during LTP2
- Length and quality of public rights of way network (ROWIP)

Travel Planning

Policy LTP SC1
TRAVEL PLANNING

The Council will work with developers, employers, schools and other organisations in West Berkshire to develop Travel Plans to promote and encourage the use of sustainable modes of travel for residents, staff and pupils. To achieve this, the Council will focus on the following:

    i. Require developers to submit travel plans with all major planning applications (including residential developments), or where it is considered a development will have a major impact on the transport network.

    ii. Support schools, workplaces and other organisations in the review and updating of existing travel plans

    iii. Investigate the feasibility of and pilot a Personalised Travel Planning programme in urban areas

    iv. Work with existing business parks and industrial areas to facilitate area wide travel plans.

Policy LTP SC2
CAR SHARING & CAR CLUBS

The Council will work with partners to facilitate car sharing and car clubs across the district. To achieve this, the Council will focus on:

    i. Investigating the feasibility of a car club for the Newbury and Thatcham area.

    ii. Investigating the feasibility of a district wide car sharing scheme.

Explanation of Policy and Direction of Strategy

7.5.13 Travel Planning covers a range of measures which promote the use of sustainable travel for work, school and leisure. This includes the provision of facilities for walking and cycling as well as the promotion of car sharing and public transport. The application of travel planning techniques can achieve a 20% reduction in car use for those organisations that get involved.

7.5.14 It is easiest to work with people when they are having a major change in their life. Changes in education, moving house or employment provide people with the opportunities to re-evaluate how they travel, and the provision of a well implemented travel plan will provide people with the information and incentives they need change their habits and try new ways of travelling. The development process offers the ideal opportunity for the Council to work with developers to produce comprehensive and effective travel plans which are then delivered and monitored throughout the life of the development.

7.5.15 West Berkshire has a number of business parks and industrial estates which contribute significantly to peak time traffic congestion. Working with the organisations in these

areas to implement travel plans will help to reduce peak time congestion, reduce carbon emissions and improve air quality.

7.5.16 Car Sharing provides people with the option to share a car for their journey to work or school as well as for leisure purposes, rather than be a single occupant. The benefits include: economic impacts though contributing to addressing congestion and reducing personal fuel costs, and reducing pollution where two or more car journeys are replaced with one.

7.5.17 Car Clubs enable people or businesses to book a car when required without having to own and maintain them. They offer the potential for reduced levels of household car ownership throughout the district and provide members with flexible and affordable car use, without the costs and hassles associated with car ownership. Research shows that car club members who give up a car are likely to reduce their mileage by around 60-70% (DfT, 2004, Making car sharing and car clubs work – a good practice guide). This helps to reduce congestion, save energy and improve air quality.

7.5.18 Car clubs can be very effective in mixed use developments. The cars can be used as pool cars for office workers during the day and by residents in the evenings and at weekends. Although start-up funding is required car clubs can become self-funding once they are in operation.

Delivery and Monitoring

These policies will be delivered in by:

Provision of the requirement for a travel plan to be included with major planning applications

Investigation and development of car sharing and a car club for West Berkshire

The monitoring of the delivery of these policies will be by:

The percentage of school pupils walking and cycling to school (Annual School Travel Survey)

The number of people walking and cycling to workplaces in West Berkshire (through Workplace Travel Plans)

The number of businesses with a travel plan (Workplace Travel Plans)

The number of schools with a School Travel Plan review/update (School Travel Plans)

Car sharing/car club memberships (when in place)

Technology and Communication

7.5.19 Making the most of new technology and ensuring good communication in relation to travel choice will help to make the most of smarter choices across the District throughout the life of the Local Transport Plan. The following two supporting policies cover these issues in more detail.

Policy LTP SC3
New Technology

The Council will work with partners to embrace and facilitate the use of new technologies in transport to reduce carbon emissions, reduce congestion and make travel smarter.

Explanation of Policy and Direction of Strategy

7.5.20 New Technology can have a big impact on transport and travel. The development of alternative fuels as a way of reducing carbon emissions is currently an important development in the generation of smarter travel. This policy aims to embrace this and any new technologies going forward, to reduce congestion by reducing the need to travel, and to reduce carbon emissions and improve air quality where travel is required. Technology also has an important part to play in improving travel information and the way in which it is communicated. Message alerts to mobile devices can be more widely investigated and facilitated to provide up to date information.

7.5.21 Emerging technologies and smarter working that will be investigated include:

Alternative fuels including electric vehicles and the provision of charging points

Greater encouragement and facilitation of working from home (including the provision of super fast broadband)

Use of Intelligent Transport Systems (ITS) to provide early warning on the road network of delays and preferred routes to destinations

Message alerts in relation to arrival of public transport services, incidents causing delays on transport networks and even incidents of high air pollution to warn asthma sufferers

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Delivery and Monitoring

This policy will be delivered by:

Investigation of alternative and new technologies for travel.

Planning for the integration of appropriate tools into transport provision and promotion

The monitoring of the delivery of this policy will be by:

Developing ways of monitoring the use and success of new technology and ideas once they are introduced across the district

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Branding, Marketing and Promotion

Policy LTP SC4
Branding, Marketing & Promotion

The Council will take opportunities to brand, market and promote the travel options available throughout the District. To do this the Council will focus on the following:

i. Investigate the feasibility of a district wide branding and marketing campaign for smarter choices (bus, train, active travel, cycling, car sharing and car clubs)

ii. Promote the use of alternatives to the car for local and regular journeys where appropriate.

Explanation of Policy and Direction of Strategy

7.5.22 Without adequate marketing people are not aware of the travel options available to them. By branding travel choices in West Berkshire the Council will help to raise awareness of

the options available to people. Promotion and marketing will help to encourage people to use sustainable travel options where this is appropriate, and particularly for local journeys and those journeys they take regularly. These measures will help to deliver the Council's approach to increasing travel choice and minimising congestion as well as reducing carbon emissions and managing air quality.

7.5.23 The promotion of sustainable travel can be achieved in a number of ways. One approach that will be investigated through the life of the plan is the delivery of a 'focus year' for different modes of travel. These focus years could highlight the benefits and opportunities of walking one year and then change to prioritise promotion of car sharing and car clubs another year. In this way there would be an opportunity to build momentum throughout the year and have a real impact in encouraging people to try travelling by a particular mode or increase their use of a mode in order to reduce their overall carbon emissions in relation to travel.

Delivery and Monitoring

This policy will be delivered by:

> The development of transport branding and marketing material

> Working with partners to facilitate 'focus years' on different modes of travel

The monitoring of the delivery of this policy will be by:

> Public transport patronage

> West Berkshire cycle count

7.6 Minimising Congestion

Policy LTP K2
Minimising Congestion

The Council will work towards tackling congestion on the District's highway network in order to minimise delays and improve local air quality. To achieve this, the Council will work with its partners to:

> i. Efficiently maintain and manage the local highway network

> ii. Improve capacity at identified congestion hotspots, particularly along the A339 (Newbury) and A4 (Newbury, Thatcham and Calcot)

> iii. Reduce car dependency by widening travel choices

> iv. Develop Intelligent Transport Systems to manage traffic flows and embrace new technologies that reduce the need for travel

> v. Mitigate the impacts of increased demand for travel arising from new developments
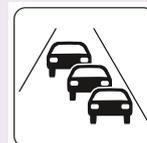
Explanation of Policy and Direction of Strategy

7.6.1 Minimising congestion is an important component of the LTP's Vision Statement and Transport Goals (see Chapters 3 & 5). Congestion is currently experienced at key junctions on the District's highway network, as well as on the Strategic highway network on the M4 from Junction 12 eastwards, which regularly causes delays and poor air quality. It is a problem that is frequently identified by residents and businesses in the District.

7.6.2   Roadworks and other emergency short term closures can often result in acute congestion on the local highway network. In addition, extreme weather events, such as heavy snowfall, can also cause widespread disruption. Therefore, enhancing the resilience of the District's transport networks is essential to ensure that these networks are able to continue to operate with minimal disruption. An efficiently maintained and managed local highway network will reduce incidences where roadworks or other emergency closures cause acute congestion. The Network Management Plan outlines how the Council will manage and maintain the local highway network.

7.6.3   A combination of measures will be required in order to reduce congestion at key junctions in the District. In terms of improving the highway network, measures will be developed to improve capacity at affected junctions and key links. This will be achieved through improved lane markings, reconfiguration and additions to carriageways where necessary and use of up to date traffic signal management systems.

7.6.4   Measures will also be required that encourage behavioural change towards sustainable solutions that reduce car dependency. This will include measures improving sustainable modes of travel, such as walking, cycling and public transport, to provide people with a wider range of attractive and realistic travel choices.

7.6.5   The application of new technologies will have an important role in reducing congestion, both for improving traffic management and in providing people with greater lifestyle choices. In terms of traffic management, this will include use of Intelligent Transport Systems (ITS) that provide information and help route traffic to avoid congestion. New technologies will be supported where these provide opportunities for people to reduce their need to travel. For instance, this will include broadband technologies that will allow for more homeworking.

7.6.6   The LTP not only needs to consider existing levels of congestion, but also predicted levels of congestion from increased travel demand and traffic growth arising from new developments due to be built during the plan period. It is therefore important that the LTP supports the Council's LDF Core Strategy in order for transport networks to be able to accommodate future growth and travel patterns without exacerbating congestion. This will include ensuring that new developments are located in sustainable locations and provide the delivery, through the planning process, of appropriate infrastructure required to mitigate the impact on local transport networks.

Delivery and Monitoring
This policy will be delivered by:
- The delivery of the Network Management Plan

- The delivery of policies within the LDF Core Strategy

- Effective management of development through the planning process

- The delivery of the Smarter Choices Strategy

The monitoring of the delivery of this policy will be by:

The monitoring of the national congestion indicator for West Berkshire (carried out by DfT)

Monitoring active travel modes (see walking and cycling policies) and public transport passenger numbers.

7.6.7   The Network Management Plan will support the delivery of Policy LTP K2 Minimising Congestion (see figure 7.1). The proposed supporting strategies for Minimising Congestion focus around the areas of Highways Management (NMP1) and Intelligent Transport Systems (NMP2).

Highway Management

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Policy LTP NMP1

Highway Management

The Council, as the responsible local highway authority, will actively manage the local high-way network for the benefit of all users in line with its obligations under the Traffic Management Act 2004. By undertaking this, the Council will:

  i. Secure the expeditious movement of traffic on the District's highway network, linking with neighbouring highway networks

  ii. Optimise the use of available road space

  iii. Consider the needs of all highway users and their safety

  iv. Consider the impact on the environment and local communities and businesses when managing the local highway network

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Explanation of Policy and Direction of Strategy

7.6.8   The Council, as local highway authority, has a duty to manage the local highway network, with a view to ensuring the safe and effective movement of all highway users. It also has a responsibility to maintain and make best use of the District's transport assets. The Council's Network Management Plan (NMP) is a key document for the LTP, and outlines how the authority will manage the District's highway assets. This plan will have a significant contribution towards the successful delivery of the Transport Visions, and other supporting LTP strategies.

