



Worcester
CITY COUNCIL

CABINET

SUPPLEMENTARY AGENDA

Date: Tuesday, 14th February, 2017

Time: 7.00 pm

Venue: Guildhall

CABINET

Members of the Cabinet:-

	Chairman: Councillor Adrian Gregson (L)
	Vice-Chairman: Councillor Joy Squires (L)
Councillor Roger Berry (L)	Councillor Jabba Riaz (L)
Councillor Lynn Denham (L)	Councillor Geoff Williams (L)

L = Labour

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If you have any general enquires or queries about this Agenda or require any details of background papers, further documents or information, or to discuss arrangements for the taking of photographs, film, video or sound recording please contact the Lead Officer, **Claire Chaplin, Democratic and Civic Services Manager, Democratic Services, Guildhall, Worcester WR1 2EY. Telephone: 01905 722005 (direct line); TypeTalk 18001 01905 722233. E-Mail Address: committeeadministration@worcester.gov.uk.**

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Details of any representations received as to why the meeting should be open to the public

Response to any such representation made by the Decision Making Body

CABINET RESPONSIBILITIES

Councillor	Role	Key Corporate Responsibility	Services And Initiatives
Adrian Gregson	Leader	Overall strategic direction of the Council	Communications, the Guildhall
Joy Squires	Deputy Leader	Performance and Resources	Finance, Income Generation, People Services and Workforce Improvement, Performance and Transformation, Legal, Democratic and Electoral Services, Civic Services, Internal Audit, Worcestershire Hub, Revenues and Benefits, ICT and Digital Transformation, Property and Asset Management
Roger Berry	Cabinet Member	Housing and Heritage	Strategic Housing Services - Private Sector Housing, Homelessness Prevention, Housing Strategy, Welfare Support, Affordable Housing, Living Over The Shop, Neighbourhood Centres, Heritage and Conservation, Joint Museums Service
Lynn Denham	Cabinet Member	Sustainable Communities	Community Safety, ICM, CCTV, Community Engagement, Our Happy Place, Community Services and Partnerships, Community Grants, Equalities, Social Inclusion, Volunteering, Sustainability and "Green" Initiatives, Energy Initiatives, Worcestershire Regulatory Services (including Air Quality, Licensing, EH), Health and Wellbeing
Jabba Riaz	Cabinet Member	Clean, Green and Leisure Services	Delivery of Waste Collection, Street Cleansing, Grounds and Parks Maintenance, Play Areas, Green Spaces, Sport & Leisure Services, Bereavement Services, Car Park Management, Parking and Environmental Enforcement, Flooding and Emergency Response
Geoff Williams	Cabinet Member	Economic Prosperity and Growth	Development Management, Planning Policy, Transport Planning, Building Control, Place Shaping, Economic Development (including City Centre/Riverside/Public Realm Masterplanning, Skills, Tourism, Public Art, Retail, BID, Events)

AGENDA

Part 1
(ITEMS FOR DISCUSSION AND DECISION IN PUBLIC)

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| <p>6. WORCESTERSHIRE COUNTY DRAFT LOCAL TRANSPORT PLAN 4 (LTP4) - CITY COUNCIL CONSULTATION RESPONSE
Page(s): 1 - 24
Ward(s): All Wards
Contact Officer: Marc Dorfman,
Interim Deputy Director - Economic Development and Planning,
Tel: 01905 722385
Mark Radford,
Economic Development Officer,
Tel: 01905 722258</p> | <p><u>THE CABINET MEMBER FOR ECONOMIC PROSPERITY AND GROWTH, COUNCILLOR GEOFF WILLIAMS, RECOMMENDS:</u></p> <ol style="list-style-type: none">1. That Cabinet approves the proposed 11 City Council responses to the draft LTP4 as set out in full at Appendix 2 and in summary at paragraphs 3.1 – 3.11 of this report; and2. That Cabinet notes that the proposed responses has been developed through the discussions from two councillor consultation meetings in 2016 and 2017. |
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Report to: Cabinet, 14th February 2017

Report of: Councillor Geoff Williams, Cabinet Member for Economic Prosperity and Growth

Subject: WORCESTERSHIRE COUNTY DRAFT LOCAL TRANSPORT PLAN 4 (LTP4) – CITY COUNCIL CONSULTATION RESPONSE

1. Recommendation

- 1.1 That Cabinet approves the proposed 11 City Council responses to the draft LTP4 as set out in full at Appendix 2 and in summary at paragraphs 3.1 – 3.11 of this report; and**
- 1.2 That Cabinet notes that the proposed responses has been developed through the discussions from two councillor consultation meetings in 2016 and 2017.**

2. Background

- 2.1** The County Council has produced a consultation draft Local Transport Plan 4 for the County, (15-12-16). The full document is available on the County web site. A summary is set out at **Appendix 1** – particularly as it relates to South Worcestershire and Worcester City. The deadline for comments is 17-3-17.
- 2.2** An early pre-consultation meeting with Worcester City Council Members took place on 5 July 2016. City Members made 76 specific comments. These are set out in **Appendix 3** along with an assessment of how LTP4 has responded to these comments in the published draft. On 11 January 2017 City Members were invited to a consultation briefing on published draft LTP4. 23 comments further were made. **Appendix 2** also sets these out along with County officer responses. The summary table below shows broadly how LTP4 has responded to the 99 City Member comments:

General Topic Area	No. of comments	General Draft LTP4 Response
Air Quality	7	Worcester City Transport Strategy (WTS)
Buses	12	Not mentioned but could be addressed in WTS
Cycling and Walking	15	Supported
Electric Cars	2	Not mentioned or supported
Lorries	3	Not mentioned but could be addressed in WTS
Oyster Cards	1	Not mentioned or supported
Parking	19	Not mentioned but could be addressed in WTS
		Park and Ride not supported
City Transport Plan	11	Create a WTS - supported
Public Realm	6	Supported
Rail	5	Supported
River	4	To be addressed in WTS
Roads	10	Improved traffic flow generally supported

Schools	4	Not mentioned or supported
Total comments	99	

2.3 The South Worcestershire Development Plan 2016, the Draft City Master Plan 2012 and the newly agreed "City Plan" 2016, all seek a vision of a.."**successful and growing Cathedral and University City, including more homes, more businesses and jobs. A City with prestige tourist, education and retail attractions. A place that maintains its "city in the country" feel, its extraordinary valued heritage assets and its quality environment"**. Based on this vision and the comments of City councillors to date, **11** City Council responses are proposed to the draft LTP4.

