



A New Mobility Culture for Merseyside

The third Local Transport Plan for Merseyside

A city region, committed to a low carbon future which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

LOCAL TRANSPORT PLAN
MERSEYSIDE



Public Transport



Goods



Walking



Cycling



Traffic



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Part One The Strategy - Overview

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Our third Local Transport Plan (LTP) marks the end of a long and inclusive process designed to set out the best possible strategy for enhancing and improving transport for Merseyside.

We continue to plan in uncertain and volatile times. The effects of the recent recession and its possible longer term financial impacts locally mean that forecasting remains more fraught with difficulty than normal. This third Plan makes our best estimates for the future, based on all the available evidence we have gathered. It is however, only a reflection of where we currently find ourselves. It will need constant review and updating to reflect changing circumstances.

We were gratified by the level of interest shown during our two periods of consultation in 2010. Working in partnership, not only with the local authorities and major stakeholders such as the transport operators and business interests, but also the community sector and local interest groups has always marked the way we have achieved success. That platform will stand us in good stead over the next few years.

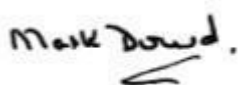
This is more important than ever, given the much reduced levels of funding we now have at our disposal. We will be starting to implement LTP3 with only one third of the funding with which we started the final year of LTP2. The scale of the challenge we all face to ensure Merseyside has the transport network that will support its future growth, reduce its carbon output and help improve the health and wellbeing of its residents is therefore great.

We recognise the need to change the way we work. That is why we set out in this LTP the need for a new mobility culture. By this we mean, the need to find better ways of matching our transport network with new developments, new and smarter ways of travelling around and delivering transport services that ensure the efficient movement of people and goods.

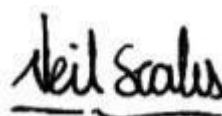
This cannot be achieved by the Merseyside Transport Partnership (MTP) working in isolation, but must embrace all our stakeholders. That is why a constant theme in this LTP is the need to work with partners and stakeholders to address common objectives

In the short term at least, it will be difficult to deliver some of our ambitions. But the Government has recognised the importance of continuing transport investment through recent decisions to electrify the rail lines to Manchester and Wigan and to support the Thornton/Switch Island link in Sefton and Mersey Gateway in Halton. We will continue to work with Government for more investment and with partners and stakeholders to examine ways and means of securing the right level of investment for Merseyside.

Our LTP sets out a Vision and Strategy that will guide us for the future.



Mark Dowd OBE
Chair of Merseyside Integrated
Merseytravel Transport Authority



Neil Scales OBE
Chief Executive & Director General,
Chair of Merseyside Transport Partnership

Our Partners



Bradbury Field
services for blind
and partially sighted people



HM Partnerships
Innovators in Public Health



"An Excellent Authority"



LIVERPOOL ONE
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Other supporting reports/documents such as Challenges & Opportunities, the draft Preferred Strategy for LTP3, LTP3 Evidence Base, MAA and surveys such as the Countywide Survey are available to download from www.TransportMerseyside.org

The annexes listed above are available to download alongside an electronic copy of this document from www.TransportMerseyside.org



Summary

Introduction

1. Responsibility for the LTP rests with the Integrated Transport Authority (ITA), but is developed and delivered in close collaboration with the five Merseyside local authorities, who together with Merseytravel form the Merseyside Transport Partnership. The LTP provides the transport strategy and plans for the county of Merseyside.
2. The Liverpool City Region (LCR) is made up of the five Merseyside local authorities and Halton Council. Halton have their own LTP ^(Ref 1), but there has been close collaboration across the city region so that the two LTPs provide a united approach for the future development of the city region's transport needs.
3. The introduction of the third LTP marks the end of a sustained period of evidence gathering and consultation to help us find the best strategy for the future. We issued *Challenges and Opportunities*, ^(Ref 2) for initial consultation in March 2010 and this was followed in September with the draft Preferred Strategy ^(Ref 3). We had high levels of interest throughout this period and published our Options Review ^(Ref 4) in January 2011, setting out the final issues that needed to be considered for the LTP.

The LTP is in three parts:-

- Part One sets out our Strategy and summarises our overall approach and technical appraisal.
- Part Two provides a more detailed explanation as to how we aim to deliver against the Goals we have set to support the Strategy.
- Part Three is the Implementation Plan setting out the programmes that the Merseyside Transport Partnership, made up of the five local authorities and Merseytravel, plan to deliver over the next four years. In addition, there are a number of supporting technical annexes and extensive evidence base that underpin our plans.

The technical annexes are listed below:-

Annexe One	Supporting Local Strategic Partnerships
Annexe Two	Possible funding sources
Annexe Three	Forecasting and modelling
Annexe Four	Freight Strategy
Annexe Five	Intelligent Transport Systems Strategy
Annexe Six	Active Travel Strategy
Annexe Seven	Disadvantaged Communities Research
Annexe Eight	Merseyside Cycle and Short Trip Evidence Study
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Annexe Eleven	Research overview
Annexe Twelve	Evaluation of the TravelWise Merseyside programme
Annexe Thirteen	Low Emissions Strategy
Annexe Fourteen	Integrated Assessment
Annexe Fifteen	Developing the performance indicators

In addition there are a large number of monitoring and research reports. A summary of the main findings is provided as an annexe to this summary.

All documents can be viewed from 1st April, 2011 at:-

www.TransportMerseyside.org

The Headlines

The statutory framework

4. This LTP provides the statutory framework for the policies and plans that will guide the future provision of transport in Merseyside.
5. The Government has now set its course. We have a new policy framework within which we have set our third LTP. Critically, we also now know that levels of funding are well below what we planned for in the draft Preferred Strategy ^(Ref 3). We start the third LTP period with about a third of the funding we enjoyed in the last year of LTP2.
6. The new Local Transport White Paper, '*Creating Growth, Cutting Carbon*' ^(Ref 5), has demonstrated the Government's continuing commitment to addressing the twin peaks of providing a transport system that supports sustainable economic growth whilst addressing carbon reduction. These are entirely consistent with our local priorities, alongside promoting and improving health and wellbeing, in order to address inequality and social exclusion.

Vision, Goals and Actions

7. The LTP is set within the context of the vision for the Liverpool City Region:-

'To establish our status as a thriving international city region by 2030'

8. Our vision for our transport network is:-

A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

9. In order to meet our challenges and maximise our opportunities, we believe that we have to use our past successes as a springboard for a new approach and create **a new Mobility Culture** that recognises the need to find new and smarter ways of travelling around and ensuring the efficient movement of people and goods, in order to support sustainable economic growth, reduce carbon emissions and promote health and wellbeing.
10. In order to support the city region and achieve our transport vision we have set six goals.

One - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.

Two - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.

Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety.

Four - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

Five - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

Six - Maintain our assets to a high standard.

Please note all goals have equal status.

Part Two provides greater detail of how the Strategy will deliver our six goals.

11. Within the context of our longer term Strategy and current funding levels, the priorities for the period until 2014/15 are:-
 - (a) **Prioritise maintenance programmes.** This will meet the priorities of the LCR by ensuring that the network allows for the efficient movement of people and goods, provides a safe environment for vulnerable members of the community and encourages cycling and walking. It must also become more resilient to extreme weather.
 - (b) **Expand the range of public transport services including examining the role of other providers.** This could expand service availability and seek to continue initiatives such as Neighbourhood Travel Co-ordinators. It will also see the introduction of Statutory Quality Partnerships (SQP) on key bus corridors. These measures will also have a direct impact in disadvantaged areas, creating greater opportunities to travel, access employment and foster wellbeing.
 - (c) **Begin to implement the next generation of technology.** This will improve information systems for all users and will maintain free flowing networks, increase journey opportunities and integrate a wide range of transport uses. The introduction of smart cards will offer a range of benefits to a wide spectrum of users.

- (d) **Work with the Freight Quality Partnership (FQP) and other parties to develop and enhance the freight and logistics network.** This will strengthen Merseyside's competitiveness, support SuperPort and access to the Port, reduce the impact of freight movement on local communities, promote the use of rail and make a major contribution to reducing carbon outputs.
 - (e) **Implement the Active Travel Strategy.** This will improve and expand facilities to encourage cycling and walking, which will have major health benefits, contribute to reducing carbon and increase accessibility to employment and services.
 - (f) **Implement the Low Emissions Strategy.** This will reduce carbon emissions, improve air quality and health and provide a stimulus to the creation of new jobs in support of the low carbon economy.
 - (g) **Increase promotion of sustainable travel and behaviour change and support the Decade of Health and Wellbeing.** This will reinforce the advantages of change to create a healthier and low carbon Merseyside and develop the foundations for the area to join other sustainable and successful city regions.
 - (h) **Confirm the role of the Road Safety Partnership and introduce measures to control excessive speed on the highway network.** This will sustain the high quality enforcement delivered by Merseyside Police in recent years and by the introduction of an extensive network of low speed zones, create safer roads, encourage more cycling and walking and therefore improve health.
12. The Strategy must also take a longer look forward, so we will undertake the following as part of our planning for the period from 2015 to address change and potential new major proposals.
- (a) **Fully integrating the LTP with the Local Development Frameworks (LDF) and Community Strategies.** This will provide a robust planning framework linking transport and future developments, (potentially through Infrastructure Development Plans (IDP) in ways that can ensure the right level and scale of investment, reduce long distance travel, improve accessibility and provide a framework for future funding.
 - (b) **Prepare a complementary strategy that seeks to reduce reliance on oil.** This will set out how we can make the transport system more resilient to rising fuel prices and insecurity of supply, but which will also assist in addressing carbon emissions and encouraging a low carbon economy.
 - (c) **Collaboration and co-operation.** Work with planners and developers to improve existing assets and reduce reliance on transport capital solutions.

- (d) **Maximise funding opportunities.** Work with the private sector, operators and other agencies to achieve our ambitions and take an innovative approach to ensure clever use of available resources including pooling and sharing, in pursuit of shared objectives.

Impacts assessment

- 13. The LTP has been subject to a statutory Impacts Assessment. In overall terms, this has concluded that LTP3 is likely to have a positive effect on the environment, equalities and health, although some measures will have an effect in areas such as land take, habitat loss, waste generation and resource use. In these cases mitigation measures to take forward will include appropriate design, construction, operation and maintenance measures.

How the LTP will support our main priorities

- 14. The following table summarises the main ways that we believe the Strategy and actions set out in this LTP will help address our three overarching priorities.

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
<ul style="list-style-type: none"> We will ensure this LTP forms the basis of considerations by the city region and the Local Enterprise Partnership (LEP) for future transport demands and requirements to meet the city region priorities. We will seek to work with the LEP and Department for Transport (DfT) in determining priorities as set out in the Local Transport and Local Growth White Papers. This will include consideration of measures and funding to support the transformational programmes and other priorities brought forward by the LEP and LCR. We will work with partners to produce a clear strategy to reduce reliance on oil and cheap fossil fuels. Reducing the reliance on fossil fuels for transport will insulate local businesses and public services against rising fuel prices, which are anticipated to cost the area an additional £260 million per year by 2024. 	<ul style="list-style-type: none"> We will reduce carbon emissions by addressing the three elements of transport transformation, which are; vehicles, fuels and mobility. To do this we are investigating innovative ways of incentivising the use of environmentally friendly vehicles, for example by charging differential fees for low emission vehicles at Merseytravel bus stations and using procurement policies to favour suppliers with less polluting vehicles. We are also working with businesses to improve awareness of the financial saving potential of purchasing highly efficient vehicles and supporting them to make that change. In developing a strategy to identify the future fuels requirements of business, communities and public transport operators and planning for how this infrastructure could be delivered, the LTP will enable the prompt uptake of new low carbon technologies. 	<ul style="list-style-type: none"> LTP will support Decade of Health and Wellbeing, by assisting cross sector working that can bring about fundamental changes to Merseyside's health and wellbeing. Measures to support sustainable economic growth and address carbon emissions will be fundamental to this approach in drawing together our proposals with housing, health and planning in ways that can provide a healthy high quality environment. The LTP will support the city region priorities within the framework of good planning systems that will help to provide developments that encourage non car transport and use of sustainable modes. We will address inequalities and wellbeing by seeking to ensure equal access to jobs, education health and other key opportunities. This will provide particular benefits in our most disadvantaged communities. We will work to ensure that we fully meet our equalities requirements across all members of the

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
<ul style="list-style-type: none"> We will link LTP closely to local authority planning regimes, particularly the LDFs, to ensure land use and locational choices are linked to existing transport assets and seek to reduce unnecessary and lengthy journeys. We will plan for the future by working with the private sector to ensure future transport demands are taken fully into account in future developments such as Liverpool and Wirral Waters and Post Panamax development at Seaforth. <p>(In doing so we will expect realistic planning assumptions in line with this Plan).</p> <ul style="list-style-type: none"> We will continue to manage congestion and overcrowding and improve journey reliability both on the highway and public transport network. To help us achieve this we will make targeted investments to improve capacity and efficiency through measures such as better information systems, vehicle detection, smart cards and selective infrastructure measures. 	<ul style="list-style-type: none"> This will help stimulate the local economy and make clear links with the transformational programme around the low carbon economy. We will work closely with the emerging strategies for Green Infrastructure to offer further means by which good planning and new technology will stimulate business growth, reduce carbon and improve health. We will work to change the way that transport is planned, so that sustainable modes become the option of choice and are available to all. The new mobility culture sets out our vision for a transport system which is integrated with housing, planning, health and environmental policies. To achieve this we will continue to promote smarter choices via TravelWise and our Active Travel Strategy which help to promote and increase the use of the lowest carbon modes of transport. 	<p>community. We will aim to provide more than the basic requirements.</p> <ul style="list-style-type: none"> We will continue to strive for equality of travel opportunity by working with programmes such as the City Employment and Skills Strategy and with the LCR Child Poverty and Improving Life Chances Commission and associated Child Poverty and Improving Life Chances Strategy. We will particularly look to ensure a new generation of travel information ensures everybody has equal access to service provision. We will continue to work with operators and other partners to examine means by which we can reduce the cost of travel. Travelsafe will continue to ensure that fear for personal security does not produce a barrier to travel particularly in accessing work and education. We will implement a range of measures that can mitigate the worst

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
<ul style="list-style-type: none"> We will continue to work with the private sector and the Chambers of Commerce to ensure efficient movement for the freight and logistics industry through our FQP. We will help business by seeking to ensure good access to employment through a range of initiatives including collaboration with the City Employment Strategy (CES) and in doing so improve the pool of labour and open up new opportunities to those seeking work. Our focus on disadvantaged communities will help address worklessness, help growth and open up opportunities to work education and health and address social inclusion. In addressing our local priorities to reduce carbon outputs from the transport sector we will help growth by opening up opportunities in new low carbon transport technologies. 	<ul style="list-style-type: none"> Measures to improve the public transport network will improve customer satisfaction, reliability and availability, making it a more natural choice for more people. We will strive to reduce levels of stationary and slow-moving traffic which produce greater levels of carbon emissions by continuing to manage congestion. This in turn will help improve air quality. We are ensuring, as a priority, that we reduce carbon emissions from our own operations by taking opportunities to improve the energy efficiency of street lighting and signage, traffic signals and buildings. We will bring forward further proposals to examine impacts that could result from future fossil fuel shortages in our 'Peak oil' proposals. A clean, green and sustainable city region will help attract investment. 	<p>impacts of transport in our most disadvantaged areas.</p> <ul style="list-style-type: none"> We will seek to improve air quality, reduce noise, provide safer and higher quality street environments that will encourage walking and cycling that reduce congestion and carbon outputs and improve the health of the community. We will use our road hierarchy to examine and implement low speed zones where appropriate in order to create people friendly streets that reduce accidents, encourage active travel and improve the urban environment. We will work with proposals for implementing green infrastructure programmes. We will continue to develop our public rights of way. We will use our TravelWise programme and revised Active Travel Strategy to promote behaviour change and smarter choices particularly in areas such as cycling and walking.

15. Full details of our proposed actions are provided in the tables at the end of Part One.
16. Our Strategy for the new mobility culture is about effecting a change to reach our vision, for a sustainable and equitable transport network, as the table below summarises.

The sustainable and equitable transport network

Factor	Business as usual – Unsustainable	New mobility culture – a sustainable transport network.
Transport volume	High numbers of trips and longer trip distances.	Demand for travel is reduced and journeys are short.
Transport modes	Reliance on private motorised transport for passengers. This has major adverse health impacts.	High numbers of trips are made by public or non-motorised transport and freight is carried by rail and other low-carbon modes. Active travel encourages improved health.
Technology	Vehicles rely on inefficient fossil-fuels, network is inefficiently managed.	Low carbon vehicle technologies are mainstreamed.
Transport pricing	The price paid by users does not cover the full costs; pollution, air quality, road accidents – encouraging motorised vehicle use.	The price paid by transport users reflects true costs and encourages environmentally friendly alternatives.
Resilience to climate change/peak oil	Transport systems are highly vulnerable to changes in the climate and reduced oil supplies.	Transport assets are developed in a way that is resilient towards changes in climate and reduced oil supplies.

Based on Institute for Transport and Development Policy, August 2010

The critical role of transport

Maximising opportunities

17. We want the Liverpool City Region to be a vibrant, economically successful, low carbon city region which improves quality of life for all residents. This reinforces the importance of synergies between, not only, our transport policies but with wider policy areas. Therefore we need to identify policies and measures that can add significantly to this overarching objective by contributing to as many different strands as possible and all at the same time.
18. All the evidence suggests that sustainable cities are successful cities. They are able to attract inward investment because they have high quality environments, skills, health and wellbeing. Cities like Copenhagen, Vancouver and Hamburg are places most other cities would aspire to be like.
19. Successful world cities have grasped the notion that having high levels of cycling, walking and public transport use is a sign of prosperity and wellbeing. The recently published, *'Building the low carbon economy on Merseyside'* ^(Ref 6) has confirmed this and shown how most of the report's sixteen exemplar cities who are building low carbon economies are also pursuing sustainable transport development. They in turn continue to thrive as they become magnets for inward investment based on their high quality of life. We believe Merseyside has the opportunity to grasp the opportunities through a similar approach.
20. The evidence therefore provides a compelling case that acting together to address climate change, can drive sustainable economic growth, promote health and wellbeing and create attractive environments, exploiting Merseyside's many natural and built attributes in ways that begins to emulate the world's successful cities.

Meeting common objectives

21. A report by the Cabinet Office and DfT ^(Ref 7) set out the importance of good urban transport and how it could have triple benefits across health, regeneration and urban environments. We believe the impacts are even more wide ranging, but in order to achieve such gains we want our strategy and policies to work very hard and to deliver on multiple objectives. Any one measure, policy or intervention must explicitly deliver concrete result on as many headline themes as possible.
22. This is also about Value for Money (VFM) and synergy and these are two strong organising principles especially in a period of budget cuts and major reductions in local transport funding.
23. In relation to transport, Sir David King, former Chief Scientific Advisor to the Government has noted, ^(Ref 8) that as well as technological change and innovation;

'we will also need to go beyond the designs of the vehicles and fuels themselves and look at changing urban design, buildings and improving mass transportation systems and changing the ways people drive.'

*This of course is independent of the additional but pressing imperative to reduce carbon emissions and prevent dangerous climate change. **Put the two together and the case for change becomes overwhelming**.*

24. The Marmot report *Fair Society, Healthy Lives* ^(Ref 9) states specifically the need to link transport, housing, planning and describes how in;

‘creating and developing sustainable places and communities , many policies which would help mitigate climate change would also help reduce health inequalities – for instance more walking cycling and green spaces’

Sustainable economic growth

Cities that meet the challenge of sustainability will leap ahead of others by attracting people who demand a healthy and culturally-rich lifestyle ^(Ref 10)

Our Cities Ourselves: 10 Principles for Transport in Urban Life
Institute for Transportation & Development Policy, June 2010

25. If we start from the position laid out by Sir David King, we believe that the policies we set out later to address climate change and plan for a transport system less dependent on oil, will also play a major role in securing increasing economic growth, not only by creating the sort of environment set out above, but in helping to create opportunities in new transport technologies. Through developing initiatives such as the LCR’s bid to Plugged in Places; ^(Ref 11) or working toward a carbon neutral rail network, we will be contributing directly to the city regions aspirations for a low carbon economy. There are major opportunities to work with the regions two motor manufacturers to develop new vehicle technologies.
26. This final element in creating a virtuous circle that embraces and links economic growth, climate change and health and wellbeing is confirmed by the Governments recent White paper, *‘Local Growth ensuring every places’ opportunity* ^(Ref 5) which sets out the following:-

The role of transport in growth

The transport sector itself, through the research and development of innovative transport technologies, is working to develop the new skills and jobs that will be needed to support a low carbon economy in the future. The Government is committed to investing in future transport infrastructure and has taken the hard decisions about priorities, to secure the transport investment that will support the national economic recovery.

Transport plays a crucial role in supporting economic development and creating the opportunities for growth. Millions of people every day rely on our transport networks to go to work and to access essential services, such as hospitals and schools. Businesses rely on our national and international connectivity to offer services and deliver goods and to drive growth opportunities across different sectors and in different places.

Strategy and Implementation

A new landscape

27. Although there is the welcome introduction of the Local Sustainable Transport Fund, (LSTF), ^(Ref 12) and the possibility of additional funding from other new initiatives such as the Regional Growth Fund (RGF) ^(Ref 13), funding overall is much reduced from that which we have enjoyed over the past 10 years. It is clear that our ability to deliver the Vision and Goals we have set within this LTP will be severely affected, at least in the short term.
28. The Government has presented us with new challenges and opportunities beyond just financial constraints. The regional structures provided by Government Office for the North West and the North West Regional Development Agency ^(Ref 14), have been dismantled and replaced with LEPs ^(Ref 15), which, along with localism and the Big Society, ^(Ref 16) set out new and radical ways of working at the local level.