7.6.9   Part 2 of the Traffic Management Act places a Network Management Duty on all local transport authorities to manage its highway network with a view to 'securing the expeditious movement of traffic'. There is also a requirement to co-operate with other authorities such as the Highways Agency and neighbouring authorities. In relation to this, a working agreement has been developed with the HA with regard to the motorway and Trunk Road network in West Berkshire.

7.6.10 The NMP supports the LTP's overall vision and local transport goals, particularly in relation to 'minimising congestion', with an objective to implement demand management measures and engineering solutions where required. It should be noted that such solutions need to consider the impact on all road users, as well as on the built and natural environments.

7.6.11 The NMP describes the various systems, structures, and operational practices established by the authority to efficiently manage the local highway network. This includes the provision and management of traffic signals, civil parking enforcement, the co-ordination of streetworks, and planning for major events. Where appropriate consideration will be given to reducing signage clutter while providing clear accurate signage to direct people to their destinations.

7.6.12 The NMP is kept under review by a Network Management Board. This Board is Chaired by the Traffic Manager who is in a sufficiently senior position to encourage and influence decision making in respect of use of the West Berkshire Highway Network. The main aim of the Network management Board is to ensure that the Network Management Duty is progressed and the outcomes are monitored effectively.

Intelligent Transport Systems

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Policy LTP NMP2
Intelligent Transport Systems

The Council will seek to develop further use of Intelligent Transport Systems to help manage transport networks and to provide better information to transport users.

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Explanation of Policy and Direction of Strategy

7.6.13 Intelligent Transport Systems (ITS) comprise a range of information technologies that can help reduce congestion, improve road safety, and provide information that makes passenger transport easier to use. The Council will continue to use ITS to more efficiently manage transport networks and to provide travel information, and will aim to be responsive to the latest ITS technologies as they emerge. Development of ITS projects will be taken forward through several of the LTPs supporting documents.

7.6.14 Further development of ITS will be explored to help improve traffic flows and journey times on parts of the highway network, particularly where congestion currently occurs. These measures are likely to include systems that allow for better management of traffic signal controlled junctions and the introduction of Variable Message Signing (VMS) that provide road users with early warning of delays and direct them onto appropriate routes.

7.6.15 ITS can help to improve safety on the local highway network. The Council already uses Vehicle Activated Signs (VAS) to warn road users of approaching hazards and Speed Indication Devices (SIDs) to raise drivers' awareness regarding vehicle speeds. Further deployment of such measures will continue throughout the plan.

7.6.16 Real Time Passenger Information (RTPI) systems provide passengers at bus stops with up to date information on bus services, and is currently in use at stops and on key bus services in the Thatcham area. Other information-based systems, such as customer information points at local rail stations, can also provide the travelling public with useful information on service times and availability. The Council will aim to continue to work with bus and rail operators to increase the use of these systems in the District.

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Delivery and Monitoring

This policy will be delivered by:

    Investigation and development of further use of ITS on transport networks in the District where appropriate

The monitoring of the delivery of this policy will be by:

    Successful delivery of projects

    Evidence of better management of traffic on the road network – levels of congestion monitored through congestion indicator

    Increased use of public transport

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7.7 Accessibility

Policy LTP K3
Accessibility (access to services and facilities)

The council will work towards improving access to essential services and facilities for all living and working within West Berkshire. To achieve this, the Council will consider access by a range of modes and focus on the following:

    i. Ensuring that new development is focused where there is already good access to services and facilities.

    ii. Improving connections between communities and services and facilities.

    iii. Ensuring that accessibility to services and facilities for all is considered when planning and developing transport schemes.

    iv. Investigate the feasibility of developing a range of flexible and cost-effective services where particular needs are identified that are not able to be met by existing transport services.

    v. Facilitating equal access to the rights of way network for access to services.

Policy LTP K4
Accessibility (equality, diversity and inclusion)

The Council will work with partners to improve access to transport services and infrastructure for those with a disability (as defined in the DDA). To achieve this, the Council will focus on the following:

    i. Working with transport organisations and providers to improve vehicles enabling better access for all.

    ii. Working with transport organisations and providers to improve transport infrastructure such as pavements, crossing points, bus stops and rail stations to reduce barriers to travel

    iii. Facilitating equal access to the rights of way network for health and leisure purposes.

    iv. Raising awareness among transport operators of equality and inclusion in relation to their services.

Explanation of Policy and Direction of Strategy

7.7.1   Accessibility is one of the most challenging issues facing the district. This includes both access to services and facilities and access to transport. Services and facilities include education, employment, health, food shops, retail, culture and leisure. Throughout the District, urban areas have been designated according to the level of services they provide. Urban areas provide a wide range of services, Rural Services Centres provide a smaller range of services and have an important role in meeting local needs, and Service villages have a limited range of facilities serving local communities. Planning for new housing development through the Local Development Framework, which aims to locate housing where there is the best access to services, will help to improve accessibility across the district.

7.7.2　The rural areas face particular accessibility issues in West Berkshire. Where people live in areas without adequate local services and facilities it is important that there is access to good transport services. This enables services and facilities further away to be accessed. This is particularly important for those with disabilities or without access to a car, allowing them access to transport services throughout the District.　Through working with transport operators the task to be delivered through the Passenger Transport Strategy is to consider ways in which access to transport services in the rural areas can be improved for those who are most in need.

7.7.3　Accessibility can also be improved by removing barriers to travel. The provision of suitable crossing points, dropped kerbs and raised bus stops mean that there is an improvement in equal access to the transport network, particularly for walking and cycling. The delivery of the Rights of Way Improvement Plan and projects to improve access to the countryside for those with mobility impairments will help to deliver this policy.

7.7.4　Improving accessibility includes providing people with choices of how to travel, and providing options for multi-modal journeys. This will be achieved through delivery of the Travel Choice Policy LTP K1.

7.7.5　The delivery of transport projects that work towards fulfilling the requirements of the Disability Discrimination Act (DDA) (1995 and 2005) and the Equality Act (2010) are a focus for the partnership work between the Council and transport operators. This partnership work will be facilitated through the Transport Access & Inclusion Group.

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Delivery and Monitoring
This policy will be delivered by:

    Inclusion of accessibility considerations in all transport work

    The planning process

    Delivery of the Rights of Way Improvement Plan

    Projects developed in partnership with transport operators

The monitoring of the delivery of this policy will be by:

    Measuring residents' access to services across the District (using the Accession modelling tool).

    Progress towards compliance with DDA

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7.8 Climate Change

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Policy LTP K5
Climate Change
The Council will develop measures to reduce road transport energy consumption and carbon emissions in West Berkshire and to plan for the impacts of climate change on transport. To achieve this, the Council will work with its partners to:

    i. Reduce carbon emissions from road transport

    ii. Reduce energy consumption (from vehicles and from management of transport infrastructure and networks)

    iii. Ensure transport networks are resilient to the consequences of and planned to adapt to climate change

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Explanation of Policy and Direction of Strategy

7.8.1   Road transport, through heavy traffic and the management of transport networks consume considerable natural resources and are the single largest source of carbon emissions in the District. The West Berkshire Partnership's Climate Change Strategy seeks to reduce the District's energy consumption and as a result, its carbon footprint. Therefore, the LTP and its supporting strategies will set out details regarding the measures that will be needed to reduce energy consumption and carbon emissions relating to transport in the District.

7.8.2   The Council, with its partners, is able to develop measures and initiatives that can either reduces people's need for travel or that improve the attractiveness of more sustainable travel options. These measures can contribute to reductions in vehicle emissions and consumption of fossil fuels, as well as wider benefits of reducing congestion and improving local air quality. Reduced congestion can also decrease fuel consumption, therefore saving money for businesses and private motorists. The active Travel, Smarter Choices and Passenger Transport Strategies will outline the details of how these measures will be delivered in the District.

7.8.3   Road transport based carbon emissions are relatively high in West Berkshire. This is largely due to the rural nature of the District, which requires the rural population to generally travel further to access employment and other services and facilities. Rural residents also have a greater reliance on the car since there are fewer opportunities for journeys to be made by walking, cycling, or public transport. However, measures such as car sharing schemes, park and ride, and improvements to rural stations, along with more innovative ways of providing services could help reduce vehicle miles in the rural areas.

7.8.4   Plans for improvements to the rail service through electrification of the Great Western Main Line from London through to Newbury and also the line to Oxford through Pangbourne will enable the introduction of emission free trains.

7.8.5   The LTP contains a New Technology policy which indicates the desire to be responsive to new technologies. These can help to minimise energy consumption and reduce tailpipe emissions, for instance, by providing recharging facilities for electric vehicles.

7.8.6   The Council is also able to reduce its energy consumption and fuel costs through more efficient management and maintenance of the District's local transport network. This could include further application, where appropriate, of part-night street lighting following a successful pilot scheme undertaken by the Council. Also, the Council will continue to introduce lower energy and LED street lighting. Further details are detailed in the Network Management Plan.

7.8.7   Forecasts indicate that extreme weather events are likely to become more frequent in future years as a result of Climate Change, and are likely to affect a wide range of transport networks and services. Therefore the Council will need to ensure that local transport infrastructure and networks are able to be adaptive and resilient to the consequences of Climate Change.

Delivery and Monitoring
This policy will be delivered by:

       Development and promotion of walking, cycling, and public transport networks

   Investigation of alternative and new technologies for travel

The monitoring of the delivery of this policy will be through the Council's Climate Change Strategy.

7.9 Air Quality

> ## Policy LTP K6
> ## Air Quality
> The Council will fulfil its responsibilities for Local Air Quality Management and focus on the following:
> i.   Highlighting ways in which air quality can be protected through the development management process
> ii. Identifying areas where the Air Quality limit values are being or are likely to be exceeded
> iii. Establishing a framework for air quality improvements
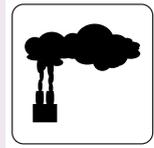
Explanation of Policy and Direction of Strategy

7.9.1   The Council has a duty to monitor and manage local air quality. As highlighted in the Issues and Challenges section, the air quality issues in West Berkshire are mainly attributable to road transport.

7.9.2   There are three main ways in which the Council can act to effectively manage the air quality in West Berkshire. These are:

- Preventative – commenting on planning applications and influencing development management decisions to minimise and/or mitigate air pollution.

- Improvement – developing an Air Quality Action Plan for any Air Quality Management Area declared. This will involve linking in with other West Berkshire Council policies and plans.

- Information – alerting people to areas and/or periods of poor air quality, which will involve working with external stakeholders.

> ## Delivery and Monitoring
> The policy will be delivered by:
> - The development and delivery of Air Quality Action Plans
> - The determination of planning applications
> - Maintaining an air quality monitoring programme of both diffusion tubes and continuous monitoring at appropriate locations
> - Ensuring transparent publication of air quality reports, monitoring data, policy and other information
>
> The monitoring of the delivery of this policy will be by:
> - Annually reviewing the air quality monitoring programme
> - Reviewing the air quality results of the monitoring with compliance to the limit values

7.10 Highway Maintenance

Explanation of Policy and Direction of Strategy

7.10.1 West Berkshire Council has a statutory duty to maintain and manage its highway network. A well-maintained network is not only a valuable asset to the community but is also fundamental to achieving the strategic objectives of the Council and delivering the local transport goals (Chapter 5).