2.4 The City Council has divided its comments into two broad types:

a) LTP4 Strategy comments - paragraphs 3.1 – 3.8

- LTP4 County Council Consultation
- Worcester City Vision & Purpose for LTP4
- South Worcestershire Development Plan and LEP Strategic Economic Plan
- The Worcester Transport Strategy
- Buses
- Walking, Cycling and Electric Cars
- Public Realm
- Managing Congestion

b) LTP4 Project comments – paragraphs 3.9 - 3.11

- South Worcestershire Schemes
- Active Travel Schemes
- Worcester Schemes

The summaries of all the proposed responses are set out in Section 3 below. The full responses, including additional justification for the Strategy comments, are set out at **Appendix 2**.

3. Proposed Worcester City Council Responses on the Draft LTP4

LTP Strategy Comments

3.1 LTP4 COUNTY COUNCIL CONSULTATION

RESPONSE: The County should publish consultation responses and hold a stakeholder conference to finalise the LTP4

3.2 A WORCESTER CITY VISION & PURPOSE FOR LTP4

RESPONSE: LTP4 should take as its starting point a Worcester vision of a strong and modern heritage city for the whole County....." Worcester will be a *successful and growing Cathedral and University City, including more homes, more businesses and jobs. A City with prestige tourist, education and retail attractions. A place that maintains its "city in the country" feel, its extraordinary valued heritage assets and its quality environment – a City for the County"*.

3.3 THE CITY CENTRE & THE M4 CORRIDOR

LTP4 TO FULLY RECOGNISE THE SOUTH WORCESTERSHIRE DEVELOPMENT PLAN (SWDP 2016) & THE LOCAL ECONOMIC PARTNERSHIP'S (LEP) STRATEGIC ECONOMIC PLAN (SEP 2014)

RESPONSE: The City Council welcomes the County's support to date for public realm and transport investment in the City. But there now needs to be a step change in "strategic City transport investment to develop critical mixed use regeneration and a strong commercial offer in the City centre".

The City asks LTP4 to fully recognise the SWDP's requirement for sustainable transport to support a well – balanced, (both city edge and city centre), growth and success plan. And LTP4 is asked to recognise fully the SEP's designation of the City as a County economic and cultural centre - where business growth is needed both on the M5 corridor for manufacturing and logistics and for mixed use and commercial development through the regeneration of the Centre by "rapid transit access" to the strategic rail and road network.

3.4 THE WORCESTER TRANSPORT STRATEGY (WTS)

RESPONSE: The City sincerely welcomes the County's commitment to produce a bespoke City Transport Strategy in partnership with the City Council. The County is requested to:

- Agree to prioritise sufficient resources to deliver WTS quickly and its subsequent implementation
- put WTS into the list of the County's "Major Schemes for Funding" on page 12 of LTP4 – along with feasibility work on making fast and modern links between Parkway Station and the City Centre including Shrub Hill.
- set out the proposed WTS liaison and development process, including public consultation, and/or stakeholder forums
- agree that WTS's scope will cover all the matters raised by City Council Members set out in **Appendix 3**, and
- confirm that WTS would cover the functioning of the whole City and not just the City Centre and that it would be a "multi modal (all types of transport) and integrated" strategy.

3.5 BUSES

RESPONSE: The City requests that the County recognises that the promotion and development of bus services play a particularly important part in reducing transport emissions; reducing air pollution and promoting greater equality of opportunity and access – three strategic national transport objectives which are also supported by the County's Transport Objectives. It is disappointing not to see bus initiatives in LTP4. The City will be interested to discuss bus initiatives with the County as part of the WTS. The reduction of bus services over the last 2 years has had a significant impact in the City on lives of residents and their ability to access work, shopping and leisure activities.

3.6 WALKING, CYCLING & ELECTRIC CARS

RESPONSE: The City Council supports the Counties "active corridors" proposals. The City would like the Council to support further City Hire cycle/eBike schemes and

electric car charging programmes to support healthier and environmental friendly travel choices not only for leisure, shopping, and for travel to work.

3.7 PUBLIC REALM

RESPONSE: The City will continue to work with the County to promote improvements to public realm and further City Centre pedestrian and disable access priority. Such public realm improvements are important ways to prioritise good health (walking and cycling) and to promote town centres as areas for growth and investment as opposed to out of town developments

3.8 MANAGING CONGESTION

RESPONSE: The County, along with the City, residents and businesses should explore sensible ways to manage growing car trips and congestion as well as air pollution in the City centre.

LTP4 Project Comments

3.9 STRATEGIC TRANSPORT SCHEMES - South Worcestershire

SWST 1 – Parkway Rail Station: The City supports this project, but requests that County includes a study and appropriate implementation bids for a “rapid link to the City Centre and Shrub Hill”

SWST 2 – M5 Junction 6: The City supports this enhancement.

SWST 3 – Southern Link Road Phase 4 (Ketch to Powick): The City supports this project in principle. However, the City is concerned that without developing the Southern and Western City Urban Extensions also with strong public transport, walking and cycling links to the City, they will:

a) not support City centre investment and

b) that the capacity of new road improvements along the M5 Corridor will quickly be taken up by car growth with no great improvement in traffic flow.

This will also lead to west to east trips continuing to seek access across the City and the Severn Bridge, simply adding to City Centre congestion and air pollution levels. Planning these urban extensions to be largely car based has also required significant developer infrastructure costs which impacts on the opportunity to provide much needed affordable housing. The City Council aims to look at these issues - at how congestion can best be managed and how more sustainable development can be provided - with the County, through the Worcester Transport Strategy, the refreshed Master Plan and the One Town Review.

SWST 9/10 – Fernhill Heath and Rushwick Stations - Rail and Ride: The City supports these projects in principle, particularly in investing in their “investigation”. But the City’s priority is for a Parkway – City Centre/Shrub Hill “rapid transit access to the City centre and Shrub Hill” to be assessed and implemented first and for investment in an agreed Worcester Transport Strategy to also come first. Promoting growth and regeneration in the City Centre is the priority in both the SEP and the SWDP.

