

Transport Policies

Policy T 1

Where transport is necessary, through the Local Transport Plan, the County Council will:

- ◆ **Promote affordable transport**
- ◆ **Increase accessibility for those with mobility problems**
- ◆ **Provide alternatives to the car**
- ◆ **Promote economic vitality of town centres**
- ◆ **Improve public transport; offer integrated transport and improve walking and cycling facilities**
- ◆ **Encourage distribution arrangements which minimise environmental damage**
- ◆ **Balance environmental needs in residential and rural areas with travel needs**

The County Council has continued to work with partners in other organisations to deliver the transport strategy outlined in the WASP and Local Transport Plan (LTP). In particular, it has followed the investment programme outlined in the LTP in formulating and implementing its capital programme of transport improvements.

The following activities are examples of the projects implemented as part of that work during the monitoring year 2002-2003 (*Transport Planning Group, 2004*):

Affordable and Accessible Transport

Policy T1 promotes transport that is both affordable and accessible. The LTP links the two aspects of transport provision in one of its strategic objectives: "To improve accessibility for those people who are relatively disadvantaged by the existing transport system, either because they find the transport difficult to use or they do not have access to transport." (Local Transport Plan, 2000)

- A countywide concessionary fares scheme was introduced in June 2002 and enables elderly people to use their concession on routes between districts and outside of the County.
- There is also increasing emphasis on developing and expanding non-conventional forms of transport, for example:
 - Wheels to Work operates on a Countywide basis. By November 2002, the scheme had provided 162 young people aged 16-25 with the loan of a moped to assist them gaining access to employment, training and educational opportunities
 - 'The Buzz' dial-a-ride service has been expanded to operate in Stratford District as well as North Warwickshire. The number of registered users rose from 161 in 2001 to 244 in 2002 – an increase of 52%
- Bus Quality Corridors have been introduced between Warwick and Leamington (Route 66) and in Rugby, linking Brownsover and Bilton with Rugby (Route 4). This is in addition to routes introduced in Nuneaton and Bedworth. The final route in the Nuneaton area network, Bedworth – ProLogis Park – Keresley, will be delivered in 2003/04.
- Funding from the Urban and Rural Bus Challenge has enabled the introduction of improved services, including:
 - the Southam Shuttle, a new demand responsive, easy access bus service, launched in January 2003. The service links a number of smaller rural

communities in the Southam area to the town centre and medical centre. The service also connects with a key inter-urban route service to Leamington Spa and Rugby.

- the Camp Hill Accessible Transport (CHAT) scheme was launched in November 2002. CHAT is a package of bespoke services designed to solve transport shortfalls in the Camp Hill area of Nuneaton.
- Leamington Spa station interchange – a partnership between the County Council, Chiltern Railways and Central Trains has delivered significant improvements to interchange facilities at Leamington station. Benefits of the scheme include improved access and circulation for buses and shelter facilities for taxi users. Pedestrians and cyclists are provided for with improved station access for pedestrians, disabled access, and access through the station for the National Cycle Network, Route 52.

Vitality of Town Centres

- Rugby Town Centre Enhancement scheme – a package of environmental improvements in Church Street / North Street / Clifton Road have been delivered in partnership with Rugby Borough Council in order to reduce the impact of traffic, enhance the town centre and to reduce the number of accidents involving pedestrians.
- Further progress towards fully implementing the Stratford-on-Avon Urban Traffic Management and Control (UTMC) has included the completion of the strategic variable message signs, located some miles from the town centre, and the installation of a control centre. Advice on alternative routes or parking destinations can now be sent from the control centre and displayed on the variable message signs, to motorists heading towards the town.

Walking & Cycling Facilities

- A significant amount of available funding continues to be directed at providing improvements for pedestrians across the county through the Safer Routes to Schools programme of work, improvements to the Quality Pedestrian networks, small-scale improvements and the on-going development of the extensive rights of way network in Warwickshire
- a number of schemes were delivered as part of the programme of providing improved facilities for cyclists on the Quality Cycling Corridor networks:-
 - Bilton Road, Rugby – a new cycle route was completed along the Bilton Road, one of the main radial routes into the town centre
 - Mill Walk, Nuneaton - a new combined foot/cycleway through Riversley Park and the George Elliot Memorial Gardens has been completed. The route provides improved access to the town centre and provides a link to the Wem Brook trail

Balancing Needs of Transport and the Environment

- The Freight Quality Partnership has been set up in order to balance the need for the transport of freight with the environmental effects of freight movements. Progress with the FQP includes the development of a defined 24-hour route network and map for distribution within the road haulage industry.
- Safer Routes to School schemes aim to encourage children to walk or cycle to school by improving the safety of pedestrian and cycle routes. In 2002/03, 22 Safer Routes to School schemes were implemented, benefiting 26 schools across the county
- a number of initiatives are aimed at creating villages that are both safer and whose environments are improved. This includes:-
 - a trial of 20mph speed limits in 5 villages to establish whether low speeds, achieved through signage alone, are sustainable over a period of time

- a review of village speed limits on rural roads to establish where 30mph limits would be suitable in the vicinity of residential properties.