7.10.2 1.1.2 The Council has a Highway Asset Management Plan (HAMP) which seeks to ensure the highway is maintained at an appropriate level of service. Maintenance programmes seek to maximise the life of the asset using cost effective materials at the time when maintenance interventions are appropriate. This helps to provide a safer highway network, improved travelling conditions for all highway users, and ensure greater care of the local environment. The HAMP links closely with the Network Management Plan which has been developed to define the strategy for managing use of the road network. In combination with a detailed asset valuation of the road network and a Manual of Policies and Procedures, this suite of documents will form the Council's Transport Asset Management Plan (TAMP).

7.10.3 The West Berkshire Road network is regularly inspected to assess its safety, serviceability and integrity as well as to ensure that all works are carried out within the prescribed regulatory standards. Dependent upon the degree of deficiency found, defined processes are then followed to provide effective solutions.

7.10.4 There are a range of assets that need to be maintained. The HAMP focuses on carriageways, footways, bridges and street lighting. There is not a limitless pot of funding available for maintenance. Therefore ways of allocating money across the different assets to achieve the best possible outcomes have been developed.

7.10.5 An approach that minimises the long-term cost of maintaining assets is also important. A maintenance regime which involves little investment over many years followed by major

renewals may be more expensive overall than a 'little and often' regime which applies regular preventative maintenance; hence the emphasis given to minimising whole-life cost.

7.10.6   The HAMP acknowledges that highway maintenance does not operate in isolation and that there are a number of related functions that could affect, and be affected by, highway maintenance activities. For example, environmental sustainability is growing rapidly in importance and the Council already takes many steps to minimise the environmental damage caused by its management of highway assets. In the selection of materials and treatments, the Council will continue to consider the key issues of environment, quality and value. This aims to maximise the contribution made by highway maintenance to sustaining West Berkshire's biodiversity and character. This includes maintaining gully pots and oil interceptors so they are always effective.

7.10.7   The level of service regarding the delivery of highway maintenance (as provided in more detail in the HAMP) will be reviewed regularly to ensure that it remains in line with local goals and any changes to legislation and technology. The work will be expanded during the life of this Local Transport Plan to provide a wider Transport Asset Management Plan encompassing a range of other transport-related assets such as cycleways, drainage, public rights of way and structures.

> ### Delivery and Monitoring
> This policy will be delivered by:
> > Implementation of the HAMP and its periodic review
> >
> > Further development of the TAMP
>
> The monitoring of the delivery of this policy will be by:
> > Condition of the highway network
> >
> > Condition of other assets such as street lighting and bridges

7.11 Road Safety Policy

> ### Policy LTP K8
> ### Road Safety
> The Council will, as the responsible local Highway Authority, work towards creating a safer road environment for all. To achieve this, the Council will work in partnership where appropriate and focus on the following:
> > i.   Improving safety on the road network through monitoring road traffic collisions and addressing high risk routes and sites with appropriate schemes
> >
> > ii. Improving safety for vulnerable road users of all ages, such as pedestrians, cyclists, motorcyclists, and equestrian users
> >
> > iii. Providing education, information, and training for pedestrians, cyclists and higher risk drivers, including professional drivers, younger drivers and motorbike riders
> >
> > iv. Maintaining and enhancing road safety education for all
> >
> > v.   Running campaigns to raise awareness of specific local road safety issues and to support national and international campaigns
> >
> > vi. Reducing illegal and inappropriate speeds either in response to community concerns or evidence from recorded data

Explanation of Policy and Direction of Strategy

7.11.1 Making West Berkshire's roads safer is an important part of the Council's role as Local Highway Authority. Road traffic collisions can result in considerable pain, grief, and trauma to those involved. They can also often bear a significant economic cost to the public purse, as well as to individuals and businesses. Therefore, the Council is committed to continuing its successful record of reducing road casualties over recent years. The Road Safety Strategy outlines the details of how the Council will work with its partners to continue to improve safety on the local highway network.

7.11.2 Figure 7.3 below shows that since 1999, there has been an overall downwards trend in the number of people killed or seriously injured (KSI) in traffic collisions in the District. This trend is also lower than the KSI target to reduce road casualties by 2010. This highlights the need for the Council to avoid complacency and to maintain developing road safety measures and initiatives to keep casualty numbers low.

7.11.3 At present, no new national targets for reducing road casualties have been formally released by Government. Therefore, the Council will continue to work to further reduce the number of road casualties on the local highway network, and will align its Road Safety Strategy targets and indicators if and when new national casualty reduction targets are released.

Figure 7.3

<u>Overall Killed or Seriously Injured Target</u>
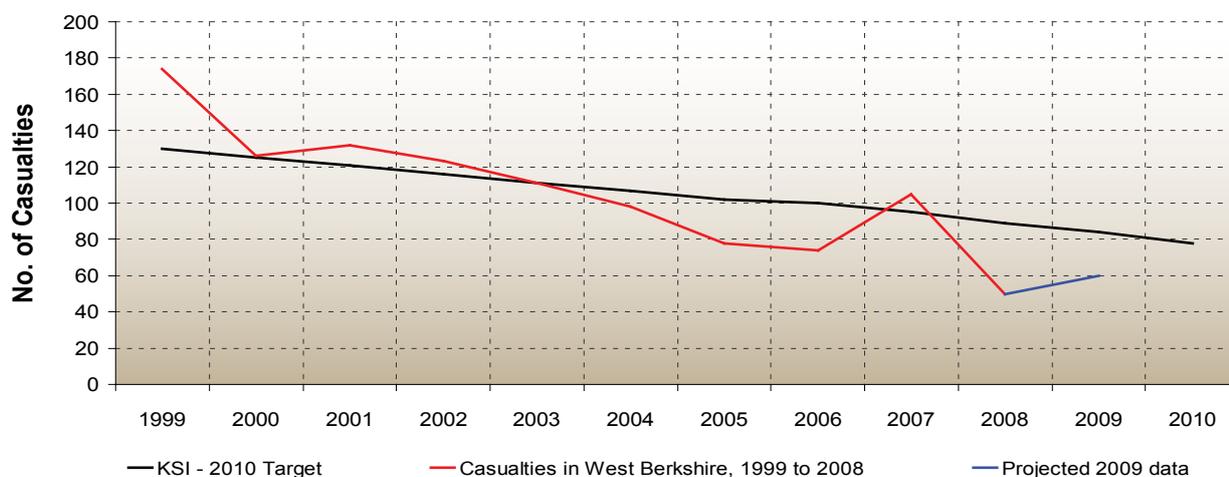
7.11.4 The Council has a statutory duty to review known crash sites and take appropriate action. In addition, analysis of data on road collisions can identify areas of the District (e.g. rural roads) or vulnerable road users (e.g. child pedestrians and cyclists, motorcyclists and equestrians), which can help to further focus the Council's road safety activities. In carrying out its road safety activities, the Council will employ a package of approaches from the traditional mix of Education, Enforcement, and Engineering.

7.11.5 Road safety education, training, and publicity, will form part of a "Whole of Life Continuum" approach adopted by the Council that seeks to communicate the road safety message from pre-school child through to elderly pedestrian or motorist.

7.11.6 Excess and inappropriate traffic speeds can have a detrimental impact on safety and quality of life in local communities. The Council will, where appropriate, work with the Police and local community groups to address concerns regarding inappropriate vehicle speeds and other safety concerns.

7.11.7 The Council recognises the need for greater partnership working to help deliver its transport goals and supporting strategies in communities across the District. In terms of the Road Safety Strategy, the Council will look to work with partners such as neighbouring local authorities, the Highways Agency, and the education and health sectors to help further deliver road safety improvements.

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Delivery and Monitoring

This policy will be delivered by:

 A mix of Road Safety education, enforcement, and engineering activities supported by evaluation of effectiveness and value of projects

The monitoring of the delivery of this policy will be by:

 Casualty statistics – headline and MAST data

 Vehicle speed data

 Numbers of school children undertaking cycle training

</div>

7.12 Passenger Transport

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Policy LTP K9
PASSENGER TRANSPORT

In partnership with local transport operators, the Council will facilitate and support passenger transport services operating in West Berkshire to help deliver the transport vision for the District.

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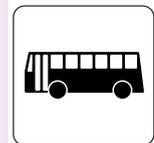
Explanation of Policy and Direction of Strategy

7.12.1 Passenger transport will form part of a range of sustainable travel options that provide choice and help people to access the services and facilities they need. This key policy (LTP K9) and the supporting Passenger Transport Strategy are therefore important for the delivery of the transport vision statement set out in Chapter 3 and the local transport goals (chapter 5). The policy covers the full range of passenger transport services in West Berkshire which are: bus, coach, rail, community and voluntary transport, taxi and private hire vehicles. For these services to be effective in attracting passengers and playing their part in minimising congestion, they need to be affordable and accessible, as well as being simple to use with clear ticketing and information.

7.12.2 Facilitating and supporting passenger transport services is something that the Council can do through such things as coordination of resources, advice, subsidising essential services, negotiating contributions from new development, publicity and upgrading and providing supporting infrastructure. The Council will work in partnership with transport operators, town and parish councils, neighbouring authorities, and customers to seek to maintain, promote and, where feasible, further develop the provision of well-integrated passenger transport services, infrastructure and customer information in the District. This will include ensuring that new developments are accessible and are well served by public transport by providing or contributing towards: new services; customer information; supporting infrastructure and technologies where deemed necessary.

7.12.3 The following set of policies cover the different types of passenger transport services operating in West Berkshire and other important aspects that help to encourage use and improve accessibility. They provide more detail in terms of the Council's approach and focus for the period up to 2026 and will be supported further through the Passenger Transport Strategy and the Council's Implementation Plan for the LTP. Further explanation or clarification is provided for the supporting policies where needed.

Policy LTP PT1
Bus Services

The Council, in partnership with local bus operators, will seek to:

   i. Provide safe, integrated and efficient bus services that permit easy interchange with other modes of transport and that meet the travel needs of customers who choose not to use, or are unable to use, a private car.

   ii. Where possible improve the quality of local bus services through initiatives such as introduction of new vehicles and customer service training.

   iii. Promote the availability of bus services through appropriate marketing, in conjunction with other initiatives such as ticketing and customer information improvements.

   iv. Improve access to bus services and promote the use of vehicles that are accessible to all customers including those with a disability (as defined in the DDA).

   v. Progressively introduce lower-emission vehicles and consider options for using alternative fuels.

7.12.4 The support for community and voluntary transport that the Council will look to offer will take the form of financial contributions (including the provision of vehicles for certain organisations), advice and expertise in relation to running transport services, publicity through various means and training for drivers especially relating to helping clients with a range of disabilities.

Policy LTP PT2
Community and Voluntary Transport

The Council will continue to:

    i. Support community and voluntary transport services to help meet access needs of residents, particularly where these are unable to be met by conventional bus services.

    ii. Promote the services provided by community and voluntary transport through comprehensive transport information guides.

Policy LTP PT3
Rail Travel

To continue to encourage the use of rail as an attractive and viable travel choice, the Council, in partnership with Network Rail and the train operating company, will seek:

    i. The provision of safe, integrated, affordable and efficient rail services that facilitate easy interchange with bus services and other modes of transport and that meet the travel needs of rail customers.

    ii. The improvement of local and inter-city trains and of rail stations in West Berkshire to make these accessible for all customers.

    iii. Appropriate marketing of rail services in conjunction with other initiatives such as ticketing and customer information improvements.