SWST 11 – Worcester Rail Re signalling/Reconfiguration: The City supports this project.

SWST 12 - Worcester – Western Link Road Scheme (A4440 Southern Link to B4204 Martley Road): The City is concerned about this scheme and would need to understand its purpose more before support could be given. This scheme was a surprise to the City despite regular officer liaison. On the surface this scheme seems to be a “Lower Broad Heath By Pass” to cope with existing traffic and the predicted new traffic from the Western Urban Extension and the proposed largely car based University Scheme at Oldbury Road. See the comments above at SWST 3.

SWST 13 – South Worcestershire Telematics: This project is supported.

3.10 **STRATEGIC ACTIVE TRAVEL (OFF ROAD CYCLING) CORRIDOR SCHEMES - South Worcestershire**

SWAT 1 – 15: In principle all these projects are supported, but the County must also support City cycle/eBike Hire Schemes and support safe cycling “on road” as a way of managing traffic congestion and supporting alternative travel to work choices.

3.11 **WORCESTER PACKAGE**

W1 – Worcester City Centre Transport Strategy: This project is supported and should be given the highest priority. See para 3.4 above. The City Council would like the opportunity to review, with the County and LEP, all projects W2 – 12 below, in the light of the City’s strategy comments set out above at 3.1 – 3.9. It would be important to do this as soon as possible. Initial comments on W1 -12 are as follows:

W2 and W5 - W12 Corridor Projects: In principle, all these projects are supported. City agrees that these corridors and junctions are often congested at peak times and school run times. In general terms LTP4 seeks “quicker journey times and reduced congestion” as the aim for all these projects. The City requests that these aims are applied to “multi modal travel” (buses and cycling), along these corridors and not only to cars – as part of the assessment in advance of implementation.

W2 – Worcester Rainbow Hill/Astwood Road/Bilford Road/Blackpole Road Corridor Improvement

W5 – A449 Bromwich Road/A449 Malvern Road/Canada Way Corridor Improvements

W6 – East – West Axis Corridor Improvements

W7 – Wildwood A44/A4440 Nunnery Way/A4440 Swinsherd Way/Wildwood Drive Junction

W8 – A449 North of Worcester (Ombersley Road) Junction

W9 – A449 Grange Way/B4636 Newtown Road Junction

W10 – A4536 Blackpole Road/Cotswold Way Junction

W11 – Crown East (A44/A440/A4103) Junction

W12 – Red Hill – A44 London Road/A4 Whittington Road/Spetchley Road Junction

W3 & 4 - Foregate Street and Shrub Hill Stations – Improvements: This project is supported in principle. The City would like the County to commit to investigating and developing implementation bids for a “rapid transit access between the City Centre/Shrub Hill and the strategic road and rail network at Parkway”.

4. Implications

4.1 Financial and Budgetary Implications

LTP4 is a transportation strategy document that will shape annual allocations from Central Government via the County Council. It is therefore critical that the vision, purpose and projects in LTP4 meet the City’s needs and aspirations.

4.2 Legal and Governance Implications

None

4.3 Risk Implications

None

4.4 Corporate/Policy Implications

LTP4 and the proposed Worcester City Transport Strategy is crucial to the delivery of the South Worcestershire Development Plan and the City aspects of the LEP Strategic Economic Plan. They will also underpin any refreshed City Master Plan, the City One Town Review and the newly agreed cross party “City Plan”.

Equality Implications

Transport policy and strategies make a great deal of difference to all sections of the community, but particularly those who might be isolated and vulnerable, and those who are social and economically challenged.

4.5 Human Resources Implications

None.

4.6 Health and Safety Implications

Transport policies and strategies can have significant impacts on health and safety of City citizens.

Ward(s): Cathedral, All

Contact Officer: Marc Dorfman & Mark Radford – Tel: 01905 722258, Email: mark.radford@worcester.gov.uk

Background Papers:

- **Worcestershire’s Local Transport Plan (LTP) 2017 – 2030 – Consultation Draft Document**
- **South Worcestershire Development Plan 2016**
- **LEP Strategic Economic Plan 2014**

APPENDIX 1. Summary of LTP4

APPENDIX 2. Proposed City Council Responses to LTP4

APPENDIX 3. Summary of City Council comments at 2 LTP4 Consultation Events

APPENDIX 1.**Summary of LTP4 as it relates to Worcester City and South Worcestershire****1. BACKGROUND**

2017 – 30 – “unprecedented population, development and economic growth in urban areas”

2. LTP4 VISION

“to build a connected, creative, dynamic economy that delivers increased prosperity for all those who choose to live, work, visit and invest in Worcestershire” **(note, no use of the word “sustainable”)**

...“to support travel by all relevant modes of transport, including walking, cycling, rail, highways (car, van, freight and motorcycle), bus and community transport”...

3. LTP4 PRIORITIES

“rail network and stations ...”continuous corridors for active modes – cycling/walking....and public realm” **(note no mention of “bus” as in LTP2 and 3)**

...“and aim to fund capacity enhancements at key pinch points to support growth, address air quality and tackle congestion”

4. LTP4 CONSULTATION

This plan is the product of extensive consultation....“we recognise that residents, stakeholders and businesses consistently cite congestion as a key concern...”

5. LTP4 EVIDENCE

...“if vehicular traffic growth trends continue...many of our main urban/interurban arterial routes will become increasingly congested beyond traditional peak times. However congestion cannot just be tackled by building roads.” (85% of County population live in urban areas, yet car usage for shorter trips – 3 miles – is at the highest it has ever been)

...“Evidence shows even small shifts away from single occupancy car use to walking, cycling and passenger transport can deliver significant improvements in traffic flow, reduced air pollution and public health...”