Challenges and Opportunities

29. There are approximately 4 million trips starting and finishing in Merseyside every day. This presents a huge and diverse challenge to meet the many competing transport demands. The City Centre represents the single most concentrated location for trips and it is important we secure its long term wealth and vitality as the key economic driver of the city region. However, we must also address the fact that large numbers of trips are taking place across Merseyside and for a wide range of purposes; freight and accessing education are particularly important.
30. Our Vision and Goals reiterate the clear need, in line with Government policy, to both support the sustainable economic growth of Merseyside and to address climate change by reducing transport's carbon output. They also support and promote our commitment to help improve and promote health and wellbeing in order to address inequality and social exclusion. We have a major commitment to support the Decade of Health and Wellbeing launched in January 2011 ^(Ref 17).
31. To achieve our aims we must have policies and plans that meet multiple objectives. We also explain our concerns regarding the security of future oil supplies, as we believe these issues must be addressed in tandem with the drive for sustainable economic growth and our proposals for a low carbon economy. Recent concerns over the price of fuel have reinforced this imperative.
32. We believe our Vision and Goals and our ambitions for a new mobility culture are the right ones for Merseyside because we have to change how we plan, provide and promote future transport provision. We also believe that a time of fiscal constraint is not a time for retrenchment, but one for bold and innovative actions to achieve multiple objectives, by pooling resources and expertise across a wide number of policy areas.

33. The previous ten years have seen considerable development of the local transport network. Similar levels of investment are unlikely for the foreseeable future, but we have a lasting legacy of a modern and extensive rail and bus system. The Government's commitment to electrify the lines to Manchester and Wigan will offer further significant improvements. Likewise the highways network has also seen extensive improvements through recent major schemes such as Edge Lane and the completion of Hall Lane. Further improvements are planned with the Government's support to the Thornton -Switch Island link and Mersey Gateway schemes.
34. Despite this, evidence still points clearly to Merseyside being delineated by mobility rich and mobility poor communities, where lack of transport choice is having a major impact on inequalities and access to jobs and opportunities. A major imperative for our plans is therefore improving equality of travel opportunity for all but in a way that is part of a truly sustainable approach.

Future prospects

35. For Merseyside, in common with most other areas, future economic growth and development may be less easily achieved than in the recent past, at least in the short term. LTP looks forward as far as 2024, but nobody can be clear about what sort of world we will be living in then. That is why the LTP also sets out clear proposals, through the Implementation Plan for the shorter term to 2014/15. We must be flexible in our approach to take account of inevitable change and constantly review our proposals and plans.
36. There are real hopes that there will be major developments at locations such as Liverpool and Wirral Waters and the Port of Liverpool. At the moment plans for these developments remain uncertain in terms of scale and timescales.
37. Wirral Waters has obtained outline planning consent. The phasing has not been confirmed but the extent of the transport infrastructure has been agreed and will be brought forward in line with stages of development for delivery up to 2030. The Port of Liverpool plans for the post Panamax facility at Seaforth are now being taken forward by Peel Ports ^(Ref 18). The new facility is anticipated to generate additional freight traffic and the recently completed Port Access study will inform the Port Masterplan currently under development ^(Ref 19).
38. Our Strategy is therefore designed to be flexible in its approach and to ensure that appropriate transport measures are put in place to support these developments at the right time.

A new Mobility Culture

39. A new Mobility Culture means developing a transport system which supports the objectives and aspirations of all communities and stakeholders across Merseyside. It is about developing a transport system that provides real sustainable options and which supports the continuing regeneration and economic development of the city region.

Summary

40. However, the new Mobility Culture goes further than that; it is also about equality. It is about delivering a transport system which ensures that people have more equal access to employment opportunities, education and health facilities and to leisure, cultural and sporting resources. In this sense it goes beyond traditional transport planning and must be integrated with and support, health, environmental, education, housing and planning policies. The 2010 Year of Wellbeing has provided a clear example of how this approach can be taken forward ^(Ref 20). The recently launched Decade of Health and Wellbeing presents a real opportunity to deliver this over the lifetime of this LTP.
41. As Decade of Health and Wellbeing makes clear, to be successful it will require simultaneous action across the economy, health and environment if we are to build a community that is equal, prosperous green and healthy.
42. This process has been graphically explained by Dr. Ruth Hussey, Regional Director of Public Health, in the development tree approach illustrated below. This assumes that measures to improve the economy go hand in hand with measures to improve the environment and health. Not acting in any one of those areas will seriously damage the impact in the other sectors. This reinforces the need to work across sectors and seek multiple benefits from funding opportunities.



43. If we can get this approach right, transport will help to:-
 - (a) Create a resilient city region that will support a strong and vigorous internationally competitive economy at the same time as increasing its ability to deal with challenges in the future from climate change, increases in oil prices, interruptions in oil supply and economic down turns.
 - (b) Create a city region of opportunity where all sections of the community can make contact with as many goods and services as possible including jobs, training, education and social, leisure and recreational activities that increase quality of life.

- (c) Contribute to a low carbon city region that recognises the responsibilities of all cities to play a leadership role in carbon reduction and celebrates the opportunities this provides to create competitive and sustainable jobs in green technology industries and activities.
 - (d) Create a healthy city region where all transport options, including walking and cycling facilities link to spatial planning and send strong signals in support of high levels of physical activity.
 - (e) Create a high quality liveable city region that improves air quality, reduces noise levels and creates highly attractive public spaces and cultural offerings building on the achievements of the Capital of Culture.
44. We also believe that our approach will provide a critical input to emerging proposals arising from the 'Building the low carbon economy on Merseyside' report noted earlier, for Liverpool to seek to become European Green Capital. This is a proposal we support.

The Strategy

45. Our Strategy is grounded in our approach to placing transport firmly within the wider priorities and policies of the LCR and seeking common aims and goals with other partners and stakeholders to make the most of the resources we have and maximise the benefits to the people of Merseyside. This is a common thread running through this Strategy.
46. At the current time we are fully supportive of the rationale set out in the Local Transport White Paper, '*Creating Growth, Cutting Carbon*', of treating our Strategy as a package that works best together and where small scale interventions can have potentially disproportionate benefits.
47. In summary our Strategy is underpinned by three key principles:-
- (a) Demonstrate VFM, effectiveness and efficiency in a funding constrained environment;
 - (b) Address multiple objectives with other core policy areas to address common goals; and
 - (c) Undertake resilient planning to ensure capacity for future development and economic and policy and funding changes.

Summary

Forecasts and impacts of the Strategy

48. Longer term forecasting, particularly at the present time is an uncertain science. We have used the best evidence available to us at the time of writing, including shared and jointly agreed forecasts with local authorities about likely future economic development and housing projections. We say more about this in Chapter Four.
49. Results presented in the tables below show our primary “do minimum” and “final strategy” forecasts for Merseyside. Do minimum refers to a future where there is no additional transport investment over and above that already in place or committed. Therefore the do minimum does include committed schemes such as the Liverpool - Manchester/Wigan electrification and Thornton – Switch Island link road for example.

Do minimum forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

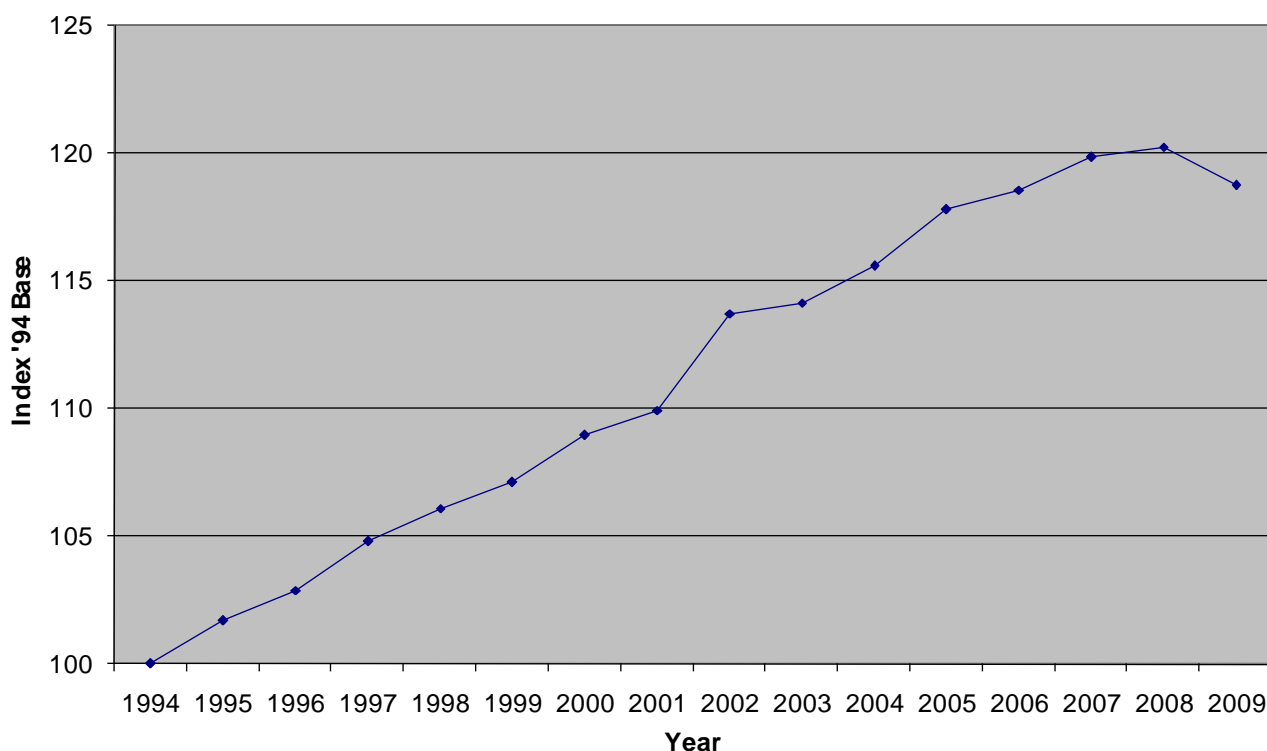
Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	8%	-4%
	Change to 2024	23%	-7%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	9%	-3%
	Change to 2024	27%	-3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	9%	-3%
	Change to 2024	22%	-5%

Final Strategy forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	6%	6%
	Change to 2024	20%	1%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	7%	3%
	Change to 2024	24%	3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	7%	6%
	Change to 2024	20%	3%

50. In the do minimum the highway trip growth forecasts are consistent with the strong growth represented in the local employment and housing forecasts (described earlier, which are taken as inputs to the transport modelling process). For public transport the figures reflect a continuation of a gradual long term decline in overall public transport usage. It should be noted however that historically this long term decline has been due to falls in bus usage.
51. The final strategy forecasts demonstrate that the strategy is delivering a reduction of about 2% in the level of highway trips forecast on Merseyside's roads. However, it should be noted that this does imply, particularly in the long term, that traffic growth will still be substantial. For the public transport network the final strategy is shown to secure up to 10% increases in passenger trips.
52. Contrary to these forecasts, evidence points to a recent decline in traffic levels in Merseyside, in common with many other urban areas in England. This is believed to be due to the impacts of the recession on traffic volumes. The figure below demonstrates this.

Trends in recent Merseyside traffic levels (vehicle kms)



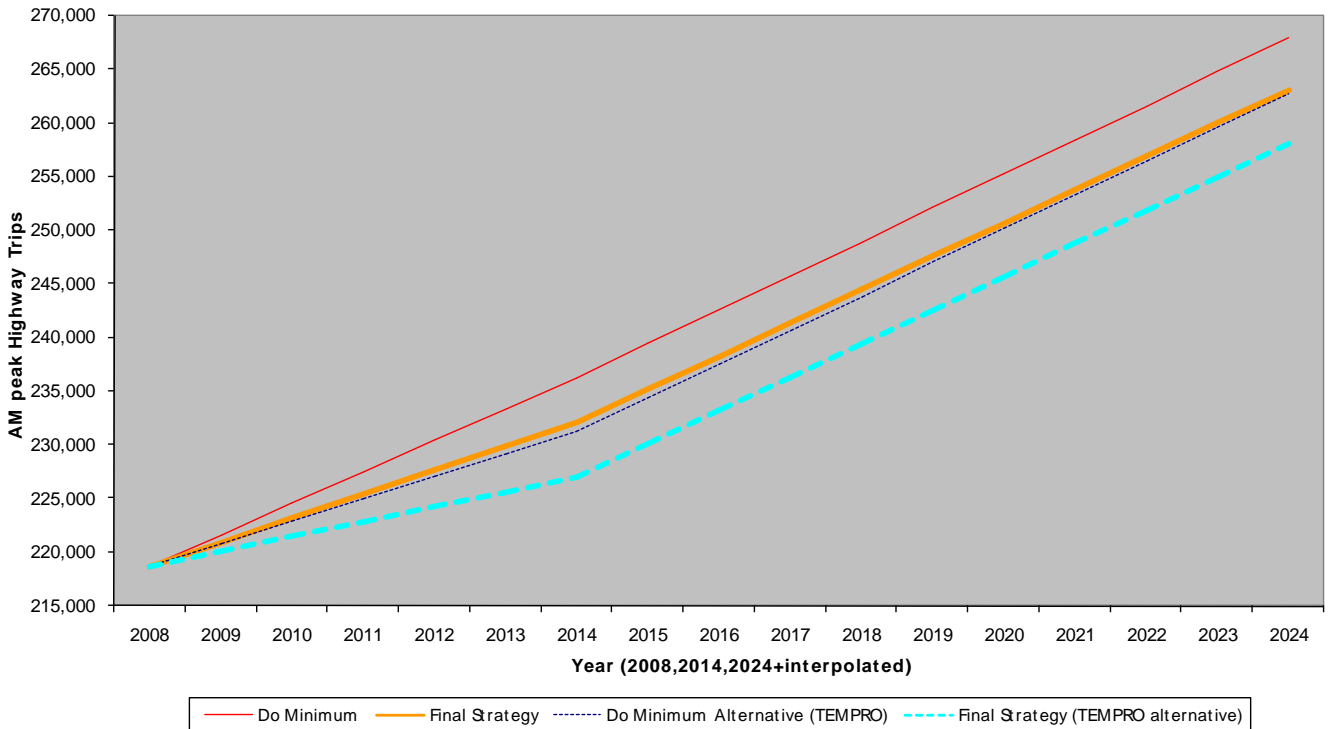
Source: DfT Road Traffic Statistics

53. A second important factor that may also influence future traffic levels is the impact of high fuel prices on vehicle usage. In February 2011 petrol prices are averaging a record high of £1.30 per litre. We have undertaken research to explore what impact this is having on people's travel behaviour and this has shown 50% of respondents claim to be using their car less due to high fuel prices. In the longer term, peak oil is also likely to have a significant impact on travel demand.

Summary

54. Taking this into account, we have undertaken some alternative tests utilising the most recently published DfT TEMPRO ^(Ref 21) projections which provide a more conservative view of growth in the economy, which in turn implies lower traffic levels. The figure below compares the results of our primary tests and these alternative tests for AM peak highway trips. It shows that in the short term growth is lower under the alternative test. The impact of the final strategy is similar in both tests.

AM peak Highway Forecasts



55. Our forecasts for the short term have indicated that our existing assets can largely manage with demand, apart from certain pinch points such as the A5300/A562 junction.
56. Over the longer term our final strategy has a relatively small impact on reducing overall levels of traffic. However, it is important to note that it does reduce traffic levels from both the local (primary) and national (alternative) do minimum projections and has a significant positive impact on public transport usage. It also has a positive impact upon levels of cycle usage and walking, although these are not shown here.
57. Above all, the range of growth we are examining together with uncertainties arising from rising fuel prices and concerns over future security of oil supplies reinforces the need for constant review and flexibility.

Environmental impacts

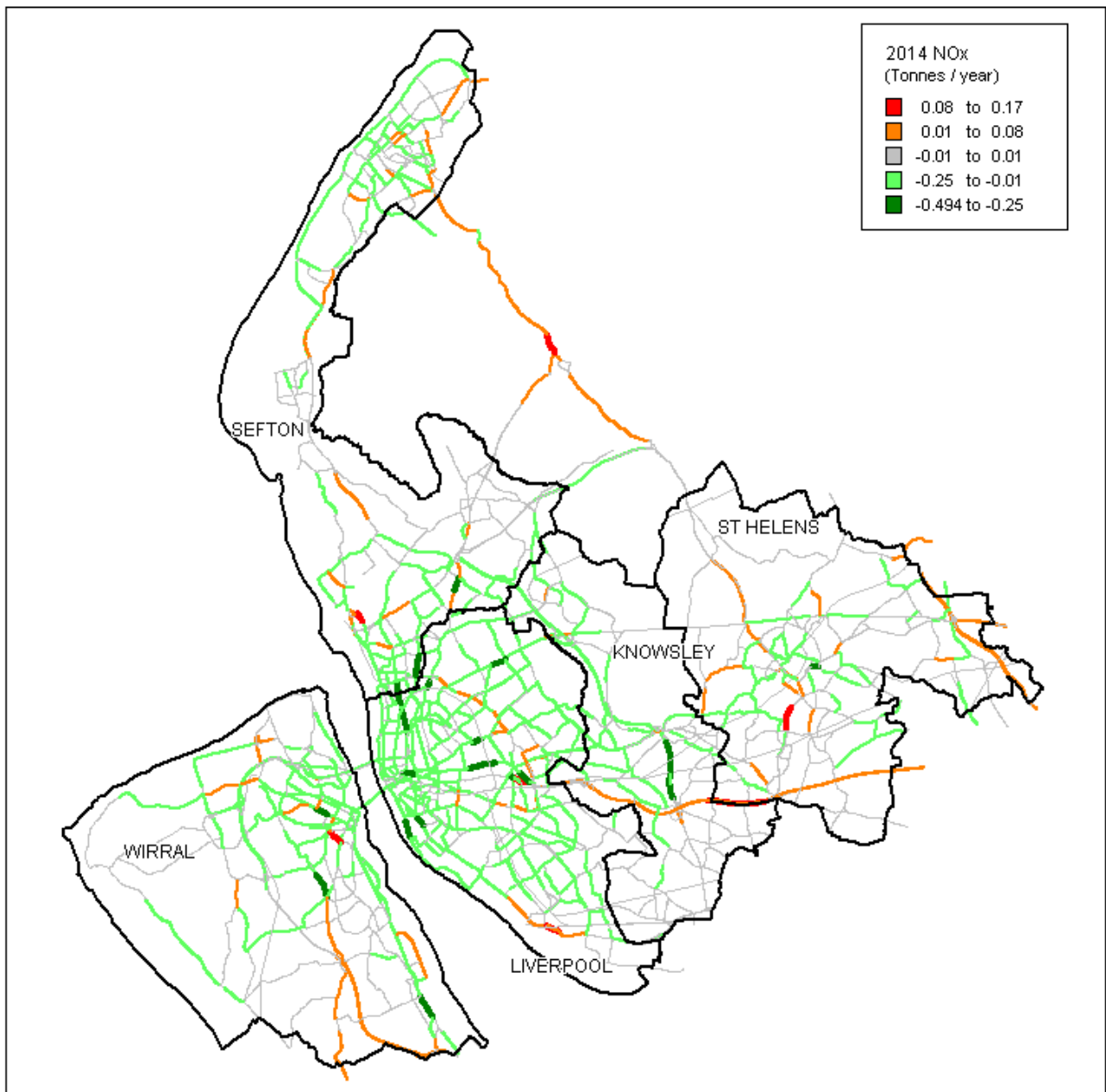
58. The table below sets out forecast changes in air pollution. Data is presented for carbon dioxide (CO₂), Nitrogen oxides (NO_x) and particulate matter (PM₁₀).

Changes in annual air pollution for 2014 and 2024

Scenario	Year/Change	CO ₂	NO _x	PM ₁₀
Do Minimum	2008	1,500Ktonnes	5,500tonnes	460tonnes
	Change to 2014	5%	10%	-3%
	Change to 2024	1%	-76%	-5%
Final Strategy	Change to 2014	3%	9%	-4%
	Change to 2024	0%	-77%	-6%
Difference DM/FS	2014	-1.4%	-1.2%	-1.1%
	2024	-1.2%	-1.0%	-0.9%

59. Emissions of CO₂ and NO_x increase initially in both the do minimum and final strategy scenarios due to the significant forecast increases in traffic growth discussed earlier. Through to 2024 this increase is tempered by advances in cleaner vehicle technology. While CO₂ falls back to 2008 rates in 2024, NO_x and PM₁₀ are showing considerable improvements with decreases of 77% and 6% respectively under the final strategy scenario.
60. It should be noted that the results modelled, particularly in relation to CO₂, are considered to be a conservative estimation of environmental improvements to vehicle technology. We may expect to see greater reductions in CO₂ emissions by 2024 as vehicle manufacturers are required to comply with EU regulations on environmental performance of new vehicles.
61. Our results show a small but notable improvement in emission levels between the do minimum and the final LTP strategy for all pollutants. The financial value of these reductions, calculated in terms of damage avoided (for example negative health impacts and damage to buildings and crops) are worth £1.2million per year to Merseyside.
62. The figure overleaf shows changes in NO_x emissions across Merseyside's road network as a result of the Final Strategy. Decreases in emissions are forecast on 29.2% of roads following implementation of the Final Strategy. These are highlighted in green on the figure overleaf. 6.1% of links, shown in orange and red, see an increase in emissions resulting from the strategy. The majority of roads (64.7%) show negligible changes in emissions. This pattern is reflective of changes in other air pollutants. For greater detail see Goal Two in Part Two.

Merseyside roads: changes in NO_x emissions between Do Minimum and Final Strategy



Source: MAEI

Monitoring and measuring our performance

63. The Government have made it clear that they wish to see an end to a target setting culture; many national targets have been dropped and performance regimes such as the Comprehensive Area Assessment (CAA) ^(Ref 22) dismantled. Nevertheless it is important that we are able to review our progress and report to our communities and stakeholders.
64. We have set a number of performance indicators that will allow us to measure our performance in addressing our Strategy and the effectiveness of our Implementation Plans. They reflect what we believe are the main transport priorities for Merseyside.