The Council will also:

    iv. Support the redevelopment of the regional rail hub at Reading Station in order to address capacity issues that affect Kennet Valley Line services.

    v. Support proposals for future electrification of the Great Western Main Line from Reading to Newbury, and to lobby for this to be extended westwards to cover services between Newbury and Bedwyn.

Policy LTP PT4
Taxis and Private Hire Cars

The Council will work with partners to:

    i. Deliver appropriate infrastructure to support the activities and operations of taxi and private hire services in West Berkshire.

    ii. Provide information through the adequate signing of taxi ranks and to continue to provide information for residents, particularly requiring specialised vehicles, through comprehensive transport guides.

    iii. Facilitate training for call operators and drivers to improve services particularly for customers with a disability (as defined in the DDA).

    iv. Encourage the provision of a range of vehicles to deliver services suitable to cater for all ability groups.

Policy LTP PT5
Passenger Transport Information, Promotion and Ticketing

The Council, in partnership with local transport operators and user groups, will look to provide and improve transport information, promotion and ticketing through:

i. Continuing to produce comprehensive, easily-understood printed information onpassenger transport services in the District.

ii. Continuing the delivery and improvement of Real Time Information on the District's bus and rail networks (including audible announcements) to support and enhance other forms of customer information.

iii. Continuing to actively support and promote 'Traveline' – the national public transport information service.

iv. Extending ways in which information can be made available, such as text and mobile internet.

v. Working with organisations delivering Travel Plans to develop promotions and ticketing options to support their goals of increasing sustainable travel.

vi. Continuing to promote and support concessionary travel on passenger transport services within the District.

vii. Continuing to actively promote and develop integrated ticketing initiatives and smartcard options.

Policy LTP PT6
Infrastructure and Interchange

The Council, in partnership with local transport operators will seek to:

i. Facilitate provision of appropriate facilities at transport interchange locations including rail stations and coachways, at individual bus stops and at other nodes on the public transport network in accordance with a prioritised programme

ii. Enable development of pedestrian, cycle and bus routes to deliver good interchange opportunities for travel within and between urban areas including linking to rail stations.

iii. Deliver adequate, easily-understood signage to assist customers when using interchanges

Policy LTP PT7
Park and Ride

To explore the opportunities and benefits that park & ride may bring to the West Berkshire community, the Council will:

i. Investigate the feasibility of Park & Ride for Newbury.

ii. Explore opportunities with the train operating company and Network Rail for a transport hub focused around Theale rail station to provide a good quality transport interchange and serve as a park & rail facility for access east and west along the Kennet Valley line.

7.12.5 The partners that are involved in the delivery of Policy LTP PT4 include the drivers of taxis and private hire vehicles and the groups and associations they form to coordinate and develop their work.

7.12.6 The main reasons why park and ride / rail options will be explored are to consider benefits for:

- improving air quality (through removing car journeys into areas close to AQMAs),
- reducing carbon emissions by shortening car journeys and replacing with bus or rail travel
- improving accessibility of town centres
- reducing congestion
- as part of a comprehensive strategy for managing town centre car parking
- enabling future growth and development to maintain economic viability whilst protecting quality of life

7.12.7 The key policy on passenger transport (LTP K9) and the supporting policies (LTP PT1-7) have strong links with the policies relating to accessibility (LTP K3 and K4). The main ways in which the passenger transport policies will be delivered and monitored are set out below.

Delivery and Monitoring

These policies will be delivered in a number of ways:

- The development of infrastructure schemes to be included in the LTP Implementation Plan / Council's Capital Programme.
- The determination of planning applications and setting of appropriate standards for new development to meet in terms of passenger transport provision and contributions.
- The provision of appropriate training for all transport operators.
- The delivery of a Passenger Transport Strategy for West Berkshire

The monitoring of the delivery of these policies will include:

- Measuring of Bus Punctuality (NI 178)
- The percentage of school pupils using passenger transport for the journey to school (Annual School Travel Survey)
- Number of people using passenger transport for journeys to workplaces in West Berkshire (Workplace Travel Plans)

7.13 School Travel

Explanation of Policy and Direction of Strategy

7.13.1 In West Berkshire 36% of pupils are driven to school, with 52% walking or cycling (Annual Travel Survey 2010). The use of active travel modes (walking and cycling) on the journey to school will help to reduce levels of childhood obesity and improve pupil's concentration in class. Reducing the proportion of children driven to schools will help to reduce peak time congestion, reduce carbon emissions, improve air quality and improve safety outside schools for those walking or cycling. Encouraging children (and their parents) to use active travel modes to get to school helps to build up long term habits as well as having an impact on long term health and fitness.

7.13.2 West Berkshire Council has been working with schools to promote and encourage the use of sustainable modes of travel to school since 2004, and in 2007 the Sustainable Modes of Travel Strategy (for schools) was published. This strategy promotes the use of sustainable travel to schools, and works towards reducing the barriers for children and young people to access education and training opportunities in sustainable ways. Active promotion of sustainable modes of travel through the schools will help to build good travel habits within the lives of children and young people. All West Berkshire Schools have a Travel Plan in place (March 2010) and these are the important tools within which sustainable travel projects are undertaken. Schools actively implementing their school travel plan have been shown to reduce car use, on average, by 15%.

7.13.3 The home-to-school transport policy provides details of entitlements to free school transport as well as fare paying schemes available for children and young people. The Council will explore the opportunities for facilitating a range of options for home to school transport provision for entitled pupils. These will include facilitating cycling to school instead of travelling by bus or taxi. By considering a range of options this will help achieve other aims such improved health for pupils and a reduction in costs associated with the provision of home-to-school transport. Improving access to education is particularly important in rural areas as it helps to improve a child's chances in life, supporting the Child Poverty Act 2010.

7.13.4 The Council will continue to provide resources and ideas for schools to help themselves to via the West Berkshire website. This will support the various schemes developed through the previous Local Transport Plan so that schools can continue to build on the successes they have achieved.

7.13.5 The 1985 Transport Act enables schools to operate buses in a 'not-for-profit' way with a minimum of red tape. The Council has used this 'Schools as Operators' scheme to allow schools to run a home-to-school contract as well as using the vehicle for educational trips. The money earned from operating the school run will help to pay for the standing costs of the minibus. While no profit is made the regulations allow for the costs to be fully recovered including the wages of the driver whilst on the school run. This scheme is proving successful in some parts of the District and will be supported in appropriate circumstances for additional schools.

7.13.6 Very few young people regularly use the bus or the train to travel to school. Working with bus and train operators and schools to encourage the use of public transport will encourage young people to use these modes of travel for school, but also encourage their use into the future reducing reliance on the car in future generations.

Delivery and Monitoring

This policy will be delivered by:

- The provision of professional cycle training.
- Provision of home-to-school transport/schools as operators schemes
- SMoTS
- Promotion of walk to school schemes (Go Kinetic/Steposaurus/Walking buses)
- Further development of the Safety Outside Schools project

The monitoring of the delivery of this policy will be by:

- The percentage of school pupils walking and cycling to school (Annual School Travel Survey)
- Number of children / Young People completing cycle training courses.
- Monitoring of SMoTS
- Number of Schools as Operators
- Number of Safety Outside Schools projects completed

7.14 Parking

> ## Policy LTP K11
> ## PARKING
> Through delivering its roles and responsibilities as a Unitary Authority, the Council will facilitate and manage parking (for cars, motorcycles and cycles) throughout the District to support the delivery of West Berkshire's local transport goals.
>
> **P**

Explanation of Policy and Direction of Strategy

7.14.1 As a Unitary Authority, West Berkshire Council fulfils a number of functions that relate to parking. These include:

- provision, maintenance and management of public parking (for cars, bikes and motorcycles) both on-street and within car parks;

- enforcement of parking restrictions through civil parking enforcement powers (enabled by the Traffic Management Act 2004);

- determining levels of parking for cars, bikes and motorcycles provided in association with new development (as the Local Planning Authority);

7.14.2 The implementation of an appropriate parking strategy covering the above will help to support the local transport goals (Chapter 5) by:

- providing good access to services and facilities by providing parking in places where it is most needed (where possible)

- supporting travel choice through catering for car users, cyclists and motorcyclists

- supporting sustainable travel and minimising energy consumption by allowing appropriate levels of car parking (according to accessibility by sustainable modes), providing cycle parking, encouraging the use of alternative fuels and providing car sharing parking bays in new developments

> ## Policy LTP P1
> ## TOWN CENTRE PARKING
> The Council will manage and maintain public parking in town centres to support the local transport goals by:
>
> i. Providing safe and secure parking that caters for the needs of all modes of personal transport (car, motorcycle, cycle)
>
> ii. Providing for the needs of disabled drivers, riders and passengers (as defined in the DDA).
>
> iii. Delivering pricing structures that balance affordability with the support of other goals of encouraging sustainable travel and minimising congestion.
>
> iv. Providing parking to support the development of initiatives that encourage such things as the use of alternative fuels, a reduction in carbon emissions and minimising congestion.
>
> v. Clearly signing the routes to main parking areas to improve accessibility and minimise congestion.
>
> vi. Investigate the feasibility of Park and Ride for Newbury as part of a long-term town centre parking strategy

7.14.3 The details of the different elements of parking that the Council has responsibility for are covered by four supporting policies. These set out the approach and focus of the Council and are included below with additional explanations or clarification where necessary. They cover Town Centre Parking, Residential Parking, Parking Standards (for new development) and Enforcement.

7.14.4 Town centre parking is not limited to providing parking for cars but, where relevant, needs to include provision for cycle and motorcycle parking.

7.14.5 During the delivery period of the LTP up to 2026 it is expected that new initiatives will be developed to help reduce carbon emissions and minimise congestion. These can be supported by flexible approaches to parking provision and might include: parking for car clubs, car sharing, alternative fuelled vehicles, and; the provision of electric charging points in public car parks.

Policy LTP P2
RESIDENTIAL PARKING

The Council will continue to operate Resident Parking Schemes which:

    i. Help to manage the competition for on-street parking

    ii. Are flexible and sympathetic in their approach to local circumstances

    iii. Support the management of traffic in urban areas

    iv. Wherever possible allow provision for visits by family and friends

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7.14.6 Parking schemes are implemented in residential areas close to busy town centres where there is intense competition for on-street parking from residents and those accessing the town centres for work or to make use of the retail and service facilities. Residents' Parking Schemes can also be implemented in other areas, including rural areas, in response to particular local circumstances.

7.14.7 The Council will seek to manage the additional pressure that comes from new development in areas where a Residents' Parking Scheme operates. This might be through integrating the new development with the existing scheme, adapting the existing scheme or, where there is no capacity, ensuring that the new development caters for its own parking needs. This is included within Policy LTP P3 on Parking Standards.

Policy LTP P3
PARKING STANDARDS

The Council will implement the following parking standards when managing development across the District:

    i. Car Parking should be provided in accordance with standards developed through the Local Development Framework and LTP Parking Strategy

    ii. Cycle and Motorcycle Parking should be provided in accordance with the West Berkshire Council Cycling Advice and Standards Guidance Note

    iii. Disabled parking should be provided in accordance with national standards

    The Council will also seek to:

    iv. Provide for specific parking (and any relevant associated infrastructure), where relevant, for such uses as car sharing, alternative fuelled vehicles and car clubs.

    v. Require that new developments within Residential Parking Zones (at full capacity) cater for their own parking needs.