...“broadband – reduces need to travel”

6. SETTING THE SCENE – County Character and Performance

- 578k population
- Higher % of 45+ year olds and 21% 65+
- Main movement/travel is from rural to urban areas. 85% of population live in urban areas
- Main projected household growth is one person households. Also couples with no children projected to increase by 30%
- 3rd fastest growing of all LEP areas
- Advanced manufacturing, security, defence, IT, Agritech

- 280k employed in County and only 1.2% unemployed (West Midlands 2.3% and England 1.8%)
- Increase in business births and decrease in deaths (2011/14)

7. LTP4 KEY CITY GROWTH AREAS – QUOTED

Key Growth Areas in City Quoted:

- 2 Urban Extensions and Shrub Hill
- M5 Corridor Worcester Six...“to create attractive gateway to the City for commercial uses – advanced engineering and technology”

8. LTP4 MAIN SCHEMES FOR FUNDING

Main Transport Schemes for Funding:

- Southern Link Road phase 4 (Ketch to Powick Hams)
- “Worcester Western Link Road” (i.e. Southern Link Road (A4440) to Martley Road (B4204))
- Worcestershire Parkway
- Fernhill Heath New Rail Station
- Rushwick New Rail Station
- Redoubling Cotswold Line
- A38 Bromsgrove corridor
- Pershore Northern Access Road
- Kidderminster Transport Strategy
- Hartlebury Station improvement
- Blakedown Station Improvement
- M42 Junction1
- A46 Evesham to Tewkesbury
- M5 Junction 6
- **(Note this list does not include “Worcester City Centre Transport Strategy” - Pages 47-49)**

9. LTP4 FUNDING

- S106, CIL
- Integrated Transport Block – reduced. 2016/17 2.5m
- Local Growth Deal – 2015/21: 54.2m – Worcester Parkway Station; Worcester Six Business Park; Vale Business Park; Redditch Skills Ac; Hoobrook Link Road; Worcester Southern Link Road; Kidderminster Station
- July 2016 £35k Growth Deal 3 – Worcester Parkway to Pershore travel corridor; A38 Bromsgrove travel corridor; Pershore Northern Access improvements; Churchfields/Kidderminster

10. LTP4 South Worcestershire (SW) area and City PROFILE

- Worcester City = concentration of working age residents. Nearly 60% of residents live/work in the City
- 61% of working residents drive to work; 15% work from home; 13% walk or cycle; 3% bus; 2% train; 6% taxi/passenger/motorcycle
- Busiest roads in SW are in the City – A44 Worcester Bridge Road in City Centre...peak period congestion, unreliability, poor air quality (Dolday/Bridge Street, Lowesmoor/Rainbow Hill and St Johns).
- **LTP4 states that the “Challenges are congestion; enable growth; journey time reliability; improve air quality”**

11. South Worcestershire & City Proposals and Funding Packages

- **SW Package** – road and rail make up the bulk of the South Worcestershire Package

- "Active Travel Corridors" – page 35/36
- "Worcester Western Link Road" (i.e. Southern Link Road (A4440) to Martley Road (B4204))
- **Worcester Package** (p47-49)
 - Worcester City Centre Transport Strategy
 - Rainbow Hill/Astwood Road/Bilford Road/Blackpole Road – quicker journey/reduced congestion
 - Foregate Street Station
 - Shrub Hill Station
 - 8 Road Corridors to receive improvements in traffic flow and "active walking and cycling" corridor improvements:
 - A449 Bromwich Road
 - Worcester East West
 - A44/A4440
 - A449 Ombersley Road
 - A4440 Grange Way
 - A4536 Blackpole Road
 - Crown East Junction
 - Red Hill A44 London Road

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APPENDIX 2.**Proposed Worcester City Council comments on the
Worcestershire's Local Transport Plan (LTP4) 2017 - 2030****LTP4 Strategy Comments**

- 1. LTP4 COUNTY COUNCIL CONSULTATION:** The City Council sincerely appreciates the consultation opportunities the County has provided. The City requests the County puts consultation responses on its web site and produces an analysis of responses in advance of making a final decision on the formal LTP including holding a County stakeholder conference to explore common areas and resolve areas of difference differences.

RESPONSE: The County should publish and analyse consultation responses and hold a stakeholder conference to finalise LTP4

- 2. A WORCESTER CITY VISION & PURPOSE FOR LTP4:** LTP4 should take as its starting point for Worcester City a vision of a strong and modern heritage city for the whole County. The South Worcestershire Development Plan 2016, the Draft City Master Plan 2012 and the newly agreed "City Plan" 2016, all seek a vision of a.."*successful and growing Cathedral and University City, including more homes, more businesses and jobs. A City with prestige tourist, education and retail attractions. A place that maintains its "city in the country" feel, its extraordinary valued heritage assets and its quality environment*".

RESPONSE: LTP4 should take as its starting point a Worcester vision of a "strong and modern University, Cathedral and heritage city for the whole County".

3. THE CITY CENTRE & THE M5 CORRIDOR**LTP4 TO RECOGNISE FULLY THE SOUTH WORCESTERSHIRE DEVELOPMENT PLAN (SWDP 2016) & THE LOCAL ECONOMIC PARTNERSHIP (LEP) STRATEGIC ECONOMIC PLAN (SEP 2014):**

The City Council would like LTP4 to fully reflect critical economic geography policies in SWDP and SEP as they relate to Worcester City. The City Council would firstly like to make it clear that it welcomes the County and LEP past and current support for City transport infrastructure, including along the motorway corridor, station improvements and the development of Parkway Station. The City also congratulates the County on its investments to date in City public realm and in cycling and bus facilities. However, a step change is now needed by both the County and the LEP in "**strategic City transport investment to develop mixed use regeneration and a strong commercial offer in the City centre**". This "place policy" is fully supported by both SWDP and SEP, but to date has been fully recognised and addressed by LTPs. The City now requests that LTP4 properly recognises the SWDP's requirement for "sustainable transport" to support City growth and success. The City also requests that LTP4 fully recognises the SEP's argument about the importance of the City – a City where business growth is needed both on the M5 corridor and through the regeneration of the centre, particularly for commercial development, and supported by fast access to the strategic rail and road network.

SWDP 2016

At page 9, LTP4 says that transport infrastructure and plans need to be “plan – led,...and promote sustainable development”. The City feels that LTP4 should honour this commitment. SWDP4 is a strong policy to “offer genuinely sustainable travel choices...reduce the demand for travel by private cars and stimulate cycling, walking and public transport”. SWDP 4, whilst correctly supporting Worcestershire Parkway Station and improving the arms of the Southern Link Road - also emphasises the delivery of ..”multi modal enhancements on all remaining key radial and orbital transport corridors in Worcester City”, in order to promote balanced City growth, both on its motorway corridor and in its centre. The absence of clear studies and funding packages to support such sustainable transport choices, in both growth areas is a significant LTP4 deficiency.