65. We have set numerical targets for those indicators where the MTP is able to exercise the most direct influence. For other equally important indicators, but where we have less direct influence we will use a traffic light system to indicate performance. The table below lists our indicators and targets.

Performance indicators with targets

With targets

Indicator LTP3/LTP2	Description	2014 Target
A1 / LTP3	Cycling – Index of Usage	112 (100 = Baseline year 2010/11)
A2 / BVPI 223 (96)	Principal Road Condition	Merseyside average 6.08% Knowsley 1% Liverpool 11% Sefton 8% St Helens 5% Wirral 4%
A3 / BVPI 224a (97a)	Non-Principal Classified Road Condition	Merseyside average 5.32% Knowsley 3% Liverpool 7% Sefton 7% St Helens 5% Wirral 4%
A4 / BVPI 99x	Total KSI Casualties	466
A5 / BVPI 99y	Child KSI Casualties	70
A6 / N/A (New Indicator)	Public Transport Customer Satisfaction	To be set after April 2011
A7 / 3	Limit current number of publicly available car parking spaces available in Liverpool City Centre	Cap of 16,500

Performance indicators - traffic light

Indicator LTP3/LTP2	Description
B1 / 13 & 14	Access by public transport, cycle and walk to employment, education health and fresh food.
B2 / LTP6	Traffic Flows into Centres
B3 / LTP4	Mode Share of Journeys to School
B4 / 16	Estimated Transport Related Emissions
B5 / BVPI 102a	Public Transport Patronage – Bus
B6 / BVPI 102b	Public Transport Patronage – Rail
B7 / 2	Journey Times on Designated Routes

Summary

The Implementation Plan

66. The Government has now provided financial resources for the next two years with indicative levels of financing for the following two years to 2014/15. These levels are significantly less than recent years and less than our planning assumptions used in the draft Preferred Strategy, as the table below shows.

Impact of reduced funding

	Revised base following DfT cuts to 2010/11 budget (£000s)	Planning Projections for the Preferred Strategy		Actual Funding 2011/12 (£000s)
		Further 25% cut on revised 2010 funding level (£000s)	Possible 40% cut on revised 2010 totals (£000s)	
Projected LTP3 Funding 2011/12	24,451	18,338	14,671	11,489

Note; There is a separate funding pot for maintenance. Details are provided in Chapter Three.

67. The following table presents a summary of the capital programmes for 2011/12. These have been developed based on the emerging priorities set out in the draft Preferred Strategy.

The 2011/12 Capital Programme

Allocations / Priorities	Knowsley £ 000s	Liverpool £ 000s	St Helens £ 000s	Sefton £ 000s	Wirral £ 000s	Merseytravel £ 000s
Active Travel	154	467	200	360	355	0
Safety & Security	131	550	285	362	365	0
Efficient and Accessible use of Highway Network	230	748	120	46	65	0
Reduce congestion and pollution	27	170	30	100	100	0
Support for Public Transport	233	270	0	0	0	5,745
Studies	56	70	31	109	270	0
Total ITB	831*	2,275	666	977	1,155	5,745
Maintenance	1,935 *	3,825	2,020	2,474	3,095	0
Grand Total	2,766	6,100	2,686	3,451	4,250	5,745

* Knowsley contains 'other' funding (Integrated Transport Block (ITB) allocation – 672, maintenance – 1,647)

68. The three main areas of spend within the integrated blocks for the first year of LTP3 are consistent across all districts. Road Safety accounts for about 30% of the districts capital programmes, followed by active travel – walking and cycling at 26% with the efficient use of the highway network accounting for 20% of the total. There are variations across the districts, depending on specific circumstances. In Liverpool and Knowsley, for example, there are schemes in support of improved access for public transport, planned in conjunction with Merseytravel.
69. A key focus for Merseytravel will be the development of new technologies such as Real Time Information (RTI) and Smart ticketing which will support the wider Intelligent Transport Systems (ITS) proposals already being implemented on our strategic highway network and will also be closely linked to TravelWise activities. Smaller scale improvements to key rail stations across the County are another key Merseyside wide priority.
70. The matrix overleaf shows the extent to which each authority's actions are supporting the LTP3 key actions as identified in the draft Preferred Strategy. Maintenance is shown to have strong links into the wider actions, particularly freight and long term planning.

Full details of the Implementation Plans are contained within Part Three.

71. The need for flexibility to take account of changing priorities or circumstances has been a theme throughout the LTP. The performance management regime outlined above, will be a critical tool for the ITA in the future, in deciding how financial resources should be used in line with the priorities identified for the short term.

The Local Sustainable Transport Fund (LSTF)

72. LSTF allows us the opportunity to go further and faster with our ambitions to support the city region's priorities. These will be spelt out in full detail in the proposal to DfT in June 2011 and will show how it could provide clear additionality to the proposals set out in the LTP in ways that can have a real impact on the future development of the city region.
73. The bid for LSTF funding will be made following extensive consultation and the creation of a joint programme that utilises the skills and resources of our partners and stakeholders.

Supporting the Strategy

Authorities Actions	Active Travel	Safety and Security	Efficient and Accessible Use of Highway network	Reduce Congestion and Pollution	Support for Public Transport	Studies	Maintenance
LTP Key Actions							
Maintenance			K, S		L, M	S	K, L, S, H, W
Integrate LTP with LDF and Community Strategies	L, H	K, L, H	K, L, H	H	L, M	L, S	L, H
Public transport	L, S		K, S, W		K, L, M	L, S	
New ITS			K, L, S, H	H, W	L, M	L, S	S
Freight			K, L, S, H, W		L	S	K, L, S
Low Emissions Strategy	L, H, S	L, H	K, S, H	K, L, W	L, M	L, S	
Effective Delivery of capital Programme	S	S	K, S	H	K, L, M	S	K, L, S
Healthy Travel/TravelWise	L, S, H, W	L	S, H	W	K, L, H, M	L, S	
Road safety	L	K, L, S, H, W	K, H		M	S	
Long term planning	L, H	L	K, L	L	K, L, H, M	K, L, S, H, W	K, L, H

Key: K = Knowsley, L = Liverpool, S = Sefton, H = St Helens, W = Wirral, M = Merseytravel



Chapter One

Introduction

- 1.1 This LTP sets out our proposals for developing Merseyside's transport system until 2024, whilst at the same time setting out some key priorities for the short term until 2015. It provides the statutory guidance for future transport provision in Merseyside.
- 1.2 The Government has now set its course. We have a new policy framework within which we have set our third LTP. Critically, we also now know what funding will be available to us in the period until 2014/15.
- 1.3 Levels of funding are well below what we planned for in the draft Preferred Strategy. We are starting the period of LTP3 with a third of the funding with which we started the final year of LTP2. Although there is the welcome introduction of the LSTF and the possibility of additional funding from other new initiatives such as the RGF, funding is much reduced from that which we have enjoyed over the past 10 years. It is clear that our ability to deliver the Vision and Goals we have set within this LTP will be severely affected in the short term.
- 1.4. The Government has presented us with new challenges and opportunities, beyond just financial constraints. The regional structures provided by Government Office North West (GONW) and the North West Development Agency (NWDA) have been dismantled and replaced with LEPs, which along with localism and the Big Society) set out new and radical ways of working at the local level.
- 1.5 However, perhaps most importantly, the new Local Transport White Paper, '*Creating Growth - Reducing Carbon*' has demonstrated the Government's continuing commitment to addressing the twin peaks of providing a transport system that supports economic growth and addresses carbon reduction. These are entirely consistent with our local priorities, alongside improving health and wellbeing and addressing inequalities and social exclusion.
- 1.6 In Chapter Two we set out in detail our Vision and Goals and the rationale behind our approach to delivering our new mobility culture as a means of delivering the change and improvements we consider essential to Merseyside's future prosperity.
- 1.7 We set out in Chapter Three the current national and local framework for the LTP. We anticipate that support for transport as a key enabling measure for progressing the wider priorities identified in the city region strategy will continue and be reflected in final decisions on LEPs, particularly in support of the key transformational activities around SuperPort, Low Carbon Economy and support for the Visitor and Knowledge Economies.
- 1.8 In Chapter Four we show how we will meet the needs of Merseyside taking account of a range of factors including city region priorities, future forecasts and feedback from our earlier consultation.

- 1.9 Chapter Five we set out our Strategy and key actions. Chapter Six describes how we will measure our performance.
- 1.10 Chapter Seven provides a summary of our proposals for the LSTF, which we intend to submit to Government in June 2011. Access to the additional funding being made available will be essential to provide resources to enable us to address our local priorities.



Chapter Two

Our vision and goals

Our vision and goals

2.1 Our aspirations for transport are set within the context of the vision for the LCR.

“To establish our status as a thriving international city region by 2030’

2.2 Our vision for transport is:-

A city region committed to a low carbon future, which has a transport network and mobility culture that positively contribute to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice

- 2.3 In order to meet our challenges and maximise our opportunities, we believe that we have to use our past successes as a springboard for a new approach and create **a new Mobility Culture** that will support economic growth, reduce carbon emissions and promote health and wellbeing as a means to addressing equality and social inclusion.
- 2.4 A new mobility culture means developing a transport system which supports the objectives and aspirations of all communities and organisations across Merseyside. It is about developing a transport system that provides real sustainable mobility options and which supports the continuing regeneration and economic development of the city region.
- 2.5 However a new Mobility Culture goes further than that; it is also about equality. It is about delivering a transport system which ensures that people have more equal access to employment opportunities, education and health facilities and to leisure, cultural and sporting resources. In this sense it goes beyond traditional transport planning and must be integrated with and support housing, health, environmental, education and other policies.
- 2.6 This process has already started. During 2010 Liverpool Primary Care Trust (PCT) led Merseyside (and Cheshire) in a Year of Health and Wellbeing. The Year was designated as a result of the Liverpool Health is Wealth Commission, ^(Ref 23) which highlighted many of the stark health inequalities still faced in Merseyside. 2010 Year of Health and Wellbeing aimed to form a broad coalition of partners to place health and wellbeing at the heart of all policies in recognition of its central role in achieving a wide range of social objectives including equality and social inclusion. The success of 2010 made it clear that a longer term programme is necessary and in January 2011, the Decade of Health and Wellbeing was launched.
- 2.7 The connection between transport and health has been a key part of 2010 Year of Health and Wellbeing and of our policy development for LTP3. The alignment of LTP strategy with a Decade of Health and Wellbeing forms an effective approach to creating a healthy, low carbon transport network as part of a sustainable and equitable Merseyside. As we explain later, it is also a key plank for a potential bid for the area to become a future European Green Capital.

- 2.8 This process has been graphically explained by Dr. Ruth Hussey, Regional Director of Public Health, in the development tree illustrated in Figure 1 below. This assumes that measures to improve the economy go hand in hand with measures to improve the environment and health. Not acting in any one of those areas will seriously damage the impact in the other sectors. This reinforces our approach of working across sectors and seeking multiple benefits from funding opportunities.

Figure 1 – The development tree



- 2.9 Such an approach underpins our concept of a new mobility culture. This has been taken up elsewhere and is described below by the Mayor of Utrecht;

An objective is the development of a new mobility culture: Changing travel habits in order to increase the use of smart modes of transport (public transport, cycling and walking), smart logistical solutions and the use of clean vehicles'

Frits Lintmeijer, Deputy Mayor for Utrecht, October 2010.

- 2.10 Our Strategy presents a real opportunity to deliver this. In particular, it means:
- Addressing the gap between the mobility rich and mobility poor and focussing on the key role for transport to provide barrier free easy, reliable and safe access to goods and services for everybody. In this way we can help places become more attractive within which to live and work and ensure everybody has equal opportunity to access jobs and services.
 - Ending an over reliance on increasing journey speed and reducing journey times. Such an approach is one that leads to ever increasing journey distances for those that can afford to make them exacerbated by land use and locational choices based on quick journey times using the motorway network or key rail routes. In the long term such an approach is neither sustainable nor just and widens the gap between the mobility rich and mobility poor.

Our vision and goals

- (c) Finding the means to provide safe, secure and attractive environments that are not dominated by accommodating motorised vehicles, in ways that for example, see pavements blocked by parked cars, or for where there may be better uses of available space.

A street for everyone **New Road, Brighton, UK**

The improved New Road, one of Brighton's most important streets, is one of the few shared-surface, multi-modal, non-residential streets in the United Kingdom. The design is informed by a detailed understanding of how people use the street and the historically sensitive surroundings of Brighton's Royal Pavilion and its Gardens, where they walk and where they choose to spend time.



- (d) Finally, the new mobility culture recognises that transport is not just about infrastructure. Creating safe, accessible and sustainable transport networks embraces a host of factors including education, information and partnership. And it means everybody being engaged with the debate and examining where we can all make changes for a better transport network that helps create a vibrant city region.

2.11 If we can get this approach right transport will help to:

- (a) Create a resilient city region that will support a strong and vigorous internationally competitive economy at the same time as increasing its ability to deal with challenges in the future from climate change, increases in oil prices, interruptions in oil supply and economic down turns.
- (b) Create a city region of opportunity where all sections of the community can make contact with as many goods and services as possible including jobs, training, education and social, leisure and recreational activities that increase quality of life and reduce inequalities.
- (c) Contribute to a low carbon city region that recognises the responsibilities of all cities to play a leadership role in carbon reduction and celebrates the

opportunities this provides to create competitive and sustainable jobs in green technology industries and activities.

- (d) Create a healthy city region where all transport options including walking and cycling facilities link to spatial planning and send strong signals in support of high levels of physical activity.
- (e) Create a high quality liveable city region that improves air quality, reduces noise levels and creates highly attractive public spaces and cultural offerings building on the achievements of the capital of culture.

Our Goals

2.12 In order to support the city region and achieve our transport vision we have set six goals;

One - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.

Two - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.

Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety.

Four - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

Five - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

Six - Maintain our assets to a high standard.

Please note all goals have equal status.

Maximising opportunities

2.13 In transport terms, the overriding policies for the Government are around creating the conditions for economic growth whilst addressing carbon reductions and climate change. These 'twin peaks' are ones we support, within the context of our Merseyside priorities for health and wellbeing that will help reduce inequalities and social exclusion.

Our vision and goals

- 2.14 A report by the Cabinet Office and DfT, ^(Ref 7) set out the importance of good urban transport and how it could have triple benefits across health, regeneration and urban environments. We believe the impacts are even more wide ranging, but in order to achieve such gains we want our strategy and policies to work very hard and to deliver on multiple objectives. Any one measure, policy or intervention must explicitly deliver concrete result on as many headline themes as possible.
- 2.15 This is also about VFM and synergy and these are two strong organising principles especially in a period of budget cuts and major reductions in local transport funding.

The need to consider peak oil

- 2.16 If we take one of the twin peaks of addressing climate change; just as we talk about adaptation as an important policy so it is equally important to talk about resilience. How do we make our local communities and economies as resilient as possible to ride out the crises associated with increased oil prices, disruption of oil supply and oil 'running out'?. A resilient local economy will be far more successful than one locked into business as usual. An economy centred around a planning and regeneration framework which is dependent on an oil based transport system is a highly vulnerable economy and society.

The need to consider peak oil

The repercussions of a heavy reliance on oil are significant and our transport system is at particular risk. Transport consumes more than half the oil produced worldwide. We know that the point at which fossil fuel resources can no longer meet demand is getting nearer and that this is likely to lead to volatile prices and restrictions in availability. The transport system is reliant on oil for 97% of the energy it uses and is highly susceptible to these pressures; through this strategy the measures we will take to reduce emissions and provide a low carbon transport system will go some way towards minimising the negative consequences resulting from price increases and inconsistent supplies. However, we recognise that the approach outlined here is unlikely to be sufficient to insulate the transport system against the severe impacts of oil shortages and this is something we intend to address as a priority through preparing a peak oil strategy.

“...there are likely to be sudden shocks created by price rises and lack of availability of oil, food and other products and services. At these points change is not gradual and voluntary but sudden and unavoidable.”

Bristol Partnership, 2010. ^(Ref 24)

Forecasts show fuel prices increases of 14-27% by 2024 ^(Ref 25), which would see average household expenditure on transport fuel rise by £300 annually. Costs to businesses and the public sector are estimated to reach 1% of the area's gross value added (GVA) and affect around 90,000 jobs ^(Ref 26). Investment in green technologies and industries, on the other hand, can bring significant returns – the value of the Environmental Technologies and Services sector in Merseyside is worth £1.04 billion and employs almost 9,000 people. The alternative vehicle fuels sector contributed £131.7million to Merseyside's economy in 2009/10; this represented a growth of 2.86% between 2008 and 2010, compared to 4.47% across the Northwest ^(Ref 27)

Meeting common objectives

- 2.17 As Sir David King, former Chief Scientific Advisor to the Government has noted, ^(Ref 8) that as well as technological change and innovation;

*'we will also need to go beyond the designs of the vehicles and fuels themselves and look at changing urban design, buildings and improving mass transportation systems and changing the ways people drive. This of course is independent of the additional but pressing imperative to reduce carbon emissions and prevent dangerous climate change. **Put the two together and the case for change becomes overwhelming**'.*

- 2.18 The Marmot report *Fair Society, Healthy Lives*, ^(Ref 9) which states specifically the need to link transport, housing and planning describes how in;

'creating and developing sustainable places and communities , many policies which would help mitigate climate change would also help reduce health inequalities – for instance more walking cycling and green spaces....'

- 2.19 We want the LCR to be a vibrant, economically successful, low carbon city region which improves quality of life for all residents. This reinforces the point we made above about the importance of synergies between, not only our transport policies but with wider policy areas Therefore we need to identify policies and measures that can add significantly to this overarching objective by contributing to as many different strands as possible and all at the same time.
- 2.20 All the evidence suggests that sustainable cities are successful cities. They are able to attract inward investment because they have high quality environments, skills, health and wellbeing. Cities like Copenhagen, Vancouver and Hamburg are places most other cities would aspire to be like.

European Green Capital

- 2.21 The recent report, *'Building the low carbon economy on Merseyside'*, ^(Ref 6) confirms this perspective and points to the evidence that a low carbon economy can be a driver of development and sets out recommendations that have clear links to King and Marmot described above.
- 2.22 Together they provide a compelling case that acting together to address climate change, can drive sustainable economic growth and promote health and wellbeing and create attractive environments, exploiting Merseyside's many natural and built attributes, in ways that begins to emulate the world's successful cities.
- 2.23 Building the low carbon economy, makes the case for consideration of a future bid to become European Green Capital. The LTP supports that ambition.

Our vision and goals

Sustainable economic growth

Cities that meet the challenge of sustainability will leap ahead of others by attracting people who demand a healthy and culturally-rich lifestyle – (Ref 10)

- 2.24 If we start from the position laid out by Sir David King, we believe that the policies we set out later to address climate change and plan for a transport system less dependent on oil, will also play a major role in securing increasing sustainable economic growth, not only by creating the sort of environment set out above, but in helping to create opportunities in new transport technologies. Through developing initiatives such as the LCR's bid to Plugged in Places; ^(Ref 11) or working toward a carbon neutral rail network, we will be contributing directly to the city regions aspirations for a low carbon economy. There are major opportunities to work with the regions two motor manufacturers to develop new vehicle technologies.
- 2.25 This final element in creating the virtuous circle or supporting the development tree that embraces and links economic growth, climate change and health and wellbeing is confirmed by the Governments recent White paper, '*Local Growth ensuring every places' opportunity*', ^(Ref 5) which sets out the following:-

The role of transport in growth

The transport sector itself, through the research and development of innovative transport technologies, is working to develop the new skills and jobs that will be needed to support a low carbon economy in the future. The Government is committed to investing in future transport infrastructure and has taken the hard decisions about priorities, to secure the transport investment that will support the national economic recovery.

Transport plays a crucial role in supporting economic development and creating the opportunities for growth. Millions of people every day rely on our transport networks to go to work and to access essential services, such as hospitals and schools. Businesses rely on our national and international connectivity to offer services and deliver goods and to drive growth opportunities across different sectors and in different places.

- 2.26 The city region priority around SuperPort ^(Ref 28) building on the strengths of our logistics industry will benefit from the initiatives we are taking through our freight strategy, whilst further evidence from places such as Oslo, below, suggest that there are huge advantages to be gained by developing a truly sustainable approach, involving energy creation and waste management for example. At the same time we must work together to lobby for an increased status for Liverpool in the national ports hierarchy, working to bring more freight into the port where the advantages of more use of rail freight can be fully exploited.

The Castor Green terminal

This terminal planned for Oslo in Norway is seen as the ocean cargo terminal of the future - powered by the sun and wind. The futuristic terminal has no conventional power, uses no fossil fuels and releases no harmful emissions into the atmosphere.

“The future will require us to think differently about energy and land use. As environmental regulations continue to expand, our customers will benefit from a greener and leaner supply chain.”

The energy used to handle each unit of cargo within the terminal complex will be reduced by as much as 80 per cent.

Wind turbines will provide the prime source of power for the Castor Green Terminal along with solar photovoltaic roof panels. The terminal will also be self sufficient for all its water needs – rain water collected from its roofs will be stored in underground tanks and then reclaimed.

The terminal is intended to be sited close to good rail and road links and barge services (if relevant) so distances to main markets and manufacturing facilities will be relatively short.

Web link: <http://www.pitchengine.com/walleniuswilhelmsenlogistics/clean-green-terminal-of-the-future--/62938/>

Carbon reduction and better health – two sides of the same coin

- 2.27 The Marmot report quoted earlier has reinforced our proposals to address carbon reduction focussed on how much can be gained by examining the different types and lengths of trips within Merseyside. Many of these are short distance and highly suitable for more active modes of walking and cycling. In addressing this and creating better conditions to encourage more cycling and walking we will have a major impact not only on our efforts to reduce carbon emissions, but also on better air quality, addressing high levels of obesity and improving mental health. We will thus have a major impact on the health and wellbeing of our communities.
- 2.28 In setting out to exploit the benefits of greater levels of cycling and walking, we must take the opportunity to develop another of Sir David’s themes, around better planning and urban design to both encourage their use and reduce the need to travel longer distances.
- 2.29 We hope that proposals for the redevelopment of the Royal and Alder Hey Hospitals for example, as well as the major developments planned for Liverpool and Wirral Waters and the Port of Liverpool, will begin to come to fruition. They provide the opportunity to create new communities close by and support the regeneration of North Liverpool/South Sefton and Birkenhead and Wallasey. Comprehensive redevelopment closely linked to the transport system will help to reduce long distance commuting and encourage sustainable travel. It will therefore have great impacts on our plans for reduced carbon emissions

Our vision and goals

whilst creating modern attractive living conditions. We will continue to work with the housing sector to encourage new housing to be built to a design that encourages sustainable active travel low emission vehicles and public transport, as well as looking to encourage other developments in proximity to the Merseyrail network or major bus corridors.