7.14.8 Car parking standards will be developed through the Parking Strategy and the Local Development Framework. They will seek to reflect levels of accessibility so that greater use of sustainable transport can be made where it is a realistic option.

7.14.9 New development in residential areas can increase demand on already pressurised on-street parking. Where there is no capacity the Council will look to new developments to manage their own parking requirements and not rely on availability of on-street parking.

7.14.10 The Council's Cycling Advice and Standards Guidance Note was developed in 2008. This will be monitored and updated on a regular basis in consultation with the West Berkshire Cycle Forum and other relevant stakeholders.

7.14.11 There are national standards for the provision of disabled parking which will be upheld by the Council.

7.14.12 The use of car sharing and alternative fuel/electric cars can be encouraged by the provision of priority parking spaces. Working with developers, through the development of travel plans and car parking management plans will ensure that provision for these spaces is included, where appropriate, in new developments.

Policy LTP P4
ENFORCEMENT

The Council, through its civil parking enforcement powers, will work with and for local communities to aim to:

   i. Eliminate dangerous and inconsiderate parking on yellow lines

   ii. Keep main roads clear of illegally parked vehicles,

   iii. Keep the roads clear for emergency services vehicles.

   iv. Keep unauthorised vehicles out of pedestrianised areas, bus stops, taxi ranks and disabled parking spaces.

   v. Ensure that only vehicles with a valid permit are parked in Residents' Parking Zones.

7.14.13 Through the delivery of Policy LTP P4 the Council will operate a legitimate, transparent and fair system of enforcement aimed at helping to create safer streets, relieve congestion and contribute to better traffic management.

7.14.14 The system will be implemented by Civil Enforcement Officers across the District and will contribute to the achievement of local transport goals as indicated in figure 7.4

7.15 Freight

Policy LTP K12
Freight

The Council will work with its partners, businesses, and hauliers to develop more sustainable freight distribution practices that support the needs of the District's economy and minimise the impact on local communities and the environment. To achieve this, the Council will seek to manage freight movements within, to/from, and through the District by:

i. Developing and promoting the West Berkshire Freight Route Network (which defines appropriate routes for HGV use) and working with partners to reduce HGV movements on inappropriate routes including in the vicinity of AQMAs

ii. Enforcing weight, width, and height restrictions on the local highway network

iii. Opposing any proposals for increases in permitted sizes and weight of HGVs

iv. Encouraging sustainable freight transportation by rail or water

Explanation of Policy and Direction of Strategy

7.15.1 The efficient movement of freight is a vital component of both the national and local economy through satisfying the requirements of businesses and consumers. However, road freight movements also have a significant impact on local communities and the natural and built environments. Therefore a Freight Strategy has been developed for the District to help balance the needs for the efficient distribution of freight with the social and environmental impacts of freight distribution.

7.15.2 Implementation of the Freight Strategy has led to the development of an approved Freight Route Network (FRN) for West Berkshire to advise businesses and hauliers of the appropriate routes for HGVs to use when travelling through, to and from, and within the District. It also indicates the locations of weight, height, and width restrictions, and main destinations for freight traffic. Implementation of the Freight Strategy will continue, which will include working with businesses and hauliers to encourage greater use of the FRN, and

to look at issues regarding HGV parking facilities in the District.

7.15.3 The issue of HGVs using inappropriate routes, particularly in rural areas, is a concern for many local communities in the District. This can adversely impact on residents' quality of life, and cause concerns relating to road safety, and damage to rural roads and verges. The impact that HGV traffic can have on Air Quality Management Areas is also something that the Council will seek to manage through implementing its duty in respect of local air quality management. Reducing the volume of HGV movements in the vicinity of any AQMAs is something that will be sought through Air Quality Action Plans and the Freight Strategy.

7.15.4 In addition to the FRN, the Council, through its Network Management policies, also manages freight movements by working with freight operators, using effective signing, and where appropriate, through vehicle restrictions. The Council also undertakes enforcement of weight restrictions on the local highway network.

7.15.5 The Council is aware of wider national and local issues that can or may have an impact on the local highway network. This includes the need to work with the road haulage industry and other partners to minimise instances caused by satellite navigation systems routing larger vehicles onto inappropriate local roads. The Council has also written to the DfT to express its objection to any future possible proposals to increase permitted vehicle sizes and weight to allow for longer and heavier vehicles. Such vehicles could have a negative impact on road safety and result in damage to local and strategic highway infrastructure in the District.

7.15.6 Although it is recognised that the vast majority of freight movements in West Berkshire are currently made by road, and are likely to remain so in the future, the Council will be supportive of proposals that seek the transfer of goods to carriage by rail or water. The location of the District in the national rail network highlights the potential for a large amount of through rail freight movements. This is particularly suitable for high bulk freight, such as aggregates and deep-sea containers.

Delivery and Monitoring
This policy will be delivered by:

- Working with partners - local businesses and hauliers
- Further development and implementation of the District's Freight Strategy
- Further development and implementation of the Network Management Plan

The monitoring of the delivery of this policy will be by:

- Monitoring of adherence to the weight restrictions through the Council's enforcement activities and information coming from Police enforcement.
- Recording of any instances related to breaking height or width restrictions

7.16 New Development

Policy LTP K13
NEW DEVELOPMENT

The Council will manage the transport and travel aspects of development in a way that supports the delivery of the Local Development Framework Core Strategy and the local transport goals. To achieve this, the Council will focus on the following:
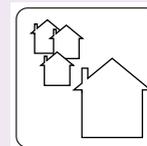
i. Ensuring Transport Assessments / Statements submitted in support of development are of an acceptable standard and use relevant modelling tools.

ii. Ensuring appropriate measures are developed and delivered to mitigate impacts of development on transport networks.

iii. Ensuring robust Travel Plans are developed, delivered and monitored for relevant developments.

iv. Ensuring the transport and travel aspects of all development are planned to integrate with and enhance existing networks and to support delivery of Policy CS 14 (Transport).

v. Ensuring traffic impacts from developments do not adversely affect safety on transport networks.

vi. Ensuring the transport impacts of development do not adversely affect the environment especially the character of rural roads, rural communities and the AONB.

Explanation of Policy

7.16.1 New development has an important role to play in shaping the future direction of transport and travel in West Berkshire. Each proposed development will be required to thoroughly assess its transport and travel impacts on surrounding local and strategic networks (where appropriate). The level of assessment required is set out by way of thresholds in national guidance on transport assessment. Delivery of appropriate measures considering the full range of travel modes (and other relevant issues, such as air quality and health) will be required to mitigate any impacts.

7.16.2 Travel Plans of a high standard will be expected in accordance with the thresholds set in national guidance or where required in response to local circumstances. The development, delivery and monitoring of Travel Plans is the responsibility of the developer or occupier(s) of a site. The Council will establish what is required through the use of planning conditions or legal agreements. The Council will work with developers and occupiers to assist and advise to enable Travel Plans to produce the best results.

7.16.3 The travel and transport aspects of development need to be planned in a way that links well with existing networks and delivers enhancements.

New development should not implement measures that have an adverse impact on existing transport networks, services or the rights of way network. New development should also help to deliver Policy CS 14 (Transport) in the Local Development Framework.

7.16.4 The travel and transport aspects of development also need to be planned in a way that protects the safety of the transport networks and the environment:

- Where possible safety should always be sought to be improved through changes affecting the transport network and should not be compromised.

- The environment should not be adversely affected through the direct or indirect consequences of development. For example, development in an area where there is a distinct rural character worthy of protection should not cause the deterioration of that character. An adverse impact that could result from development is the removal of hedgerows in order to enable the correct visibility splays to be achieved to serve the new development. This type of change can have an adverse impact on the character of country lanes.

Delivery and Monitoring
This policy will be delivered by:

> The development management process and effective negotiation on planning proposals

The monitoring of the delivery of this policy will be by:

> Success of travel plan measures demonstrated through surveys

> Modal shift through mitigation measures focused on sustainable travel

> Congestion indicator

> Cycling indicator

7.17 Health and Leisure

Policy LTP K14
HEALTH & LEISURE
The Council will work towards the promotion of transport as a means of improving health and access to leisure for all. To achieve this, the Council will focus on the following:

i. Maintenance, promotion and improvement of the rights of way network and other routes for walking, cycling and horse riding
ii. Working with partners to support and develop the Walk the Way to Health Initiative
iii. Promoting the health benefits of active travel modes and making links with local health care providers

Explanation of Policy and Direction of Strategy

7.17.1 Transport can have an impact on the health and well being of the population. The promotion of active travel can help to improve both physical and mental well being and is particularly important in tackling obesity.

7.17.2 The provision of facilities such as public rights of way (used by walkers, horse riders and cyclists) and leisure cycle routes on the road network enable people to have easy access to the countryside for leisure purposes, which itself can help to improve health and well being. The improvement of rights of way is delivered through the Rights of Way Improvement Plan and includes improving access to appropriate routes for those with mobility impairments and other disabilities.

7.17.3 The Walk the Way to Health Initiative aims to have a positive impact on individuals' health physically (reducing the risk of high blood pressure, osteoporosis and coronary heat disease) and mentally. Walks are suitable for everyone and are provided across the District.

7.17.4 Maps to help residents and visitors to get engaged in active travel are provided and include walking and cycling maps in both urban and rural areas of the district. They also help to promote key waterway routes such as the Kennet & Avon Canal tow path for walking & cycling and the Thames Path for walking. Maps are considered important tools in promoting health and leisure activities.

7.17.5 Where active travel modes are encouraged and used for local, everyday journeys they can lead to a reduction in car use, which in turn helps to reduce congestion and carbon emissions as well as improving air quality.

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Delivery and Monitoring

This policy will be delivered by:

- Continuation of Health walks
- Maps to promote the ROW network, cycle routes and urban walking & cycling maps
- ROWIP

The monitoring of the delivery of this policy will be by:

- Progress against delivery of the ROWIP
- Cycle monitoring
- Participation in Health walks

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7.18 Cross Boundary and Partnership Working

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Policy LTP K15
CROSS BOUNDARY AND PARTNERSHIP WORKING

The Council will aim to deliver good value and high quality transport decisions and projects through:
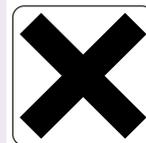
    i. Working effectively with neighbouring local authorities on cross boundary issues

    ii. Working in partnership with transport operators, strategic transport authorities, and other local highway authorities on relevant projects

    iii. Working with local interest groups and parishes to tackle transport issues in local communities

    iv. Facilitating working in partnership with organisations and sectors where there are opportunities for improvements

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Explanation of Policy and Direction of Strategy

7.18.1 Transport and travel demands are often not wholly confined within administrative boundaries. Furthermore, transport can frequently have an important influence in how services are provided, and have wider implications for the local economy and environment, as well as people's needs and quality of life. Therefore in order to deliver an effective transport network that responds to the needs of people and businesses, the Council will continue and expand its work in partnership with a number of public, private, and voluntary sector organisations.