SEP 2014

The SEP at pages 8 and 9 explains that ...

” **Worcester city** – is the main urban area and civic and cultural centre of the county – it has the potential to develop as an ‘engine’ for growth. At present, the service sector in the city is currently underdeveloped given its location and position as the principal centre for the county ”

The SEP at Appendix F “City and Town Centre Investment Programme”, clearly sets out 2 of 9 critical infrastructure investments to support City centre growth which have not been fully addressed by County LTPs or LEP funding bids:

“Shrub Hill and Lowesmoor opportunity area	Long-term plan to see an area of the city around a refurbished railway station linked to Parkway and redeveloped as mixed-use commercial office location	Worcester City Centre Investment Programme	Feasibility	Early phase planning
Rapid Transit link	To link the city centre with Parkway station to drive accessibility and growth	Worcester City Centre Investment Programme	feasibility	Detailed design”

Council welcomes the new Worcestershire Parkway station and how it will bring "intercity travel" to the County. There is similar support for the new "rail and ride" proposals at Fernhill Heath and Rushwick. But, it is not yet clear how Worcester Parkway will connect and support City growth and investment. Good cycling and walking links are welcome, but they will not be good enough to support the investment link - travellers are unlikely to choose Worcester unless there is a fast and reliable (e.g. 5 min journey time) link to the Centre, including Shrub Hill. There needs to be an associated fast link (e.g. light rail) to ensure Worcester investment. LTP4 should immediately fund the exploration of such a link and then prepare funding bids for its delivery – this

should be a County wide priority, since in both policy and actual terms, the **City centre** is a critical County priority.

RESPONSE: The City Council welcomes the County's support to date for public realm and transport investment in the City. But there now needs to be a step change in "strategic City transport investment to develop critical mixed use regeneration and a strong commercial offer in the City centre".

The City now asks LTP4 to fully recognise the SWDP's requirement for sustainable transport to support a well – balanced, (i.e. edge and centre) City growth and success plan. And LTP4 is asked to recognise fully the SEP's designation of the City as the County's most important economic and cultural centre - where business growth is needed both on the M5 corridor for manufacturing and logistics and for mixed use and commercial development through the regeneration of the Centre by a "rapid transit access" to the strategic rail and road network.

4. THE CITY TRANSPORT STRATEGY: The City sincerely welcomes the County's commitment to produce a bespoke City Transport Strategy in partnership with the City Council. The City would like this to happen quickly and imagines that it will be a substantial task. At present in the draft LTP4 does not prioritise the development of a multi modal and integrated transport strategy for the City. If this is not given a priority in LTP4, the City would argue the County is not recognising the aims of SWDP and the SEP and it will take longer to address City congestion, air pollution and the growth of City development investment. Therefore, the County is requested to:

- a) prioritise sufficient resources to deliver the Strategy quickly and its subsequent implementation, to
- b) move the Worcester City Transport Strategy onto page 12 of the LTP4 to be part of the County's "Major Schemes for Funding" along with feasibility study work for "fast and modern links between the new Parkway Station and the City Centre".
- c) set out the proposed Strategy liaison and development process, including public consultation, and/or stakeholder forums
- d) and to agree that its scope can cover the matters raised by City Council Members set out in **Appendix 3**, and summarised below.
 - i) Strategy – "multi modal (all types of transport) and integrated"
The Worcester Transport Strategy should cover the whole City and not just the city centre. LTPs should recognise the overarching aims of the SWDP and SEP and their support for a strong and successful City Centre as a fundamental economic and geographic principle. The WTS should be **"multi modal and integrated"** as set out in and required by the SWDP. This is important because it clear from town and transport planning good practice, that if the City is too continue to grow and be successful, that cannot happen based only on ever more priority to cars – this must be

balanced with opportunities to use buses, rail, walking and cycling. The WTS, (and the LTPs) should not withdraw from using the word "sustainable" – this is the likely only solution to a successful City.

ii) Strategy - to address councillor, community and business concerns:
LTP4 makes much of the consultation it has carried out with businesses and residents and the City Council would like to see an analysis of this – it would help the Council better govern the City. The WTS should also be able to review and consider the 99 councillor concerns and issues produced by the 2 councillor events so far – these covered 18 areas:

- Review City traffic circulation and bridge crossings options
- Managing congestion and vehicle speeds and addressing air pollution
- "Clever traffic management" and traffic light re phasing to make traffic flow smoothly and allow pedestrian and cycle access
- Bus use and development for the City centre, links to County settlements and neighbourhoods in the City, particularly those in more deprived areas. Review options for the bus garage and strategic bus stops
- Improved facilities for cycling and for electric cars
- Developing travel plans that make a difference
- Working with schools to reduce the "school run"
- Exploring transport innovations like a Worcester version of "oyster travel"
- Car parking management, "park and ride" and "rail and ride"
- Better freight and coach management
- Exploring further rail and ride and the City's rail halts
- Resident's parking management and 20 mph zones
- Particular road routing ideas (e.g. how London Road could be used; Ketch improvement; housing estate road management)
- Improving Riverside access and use by residents, employees, visitors – and for food and drink, retail and leisure
- Using Superfast Broadband and new ways of working to reduce travel to work
- Further City centre pedestrianisation and with regard to Cathedral square – removing the access to the car park
- Exploring a strong commitment to car access and facilities as an option for City improvement and ongoing City success
- Immediate and step change in City Centre strategic transport studies and funding to balance what has been in place for the M5 Corridor

RESPONSE: The City sincerely welcomes the County's commitment to produce a bespoke City Transport Strategy in partnership with the City Council. The County is requested to:

- o **Agree to prioritise sufficient resources to deliver WTS quickly and its subsequent implementation**
- o **put WTS into the list of the County's "Major Schemes for Funding" on page 12 of LTP4 – along with feasibility work on making fast and modern links between Parkway Station and the City Centre including Shrub Hill**
- o **set out the proposed WTS liaison and development process, including public consultation, and/or stakeholder forums**

- **agree that WTS's scope will cover all the matters raised by City Council Members set out in Appendix 3, and**
- **confirm that WTS would cover the functioning of the whole City and not just the City Centre and that it would be a "multi modal (all types of transport) and integrated" strategy.**

5. BUSES: LTP4 focuses on "road and rail" and has little to say on supporting buses. Buses should play a strong role in providing the City with an integrated and mixed transport network. As the City grows, its arterial roads will not be able to take more and more traffic – more and better buses will help the City grow well and more sustainably. The reduction in bus services in the last 2 years has had a significant impact in the City on lives of residents and their ability to access work, shopping and leisure activities.