- 2.30 We understand that a blanket assumption that public transport is always a better option in terms of reduced carbon emissions is a blunt instrument. We therefore have to create the conditions where use of the networks is maximised and operates most efficiently. Elsewhere as we note below, there may be other public transport options, such as the use of taxis or community transport that are better suited to particular requirements and encourage different sectors to play a role in providing essential services.

Planning for a more sustainable future

- 2.31 Getting these longer term aspirations right will require close collaboration and joining up with each local authority's, emerging LDFs and this critical work is continuing. Another part of the planning system that is crucial is our transport supplementary planning document (SPD) seeks to implement a consistent set of transport requirements that will help to ensure new developments are accessible to all and not just car users.
- 2.32 Getting land use and locational choice right is critical to providing everybody with equality of travel opportunity and to be able to access jobs, education and fresh food supplies for example. We have shown the great disparities in opportunity between our mobility rich and mobility poor communities. Our goal for increased accessibility is closely aligned with important city region priorities such as the CES ^(Ref 29).
- 2.33 Creating better travel opportunities and access to work and education will have a major impact on health inequalities. We believe there are a number of different ways that we can improve access, through better bespoke information, more targeted fares and the use of different types of transport appropriate to need. Again cycling and walking have been shown to be low cost and healthy options to access opportunities.
- 2.34 Such an approach will require different ways of provision and funding, but there are a number of areas that may lend themselves to the possible involvement of community enterprise and third sector involvement. We already have a contract with a third sector Community Interest Company to deliver our Bikeability cyclist training programme which is the largest in the country.

Safe and secure environments

- 2.35 Many of our disadvantaged communities suffer the greatest impacts from transport, including poor air quality, road traffic accidents and severance caused by transport corridors. These have major impacts on health inequalities and the health sector.

- 2.36 A key strand for us will be the use of our road hierarchy and road user hierarchy, where we will seek to ensure the efficient operation of our highway networks for freight and public transport. Away from these strategic networks we will ensure people come first and help to create the conditions that can encourage play and community activity on appropriate streets, with street environments that encourage walking and cycling and safe environments for older and disabled members of the community.
- 2.37 Here and in the shorter term in many areas we will seek to use our transport interventions in tandem with other initiatives that support the city region's aspirations, particularly in the field of Green Infrastructure and associated initiatives such as Grey to Green ^(Ref 30). There may be areas where current transport assets could be better used to create better street conditions. Again the joining up of these initiatives will help to provide better conditions for non motor transport, create environments that help with climate change and improve health and wellbeing.
- 2.38 Even in cities with a long association with extensive car use, new and innovative schemes are being brought forward to create environments in keeping with the times.

Portland USA ^(Ref 31)

Portland leads US cities in encouraging people not to drive. It has a fully integrated transport system and is also one of the most bike-friendly cities in America, with 15% of residents using a bike as their primary or secondary means of getting to work.

Not content with that, Portland wants to transform itself into a city where a quarter of all daily trips are taken by bicycle. The Portland bicycle plan will create a 'low stress bikeways network' where people of all ages and abilities feel happy to cycle around the city.

Making the most of what we already have

- 2.39 Maintenance of our key assets will be vital, perhaps particularly in times of financial constraint. Freight and public transport networks must be kept freely flowing and pot hole free roads and pavements encourage cycling and walking and provide safe passage for older and disabled members of the community.
- 2.40 The use of ITS provides the opportunity to build modern and accessible information systems for road and public transport users in ways that help to create free flowing networks but also encourage new travel opportunities, through the use of smart cards for example, in ways that can have a real impact in addressing our accessibility goal. We will combine this with our TravelWise programme and other initiatives such as Lets Get Moving (LGM) to ensure lack of information is not a barrier to travel. We believe there are further advances in how we can use new ways of providing information that

Our vision and goals

operate at the community level. Equally we believe there are possibilities for the use of new technology like smart cards to generate income that can further improve the transport system.

- 2.41 None of what we are setting out is new. There is a wealth of evidence from home and abroad and across different policy areas that supports our approach. The conclusions from the *'Evidence base on English Cities'* shown in the box below provides a recent example.

An area related to cities' offer that is difficult to quantify but is, nevertheless, critical to city economies, is the quality of local transport.

Improvements in transport often rank high amongst the business community.

Improving accessibility and connectivity can deliver economic benefits for urban areas. In addition, the quality of local transport can affect how residents feel about a place the quality of transport and lack of congestion is amongst those attributes that make a place an enjoyable place to live in. Together with low crime, health services and clean streets, the quality of transport and lack of congestion is amongst those attributes that make a place an enjoyable place to live in. Areas in need of regeneration are often poorly connected to public services. As argued accessibility (including the cost of transport) is one of the many barriers often faced by those out of work. Investing in transport infrastructure (and where relevant subsidising costs for low earners can be important to linking deprived areas to employment centres.

Evidence base on English Cities. DCLG Jan 2011

- 2.42 Figures 2 and 3 below summarises part of our approach showing how our strategy to address economic growth and reduce carbon has a range of benefits across a number of areas.

There is very considerable evidence for identifying synergies and complementarities with other policy goals such as climate change, social inclusion and wellbeing to strengthen the case for action and provide multiple benefits.'

Foresight Report; Tackling Obesities – Future Choices. 2nd Edition 2009

Figure 2 - The Twin Peaks

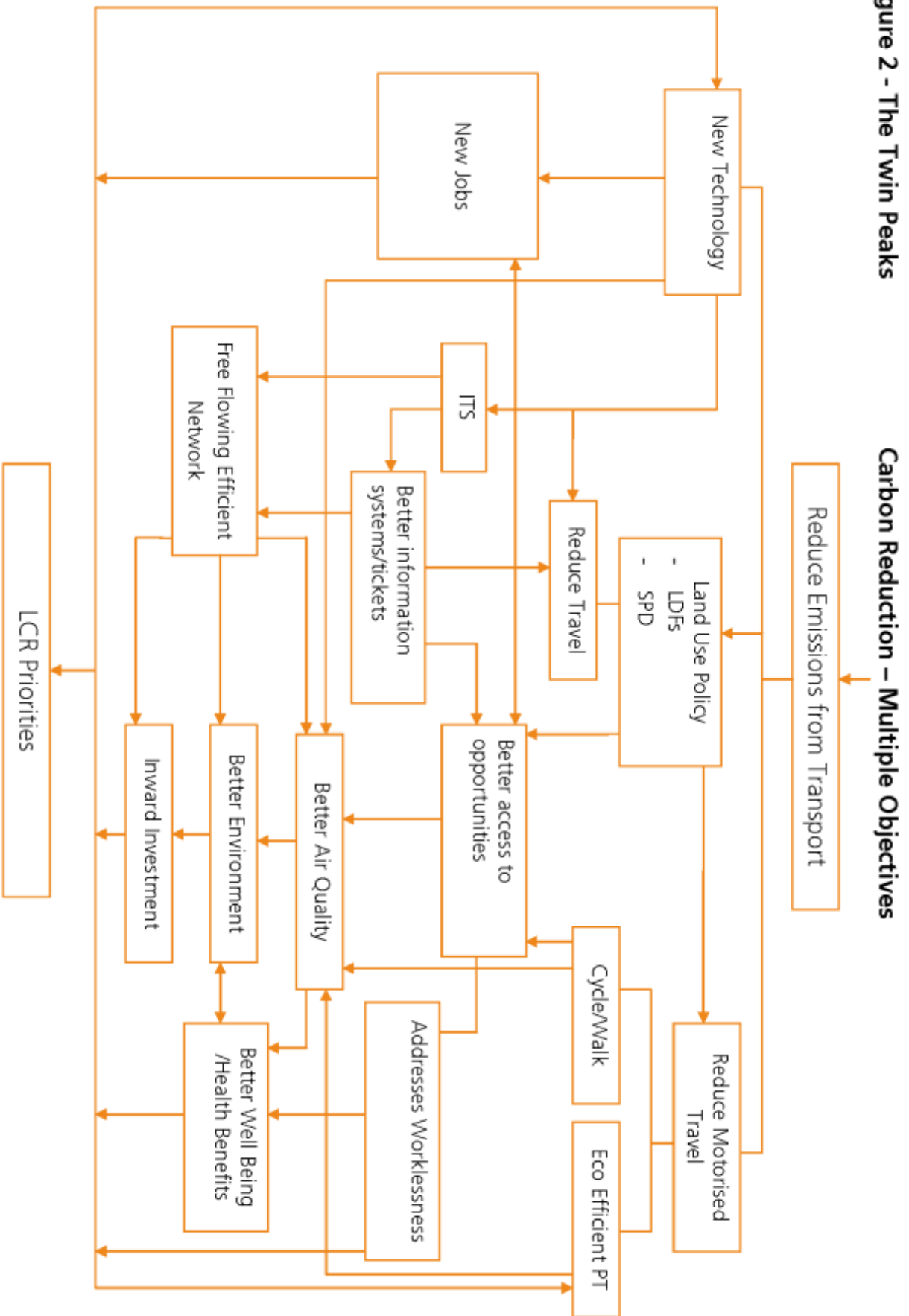
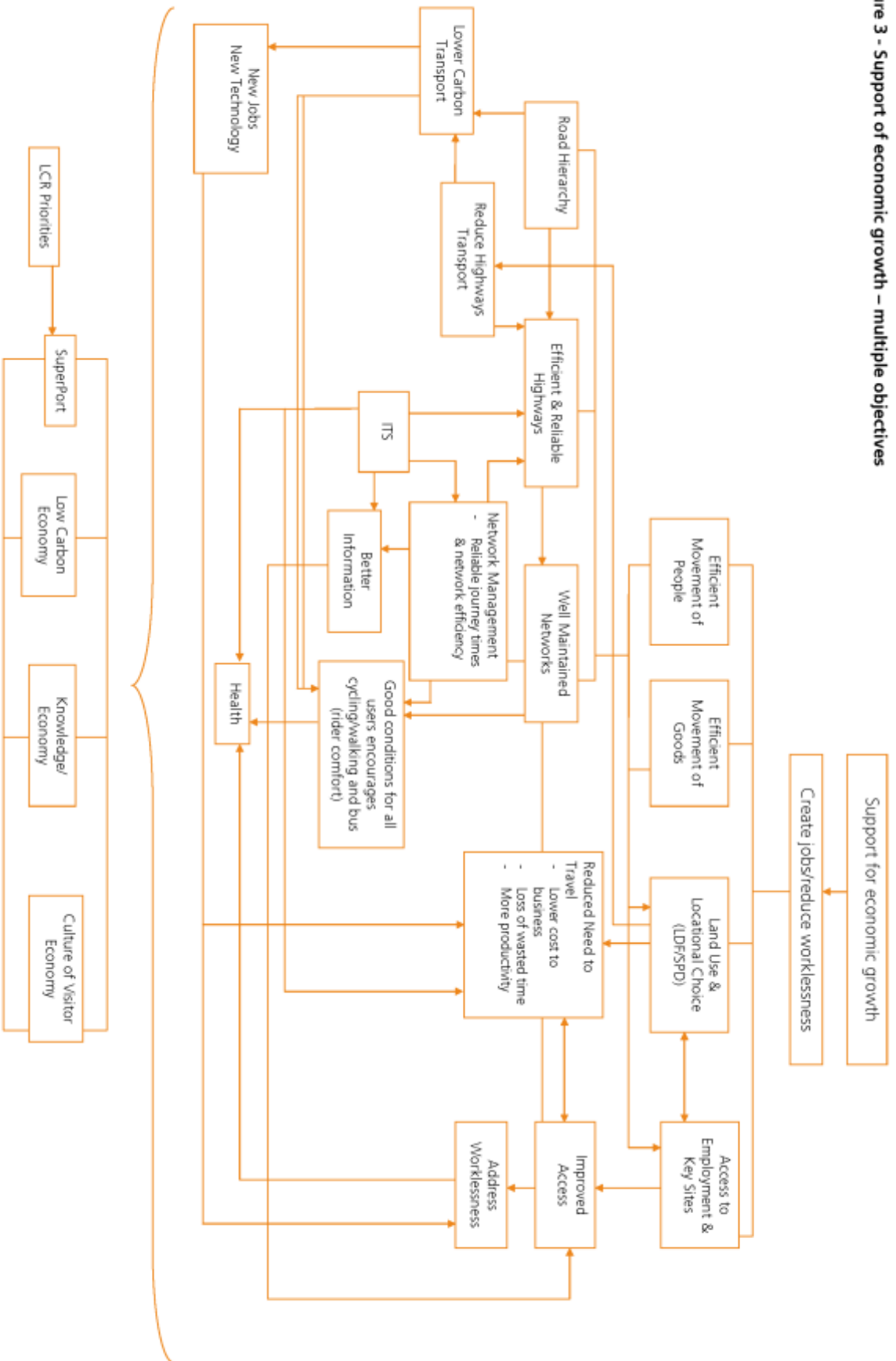


Figure 3 - Support of economic growth – multiple objectives





Chapter Three

The national and local framework

The national and local framework

Introduction

3.1 The Coalition Government commitment to transport is set out below:-

Coalition programme – Transport commitments ^(Ref 32)

The Coalition programme for government set out the following commitments.

- The Government believes that a modern transport infrastructure is essential for a dynamic and entrepreneurial economy, as well as to improve well-being and quality of life. We need to make the transport sector greener and more sustainable, with tougher emission standards and support for new transport technologies.
- We will mandate a national recharging network for electric and plug-in hybrid vehicles.
- We will grant longer rail franchises in order to give operators the incentive to invest in the improvements passengers want – like better services, better stations, longer trains and better rolling stock.
- We will reform the way decisions are made on which transport projects to prioritise, so that the benefits of low carbon proposals (including light rail schemes) are fully recognised.
- We will make Network Rail more accountable to its customers.
- We will establish a high speed rail network as part of our programme of measures to fulfil our joint ambitions for creating a low carbon economy. Our vision is of a truly national high speed rail network for the whole of Britain. Given financial constraints, we will have to achieve this in phases.
- We support Crossrail and further electrification of the rail network.
- We will turn the rail regulator into a powerful passenger champion.
- We will support sustainable travel initiatives, including the promotion of cycling and walking and will encourage joint working between bus operators and local authorities.
- We are committed to fair pricing for rail travel.
- We will work towards the introduction of a new system of Heavy Goods Vehicles (HGV) road user charging to ensure a fairer arrangement for UK hauliers.
- We will stop central government funding for new fixed speed cameras and switch to more effective ways of making our roads safer, including authorising ‘drugalyser’ technology.
- We will tackle rogue private sector wheel clampers.

The role of Local Transport Plans

3.2 The Government view the development of LTPs as:-

'the best way for authorities to plan transport strategy and delivery and to ensure that all funding is spent efficiently and effectively'

and that

'authorities are accountable to their communities rather than to the Department for the quality and content of their Plans'.

3.3 The DfT will no longer intervene in the way that we review our progress and no longer require reports or reviews for central Government and are clear that development, implementation and performance management of LTP's should take place at the local level. Chapter Six sets out our performance management proposals.

The national framework

3.4 The government has now set its course. Its major imperative is to reduce the economic deficit and manage the country's debt. The financial settlement is now known until 2014/15 and new additional funding sources have been identified, through LSTF and RGF.

3.5 There have been a significant number of structural changes, most notably the closure of GONW and the NWDA. They have largely been superseded by the LEP for the city region. In addition there have been a number of White Papers and guidance that have an impact upon transport. Of most significance is the Local Transport White Paper, *'Creating Jobs, Reducing Carbon'* issued in January 2011.

The Local Transport White Paper – 'Creating Growth – Cutting Carbon'^(Ref 5)

3.6 DfT issued their new White Paper, in January, setting out in detail their approach to local transport. In parallel they issued detailed guidance on the LSTF which will be the main source of additional funding for transport authorities proposing programmes and interventions to address national priorities set out in the White Paper alongside local priorities. In conjunction with the Department of Health, (DoH) they also issued a detailed report, 'Transport and Health Resource' setting out how transport and health sectors should work together to deliver national and local priorities. This is particularly welcome as it reinforces the third main strand of the LTP.

Main messages from the White Paper

3.7 In headline terms the main messages from the White Paper can be set out as:-

- It confirms the new government's transport policy direction and provides their approach to local transport issues. It therefore provides the background framework for LTP as well as providing the template for LSTF.
- Many of its contents are sensible continuations of the previous administrations DaSTS ^(Ref 33) approach and on the costs of transport outlined in the reports of Autumn 2009. ^(Ref 7).
- Improving health and reducing road casualties are other key themes. This is reinforced by the joint DoH paper on the Transport and Health Resource noted above.
- The need to shift shorter trips to walking, cycling and public transport is stressed. Behavioural change is seen as absolutely key to this.
- There is a greater emphasis as well on looking pro-actively at measures to reduce the need to travel through video conferencing and home working for example.
- Alternative fuels such as electric power for vehicles are also supported.
- Specific rail schemes such as Crossrail and High Speed Rail are supported.

Governance and planning issues

3.8 The White Paper sets out the new Governments thinking on how localism and Big Society impact upon transport.

- **Transport and the Local Enterprise Partnerships.** DfT expect *'the LEPs to form a view on the strategic transport priorities which best support sustainable economic growth in their areas and to play a key role in implementing significant devolution of transport decision making to local areas. The Government has already committed to considering whether and how capital funding for local transport major schemes can be devolved to local areas for the Spending Review period after 2014/15.'*
- DfT are inviting Local Enterprise Partnerships *'immediately to demonstrate their potential to play a positive strategic role by engaging with local transport authorities and partnering bids to the LSTF and the Department will seek to work directly with a small number of LEPs towards agreeing a joint approach to the worst congestion hotspots in the major urban areas affecting both the local and national strategic networks within the Local Economic Partnership area'*. We discuss our approach in more detail within Goal One in Part Two.
- In wider terms, the Local Growth White Paper, *'Realising every places' potential'*, also describes how Government are looking to co-operate with LEPs on strategic infrastructure, including links with planning and LDF's.

- 3.9 Importantly, The Local Transport White Paper validates the policy direction of this LTP, given the plan's focus on smarter, lower cost measures that support economic growth and reduce carbon, especially walking and cycling and behavioural change.
- 3.10 There are a number of other Government proposals that have an impact on transport. They include:-

- **Localism Bill** – This sets out the context for the LEPs and RGF as well as how Government expects to see localism and Big Society reflected across all local activity. It also sets out proposals to create directly elected mayors in the 12 largest English cities and the role they may have in strategic transport and planning terms.

As discussed the role of the LEP will be particularly important for the MTP and the LTP provides the statutory transport framework. The MTP already has good working links with community and third sectors and LTP will reinforce the role they can play in the future through providing for example, community transport services and neighbourhood travel teams.

- **Public Health White Paper** – The benefits of linking the two sectors are clearly set out with particular support for how cycle and walking can address the obesity crisis.
- **Local Growth White Paper** 'Local Growth: realising every places' potential – sets out how the Government will put businesses and local communities in charge of their own futures, give greater incentives for local growth and change the way central government supports and maintains growth. Transport investment in particular, is recognised as a key enabler of growth and as noted above, LEPs are encouraged to work in respect to transport, housing and planning as part of an integrated approach to growth and infrastructure delivery.
- **Changes to PPG13** – This sets out changes to parking planning policy that could have potential detrimental impacts on current Partnership policy such as through the transport SPD and could also impact on our ability to deliver a new mobility culture. Early indications, however, suggest local authorities will not seek to implement such changes.
- Reform of **Disability Living Allowance (DLA)** - This could have impacts upon the ability of disabled members of the community to travel and access services. The changes to **Educational Maintenance Allowance** may have similar impacts for school students.

- 3.11 More detailed assessments have been made as to how changes to policy and guidance impact on the LTP goals. These are set out in Annexe Fourteen.

European common transport policy

- 3.12 This is due to be published shortly and will cover the next ten years. It appears likely that it will reflect the UK White Paper in terms of supporting growth and reducing carbon, where some quite stringent targets will be set. It is likely that the Policy will recognise transport's importance to improving growth in under performing European regions. In line with other European policy it is likely to support urban areas as those where change can bring the greatest benefit.
- 3.13 For Merseyside this may be particularly beneficial in the next phase of structural funding from 2013. LTP will be critical in providing the statutory framework that makes the case for future transport funding.

New regional and sub regional arrangements

- 3.14 With the abolition of the NWDA, (from 2012) and the North West Leaders Forum (4NW), Regional Spatial Strategies (RSS), were abolished in July 2010. DfT have established a 'Northern Hub' based in Leeds to engage directly with northern transport authorities at a more local level. At the present time it is also understood that the Department for Business, Innovation and Skills, (BIS) is also establishing a more local presence. It will be a priority to establish working arrangements with these and other Government bodies that may be established, particularly in relation to working with the LEP.

The Liverpool City Region

- 3.15 The LCR is made up of the five Merseyside local authorities of Liverpool, St Helens, Wirral, Knowsley and Sefton plus Halton. The Cabinet is made up of the leaders of these six authorities. At the present time the Cabinet is supported by a number of Boards covering major policy areas such as housing and planning and economic development. The ITA represents transport interests.
- 3.16 Partnership at a city region level complements and adds value to the work of local authorities and Local Strategic Partnerships (LSP). At the present time, however, it is not clear what the future role and scope of LSPs will be. Their future development will be of importance to the continuing development of transport policy and delivery because LSP's bring together a range of partners including, health, education and Job Centre Plus who are essential to the joined up approach that the new mobility culture requires.