Policy T 2

In order to minimise private car usage the following measures will be implemented:

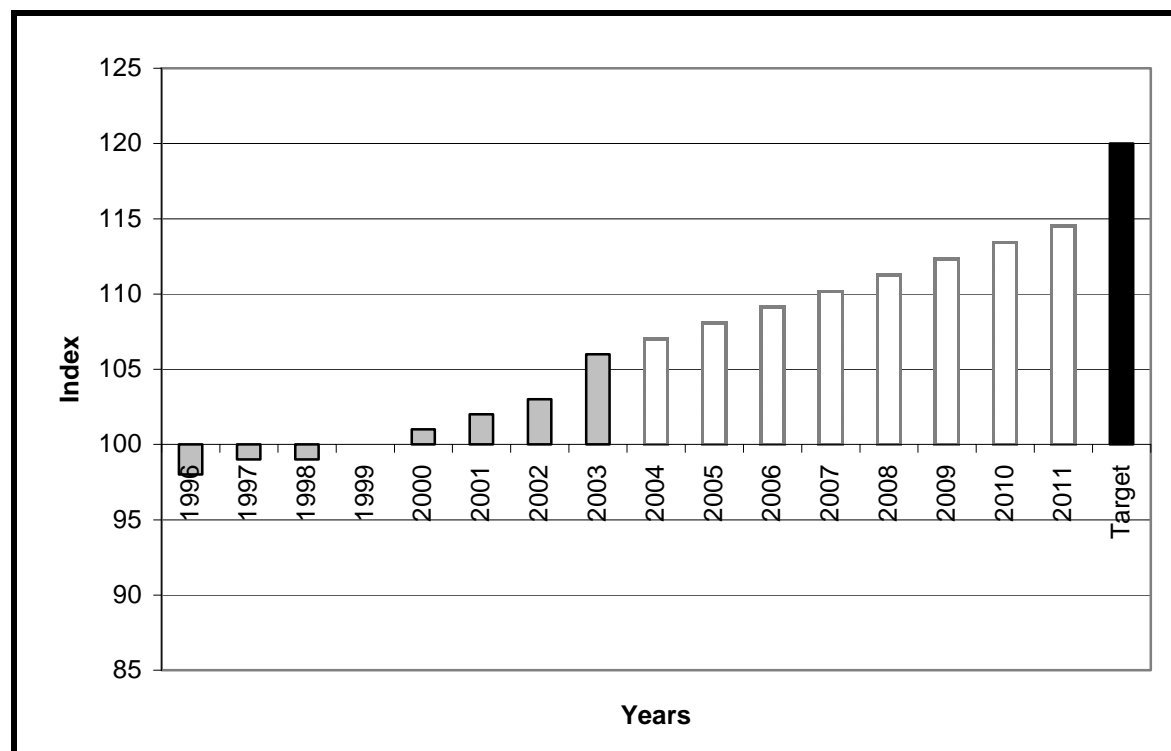
- ◆ Restrict the predicted growth in peak period vehicular traffic to a maximum 20% of 1999 levels by 2011 in the major urban areas of Warwick, Leamington, Nuneaton, Bedworth, Rugby and Stratford-upon-Avon
- ◆ Halve the proportion of journeys by car to schools in the major urban areas (1999-2011)
- ◆ Double the proportion of cycle trips in the major urban areas (1999-2011)
- ◆ Achieve a reduction in private car traffic in the main town centres (1999-2011)

The overall aim of transport policies in the WASP is to reduce the amount of private car usage and encourage the use of alternative modes of travel. Evidence shows that policies are having a limited effect on travel habits.

Traffic Growth

The intention in the WASP is to restrict the predicted growth of traffic to 20% of 1999 levels by 2011. Current levels of growth are still well below this threshold (*Figure 24*), but the survey is only based on 12-hour traffic movements. Some peak period traffic data is available, but is not comprehensive and therefore not used in this report.