RESPONSE: The City requests that the County recognises that the promotion and development of bus services play a particularly important part in reducing transport emissions; reducing air pollution and promoting greater equality of opportunity and access – three strategic national transport objectives which are also supported by the County Transport Objectives. The City will be interested to discuss bus initiatives with the County as part of the WTS. The reduction of bus services over the last 2 years has had a significant impact in the City on lives of residents and their ability to access work, shopping and leisure activities.

6. WALKING, CYCLING & ELECTRIC CARS: LTP4 addresses walking and cycling through its "active corridors" proposals on page 36. This is supported. The City would like the County go further and promote and support cycle and eBike hire schemes in the City and in all the County's main settlements. The City does not support LTP3 that relegates "cycle hire schemes to primarily a leisure activity". The City believes that cycling can play an important part of travel to work in a City like Worcester – the University Hire Scheme proves this. In addition the County's own Joint Health and Wellbeing Strategy 2016-21 supports cycling as an activity for .."being active at every age". Cycling and walking help combat growing obesity; reduce air pollution; support community health & fitness and reduce travel costs – but a networked approach across the County would help address inter settlement congestion on our County/country roads as well as making our towns more pleasant. The SWDP Policy 4 E and F recognises the importance of electric vehicles for travel choices in the City.

RESPONSE: The City Council supports the Counties "active corridors" proposals. The City would like the Council to support further City Hire cycle/eBike schemes and electric car charging programmes to support a more healthy travel choice for leisure, shopping and travel to work.

7. PUBLIC REALM: LTP4 support's public realm improvements. This is welcomed and ongoing allocated funding should be identified in LTP4 for such improvements to Worcester City and all the County's key settlements. In addition, landmark projects like river bridges, walk and cycle crossings make the City more liveable and help attract investment.

RESPONSE: The City will continue to work with the County to promote improvements to public realm and further City Centre pedestrian and disabled access priority. Such public realm improvements are important ways to prioritise good health (walking and cycling) and to promote town centres as areas for growth and investment as opposed to out of town developments.

8. MANAGING CONGESTION: LTP4 supports improvements to congestion by adjusting traffic lights and improving junctions and car corridors to allow increased traffic to flow more smoothly - and the aim will be to better facilitate walking and cycling along these corridors also. LTP4 also reminds us that across the County single car occupancy is rising along with car usage, and that car congestion is a contributor to poor air quality. There seems to be a contradiction here. The City is concerned about how Worcester would be able to accommodate its necessary growth without some form of management of car use. The City supports projects to incentivise the conversion of car trips to more sustainable modes. County Transportation Officers at the Worcester councillor briefing on 11/1/17 confirmed that there was "no successful English City that did not have some form of car restraint to support its growth and environment".

RESPONSE: The County, along with the City, residents and businesses should explore sensible ways to manage growing car congestion and air pollution in the City centre.

LTP4 Project Comments

9. STRATEGIC TRANSPORT SCHEMES - South Worcestershire

SWST 1 – Parkway Rail Station: The City supports this project, but requests that County includes a study and appropriate implementation bids for a "rapid link to the City Centre and Shrub Hill"

SWST 2 – M5 Junction 6: The City supports this enhancement.

SWST 3 – Southern Link Road Phase 4 (Ketch to Powick): The City supports this project in principle. However, the City is concerned that without developing the Southern and Western Urban Extensions also with strong public transport, walking and cycling links to the City, they will:

a) not support City centre investment and

b) that the capacity of new road improvements will quickly be taken up by car growth with no great improvement in traffic flow.

This will also lead to west to east trips continuing to seek access across the City and Severn Bridge, simply adding to City Centre congestion and air pollution levels. Planning these urban extensions to be largely car based has required significant developer infrastructure costs which then impacts on the opportunity to provide much needed affordable housing. The City Council aims to look at these issues - at how congestion can best be managed and how more sustainable

development can be provided - with the County, through the Worcester Transport Strategy, the refreshed Master Plan and the One Town Review.

SWST 9/10 – Fernhill Heath and Rushwick Stations - Rail and Ride: The City supports investing in “investigating” these projects. But the City’s priority is for a Parkway – City Centre/Shrub Hill “rapid transit access” to be assessed and implemented first and for investment in an agreed Worcester Transport Strategy to also come first. Promoting growth and regeneration in the City Centre is the priority in both the SEP and the SWDP.

SWST 11 – Worcester Rail Re signalling/Reconfiguration: The City supports this project.

SWST 12 - Worcester – Western Link Road Scheme (A4440 Southern Link to B4204 Martley Road): The City is concerned about this scheme and would need to understand its purpose more before support could be given. This scheme was a surprise to the City despite regular officer liaison. On the surface this scheme seems to be a “Lower Broad Heath By Pass” to cope with existing traffic and the predicted new traffic from the Western Urban Extension and the proposed largely car based University Scheme at Oldbury Road. See also comments above at SWST 3.

SWST 13 – South Worcestershire Telematics: This project is supported.

10. STRATEGIC ACTIVE TRAVEL (OFF ROAD CYCLING) CORRIDOR SCHEMES - South Worcestershire

SWAT 1 – 15: In principle all these projects are supported, but the County must also support City cycle/eBike Hire Schemes and support safe cycling “on road” as a way of managing traffic congestion and supporting alternative travel to work choices.

11. WORCESTER PACKAGE

W1 – Worcester City Centre Transport Strategy: This project is supported and should be given the highest priority. See para 3.4 above. The City Council would like the opportunity to review, with the County and LEP, all projects W2 – 12 below, in the light of the City’s strategy comments set out above at 3.1 – 3.9. It would be important to do this as soon as possible. Initial comments on W1 -12 are as follows:

W2 and W5 - W12 Corridor Projects: In principle, all these projects are supported. City agrees that these corridors and junctions are often congested at peak times and school run times. In general terms LTP4 seeks “quicker journey times and reduced congestion” as the aim for all these projects. The City requests that these aims are applied to “multi modal travel” (buses, cycling and walking), along these corridors and not only to cars – as part of the assessment in advance of implementation.