Local Enterprise Partnerships (LEP)

- 3.17 It is anticipated that the city region LEP will be formally constituted later in 2011. The LEP will be private sector led and a shadow LEP Board has been established. It includes local authority leaders, prominent business leaders and representatives for small business, the third sector and social enterprise. The relationship of the LEP with the existing city region Cabinet and supporting boards is being reviewed. Working arrangements with the ITA will also have to be addressed.

- 3.18 The Local Transport and Local Growth White Papers described earlier set out a clear role for LEP's in key areas of transport policy, which will also have implications for future funding. Equally, LDFs and their future role in defining IDPs will be critical to the strategic planning role of the LEP.

The Big Society

- 3.19 The Prime Minister announced the Big Society initiative in Liverpool in July, 2010. It signals the Governments intentions to develop their 'localism' agenda, by devolving as much as possible to the local level. The Government have also signalled their intention to examine where shared services can be delivered in ways that save costs and improve efficiency.

Funding

- 3.20 The DfT White Paper, '*Creating Growth, Cutting Carbon*' has set out a simplified structure for transport funding, reducing the number of funding streams from 26 to four:-

Major Schemes

- 3.21 A major schemes capital programme of over £1.5 billion for schemes costing over £5 million. This funding is a national pot and covers the four years of the current funding cycle. In the light of the Governments commitment to reducing the deficit and the cuts to the transport budget the prospect of taking forward new major schemes looks unlikely in the short to medium term. However the Government have stated in the Local Transport White Paper that they are committed to streamlining arrangements for prioritising major schemes for future spending review periods, noting that prioritisation may be devolved to LEPs.

Maintenance

- 3.22 The government have allocated £3 billion in capital over four years on a national basis for local highways maintenance. Locally the maintenance settlement will be paid to the ITA who will passport this funding to the districts who have statutory responsibility for highways maintenance.

Locally the funding is set out in Table 1

Table 1 - The Merseyside four year maintenance block allocations

2011/12	2012/13	2013/14 (indicative)	2014/15 (indicative)
£13,061,000	£12,611,000	£12,002,000	£11,054,000

The national and local framework

Integrated Transport Block (ITB)

- 3.23 Government has allocated £1.3 billion in capital over four years on a national basis for the ITB. Locally the ITB settlement paid to the ITA is set out in Table 2 below. These amounts will be shared between Merseytravel and the districts.

Table 2 - The Merseyside four year Integrated Transport Block allocations

2011/12	2012/13	2013/14 (indicative)	2014/15 (indicative)
£11,489,000	£12,255,000	£12,255,000	£17,234,000

- 3.24 As noted elsewhere this is only one third of the level of funding available at the start of the final year of LTP2. It is therefore very important that we constantly strive not just for innovation and efficiency but for new sources of funding potential. Potential additional sources of funding are set out in Annexe Two but of immediate concern is the, new LSTF, which makes £560 million of capital and revenue funding available over four years.

Local Sustainable Transport Fund

- 3.25 The aim of the fund is to help authorities deliver transport solutions that address the problems of congestion, improve the reliability of journey times and enhance access to employment. Our approach to securing LSTF is set out in Chapter Seven.

Regional Growth Fund

- 3.26 In addition to the specific funding described above, possible financing for transport may be available through the £1.4 billion RGF ^(Ref 13). This is designed to help areas and communities at risk of being particularly affected by public sector spending cuts. The fund, which will be spread over three years, 2011-2014 is available to support transport infrastructure which as part of a wider investment supports specific business investments. Both private bodies and public-private partnerships are able to bid for funding by demonstrating that their proposal will bring in private investment and support sustainable increases in private sector jobs and growth in their area.
- 3.27 The Local Growth White Paper states that Government is committed to investing in future transport infrastructure and acknowledges transports crucial role in supporting economic development and creating the opportunities for growth. Furthermore, it is the view of the Government that the transport sector is well placed to make applications to the RGF.
- 3.28 Co-ordinated and consistent working with the LEP and city region partners is vital in ensuring priorities for growth reflects transport requirements. These need to be linked as a cohesive package that can be used as the basis for tapping in to RGF funds in line with the Governments view of the importance of transport to future growth.



Chapter Four

Meeting the needs of Merseyside

Meeting the needs of Merseyside

- 4.1 The city region, has established the vision “***To establish our status as a thriving international city region by 2030***”.
- 4.2 At the present time the city region aims to realise this vision by developing strategies and plans that deliver the following key objectives:-
- (a) Maximise potential – our people are our number one asset and we want everyone in the LCR to make the most of their potential. We will use their creativity and work with our businesses and education institutions to develop an economy based on knowledge, ideas and innovation that sets us apart from the rest of the UK.
 - (b) Develop our cultural offer – outstanding waterfront and our cultural, sporting, maritime and architectural heritage will place the LCR as one of Europe’s 20 favourite places to visit by 2030 and provide an outstanding place to live for our residents.
 - (c) Tackle deprivation – we know that we have issues of multiple disadvantage, specifically around long-term unemployment and poor health that we must tackle. We will target initiatives at those areas most in need and work to more than halve the number of Super Output Areas (SOA) in the UK’s 10% most deprived areas by 2030.
 - (d) Maximise connectivity – through the combination of our ports, airport and multi-modal freight and logistics infrastructure, we will deliver Liverpool SuperPort and significantly improve our position as one of the UK’s primary international gateways by 2030.
 - (e) Become a low carbon economy – we will become energy self-sufficient and a net energy exporter by the year 2030 through a combination of greater energy efficiency and renewable supply. This will drive us to become the biggest low carbon goods and services city region economy in the UK.

Key projects

- 4.3 At the current time the LCR has identified a number of key projects that it views as crucial to the success of the city region and achieving its strategic priorities. These are set out in Table 13.

Transport as an ‘enabling measure’

- 4.4 Transport is regarded by the city region as a key enabling measure critical to the success of achieving strategic priorities, along with Digital Connectivity, Environment and Waste and Housing and Spatial Planning.

- 4.5 Specifically in relation to transport the city region strategy takes the view that;
- 'An efficient transport network is essential to meet the demands of the business community and other key sectors. This includes access to jobs, support to address worklessness and skills and supporting the health agenda and a low carbon economy'.*
- 4.6 It will be clear from the current list of projects noted in Table 13 that most have a large transport component. We must also bear in mind the potential that high speed broadband and other new technologies could have in reducing the need to travel.

The Multi Area Agreement (MAA)

- 4.7 MAAs were established by the previous government as the prime mechanism for supporting sub-regional working on economic issues. MAA's aimed to give local authorities more freedoms from Whitehall in return for pledging a local, partnership approach to boosting economic growth and tackling deprivation and financial inequalities The MAA was formally signed with Government in September 2009 ^(Ref 34).
- 4.8 The MAA set out four 'transformational programmes' that underpinned its approach to future growth and regeneration. Although, the MAA programme is not being continued by the Government the transformational activities for the city region are being taken forward by the LEP. These are:-
- (a) The development of SuperPort – building on the areas strengths around the port and logistics.
 - (b) Building a Low Carbon Economy
 - (c) Building a Knowledge Economy
 - (d) Developing the Visitor Economy
- 4.9 It is understood that the LEP are considering adding a fifth action in relation to transforming small business.
- 4.10 As with the key projects, set out in Table 13, it can be noted that transport has an important role to play in the transformational programmes and these are set out in more detail against each goal which are described in Part Two.
- 4.11 There was an extensive transport element to the MAA, set out in the 'transport platform' covering accessibility, low carbon transport and increased capacity. Although this is now no longer in place with the Government a number of its proposals are being carried forward within this LTP and continuing working arrangements with DfT will be sought in order to take forward outstanding issues from the MAA agreement. Full details of the MAA and the transport platform can be found at www.TransportMerseyside.org.

The Local Enterprise Partnership

4.12 In addition to the four transformational programmes discussed above, it is understood that the shadow LEP draft business plan sets out the following priorities:-

- (a) Encourage and assist existing LCR Business and professional firms to grow.
- (b) Create awareness amongst potential customers.
- (c) Encourage and assist existing LCR businesses and professional firms to innovate.
- (d) Attract new businesses.
- (e) Articulate private sector needs.
- (f) Make sure that schools, colleges, universities and professional associations provide the education, training and skills that our businesses need.
- (g) Develop entrepreneurship.
- (h) Work with LCR Cabinet, Local Authorities, media and communities to create a serious, intelligent, well informed, publicity savvy environment.
- (i) Promote and exploit infrastructure and real estate projects.
- (j) Provide or assist in bidding for direct financial support for existing and new businesses.
- (k) Apply the mechanisms for growth across the whole City Region to all sectors, including social enterprise.
- (l) Recognise the importance of international trade.

Taking account of the regional legacy

4.13 Both the NWDA and 4NW were keen to ensure that the research and work carried out for RS2010 was not lost and a slimmed down document has been issued as a non-statutory strategic framework for the North West entitled, '*Future North West; Our Shared Priorities*', ^(Ref 35). It sets out the following aspirations:-

- (a) The quality of life for the people of the North West will be excellent and the area will become more prosperous, more equitable and low carbon. By 2030 it will be a better place to live, learn, work, visit and invest in; with
- (b) Job opportunities for all in a highly productive, well-skilled, internationally competitive, knowledge-based and resource-efficient economy which is adapting to climate change and living within environmental limits; and
- (c) High levels of health and social wellbeing, minimal deprivation and child poverty, good housing and excellent physical and digital connectivity.

4.14 Furthermore and specific to the Liverpool City Region it states that:-

- (a) Liverpool will be a world-class cultural city, a major driver of economic growth and an international gateway and the international potential of the Liverpool-Manchester corridor will have been developed.

Taking account of stakeholder views

- 4.15 We received a high level of interest to our period of consultation over the course of 2010. Encouragingly there was a strong measure of support for our approach. As a result of the consultation feedback we have made some changes that are reflected in this Plan. The full report on the consultation process is available as Annexe Nine.
- 4.16 Table 3 sets out the most significant and recurring themes and comments identified in the feedback. Alongside this we indicate the actions we have taken to address the concerns.

Table 3 – Main themes from consultation

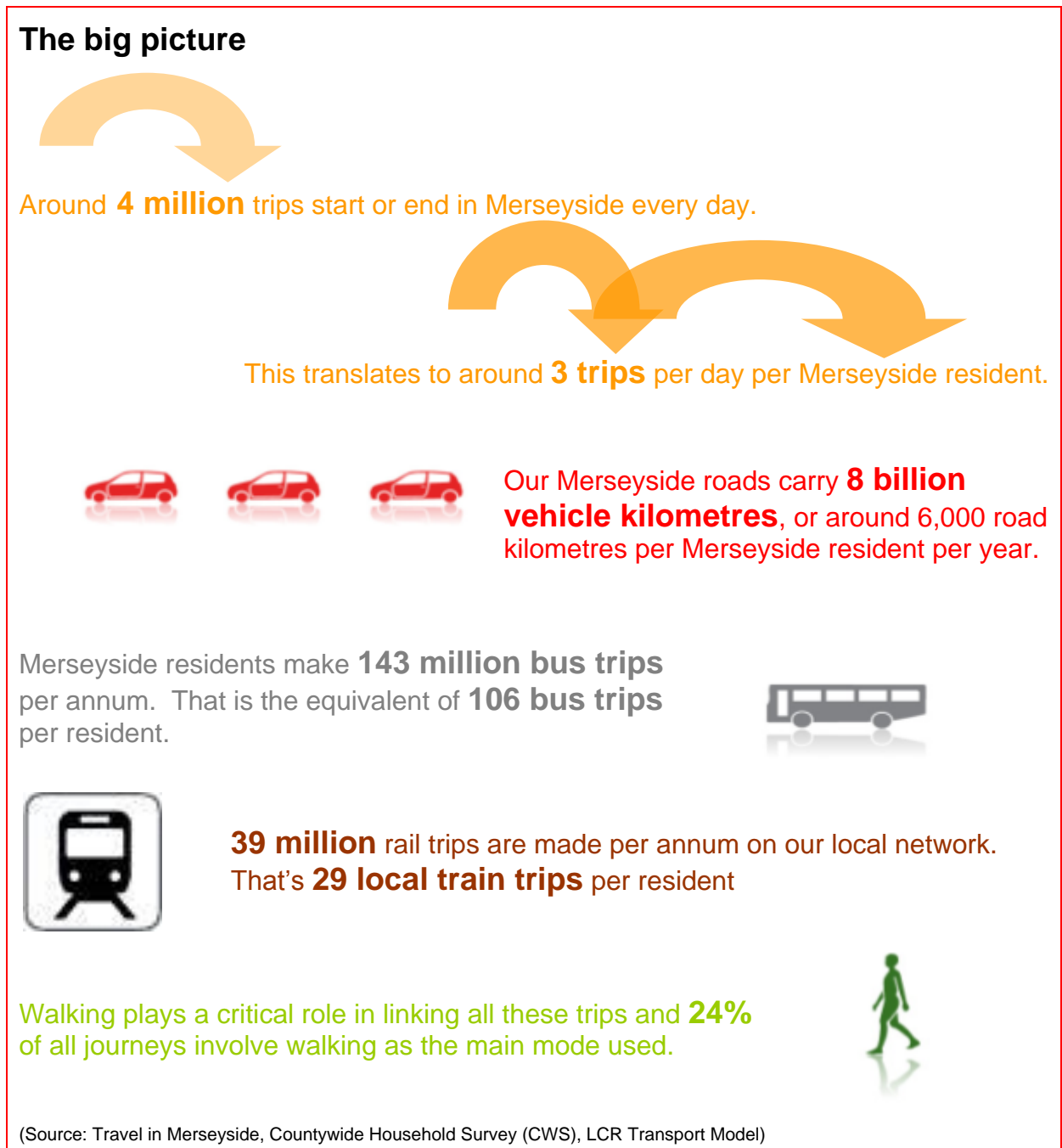
Comments	Response
<ul style="list-style-type: none"> • More consideration of the transport needs of the disabled. • Re-open disused railway lines and expansion of the rail network. • Improve bus services (inc. bus lanes) and punctuality. • Revision of bus routes and timetables (more direct services, rather than having to change and use multiple buses). • Cheaper public transport fares - need to be affordable. • More and improved cycle paths and lanes. 	<ul style="list-style-type: none"> • We have a very strong commitment to providing services to assist the disabled community going well above minimum requirements. This ambition remains and details are provided in Goal Four in Part Two. • Financial resources will be very limited. Any new proposals must clearly meet the needs of Merseyside. Further details are provided in Chapter Five. • This is major priority in the short term Implementation Plan and is described more fully in Goal Five in Part Two. The Bus Board will have a major role to play. • This is a major short term priority and the revised Active Travel Strategy set out in Annexe Six provides the framework for action. Goal Three also provides more detail.

Meeting the needs of Merseyside

Public Comments	Response
<ul style="list-style-type: none"> Improved multi-modal integration. 	<ul style="list-style-type: none"> This is a major priority and is described in Goal Five.
<ul style="list-style-type: none"> Agreement with low speed zones. 	<ul style="list-style-type: none"> Road safety is a major short term priority and is described in Goal Three. Low speed zones will be closely examined.
<ul style="list-style-type: none"> Challenges of 'Peak Oil' and Climate Change. 	<ul style="list-style-type: none"> This is highlighted as major priority and a new strategy will be developed with the city region in the near future.
<ul style="list-style-type: none"> 'Will the challenges we face be met?' 	<ul style="list-style-type: none"> Financial restrictions will clearly restrict activity. Reinforces the need for careful targeting and seeking multiple benefits with partners.
<ul style="list-style-type: none"> Is there a need to publicise success? 	<ul style="list-style-type: none"> We are able to show great success over the lifetime of LTP2. New marketing and use of TravelWise will promote successes and travel opportunities to encourage behaviour change.
<ul style="list-style-type: none"> Public perceptions of public transport. 	<ul style="list-style-type: none"> See above and role of Bus Board.
<ul style="list-style-type: none"> The Strategy must benefit the whole of Merseyside. 	<ul style="list-style-type: none"> This is made clear throughout LTP.
<ul style="list-style-type: none"> Key to success is greater integration with the land-use planning process. 	<ul style="list-style-type: none"> A major priority and plans in place to ensure better linking particularly with LDFs.

Current transport demands

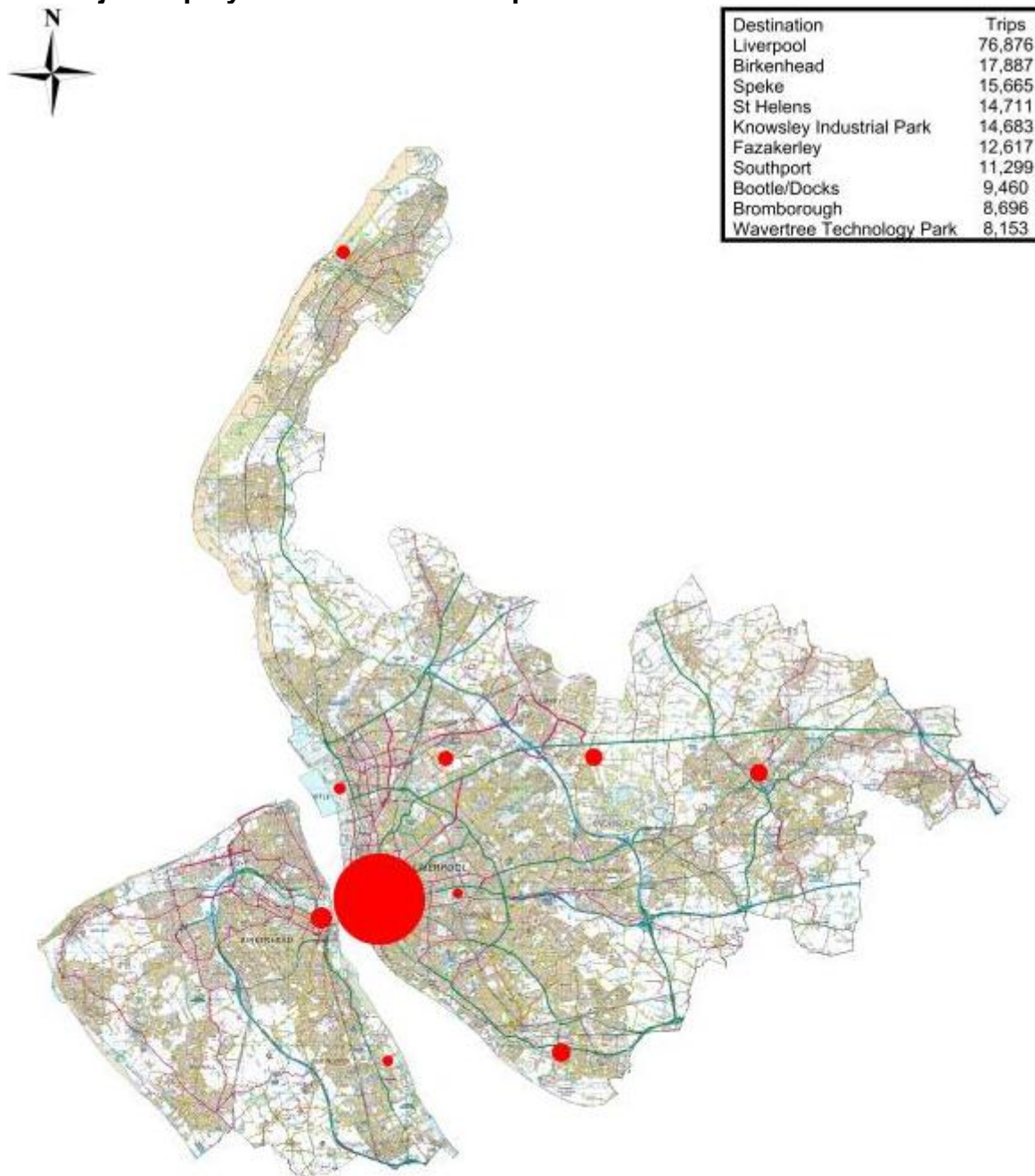
- 4.17 We have developed a substantial evidence base ^(Ref 36). The box below provides some headline facts.
- 4.18 Travel demand is heavily focused at particular times of day. The AM peak (8am to 9am) contains around 0.5 million of the trips in a day, over three times more than an average hour. The box below provides an overview of the present picture.



- 4.19 Map 1 shows the 10 areas with the biggest concentrations of trips to work and the number of trips made on a normal working day.