7.18.2 Given the proximity of the District to larger urban areas, there are considerable levels of movement across local authority boundaries. Therefore it is essential that good partnership working with neighbouring authorities and local transport operators is maintained to help coordinate and deliver effective improvements to local transport networks. This close working will help to successfully manage the transport impacts of new developments affecting cross boundary areas throughout the LTP period.

7.18.3 The District is also well placed on both strategic road and rail corridors, providing excellent links to nearby hubs such as Reading and Basingstoke, and to key national destinations, such as London and Heathrow Airport. The Council will work with strategic transport authorities, including the Highways Agency and Network Rail, and other local authorities, through the Berkshire Strategic Transport Forum to lobby for and attempt to secure improvements to strategic transport networks.

7.18.4 The Council is also acutely aware through residents' surveys and the community planning process of the various transport issues and concerns expressed by local communities within the District. The Council will continue to work in partnership with local interest groups and parishes to help improve the quality of life in local communities.

7.18.5 Transport frequently impacts or contributes toward how services are delivered to the District's residents. The Council therefore will work in partnership with a range of service and transport providers to deliver wider improvements to the quality of life in West Berkshire. For instance, this will include encouraging walking and cycling as a means of increasing physical activity and working with service providers to develop the effective delivery of services in local communities.

This policy will be delivered by:

> Continued and improved partnership working with local authorities, transport providers, service providers, and local community groups

> Continued working with partner authorities as part of the Berkshire Strategic Transport Forum

The monitoring of the delivery of this policy will be by:

> Successful delivery of projects through partnership working

Links between policies and local transport goals

7.19   This chapter has included a set of key policies and a set of more detailed supporting policies. These aim to help to deliver the local transport goals (chapter 5). Figure 7.4 shows how policies and goals are linked.

Figure 7.4 – Links between policies and local transport goals

Policy	LTP K15	LTP K14	LTP K13	LTP K12	LTP K11	LTP K10	LTP K9	LTP K8	LTP K7	LTP K6	LTP K5	LTP K4	LTP K3	LTP K2	LTP K1		
	Cross Boundary & Partnership Working	Health & Leisure	New Development	Freight	Parking	School Travel	Passenger Transport	Road Safety	Highway Management	Air Quality	Climate Change	Accessibility (equality & inclusion)	Accessibility (to services)	Minimising congestion	Travel Choice		
To improve travel choice and encourage sustainable travel	✓					✓	✓	✓	✓	✓	✓			✓	✓	**Local Transport Goals**	
To support the economy and quality of life by minimising congestion and improving reliability on West Berkshire's transport networks			✓				✓	✓	✓	✓	✓	✓	✓	✓			
To maintain, make best use of and improve West Berkshire's transport networks for all modes of travel			✓		✓	✓	✓	✓	✓						✓		
To improve access to services and facilities	✓	✓	✓		✓		✓	✓				✓	✓		✓		
To improve and promote opportunities for healthy and safety travel	✓	✓	✓			✓	✓	✓			✓	✓			✓		
To minimise energy consumption and the impact of all forms of travel on the environment	✓	✓									✓	✓		✓	✓		
K1 Travel Choice	✓	✓	✓		✓	✓	✓	✓			✓	✓		✓	■	**Key Policies**	
K2 Minimising congestion	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	■	✓		
K3 Accessibility (to services)	✓	✓	✓	✓	✓	✓	✓				✓	■	■	✓	✓		
K4 Accessibility (equality & inclusion)	✓	✓	✓	✓	✓	✓	✓				✓	■	■		✓		
K5 Climate Change	✓		✓		✓	✓	✓	✓	✓		■			✓	✓		
K6 Air Quality	✓		✓	✓					✓	■				✓	✓		
K7 Highway Management	✓			✓				✓	■					✓	✓		
K8 Road Safety	✓	✓	✓			✓		■	✓					✓			
K9 Passenger Transport	✓	✓	✓			✓	■	✓	✓	✓	✓	✓	✓		✓		
K10 School Travel	✓	✓	✓			■	✓	✓	✓	✓	✓	✓	✓		✓		
K11 Parking	✓	✓	✓		■	✓		✓	✓						✓		
K12 Freight	✓		✓	■	✓			✓	✓	✓							
K13 New Development / LDF	✓	✓	■						✓				✓	✓	✓		
K14 Health & Leisure	✓	■	✓										✓	✓	✓		
K15 Cross Boundary & Partnership Working	■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		
NMP Highway Management	✓			✓					✓							**Supporting Policies**	
NMP 2 Intelligent Transport Systems (ITS)	✓			✓					✓					✓			
P1 Town Centre Parking				✓	✓				✓			✓	✓	✓	✓		
P2 Residential			✓		✓	✓											
P3 Parking Standards (for development)			✓		✓	✓							✓				
P4 Enforcement					✓	✓											
PT1 Bus services	✓		✓			✓	✓		✓			✓	✓		✓		
PT2 Community & Voluntary transport							✓					✓	✓		✓		
PT3 Rail	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
PT4 Taxis & Private Hire Vehicles							✓					✓	✓		✓		
PT5 Info, promotion, ticketing			✓			✓	✓				✓	✓	✓		✓		
PT6 Infrastructure & Interchange						✓	✓					✓	✓		✓		
PT7 Park & Ride	✓					✓						✓	✓	✓	✓		
SC1 Walking	✓	✓	✓			✓		✓		✓	✓	✓	✓	✓	✓		
SC2 Cycling	✓	✓	✓			✓		✓		✓	✓	✓	✓	✓	✓		
SC3 Travel Planning			✓			✓					✓	✓	✓	✓	✓		
SC4 Car Sharing / Car Clubs	✓	✓				✓				✓	✓	✓	✓	✓	✓		
SC5 New Technologies	✓		✓			✓	✓			✓				✓	✓		
SC6 Branding / Marketing / Promotion	✓		✓			✓	✓							✓	✓		

8. Programme Development, Management & Delivery

Introduction

8.1 The Local Transport Act 2008 places a responsibility on local authorities to prepare Local Transport Plans that contain clearly distinct policies and implementation plans. The LTP's policies and strategies, including the Transport Visions, to cover the period up to 2026 have been described in previous chapters. In terms of delivering these policies and strategies, separate implementation plans will be developed. This chapter outlines the processes concerning how the Council has developed the various transport options for the Transport Visions and the framework which will used to help prioritise implementation during the lifetime of the LTP.

Implementation Plans

8.2 West Berkshire's LTP contains a separate Implementation Plan which sets out how the Council and its partners will implement the schemes and other initiatives that will deliver the LTP in the District. The Implementation Plan covers a much shorter three-year time period, and is to be reviewed and approved on an annual basis to provide a continual three-year rolling plan. This shorter time frame allows the Council to produce an accurate programme of delivery, which takes into account indicative capital and revenue funding allocations and availability of developer contributions funding for improving transport.

8.3 The programme contained in the Implementation Plan will outline the various schemes and measures that are intended to be implemented over the following three years. This will include supporting information for each scheme relating to estimated costs and funding sources, partnership involvement, any identified risks to delivery, and how these contribute to the LTP's local transport goals and targets. Indicative medium and longer term projects will also be included in the Implementation Plans with less details available alongside these elements.

8.4 The annual review and update of the Implementation Plan also provides an opportunity to report on delivery that has occurred in the previous twelve months. This will include reporting on progress towards targets and indicators that will be set to support delivery of the LTP's local transport goals. Since communication and consultation is an important element of the LTP process, each draft Implementation Plan will be made available to stakeholders, service providers, and the general public prior to its approval by the Council. There will be an opportunity for reporting progress in more detail after each three years of delivery.

Option Development

8.5 The Transport Visions (chapter 6) include reference to a number of ways in which transport will be improved. These were amongst a wide range of possible ideas and options identified through a variety of sources;

- Elected Members of the Council's Transport Policy Task Group
- Officers
- Parish Planning event workshop
- Priorities identified from individual Parish & Town Plans

8.6   A multi-criteria framework has been developed to indicate which of the options (identified through the above work) would be suitable to be included as part of the Transport Visions and LTP strategies. The framework is based around a similar mechanism that was designed as part of Council's LTP2, and updated to determine how the options contribute towards current national and local transport goals, and wider corporate priorities. It also considers issues and risks that might influence deliverability; such as costs, on-going revenue liabilities, and land availability. A copy of the framework can be seen in Appendix 3.

8.7   It should be noted that LTP3 does not currently include developing bids for any major transport schemes (those with costs in excess of £5 million). Given the current financial situation, it is likely that fewer major schemes will be funded in future years. Therefore this, as well as the long lead-in times associated with developing major transport projects, indicates that it would not be a worthwhile risk for the Council to commit time and resources towards developing economic business cases for major transport schemes at the present time.

Programme Development

8.8   It is essential that the individual schemes and initiatives taken forward through the Implementation Plan are those that will deliver the greatest impacts and outputs towards meeting the LTP's local transport goals, and represent good value for money. Therefore, all schemes will be appraised and prioritised accordingly in order to inform the development of the three-year rolling programme.

8.9   A local transport scheme assessment tool, based on a revised version of the assessment framework outlined above, will be used to evaluate the various schemes and measures to help prioritise investment. The new framework will consider how schemes and measures contribute towards the local transport goals and wider corporate priorities. It will also assess wider issues that may affect deliverability. This will include issues such as costs, local acceptance, funding sources, and the certainty/risk of schemes being delivered according to budget and timescale. This will result in a realistically deliverable programme that provides good value for money.

8.10   Local community involvement is crucial in shaping the three-year rolling programme to help fit with local priorities. Therefore, a draft programme will be circulated annually to Members, parish councils and community interest groups to help determine local acceptance.

Project Management

8.11   All schemes and measures outlined in the Implementation Plan will be developed according to the Council's Project Management Methodology. This will give greater surety that projects are delivered within identified timescales and budgets. The Project Management Methodology includes risk management so that risks can be identified at an early stage and appropriate mitigation applied in order to minimise the risk to the successful outcome of projects.

9. Performance Management

Governance and accountability

9.1   The delivery of the Local Transport Plan will be governed locally through the Transport Policy Task Group. This is a group of Elected Councillors which includes the Executive Members with responsibility for transport policy and transport delivery.

9.2   The work of this Task Group links with the work of a number of transport interest groups, the West Berkshire Partnership and local town and parish councils. It is through these links that the Task Group has local accountability to the community of West Berkshire.

9.3   Ways to develop this local accountability will be explored within the early period of the Local Transport Plan as greater importance is given to local circumstances rather than delivering within parameters set by central government.

Monitoring of delivery

9.4   The ways in which the different areas of delivery will be monitored has been indicated in chapter 7 alongside the proposed policies. A collection of indicators will be formed to monitor the progress of the Local Transport Plan. Due to the changes in indicators nationally, the Council is considering which indicators are most relevant for the local area. These will include a set of transport related indicators which will be monitored through the Local Transport Plan and, in particular, its supporting strategies and Implementation Plans.

9.5   The performance against each indicator will be reported annually and will tie in with the development of the refreshed Implementation Plan (see chapter 8 for details of Implementation Plans).

9.6   Greater details regarding the performance of the delivery of the Local Transport Plan will be highlighted after each three year period of the plan and will provide valuable feedback to the local communities of West Berkshire.