W2 – Worcester Rainbow Hill/Astwood Road/Bilford Road/Blackpole Road Corridor Improvement

W5 – A449 Bromwich Road/A449 Malvern Road/Canada Way Corridor Improvements

W6 – East – West Axis Corridor Improvements

W7 – Wildwood A44/A4440 Nunnery Way/A4440 Swinsherd Way/Wildwood Drive Junction

W8 – A449 North of Worcester (Ombersley Road) Junction

W9 – A449 Grange Way/B4636 Newtown Road Junction

W10 – A4536 Blackpole Road/Cotswold Way Junction

W11 – Crown East (A44/A440/A4103) Junction

W12 – Red Hill – A44 London Road/A4 Whittington Road/Spetchley Road Junction

W3 & 4 - Foregate Street and Shrub Hill Stations – Improvements: This project is supported in principle. The City would like the County to commit to investigating and developing implementation bids for a “rapid transit access between the City Centre/Shrub Hill and the strategic road and rail network at Parkway”.

APPENDIX 3.	Two LTP4 Consultation Sessions with Worcester Councillors and the County Council Response (11-1-17 & 5-7-16)	<ol style="list-style-type: none"> 1. WTS – The issue could be addressed in a “Worcester Transport Strategy” supported by LTP4 2. Not in LTP4 – not supported by the County 3. In LTP4 – supported by LTP4
Topic	Comment / Issue	County Response - Draft Local Transport Plan – LTP4
	11-1-17 Latest Consultation – 23 Worcester Councillor Comments and County Response	
Buses	Buses must be part of solution to congestion and supporting growth	Not in LTP4 – better to use improved traffic management
Buses	County should liaise with First Bus and improve buses	Not in LTP4 – there is County liaison with First Bus
Traffic Signals	Key routes not “phased” properly	WTS
City Transport Strategy	LTP4 does nothing but say there will be a City TS – gives no idea of its purpose or strength in LTP4 and offers little project support for ideas put forward by Cllrs/City	WTS
City Transport Strategy	LTP4 focuses on road and rail and traffic management – this will not help the City grow and improve access for all	WTS
City Transport Strategy	Worcester Cllrs made 76 comments in 5-7-16. Those comments focused on: dealing with air pollution; managing traffic congestion and speeds; improving buses; travel plans for schools; supporting park and ride; improving cycling; better city car parking; removing lorries from the City; opening City rail halts; a second river crossing and a joint County/City strategy. In response LTP4 either allocates these issues to an unknown WTS, or says it will not be supported. LTP4 has not produced a strategy context for the City or set out any justification for its proposed projects.	WTS
City Transport Strategy	LTP4 has not produced an “integrated transport strategy for the City”	WTS
City Transport Strategy	LTP4 should be active on school travel plans; managing and influencing freight and lorry parks	Not in LTP4 – these are matters for schools; lorry associations and the City. The City could close Croft Road Lorry Park
City Transport Strategy	LTP4 does not explain how the new Parkway station will support growth into the City rather than away from it?	WTS
City Transport Strategy	LTP4 does not support WTS as a major project for funding – this is very unfair and does not support investment into the County’s main settlement	Not in LTP4
City Transport Strategy	LTP4 does not seem to be doing any public consultation – this must be corrected	In LTP4 - County will correct this and carry out public consultation
City Transport Strategy	LTP4 does not set out a strong “vision and purpose”. This needs to be done before discussion of City projects	WTS – and South Worcestershire Development Plan
Car Parking	LTP4 says nothing about car parking and strategies to help congestion – this is wrong	Not in LTP4 – parking matters are in a separate County “Network Management Plan”
Cars	Cars are main cause of congestion and air pollution, but LTP4 doesn’t include car constraint – this will not help deal with air pollution and its health risks	Not in LTP4 – car restraint is not in LTP4, but the WTS could tackle issues of air pollution by promoting cycling and walking and improving traffic flow.
Cars	Cars are the main cause of congestion – County and LTP4 should be talking to car drivers to find out how their behaviour to use the car can be influenced to use them less	Not in LTP4 – however the County supports two methods a) more information to the driver about their journey and b) car park management
Cars	Are there any successful English Cities that do not have some form of car restraint to	No – Not in LTP4

	manage congestion and support successful growth?	
"Rail & Ride"	What is it and will it work?	In LTP4 – drive to a station outside Worcester, park and travel into Worcester by train. Similar to "park and ride"
Better walking and cycling	Will supporting walking and cycling uniquely with support for buses and some level of car restraint work?	WTS and In LTP4 – Active Corridors - Exeter and Aylesbury are places where this strategy works
Better walking and cycling	Is the County confident that Worcester travellers can be persuaded to "walk and cycle" more and use the car less? Where does such a strategy actually work?	In LTP4 – Active Corridors - Exeter and Aylesbury are places where this strategy works
Public Realm and Pedestrian Safety	This is supported in LTP4- but the County has not progressed the TRO in the Shambles	WTS
Improve the City's Riverside Area	LTP4 should be supporting this	WTS
River buses	LTP4 should support this	Not in LTP4
Rail and Worcester Parkway	LTP4 should show a strong and fast link between the Parkway and the City, otherwise investment and growth will be taken away from the City	Not in LTP4
	5-7-16 First Consultation - 80 Worcester Councillor Comments and County Response	
20 mph AQMAS	In residential areas	For the Worcester Transport Strategy (WTS)
20 mph AQMAS	City wide 20mph zone in all side streets	WTS
AQMAS	Need much closer collaboration between highway schemes + reg services	WTS
AQMAS	Improve pollution on city centre roads	WTS
AQMAS	Air quality/ congestion needs to be priority	WTS
Buses	Subsidise essential bus service to Warndon, Rainbow Hill, Ronkswood, Dines green	Not in LTP4 – consider in WTS
Buses	Move bus depot and station	Not in LTP4 – consider in WTS
Buses	Discontinue the use of large buses introduce mini buses. Remove all bus stops - introduce "stop on demand" A more viable option	Not in LTP4 – consider in WTS
Buses	we must have more buses, not everyone can drive	Not in LTP4 – consider in WTS
Buses	Improve bus services that do not go to where needed i.e. local neighbourhoods	Not in LTP4 – consider in WTS
Buses	New bus station site?	Not in LTP4 – consider in WTS
Buses	Proper bus stops with shelter from rain and seats	Not in LTP4 – consider in WTS
Buses	Lowesmoor bus only regulations enforced	Not in LTP4 – consider in WTS
Buses	Relocate bus station / depot	Not in LTP4 – consider in WTS
Buses	Enforcement of traffic orders e.g. Lowesmoor	Not in LTP4 – consider in WTS
Public Realm - Cathedral Square	Cathedral Sq. is goodish. Now need to get rid of access to car park to create an even better new square	WTS