Meeting the needs of Merseyside

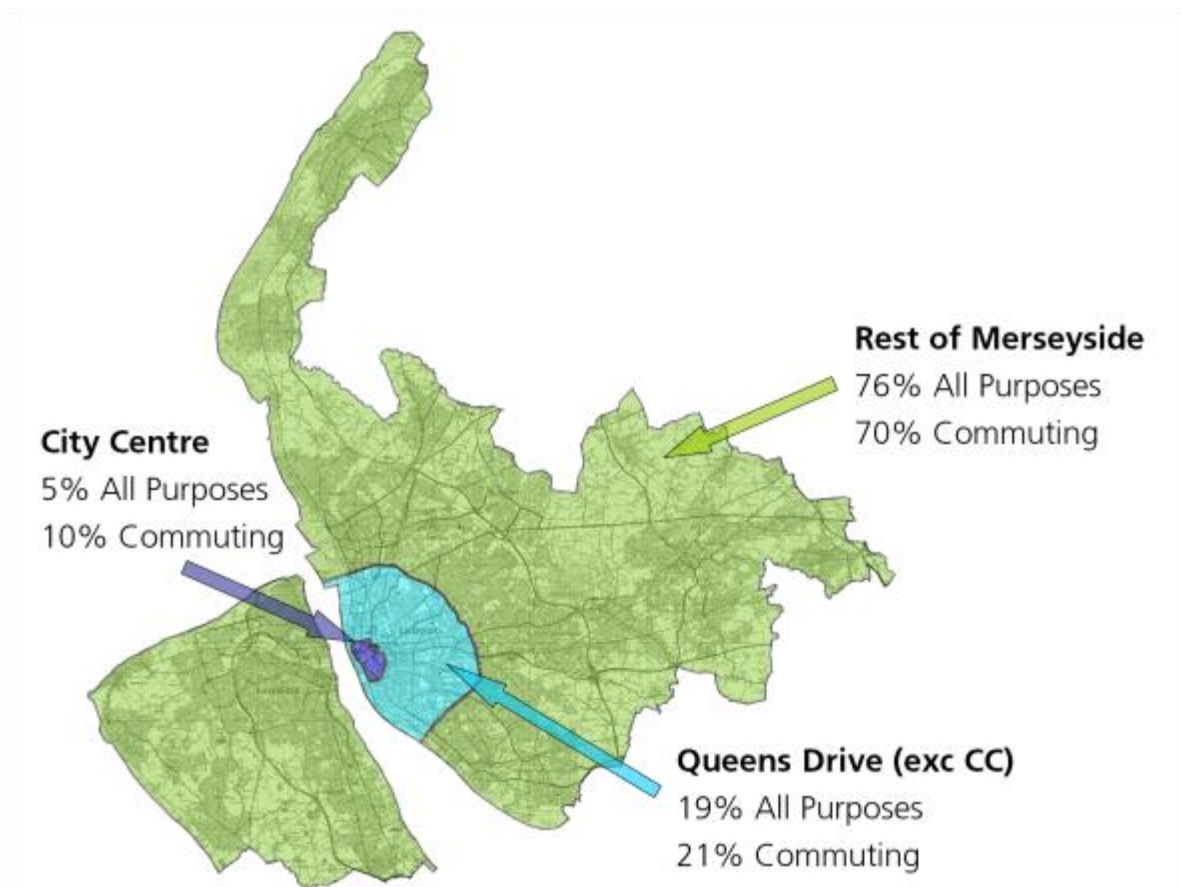
Map 1 – Major employment locations – Trips to work



Source: Census travel to work data 2001

- 4.20 Whilst it is clear the city centre provides a focus for travel to work, Map 2 shows that across Merseyside in the AM peak, 76% of journeys in Merseyside end outside of the “Queens Drive” cordon. This is a period during which 0.5 million trips (12.5% of the daily total) start or finish in Merseyside. The map also illustrates how the commuting market is particularly strongly focused on Liverpool City Centre as a destination where 10% of all commuting trips are focused.

Map 2 - Distribution of all trip destinations in Merseyside in the AM peak

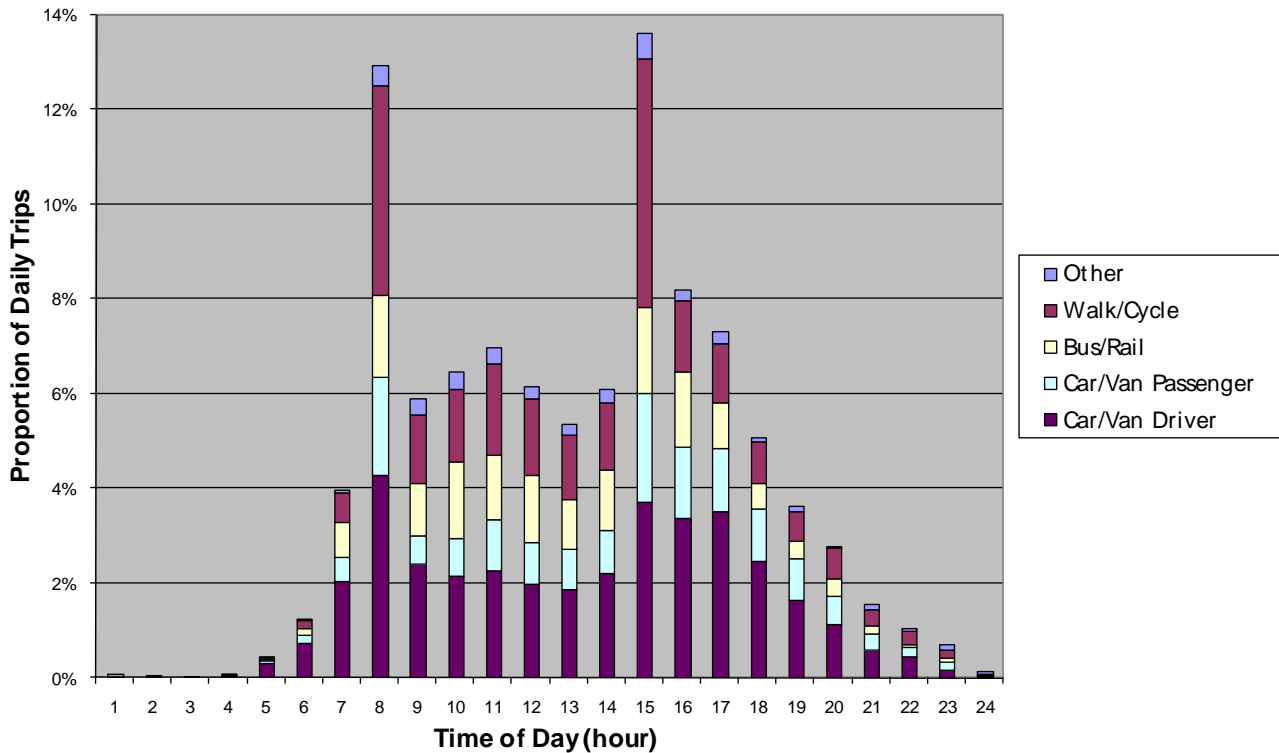


Source: LCR TM 2008

4.21 The following figures also provide insight into the use of modes by time of day and the purpose for which journeys are made by time of day. These indicate the following points of interest:-

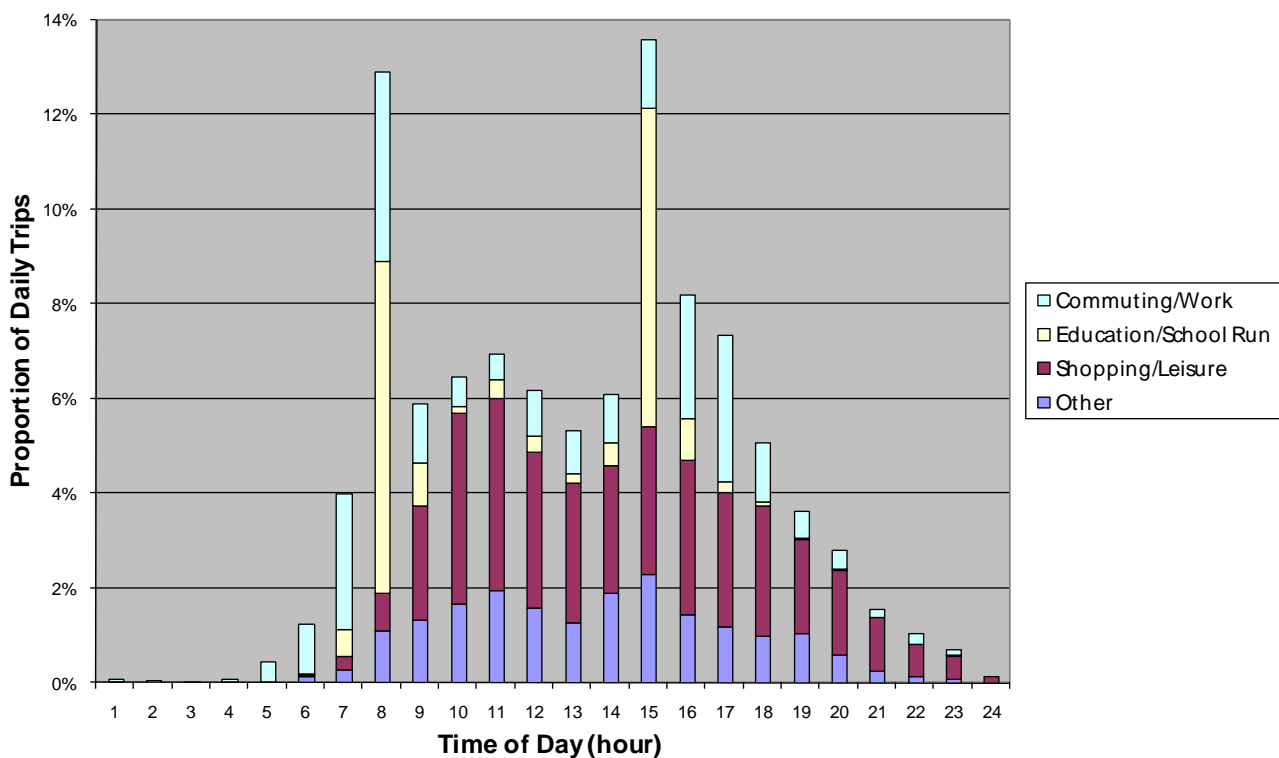
- (a) The peak times for car/van traffic are 8am and 5pm, which corresponds with the peak times for commuting/work trips shown in Figure 4.
- (b) However, the peak time for trips by all modes is 3pm, which corresponds with school closing time in the afternoon. Walking trips are also highest at this time.

Figure 4 - Modal choice by time of day



Source: CWS 2010

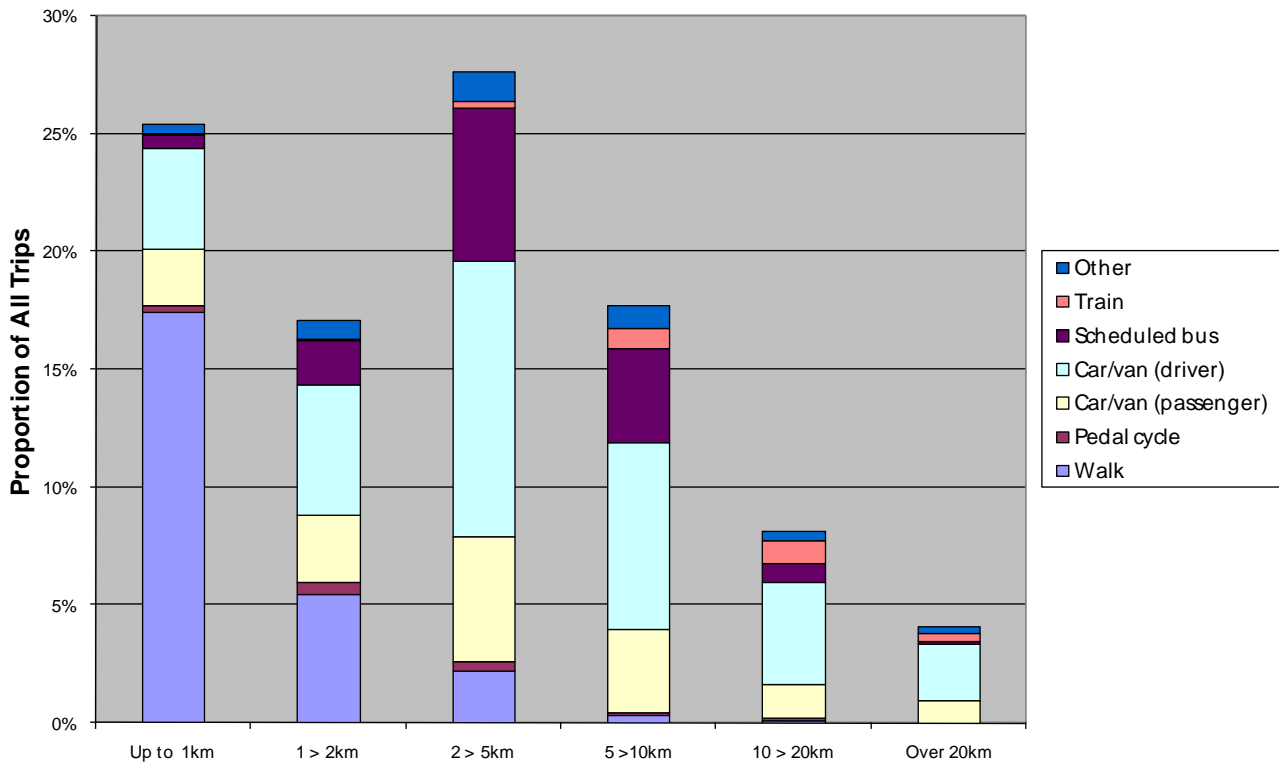
Figure 5 - Purpose of travel by time of day



Source: CWS 2010

4.22 Figure 6 shows how all trips are distributed by trip distance. It shows that about a quarter of all trips starting or ending in Merseyside are under a kilometre long, while over two thirds are under five kilometres. For trips under 10km over a third are made by car drivers, which is more than are completed by walking and cycling combined. For shorter trips this data demonstrates the potential for mode shift to the active modes which would have a major impact on reducing carbon and improving health.

Figure 6 - Proportions of trips by distance band and mode



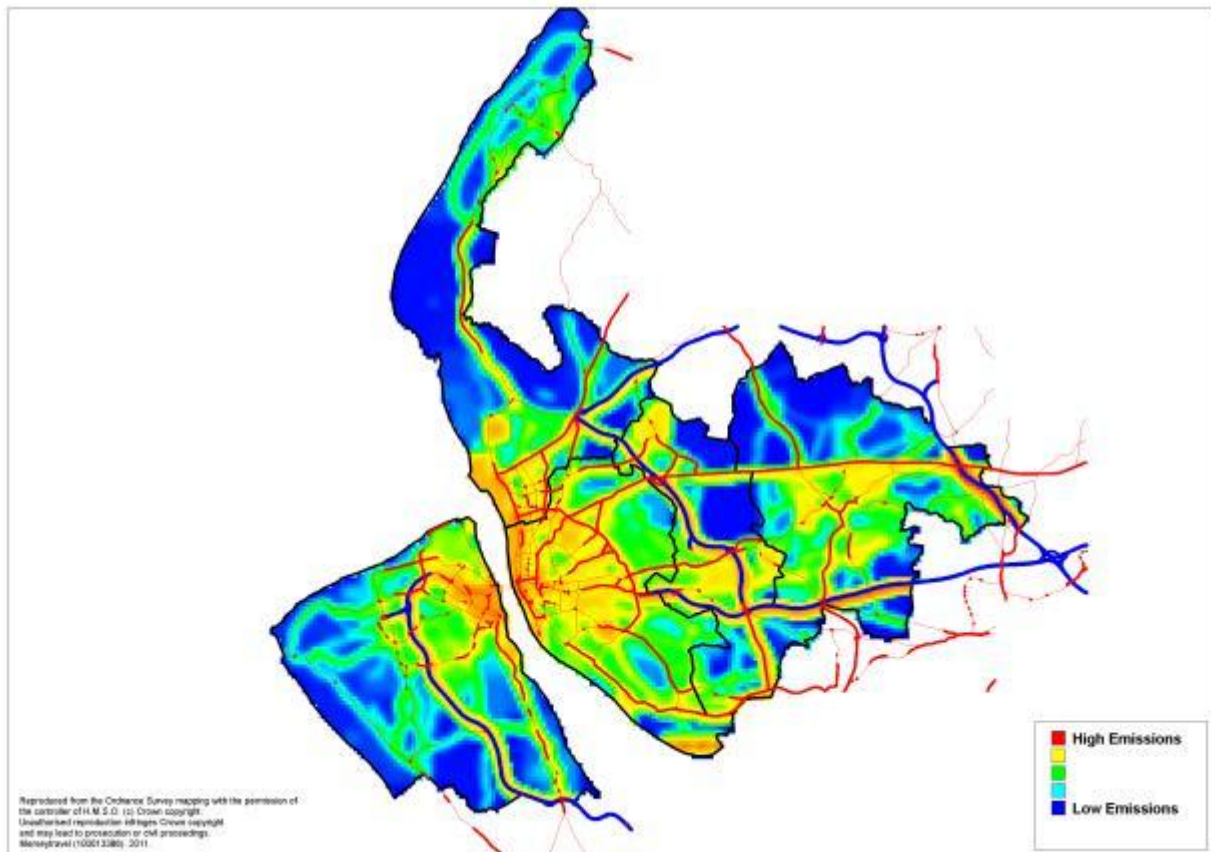
Source: CWS 2010

Carbon emissions from transport and impacts on air quality

4.23 Map 3 illustrates the strong correlation between the transport network and concentrations of air pollutants. Areas of poorest air quality are shown in red and yellow and tend to correlate with routes of major roads and motorways, shown as red and blue lines. Transport makes a significant contribution to Merseyside's air quality problems and addressing this continues to be a key challenge for the LTP.

Meeting the needs of Merseyside

Map 3 – Distribution of air pollution on the major road network



Travel and Disadvantage

4.24 The scale of disadvantage in Merseyside is described in the box below.

Disadvantaged areas

For this LTP, we defined our disadvantaged areas as those SOAs that are in England's top 10% worst performing.

SOAs have an average population of 1,500 residents. They are predominately used to compare areas of the UK against each other in terms for example of levels of economic activity or ethnicity, levels of crime and other socio-economic data compared at the local, regional and national levels.

In the top 10% worst performing SOA's nationally there are 325 on Merseyside. This is 33% of the top 10%

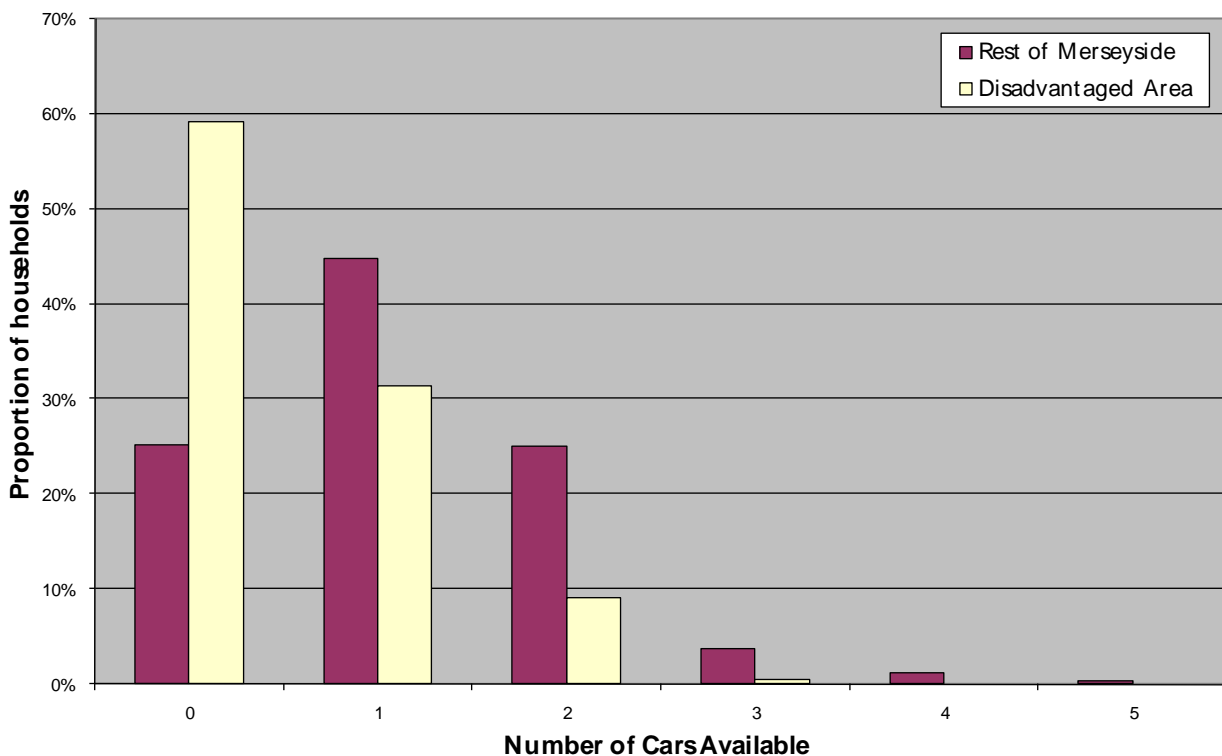
This means a third of the Merseyside population – approximately 462,000 residents. are classed as disadvantaged.

- Further analysis shows that there are 6 Merseyside SOA's in the top ten nationally and 39 in the top 100 nationally

4.25 Our evidence shows there are considerable disparities in the access that different groups have to transport services. Some of these are of significant concern and imply that certain groups have poorer access to key services and opportunities than others.

4.26 Figure 7 illustrates the significant disparity of access to private car transport for those in disadvantaged areas. We also know, for example, that on average the unit cost for journeys by public transport can be higher for those that cannot afford to invest in longer period season tickets. More detail on the research undertaken in this area is described under Goal Four in Part Two.

Figure 7 - Disadvantaged areas – Access to car



Source: CWS 2010

Looking ahead – Forecasting future conditions in Merseyside

4.27 As we have noted, forecasting in the current economic climate is particularly challenging and requires a pragmatic approach. A clear distinction is also made between short and long term forecasts. In this LTP context these are considered to be 2014 and 2024.

Employment and housing projections

- 4.28 We were partners to work undertaken, on behalf of the city region by PION/Cambridge Econometrics (CE) on the employment prospects for the region and the “SHLAAs” review which identified likely areas and volumes of housing growth ^(Ref 37) which was carried out as part of the LDF and RSS process. Since the abolition of RSS, these have been reviewed as part of the ongoing integration of LTP and the LDF’s.

Current LDF positions

- 4.29 The LCR districts have provided more detail on their emerging core strategies and their possible infrastructure priorities. Note that the differing levels of detail below reflect the different stages of development of each LDF. The current timescales for each LDF are set out in Goal One in Part Two

Knowsley

- 4.30 The RSS had required an additional 450 dwellings be built each year. It also required Merseyside and Halton to accommodate an additional 494 hectares of land for employment purposes. Knowsley’s proportion of this is approximately 95 hectares. Need identified by the Council is not significantly different from the RSS targets.
- 4.31 The Council’s Strategic Housing Land Availability Assessment and Employment Land and Premises studies identify that there are likely to be shortfalls of land within the urban area to meet these development needs towards the latter end of the period to 2027. This is likely to require a review of green belt boundaries in some areas during this period.
- 4.32 Key housing or mixed use regeneration area proposals are likely to include North Huyton/Stockbridge Village, the Tower Hill area of Kirkby and South Prescott. The Council is undertaking a review of Knowsley Industrial Park which will identify to what extent the Park can be remodelled to meet some of the identified need for employment land.
- 4.33 Kirkby Town Centre has been identified as being a priority for regeneration. This is likely to include a phased expansion of the town centre.