Figure 24: Traffic Growth in Warwickshire



Source: Warwickshire County Council, (Traffic Survey Team) 2004

None of the main towns are in danger of exceeding the 20% target, but there is considerable variation between the levels of traffic growth in each of the main towns. Not surprisingly, the highest growth figures are recorded in the south of the County. Rugby town displays the highest level of growth during the period 1996-2003 as well as during the year 2002-2003 (Table 5). Warwick town experienced similarly high levels of traffic growth between 1996 and 2003, but considerably less growth between 2002-2003. Warwickshire's traffic growth figures average around 1% annual increase (based on the increases between 1996-2003) but during the last monitoring period (2002-2003) traffic increased by 2%.

Just for clarification it needs to be emphasised that the growth of traffic includes a variety of modes of transport. The survey is based on an automatic counter that makes no distinction between private vehicles, buses, motorbikes etc.

Table 5: Percentage Growth of Traffic in Towns

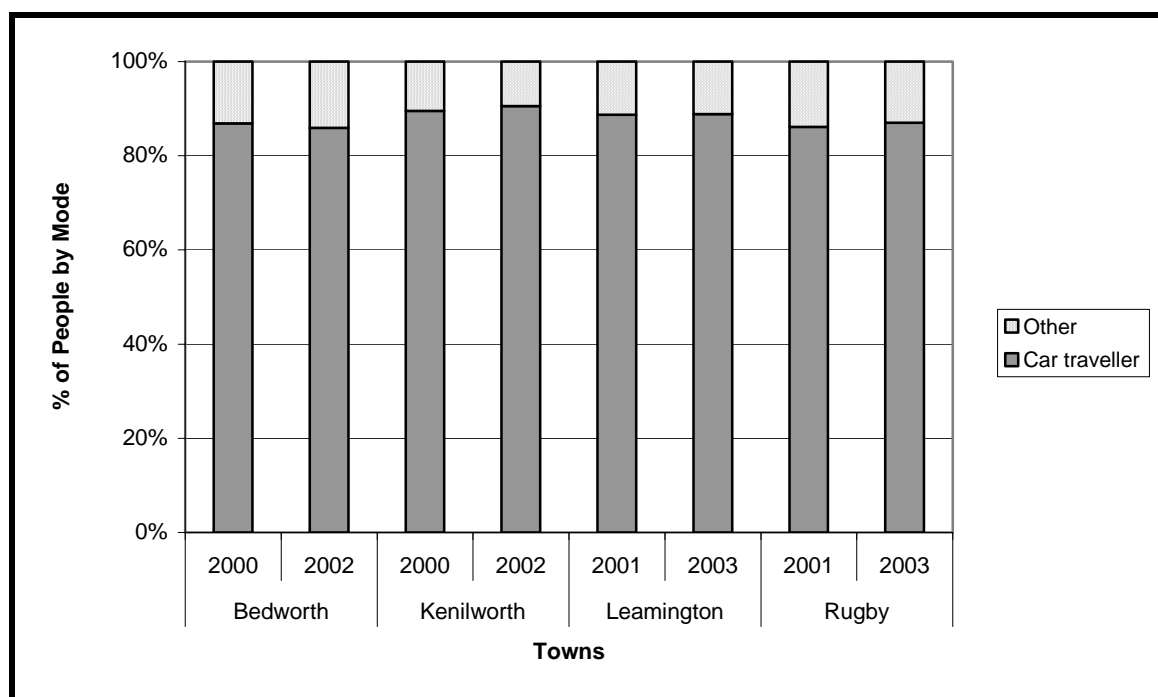
Towns	% Growth 2002-2003	% Growth 1996-2003
Nuneaton	3	9
Bedworth	2	4
Rugby	7	11
Stratford	0	8
Kenilworth	-1	6
Leamington Spa	1	4
Warwick	3	10

Source: Warwickshire County Council, (Traffic Survey Team) 2004

Car Traffic in Towns

Private car traffic entering towns as a percentage of all traffic is currently being monitored for 4 of Warwickshire's main towns. Surveys of traffic in Leamington Spa, Nuneaton and Rugby have been carried out in 2003 (with comparable data for Leamington Spa and Rugby for 2001) with data for Warwick and Kenilworth from a survey carried out in 2000. This survey identifies different modes of travel e.g. car drivers, car passengers, buses, pedestrians, cyclists etc (Figure 25).