Cycling - CCTV	For city centre bike racks	WTS
City Strategy - Communications	Communication of strategy - problem	WTS
Cycle ways	Repair cycle ways in Warndon villages , St Peters	Not in LTP4
Cycle ways	Increase cycle network	In LTP4 Active Corridors
Cycle ways	Canal towpath extended for cycle travel	In LTP4 Active Corridors
Cycle ways	Better cycling routes for commuters + shoppers (rather than just leisure)	In LTP4 Active Corridors
Cycle ways	Dangerous for cyclists going up London Road (going to county hall). Solution - new cycle path through Perrywood	In LTP4 Active Corridors
Cycle ways	Create an easy way for cyclists to cross the city centre bridge road on East side of the river	In LTP4 Active Corridors
Cycle ways	Get a commercial sponsor for a bike scheme	Not in LTP4
Cycle ways	Green travel corridors around schools to encourage walk / cycle	Not in LTP4
Cycle ways	educate - via schools. Cycling walking public transport	Not in LTP4
Cycle ways	Worcester bike scheme - cycle routes	Not in LTP4
Cycle ways	Increase physical activity - cycling walking	In LTP4 Active Corridors
Electric cars	Encourage electric car use by offering free parking to improve air quality	Not in LTP4
Electric cars	Reward scheme for electric vehicles + more fuel efficient, less polluting	Not in LTP4
Rail - Foregate Station	More bike racks at Foregate Street railway station	In LTP4 Active Corridors
City Strategy - Forums	Meaningful Highway Forums. Treat Worcester as its own place - not necessarily the same as other towns	WTS
Health hazard - AQMAS	Lowesmoor Bridge Street Barbourne corridors are a health hazard	WTS
City Strategy - Joint plan	County work with Worcester City over a joint plan	WTS
City Strategy - Joint plan	Joint ownership of plan for city transportation strategy	WTS
Road - Ketch	Review Ketch roundabout	In LTP3/4
Cycling - Lighting	Lighting on cycle ways including canal side	In LTP4 Active Corridors
Lorry	Move lorry park away from river to out of town	WTS
Lorry	Exclude HGV's from City centre	WTS
Lorry	Close HGV's lorry park Croft Road. Measure to stop through travelling HGV's	WTS
Road - Northern Link	Northern Link? Bridge (road) to north of city - what is plan B when city centre bridge needs repair	WTS
Road - One Way	Turn Bath Road/ London Road into a one way loop with Newtown Road remaining two way or vice versa	Not in LTP4

Road - One Way	One way systems around 1930's housing estates with narrow roads (Battenhall)	Not in LTP4
Oyster Cards	Introduce easy payment scheme like Oyster cards or touch payment for buses and trains	Not in LTP4
P&R	Review Park & Ride opportunities	Not in LTP4. LTP4 supports "Rail and Ride"
P&R	Bring back park & ride	Not in LTP4. LTP4 supports "Rail and Ride"
P&R	Park & ride over West	Not in LTP4. LTP4 supports "Rail and Ride"
P&R	Use rail park + ride Rushwick, Fernhill Heath , Norton	In LTP4
Parking	3 strategic positioned multi storey car parks less inner city and higher cost (nb must be revenue neutral)	WTS
Parking	Develop coherent parking strategy for city - which discourages long stay parking + use of residents streets	WTS
Parking	Work with city to address traffic / parking issues raised in the city & congestion review	WTS
Parking	County council administration to seriously recognise and tackle access, movement & parking issues in Worcester	WTS
Parking	Re-prioritise car parks. Increase enforcement of traffic regulation orders	WTS
Parking	Increase car park charges in the city. Decrease outside city	WTS – City Council Matter
Public Realm	Pedestrianise more of the city centre and restore P&R Services	WTS
Public Realm - Pelicans	More responsive pelican crossings for pedestrians	WTS
Public realm	Enhance city centre public realm by extending hours of pedestrianisation dramatically. Enforce misuse of pedestrian areas early morning/ evening	WTS
Railways	Open rail halts St Johns, Redhill, Battenhall	Not in LTP4
Railways	Complete duelling of rail line to Evesham	In LTP4
Railways	Traffic caused by short journeys - reopen rail halts in St Johns, create new ones	Not in LTP4
Railways	Shrub hill - if this is new focus it needs massive change physically and culturally to use it. Improve gateways and routes into city	WTS
Resident parking	City Centre resident parking e.g. Beverley scheme	WTS
Resident parking	Resident parking schemes in city centre	WTS
Resident parking	Close to city centre	WTS
Resident parking	Get commuters off residential street in city centre.	WTS
Resident parking	City centre residents parking scheme. Commuter parking in residential areas be penalised - use car parks	WTS
Public Realm - Ringway	Stop using Ringway!	Not in LTP4
River	Second river crossing	WTS
River	Second bridge, St Johns Castle Street	WTS
Schools	Ensure that there are enough school places so that people can go to their local school	Not in LTP4 – Not applicable

Schools	Problem - High traffic school term time. Solution - School buses green travel plans compulsory	Not in LTP4
Schools	Walking buses for schools. Promote car share by reducing parking charge or similar	Not in LTP4
Schools	Encourage walk to school	Not in LTP4
Public Realm - Skywalk	Skywalk	WTS
City Strategy	Work with city to refresh / adopt City Masterplan including coherent / sustainable access to movement proposals	In LTP4
Schools	Adopt transport plans for all schools and major employees to reduce car use and increase physical activity	Not in LTP4
Vision	Establish a long term view/ plan/ goal and then ensure that each decision takes us closer to that goal	WTS
Vision	We need a long term vision not a five year stop gap	WTS
Public Realm - Walking	Improve access for pedestrians, cyclists, people with disabilities - skywalk plan	WTS

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