Liverpool

- 4.34 The City Centre is the main focus for economic activity and job creation and the Inner Areas, particularly North Liverpool, are the key priority for housing, neighbourhood renewal and investment.
- 4.35 Based on an assessment of land availability and dwelling capacity 70% of housing growth would be accommodated in the City Centre/Inner Areas combined and 30% (significantly more than in recent years) in the Outer Areas.

4.36 A 'Focused Regeneration' approach has been adopted by Liverpool which features:-

- A level of housing growth that will both ensure that the City meets its own needs and provides for population growth and so fulfil Liverpool's proper role at the heart of the city region – this amounts to over 40,000 new homes between 2008 and 2026;
- The need to maximise sustainable economic growth, with the emphasis on the role of the City Centre, together with other key employment locations throughout the City, notably the Strategic Investment Areas;
- The need for the Inner Areas to be the focus for residential development and investment, in recognition of the regeneration needs of those areas, their potential development opportunities and to support housing regeneration initiatives;
- A key role for North Liverpool comprising the wards of Anfield, County, Everton and Kirkdale, which are amongst the most deprived areas in the country yet possessing enormous potential, for sustainable economic and residential growth;
- Prioritisation of district and local centres for investment in shops and services;
- The need to ensure high quality, accessible green infrastructure across the City; and
- To protect the City's important heritage assets and environment.

4.37 Maximising Sustainable Accessibility is one of seven strategic objectives that help to deliver the vision of the Core Strategy. It aims to ensure maximum accessibility to employment, shops, services, education and training by supporting and improving the City's transport infrastructure and ensuring all development is highly accessible, particularly by sustainable modes of transport. The Core Strategy gives support to the LTP and supports LTP schemes and programmes including improving access to Liverpool John Lennon Airport (LJLA), improving access to the Ports of Liverpool and Garston, facilities for Park & Ride and improvements in the city centre including rail capacity improvements.

Sefton

4.38 The preferred option is for annual housing growth of 480 homes per year up to 2027; giving a total of 8520 (this includes a current backlog of 360 homes). Sefton's Strategic Housing Land Availability Assessment has identified capacity in the existing built-up area of 4,850 which leaves a shortfall of land for 3,670 homes to be located within Sefton's green belt.

4.39 A Green Belt Study has been carried out to identify potential sites for future development but no decisions have been made on which of these sites will be promoted for development.

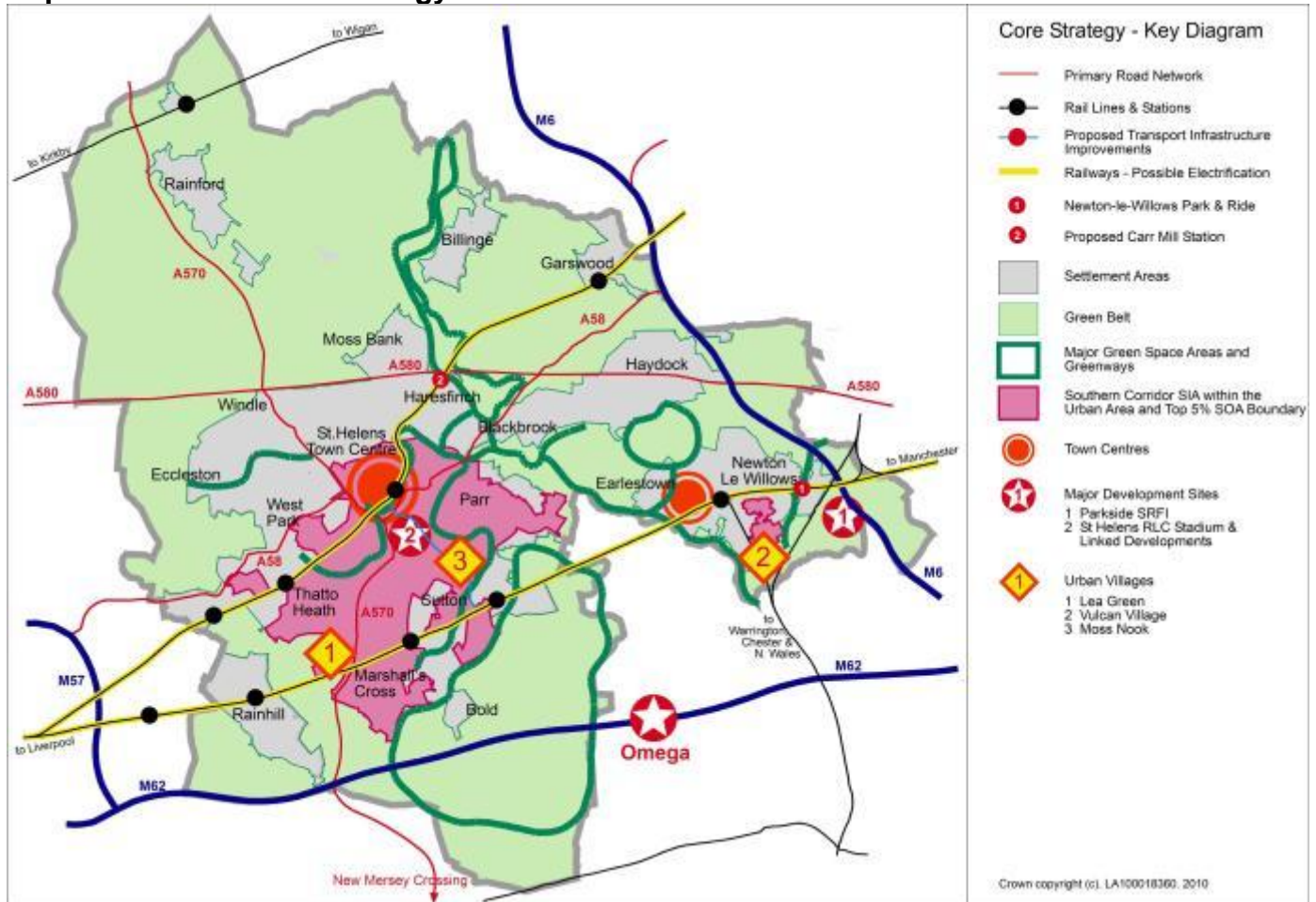
Meeting the needs of Merseyside

- 4.40 Recent employment studies have concluded that Sefton has enough employment land for the first part of the plan, as long as strategic employment locations are retained and their utility maximised. Post 2020 a 20 hectare employment site in north Sefton (preferably either Southport or Formby) will be required to meet local employment needs in the area. This is likely to be located in the Green Belt.
- 4.41 During the life of the plan period it is anticipated that broad commuting patterns will remain as they are. The Core Strategy will support the Thornton-Switch Island Link road and the building of Maghull North station, both of which would help alleviate congestion. A study is currently underway on solutions to the congestion issues on the A565 and any relevant issues will also be reflected in the Core Strategy or later documents as part of the LDF. The Core Strategy will also support the growth of the Port at Seaforth providing it does not cause unacceptable harm to local amenity or wildlife.

St Helens

- 4.42 St Helens Core Strategy, covering the period to 2027 makes provision for 13,680 net additional dwellings from 2003 to 2027, 46 hectares for employment uses and 17,000 square metres of major retail development. It emphasises making best use of existing brownfield land and directs development primarily to the existing urban areas
- 4.43 The Core Strategy recognises that a shortfall of land for housing (and potentially for employment land) towards the end of the plan period (from 2023/24) will require the review of the Green Belt land.
- 4.44 A significant strategic site is the proposed Strategic Rail Freight Interchange at the former Parkside colliery at Newton-le-Willows. Focused on the former Parkside Colliery, it is located in the Green Belt and is bisected by the West Coast Main Line and M6 motorway and adjacent to the Liverpool-Manchester Chat Moss rail line, potentially making it a good location for a road-rail transfer and warehousing point. It could potentially cover two phases totalling up to around 155 Hectares, providing an estimated 620,000m² of floor space (based on a 40% density) by 2024.
- 4.45 Creating an 'Accessible St Helens' is one of the key aims identified by the core Strategy. The objective of improving access for all by facilitating sustainable transport choices, developing in accessible locations, an integrated public transport network and targeted improvements to the transport network is key in supporting this aim.
- 4.46 As part of the Core Strategy a key diagram of the borough showing land use, proposed infrastructure developments and transport infrastructure provision has been produced and is shown below.

Map 4 - St Helens core strategy



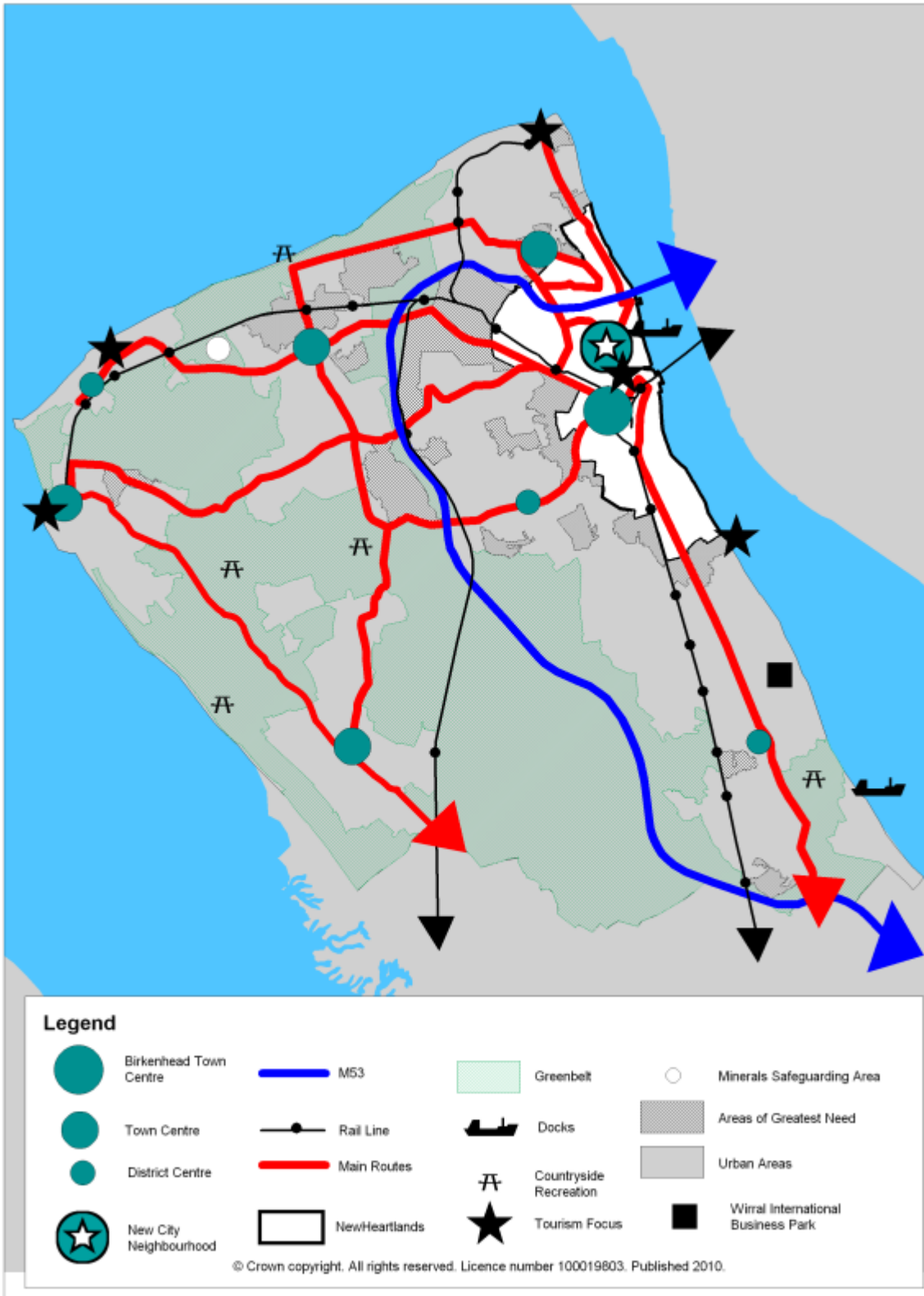
Wirral

- 4.47 Wirral's, 'Broad Spatial Strategy' is to focus future economic, housing and population growth to areas in greatest need of social, economic and environmental regeneration, particularly within the older urban areas of east Wirral. The focus for new jobs will be the Strategic Regional Sites at Birkenhead (particularly Wirral Waters and Woodside) - proposed as a broad location for development of a new City Neighbourhood – Bromborough and other existing employment areas in central and eastern Wirral.
- 4.48 Port activity will continue at West Float, Cammell Laird and the Manchester Ship Canal and there remains an aspiration to restore the rail link to Birkenhead docks.
- 4.49 Wirral Waters will bring forward significant new housing and employment development over the longer term. Some housing, along with other services, will also be directed to areas in and around the larger existing centres in the Borough which are well served by public transport and along transport corridors served by well-integrated high frequency public transport. Enhancement to the Bidston-Wrexham line remains a Council priority. No changes are proposed to the Green Belt.

Meeting the needs of Merseyside

4.50 The Core Strategy will require new development to contribute to new or replacement facilities where they are needed to serve the development proposed or to mitigate its impact. In terms of transport, the types of provision likely to be required will include lorry routes and facilities for public transport, walking and cycling.

Map 5 - Wirral core strategy



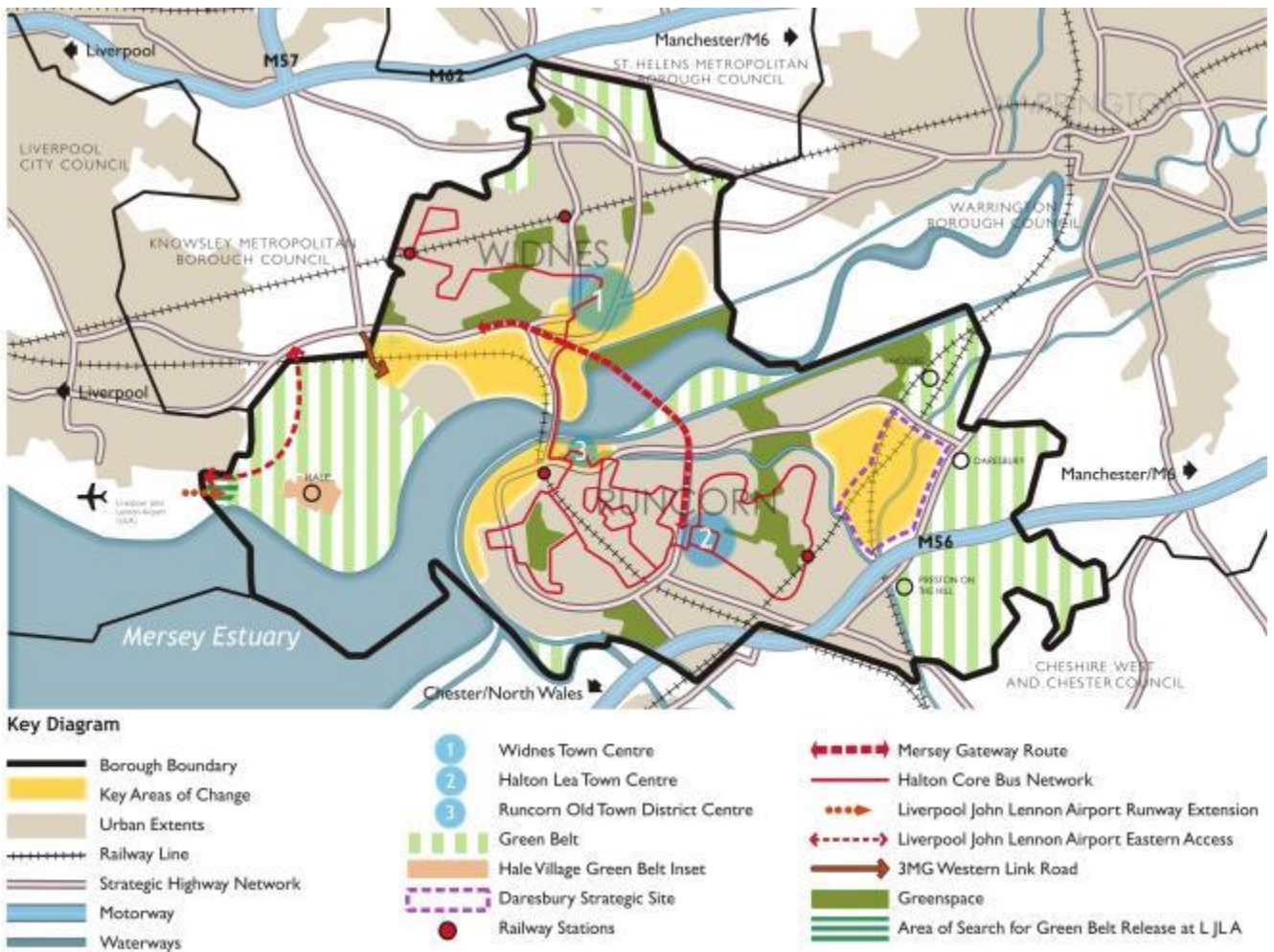
Neighbouring authorities

Halton

- 4.51 The Halton Core Strategy sets out the Borough's future levels of housing, employment and retail and will be used to guide development over the 15 year plan period. To 2026 the Halton Core Strategy will guide the delivery of 8000 additional new homes, 260ha (gross) of land for employment purposes, up to 35,000sqm of town centre convenience/ comparison goods retailing and up to 22,000sqm of bulky goods retailing.
- 4.52 The Strategy will largely be realised by the delivery of four "Key Areas of Change" across the Borough where the majority of new development will be located. These Key Areas of Change have been identified as:-
- 3MG (the Mersey Multimodal Gateway) at Ditton in Widnes.
 - South Widnes – including Widnes Town Centre, Widnes Waterfront and the regeneration area of West Bank.
 - West Runcorn – including Runcorn Old Town, Runcorn Waterfront and the Mersey Gateway Port (Weston Docks).
 - East Runcorn – covering Daresbury Science and Innovation Campus, Daresbury Park and Sandymoor.
- 4.53 An objective of the Core Strategy is to provide accessible travel options for people and freight, ensuring a better connected, less congested and more sustainable Halton. To achieve this the Core Strategy is closely linked to the Halton LTP3 and supports the delivery of a number of transport related schemes and initiatives including the Halton Curve rail scheme, the 3MG Access Road, the LJLA Eastern Access Transport Corridor and access improvements to Daresbury Strategic Site (East Runcorn). This objective will also be supported through the delivery of the Mersey Gateway Project and its Sustainable Transport Strategy. The new bridge will improve connectivity between Runcorn and Widnes and the wider LCR and region, present opportunities for local regeneration, particularly in the South Widnes and West Runcorn Key Areas of Change, maximise local economic growth opportunities and become an iconic gateway for the area.

Meeting the needs of Merseyside

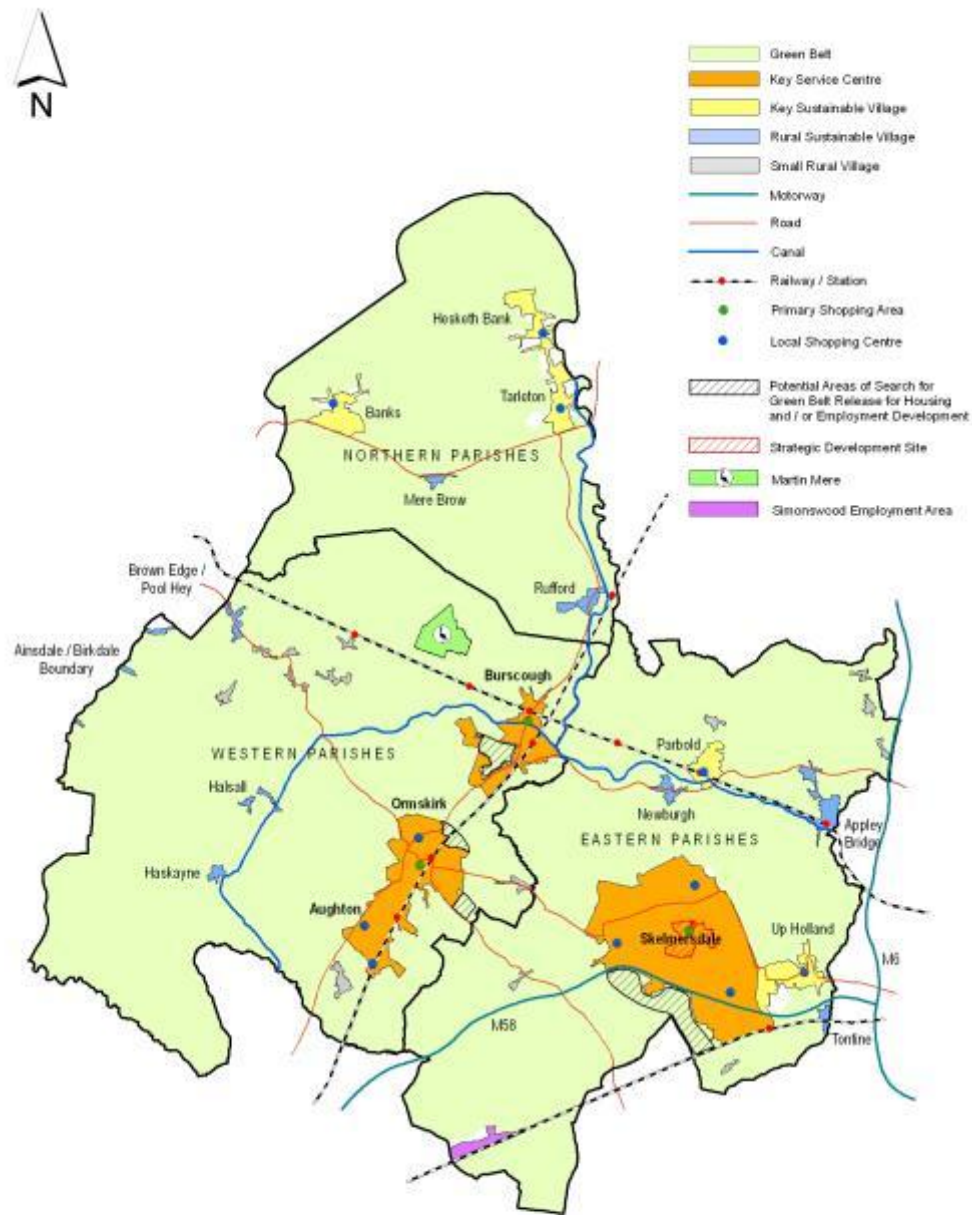
Map 6 - Halton core strategy



West Lancashire

4.54 West Lancashire borders Sefton, Knowsley and St Helens and there is a significant amount of cross boundary travel as a result of commuting, shopping and leisure activity.