9.7   In addition to the transport indicators that will be developed, it will be helpful to link with key indictors used by partner organisations to monitor trends and consider how the Local Transport Plan can continue to make a contribution. An example would be health and considering the trends associated with childhood obesity and heart disease.

9.8   The monitoring of the LTP will also include linking to the progress achieved through the Rights of Way Improvement Plan and any Air Quality Action Plans in the District.

Evaluation and review

9.9   Project evaluation will take place for individual projects and schemes in line with the Council's Project Management System. This will help to assess the success of projects in meeting their stated aims and will feed into the planning for other projects where relevant.

9.10   The Local Transport Plan covers a fifteen year period within which reviews will be necessary in order to take account of any significant local or national changes that affect travel and transport. It is proposed that a review of the Local Transport Plan will take place

after the first 6 years of delivery. This would be a review of the level of detail considered most appropriate at the time and could include reviewing and refreshing policies and amending other details as necessary.

9.11 The development, evaluation and review of the supporting strategies and plans will happen at various stages within the life of the LTP.

Glossary

Term	Acronym	Explanation
Accession		Tool for modelling accessibility to services on foot or by public transport
Active Travel		Modes of travel which encourage physical activity such as walking, cycling and horse riding.
Air Quality Management Area	AQMA	Where an area is designated as having poor air quality (regularly above the national acceptable levels) an AQMA is declared
Air Quality Action Plan	AQAP	Where an AQMA has been declared an Action Plan must be developed to identify ways to improve/prevent worsening of air quality
Area of Outstanding Natural Beauty	AONB	A national designation to conserve and enhance the natural beauty of the landscape. The North Wessex Downs AONB covers 74% of West Berkshire.
Car Clubs		A scheme set up where people can hire a car for a short period of time, paid on an hourly tariff. For people who do not use a car very often it provides access to a car without any of the ongoing costs of owning a private vehicle.
Car sharing		Where two or more people who would have driving independently to the same location share one car.
Sustainable Communities Strategy		A strategic plan for West Berkshire, produced by the West Berkshire Partnership. See also LSP.
Core Indicators		See National Indicators
Core Strategy		The Council's key planning document within the Local Development Framework
Council Plan		Statement of the Council's aims and priorities
Disability Discrimination Act	DDA	The Disability Discrimination Act 1995 and 2005 promotes civil rights for disabled people and protects disabled people form discrimination.
Department for Transport	DfT	Central Government department responsible for transport
Equalities Impact Assessment	EqIA	The Equalities Act 2010 provides a framework to protect the rights of individuals and advance equality of opportunity for all. The EqIA makes sure that the LTP takes into account the act.
Footway		The surfaced part of a highway, alongside a carriageway, on which pedestrians travel.
Freight Route Network	FRN	A network of preferred routes for freight established for the movement of goods through and within West Berkshire
Habitats Regulation Assessment	HRA	Forms part of the SEA and identifies the impact of the LTP on protected habitats and suggests mitigation if required
Highway Asset Management Plan	HAMP	Outlines how the Council will seek to provide a safer highway network, improve travel condition for all highway users and ensure greater car of the local environment.
Highways Agency		The arm of Government responsible for major roads, such as motorways and trunk roads.
Health Impact Assessment	HIA	Forms part of the SEA and identifies the impact of the LTP on health
Intelligent Transport Systems	ITS	A range of information technologies that can be applied to transport networks to provide better travel information, improve road safety, and reduce congestion through better traffic management
Implementation Plan	IP	A rolling three year programme (annually updated) of work to deliver the Local Transport Plan
Local Development Framework	LDF	The portfolio of Local Development Documents that provides the framework for delivering the spatial strategy for the area

Local Strategic Partnership	LSP	An over-arching partnership body that brings together the District's public, private and community sectors to work together towards achieving common goals. Also referred to as the West Berkshire Partnership. The Partnership produces the Community Plan.
Local Transport Plan	LTP	A statutory document produced, setting out the transport strategy for the West Berkshire area. This LTP covers the period 2011 - 2026
National Indicators		These are set nationally and are areas against which Local Highway Authorities are required to monitor and report progress. The future of national indicators is uncertain
Network Management Duty	NMD	The Traffic Management Act 2004 places a duty on all Local Highway Authorities in relation to the management of their network
Network Management Plan	NMP	Each Local Highway Authority has a duty to demonstrate how it will fulfil their obligations under the Traffic Management Act. This is achieved through the Network Management Plan kept up to date by the Network Management Board.
Network Rail	NR	The national body responsible for rail infrastructure
Parish Plans and Town and Area Visions		Action plans produced by and for local communities, setting out a vision for how the local community would like to develop.
Sustainable Modes of Travel Strategy	SMoTS	A document outlining the how sustainable travel to school is being promoted in West Berkshire
School Travel Plan	STP	A package of measures to improve safety and reduce car use, backed by a partnership involving the school, education and transport officers from the local authority, the police and the health authority.
Strategic Environmental Assessment	SEA	Must be carried out on all documents. Indicates any negative environmental impacts of the LTP and suggests mitigation measures where needed.
Shared Use Cycleway		A path used by both pedestrians and cyclists.
Speed Indicator Device	SID	A mobile speed checker used by traffic management and local communities to raise awareness of speed in village and urban areas
Smarter Choices		A range of measures which promote sustainable travel and travel choice to reduce reliance on the private car
Spokes		West Berkshire's cycling action group.
Transport Asset Management Plan	TAMP	Similar to the HAMP but relates to all transport assets not just the highway.
Thames Valley Safer Roads Partnership	TVSRP	A partnership between the Highway Authorities of Berkshire, Buckinghamshire and Oxfordshire, Thames Valley Police, the Highways Agency, the Crown Prosecution Service and the Thames Valley Magistrates Courts' Service. The Partnership uses money from safety camera fines to fund the enforcement process and to educate drivers. For further information – www.saferroads.org
Travel Plan	TP	A package of measures designed to reduce car travel and encourage walking, cycling, the use of public transport and car sharing. Normally implemented at sites that generate a lot of travel (e.g. large offices, centres of leisure and entertainment). Also encouraged amongst schools – see School Travel Plan.
Variable Message Signage	VMS	Road signs which change in response to traffic conditions, or time of day
West Berkshire Cycle forum		A group made up of local and national cycling bodies meeting regularly to discuss cycling issues in West Berkshire
West Berkshire Partnership	WBP	The Local Strategic Partnership

Appendices

Appendix 1   Strategic Environmental Assessment, Habitats Regulation Assessment and Health Impact Assessments

Appendix 2   Berkshire Strategic Transport Forum

Appendix 3   Multi-Criteria Assessment Framework

Appendix 4   Local Development Framework (LDF) Core Strategy

Appendix 1 – SEA, HRA and HIA

Strategic Environmental Assessment

A Strategic Environmental Assessment (SEA) is required for all statutory plans and documents developed, including the Local Transport Plan. The SEA is used as a tool to improve the plan, rather than providing a 'snapshot' of the plan once it is finished.

The SEA is a systematic way to examine (and suggest mitigation measures) the likely environmental, social and economic effects of the plan. It compares a baseline scenario (if the plan was not implemented) with proposals and plans set out in the LTP.

The SEA is a three stage process. Firstly a Scoping Report is developed. The scoping report outlines the environmental baseline and based on this suggests a series of objectives by which the plan will be tested. The SEA directive includes a list of topics which must be included in the SEA to ensure the plan will not have any significant effects on the environment. These topics were split into three broad sections for the LTP SEA (Table 1)

Table 1: Broad Topics	
SEA directive required topics	Broad Topic
Biodiversity Fauna Flora Soil Water Air Climatic Factors Landscape Cultural Heritage	Environment
Population Human Health	Population and Human Health
Material Assets	Assets

For each broad topic an SEA objective was chosen. The objectives are based upon key factors identified in the baseline information collected (Table 2).

Table 2: Objectives, Indicators and Targets	
Topic	SEA Objective
Population and Human Health	SEA1 To suppose access to key services and facilities with a focus on sustainable modes
	SEA2 Improve health and well being and reduce inequalities
Environment	SEA3 Ensure that the natural and built environment is conserved and enhanced
	SEA4 Ensure biodiversity is conserved and enhanced
	SEA5 Ensure that flood risk is not increased and where possible minimised
	SEA6 Protect and improve air quality throughout West Berkshire
	SEA7 Reduce emissions contributing to climate change and ensure adaptive measures are in place to respond to climate change
	SEA8 Ensure the historic environment is conserved and enhanced
Heritage and Assets	SEA9 Ensuring good transport links by maintaining material assets

Once the scoping report has been written it must be consulted upon. The consultation must include Natural England, English Heritage and Environment Agency although other bodies can be consulted as well. This consultation has taken place and the feedback, along with the Council's response is incorporated into the draft Environmental Report (see below)

The second stage required is to test the LTP vision, goal and policies against the SEA objectives. It is this aspect of the SEA which is used to shape and develop the final vision, goal and policies used in the LTP. Three alternatives were used for each policy area (Table 3).

Table 3: LTP Policy Options
No Policy
Existing Policy/approach
New Policy

Each goal and policy was tested against the SEA objectives, and small changes made to the chosen policy to ensure that it would have the least, if any, impact on the environment.

The final stage of the SEA is to write an Environmental Report. This outlines the processes of the SEA and any changes made to the LTP in response to the SEA. Again this report must be consulted upon and forms part of the consultation on the draft LTP. A copy of the draft environmental report can be found at **www.westberks.gov.uk/ltp**

Once the Environmental report is approved the impacts of the LTP on the environment need to be monitored. This is done to assess whether the impacts on the environment were correctly identified during the SEA and to ensure that the mitigation measures developed are performing as expected. The majority of the monitoring can be done through the existing monitoring programmes in place for the LTP.

Health Impact Assessment

A Health Impact Assessment is also required for the LTP. This helps to identify and mitigate any negative effects on health and well-being. Health objectives have been included within the SEA objectives and so the HIA forms part of the SEA Environmental Report.