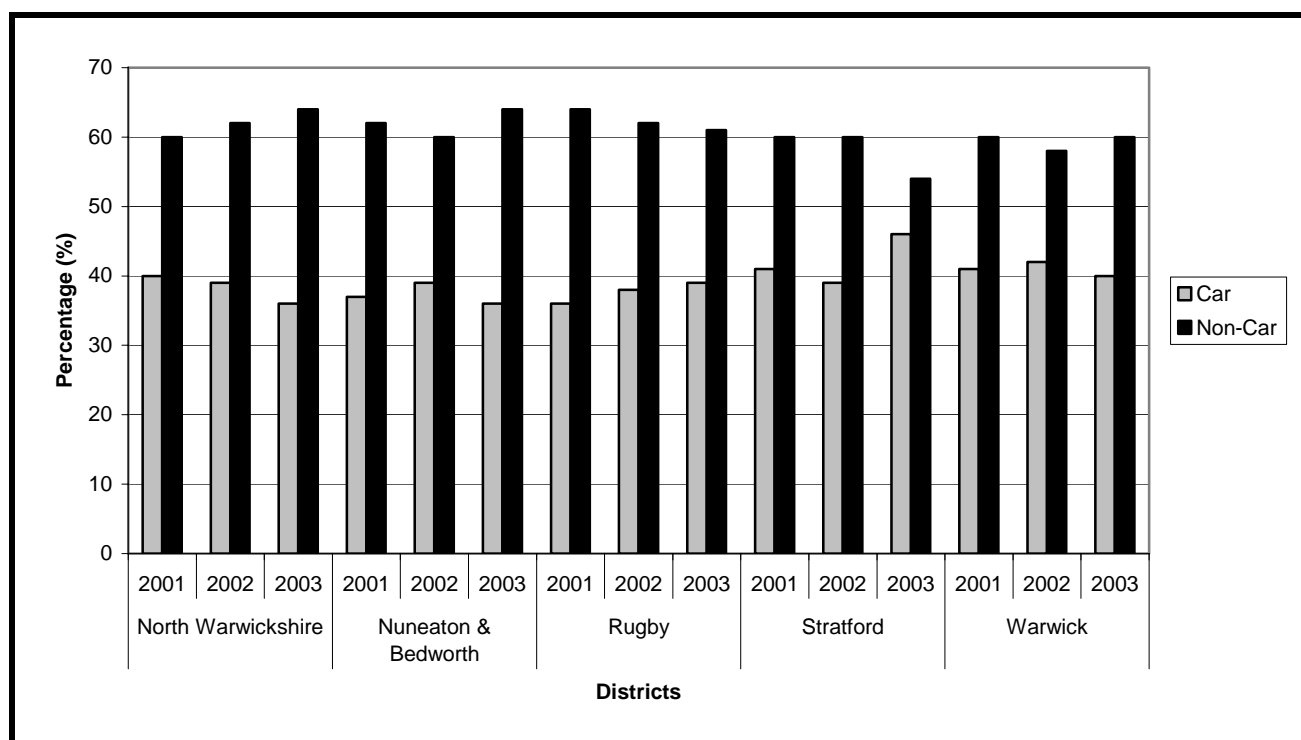
Comparison between the survey in 2003 and 2001 in Leamington Spa and Rugby indicate a marginal increase in car travel (this includes sole car driver as well as car passengers) over this period. This is despite large housing developments in both Rugby and Warwick, which would have greatly increased the amount of traffic in these towns during this period. It is encouraging therefore, that despite increases in car traffic, there has been no equivalent increase in the percentage of car traffic as a proportion of all transport modes.

Figure 25: Percentage of Private Car Traffic in Towns

Source: Warwickshire County Council, (Traffic Survey Team) 2004

Travel to School

The journeys to school data is based on surveys using travel to school questionnaires, which are conducted annually. Unfortunately, the quality of the data has been reduced by restrictions imposed externally on the questionnaires. Instead of surveying all modes of travel to school the data can only show the percentage of car users and non-car users (Figure 26). Nevertheless the results are encouraging, showing a slight reduction in car use in North Warwickshire Borough, Nuneaton & Bedworth Borough and Warwick District between 2001 and 2003. Results for Stratford District are most disappointing, indicating a 7% increase in car use between 2002 and 2003 compared to a slight reduction between 2001 and 2002.

Figure 26: Travel to School by Mode

Source: Warwickshire County Council, (Road Safety Unit) 2004

Results from the Travel to School survey by District Council area are shown in *Appendix K*.