Habitats Regulation Assessments

Habitats Regulation Assessments are also a requirement for all statutory documents to ensure that the plan will not have any impact on European or Naura 2000 sites. For West Berkshire this includes Special Areas of Conservation for habitats and species. There are three SACs in West Berkshire. It is unlikely that the LTP will have any significant impact on the integrity of these sites as they are relatively isolated and away from the major transport links in the district. Therefore, a full HRA is not considered necessary for the LTP in West Berkshire

Appendix 2 – Berkshire Strategic Transport Forum

Introduction

As Unitary and Local Transport Authorities, each of the six authorities in Berkshire produce their own Local Transport Plan. Each recognises, however, that the geography, land use patterns and economic activity of Berkshire combine to produce a complex set of travel patterns with significant movement across administrative boundaries, as illustrated below. Close working between the authorities and the development and delivery of strategies to address issues at a sub-regional level are therefore vital components of successful individual Local Transport Plans and facilitating sustainable economic growth.
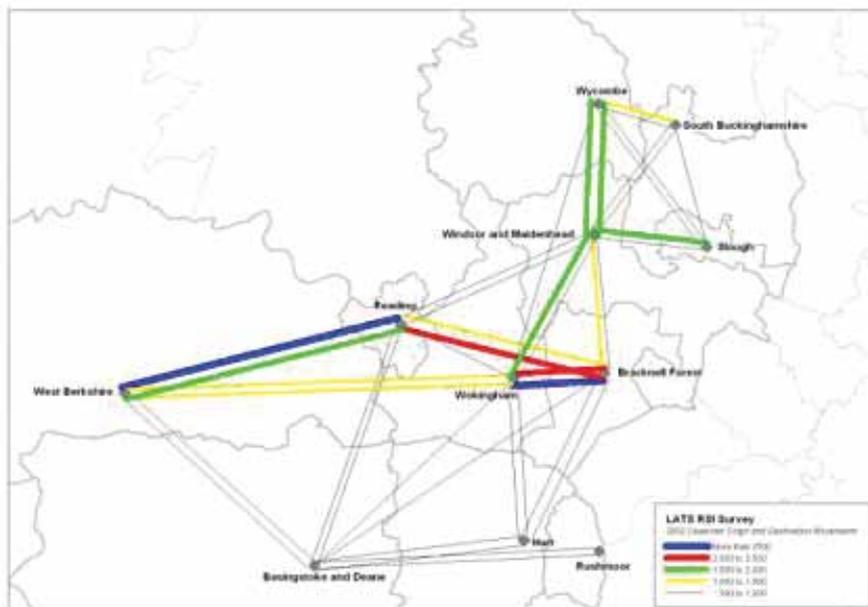
Source: London Area Travel Survey (LATS),2002

Although transport and infrastructure planning is recognised as a key element in the regional effort to promote sustainable prosperity, historically Berkshire has suffered a particular structural weakness caused by the lack of a co-ordinated sub-regional voice. The structure of local government in Berkshire, a group of six small sized unitary authorities, has not encouraged a strong or unified response at sub-regional level and as a result, regional and national transport and economic development performance was identified as a priority for improvement by SEEDA, GOSE and others. The Berkshire Strategic Transport Forum (BSTF) was established in 2007 to address this weakness. The Forum has five principal objectives:

a) To identify and recommend strategic transport priorities and solutions for the Berkshire area;

b) To assist with the ongoing development and delivery of those recommended strategic transport solutions within the Berkshire area;

c) To oversee and guide the use of funding provided by the members towards the ongoing development and delivery of strategic transport solutions within the Berkshire area;

d) To act as a key consultation/stakeholder group on transport issues affecting the Berkshire area and the wider Thames Valley region; and

e) To provide a single voice to lobby and work in partnership with regional and national government and bodies, and to promote the recommended strategic transport priorities and solutions.

BSTF comprises two related groups:

- A high level Forum, meeting at least quarterly, with elected Member representation from the Berkshire Local Authorities, business representatives and appropriate regional and government organisations. A Member should be the lead representative, supported by an appropriate officer or officers. BSTF membership comprises:

  - Bracknell Forest Borough Council (1 Member)

  - Royal Borough of Windsor and Maidenhead (1 Member)

  - Reading Borough Council (1 Member)

  - Slough Borough Council (1 Member)

  - West Berkshire Council (1 Member)

  - Wokingham District Council (1 Member)

  - Thames Valley Economic Partnership (1 representative)

  - Thames Valley Chamber of Commerce (1 representative)

  - Berkshire Economic Strategy Board (Director, as observer)

  Representatives from GOSE, Highways Agency, Network Rail, Joint Strategic Planning Unit (JSPU) and ACTVaR to attend as observers.

- An Officer Group, meeting at a similar frequency and prior to the Forum; to support the BSTF and to ensure that technical work is undertaken. The officer group comprises officers from the six councils together with GOSE, Highways Agency, Network Rail, JSPU and ACTVaR.

BSTF has benefitted from funding through the Improvements and Efficiency South East partnership scheme and the emergence and progress of the Forum as a credible sub-regional grouping has been widely welcomed, especially by GOSE, the Highways Agency and Network Rail. The success and importance of the Forum was reflected in the decision to appoint BSTF as the organisation to lead the Thames Valley DaSTS Study in 2009

Sub-regional priorities

At its inception, the Forum identified six key themes or strategic priorities which remain the focus of its activities:

- Rail capacity enhancements (Reading rail station, new western link to Heathrow, GWML capacity, capacity on other lines, freight movement between Southampton and the Midlands)

- M4 capacity enhancements

- North-south capacity enhancement

- Inter-urban public transport capacity enhancements

- Major business park public transport capacity enhancements

- Strategic Travel Demand Measures

Future arrangements

All six authorities recognise the role that BSTF has played in facilitating and funding work to explore and address sub-regional priorities, and have a desire to see it continue.

Appendix 3 – Multi-Criteria Assessment Framework

This assessment framework shows the scoring system proposed for assessing projects with some canal towpath improvements for walking and cycling used as an example.

Multi-Criteria Assessment Framework *Please enter "1" for each criteria satisfied; or "0" where it does not*	Scheme: Canal Towpath improvements for walking & cycling
COUNCIL PLAN	
Council Plan Priority Themes	
Better Roads and Transport	1
Thriving Town Centres	0
High Quality Planning	0
Cleaner and Greener	1
Vibrant Villages	0
Safer Stronger Communities	0
A Healthier Life	1
Including Everyone	1
NATIONAL ISSUES FOR TRANSPORT	
Supporting Economic Growth *Will the project:*	
Increase transport choice / enable behavioural change	*1*
Improve journey time reliability / reduce congestion	*0*
Improve connectivity of key business centres	*0*
Support delivery of LDF growth / limit increasing congestion	*1*
Tackling Climate Change (+local environmental issues) *Will the project:*	
Be able to contribute to reductions in greenhouse gases	*1*
Improve local air quality	*0*
Enhance the rural landscape / biodiversity	*0*
Promote "Smarter Choices" / Reduce the need for travel	*1*
Promote Equality of Opportunity *Will the project:*	
Improve accessibility from rural communities	*1*
Improve access to town and retail centres	*1*
Improve access to health care	*0*
Improve access to employment, education, and training	*1*
Better Safety, Security, and Health *Will the project:*	
Reduce crime, fear of crime, & anti-social behaviour on transport	*0*
Reduce death / serious injury in road traffic collisions	*0*
Increase safety by managing / reducing speed	*0*
Promote healthy lifestyles / improve physical activity	*1*
Improve Quality of Life *Will the project:*	
Reduce noise exposure from road and rail networks	*0*
Improve the quality of streetscapes	*0*
Improve the end-to-end journey experience of transport	*1*
Enhance well-being and sense of community	*1*
DELIVERABILITY ISSUES	
Project will not be subject to a Major Scheme Funding bid (>£5million)	**1**
Project will not require sustained future revenue subsidies	**0**
Project can be funded wholly or in part by dev contribs / external funding	**0**
Project does not require sustained partner involvement with other external transport authorities / agencies	**0**
Project unlikely to require complex and costly land assembly	**0**
Project has local support	**1**
Total	**16**

Appendix 4 – Local Development Framework – Core Strategy

West Berkshire Council is required to produce a Local Development Framework (LDF) which is developed with partners and communities. The LDF looks at social, environmental and economic considerations when planning the future to 2026.

The LDF Core Strategy contains the following:

- An overall vision which sets out how West Berkshire should evolve over the next 20 years.
- A set of strategic objectives which expand the vision and focus on the key issues to be addressed.
- A delivery strategy for achieving these objectives which sets out how much development is intended to happen, where, when and how.
- Strategic policies for delivering the development.
- An implementation and monitoring framework

One of the principles of a Core Strategy is that it must set out clear spatial choices about the future location of development. The level of housing development to be delivered by 2026 in West Berkshire has been set at 10,500. The Core Strategy does not however allocate sites to fulfil the entire housing allocation, but instead identifies those sites or broad locations for sites that are considered key to the achievement of the overall strategy. This is in order to provide certainty for the community, as well as for infrastructure providers and investors. It must also display enough flexibility to respond to changing circumstances across the time frame of the Core Strategy.

The way forward on housing distribution is set out in the Core Strategy. This identifies a strategic site at Newbury (up to 1500 dwelling at Newbury Racecourse), and a strategic site at Sandleford Park to the south of Newbury (delivering 1000 dwellings up to 2026). It is proposed that the development of Sandleford Park continues after 2026 in order to give long term certainty about the direction of growth in the District and to introduce flexibility to the Core Strategy. Therefore this site could deliver a further 1000 dwellings (2000 in total).

Within the Eastern part of the District, a broad location for development is identified taking in the Eastern Urban Area of Tilehurst, Calcot and Purley on Thames, as well as the two Rural Service Centres of Theale and Pangbourne (in the AONB).

The sites and broad location included within the Core Strategy are considered to represent the most appropriate strategy when considered against the reasonable alternatives. These alternatives have been subject to appraisal of the environmental, social and economic effects through the Sustainability Appraisal.

Once the Core Strategy has been adopted, it will be followed by a 'Site Allocations and Delivery' Development Plan Document (DPD). This will include details of any additional housing allocations, reviews of settlement and town centre boundaries, plus policies for development management.

As part of the Core Strategy an Infrastructure Delivery Plan (IDP) is required. Following the Core Strategy Transport Assessment the following transport infrastructure is considered critical to the delivery of the Strategic Sites (Newbury Racecourse and Sandleford) and is therefore included in the IDP and also reflected in the LTP's Implementation Plan:

- ## Newbury Racecourse and Sandleford
    - o Junction Improvements along A339 in Newbury
        - Robin Hood gyratory
        - Bear Lane / B3421
        - Greenham Road / St John's Road A343
    - o Intelligent Transport Systems in relation to traffic signals
    - o Bus infrastructure improvements (Real Time Passenger Information, Kassel kerbs, shelters etc.)
    - o Newbury to Basingstoke bus link improvements

- ## Newbury Racecourse only
    - o Junction improvements Racecourse Road site access
    - o Junction / Route improvements along the A4
        - Hambridge Road and Lower Way
    - o Bridge over railway line linking Racecourse site to Hambridge Road / Hambridge Lane
    - o Improvements at Newbury Racecourse Station
    - o Sustainable travel routes through the Racecourse site including bus gate
    - o Car Club
    - o New Shuttle bus service between Newbury and Thatcham
    - o Improved Pedestrian / cycle access to / from Racecourse
    - o Improvements to National Cycle Route 4 on canal towpath western area

- ## Sandleford Park only
    - o 2 accesses at Sandleford onto Monks Lane
    - o Junction Improvements along A339
        - Pinchington Lane
        - Monks Lane / Newtown Road
        - Monks Lane / A343 Andover Road
        - A34 / A343 South
    - o Improvements at Newbury Station
    - o Improved / new bus service linking Sandleford and Newbury Town Centre
    - o Bus / cycle and pedestrian access from Sandleford to Andover Road through Warren Road
    - o Improved pedestrian / cycle crossing links at Monks Lane / Newtown Road and Andover Road / Monks Lane / Essex Street

The above list of infrastructure schemes just reflects the transport elements connected with the strategic sites in Newbury. The IDP linked with the Core Strategy also includes other infrastructure and encompasses other parts of the District that will require new infrastructure. The IDP is a 'live' document that will get added to as further sites are allocated through the Site Allocations and Delivery DPD.

If you require this information in an alternative format or translation, please call 01635 42400 and ask for the Transport Policy Team.

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