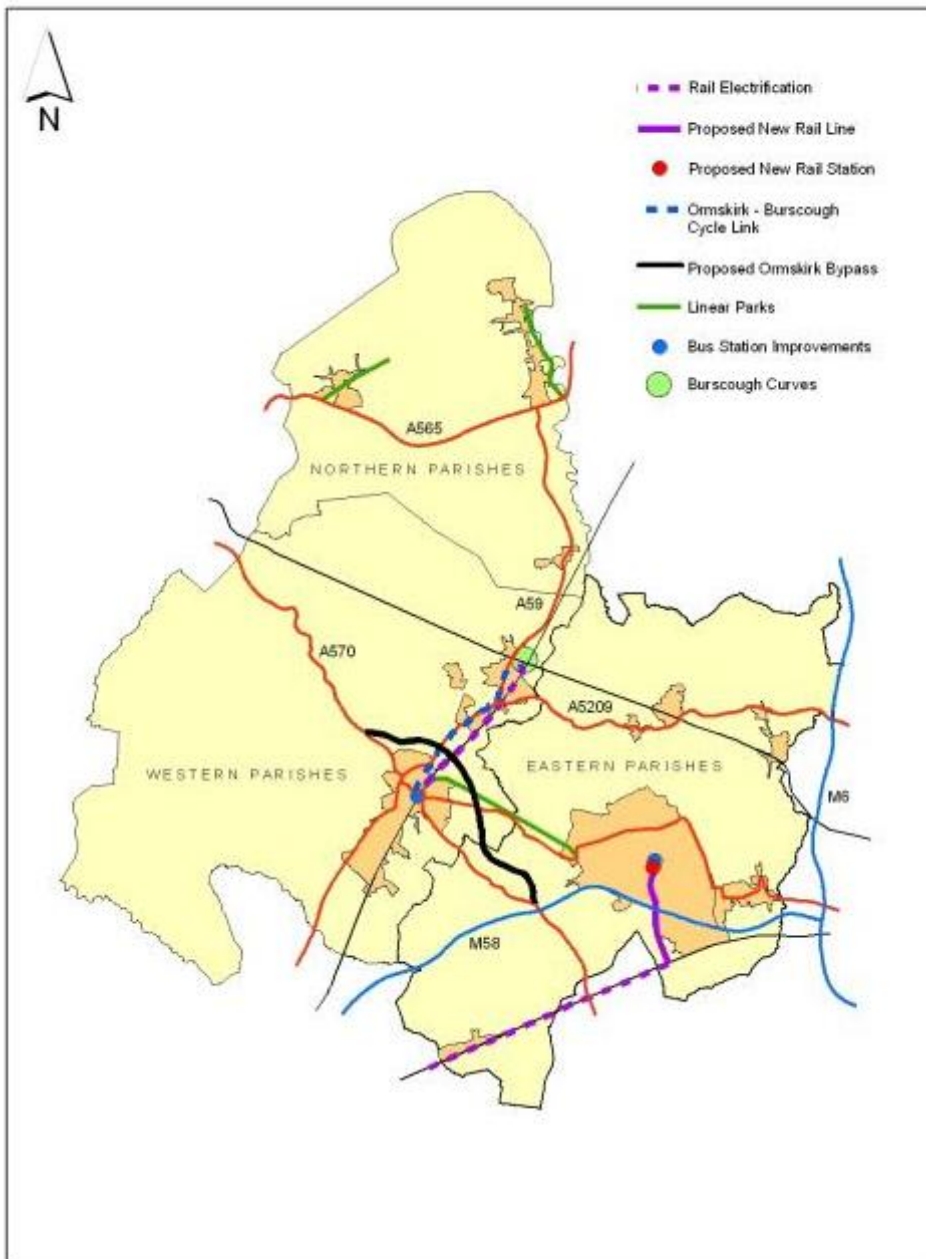
Map 7 - West Lancashire core strategy



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- 4.55 Skelmersdale remains the focus for development and economic regeneration in the Core Strategy. Improving connectivity to the LCR has been identified as a way of improving the desirability of Skelmersdale as a housing and employment location of choice, especially the need for improved rail connectivity to Liverpool. Extending the Merseyrail system along the current diesel Kirkby to Wigan line as well as introducing a new rail station within Skelmersdale would provide a catalyst for regeneration.

Map 8 - Transport impacts of development strategy in West Lancashire



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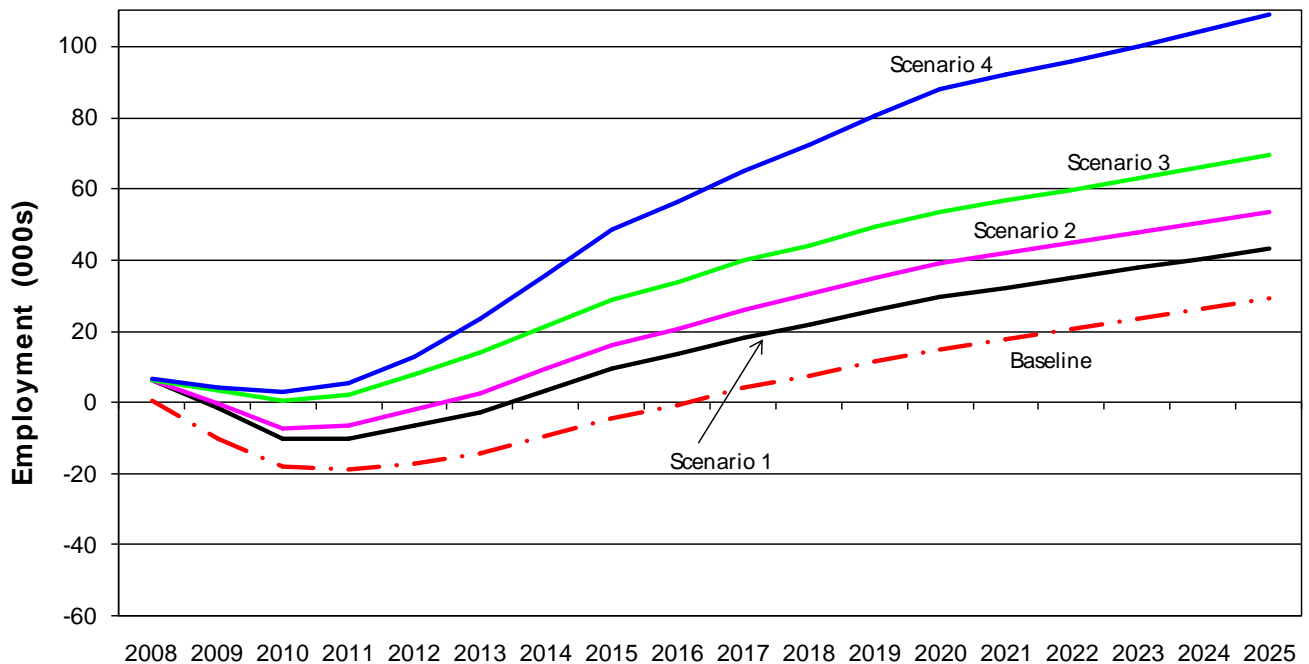
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4.56 The Burscough and Ormskirk area of the Borough will form a secondary focus for new development. Extending Merseyrail on the current Ormskirk to Burscough line would improve accessibility to Liverpool and reduce dependency on the car, which is particularly important given the current congestions problems experienced on the A59 through Burscough and Ormskirk. There is also an interest in re opening the Burscough Curves to facilitate direct rail links between Southport and Ormskirk.

Economic forecasts

4.57 Figure 8 shows the range of employment forecasts generated by the PION/CE study described earlier.

Figure 8 - Forecast employment growth



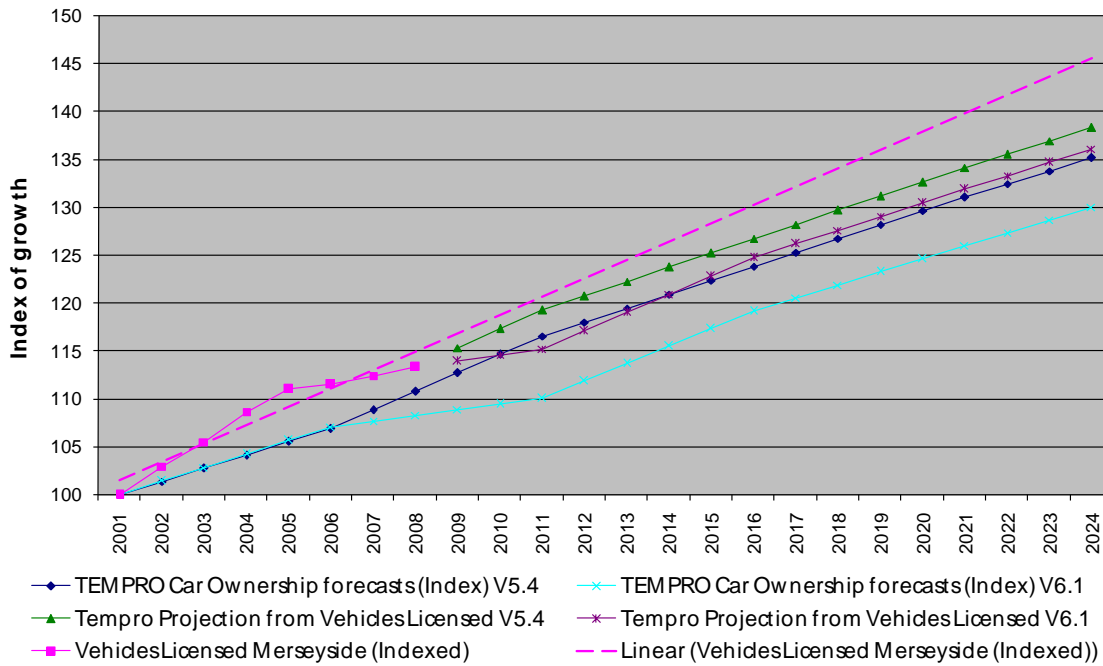
Source: PION/CE LCREA Technical Report

- 4.58 Further to the work described earlier, the MTP has taken advice on the preferred employment scenario to be modelled in our transport model for LTP3. The advice from the planning and regeneration sector was that the correct scenario to model was three, with the addition of a small but highly significant number of large schemes now scheduled to come forward – including Liverpool Waters and Wirral Waters.
- 4.59 Although it is recognised as a forecast of a strong recovery from recession this is the agreed City Region position on likely employment growth.
- 4.60 In addition to our local assumptions, we have also tested an alternative economic growth scenario based on recent national forecasts for the Merseyside area. Our modelling work is described in more detail in Annexe Three.

Transport forecasts

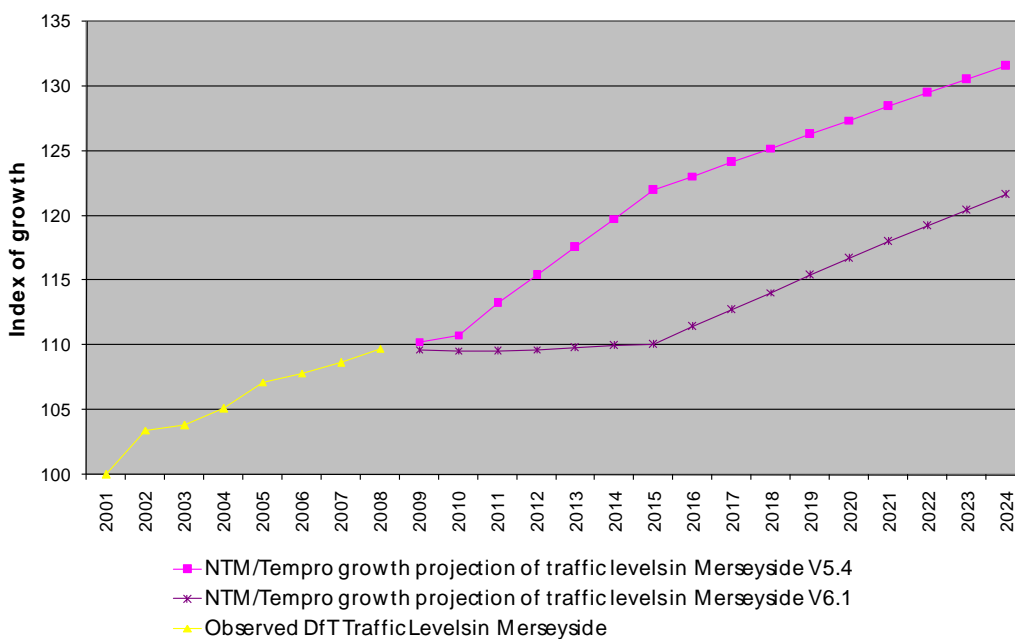
- 4.61 Full results from our Liverpool City Region Transport Model (LCR TM) are presented in Chapter Five.
- 4.62 Complimentary to our own modelling, further understanding of future transport demands can be gained from analysis of a number of other important trends. One such trend is the rate at which car ownership is forecast to grow. Figure 9 shows two alternative car ownership forecasts taken from TEMPRO, the DfT's primary forecasting tool ^(Ref 21). The more recent draft (v6.1) forecast shows a slower level of growth, although in all scenarios it is clear that despite the recession, considerable growth in car ownership is still anticipated for the medium to longer term.

Figure 9 - TEMPRO forecasts in Growth in car ownership



4.63 Figure 10 highlights how the Government’s TEMPRO v5.4 and v6.1 forecasts also show a differing view of future traffic growth. A period of stagnation in traffic growth until around 2015 is evident in the v6.1 data, driven by revised forecasts of the economic downturn. In contrast the v5.4 data forecasts a more “business as usual” level of growth, closely in line with previous trends. Whilst not an official data release we consider these v6.1 forecasts are more likely to be indicative of a more realistic view of traffic growth in an economic downturn. This position is borne out by the most recently available count data which shows no recent growth.

Figure 10 - TEMPRO – Traffic forecasts



Meeting our goals

4.64 Taking account of the foregoing we can summarise the key issues relating to meeting our goals. It is important to stress that all Goals have equal status. Our evidence suggests they work best as a package.

Goal One – Helping create the right conditions for sustainable economic growth by supporting the priorities of the LCR, the LEP and the LSPs

- (a) The provision of an efficient transport system will be critical to helping the city region achieve its Vision and aspirations for sustainable economic growth, through the city region Cabinet, the LEP and other delivery arrangements that the city region may decide upon. Joint working with the city region and LEP will be critical.
- (b) At a local level, each Merseyside local authority also has a LSP bringing together a wide range of stakeholders to work toward a joint ambition for their area. At the present time, these arrangements are being reviewed, but transport remains critical to meeting a range of local priorities including access to work, health and education, road safety and public realm for example.
- (c) The integration of LDF's and LTP will be critical.

Goal Two – Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability

- (d) A high quality environment is central to the LCR vision of establishing a 'thriving, international city region' and critical in creating a region with a resilient economy and improved health and wellbeing. Transport has a crucial role to play in delivering the city region transformational programmes to create a low carbon economy.
- (e) Transport, as a significant contributor to a number of the environmental challenges in Merseyside, must take a leading role in delivering the solutions. This strategy sets out how we propose to reduce the negative impacts of transport on the environment and provide a transport system which is clean, less dependent on carbon and which helps us adapt to climate change. This strategy will in itself also provide a catalyst for job growth in new technologies.

Meeting the needs of Merseyside

Goal Three – Ensure the transport system promotes and enables improved health and wellbeing and road safety

- (f) Merseyside has much to do to improve the health and wellbeing of our communities, with persistently poorer physical and mental health in many parts of Merseyside than other areas of the UK. We recognise that the health of our citizens is fundamental to the success of our city region. For these reasons we are placing health and wellbeing as key elements of this LTP, which also provides a framework for action as part of the Decade of Health and Wellbeing.
- (g) Good transport and mobility can be an enabler of wellbeing providing access to services and green space and the provision of the right conditions for active travel such that can address obesity and improve mental health as well as easing traffic levels, reducing carbon emissions and increasing resilience.
- (h) We are committed to reducing the divide between the mobility rich and the mobility poor and addressing areas of real concern within our more disadvantaged communities, which includes the higher risks to children from road traffic accidents, through promoting health equity. We are proposing a package of measures that we believe can have a measurable impact to help these communities, in tandem with our partners.

Goal Four – Ensuring equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

- (i) Transport is essential for the life and economy of Merseyside. It provides for the efficient movement and access of people and goods across the area. All Merseyside residents must be able to connect easily with the opportunities and services that have an impact on their quality of life and life chances. In some instances we must improve the capacity or efficiency of the network to ensure this happens.
- (j) The ability to connect with place of work, education, health, leisure and other opportunities is often taken for granted by many. However, for those living in our most disadvantaged communities, these opportunities are not always readily available. High levels of worklessness in some communities and poor access to healthcare, education and food shopping have been highlighted as particular issues.

- (k) The transport sector must ensure that the transport system promotes greater equality of opportunity for all citizens in order to a fairer society and reduced health inequalities.

Goal Five – Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

- (l) Safe, efficient and accessible transport systems are the lifeblood of the local economy, supporting all the wider policies and ambitions of Merseyside. Congested roads affect goods movement and impose a range of costs on business. Whilst our assessment indicates that our highways are unlikely to suffer high levels of congestion in the short term, there will be localised pinch points that will impact on the efficient movement of buses and freight. The role of ITS and astute use of the Network Management Duty (NMD) will enable us to make maximum efficient use of the network.
- (m) On the rail network, Merseyrail suffers capacity problems at certain times and locations that will impact upon future passenger growth, especially at Liverpool Central Station. On highways, buses require ease of movement particularly at junctions and on the approaches to the city centre. Maintaining a congestion free Strategic Freight Network will be a priority as will working with the FQP to address common aims. A range of measures will be required to manage demand and ensure efficient movement of people and goods. Current financial conditions suggest that these will have to be lower cost solutions, at least in the short term.

Goal Six – Maintaining our assets to a high standard

- (n) A well maintained network is essential to support all the LTP3 goals and policies and to ensure maximum benefit is obtained from the existing highway infrastructure and any improvements made to it.
- (o) The increase in traffic levels, both in volume and weight, combined with more extreme weather conditions has accelerated the deterioration of the highway network. Changes to our climate can be expected to put new pressures on the condition of the highway network.

Part Two contains full details of our plans and proposals for delivering our goals.

Challenges and Opportunities

- 4.65 Based on the evidence presented in this chapter, Table 4 presents an updated position on the Challenges and Opportunities that need to be addressed by the LTP strategy.

Meeting the needs of Merseyside

Table 4 – Updated Challenges and Opportunities

Challenges	Opportunities
<ul style="list-style-type: none"> • Supporting economic growth whilst reducing carbon levels. • Continued failure to meet air quality targets leaves authorities vulnerable to significant costs. The Localism Bill put in place powers for the cost of European fines to be handed down to local authorities. • ‘Peak Oil’ poses a threat to the operation of the transport system which would be severely hit by restrictions in oil availability and price fluctuations. • Finance will be extremely tight ITB settlement one third of current funding and well below planning assumption used in draft Preferred Strategy. Current position even more critical than previously. • Low levels of public funding will force prioritisation, joint working to meet multiple objectives and increased reliance on private sector. • Using evidence to justify actions, together with clear prioritisation will be critical. 	<ul style="list-style-type: none"> • Local Transport White Paper - Creating Growth – Reducing Carbon validates LTP approach and provides strong continuing framework for our approach. • Rail network a major asset and potential for zero carbon Merseyrail network in the longer term. • New technologies offer potential to cut travel and reduce carbon levels and poor air quality. Research confirms this potential and proposals set out based on revised ITS strategy. RTI and ITS being progressed. • A sustainable travel city can generate investment and jobs. • LSTF provides the opportunity to replace some of the funding lost by severe cut backs to ITB. Guidance is supportive of Merseyside approach. • RGF and new funding regimes such as Tax Increment Financing (TIF) and Community Infrastructure Levy (CiL) may offer new funding regimes. New European funding from 2013 may support LTP. • Development of use of appropriate Merseytravel revenues to fund transport projects, including Powers of Wellbeing. • MTP has excellent record of Partnership working.

Meeting the needs of Merseyside

Challenges	Opportunities
<ul style="list-style-type: none"> • Changes at the regional and city region level may pose problems of capacity to carry forward priorities. • Loss of regional structures such as NWDA and GONW have left vacuums that have yet to be resolved at a more local level. • City region governance issues remain problematic. Introduction of LEP has created expectations but city region has not yet reorganised to take account of changes. Transparency and information flows with LTP remain unclear. • Future role and functions of LSPs is unclear, meaning effective cross sector working is made more difficult. • Freight forecast to continue to grow but at slower rate in short term. This may not apply to vans which are the growth side of the freight industry. Post Panamax may bring increased pressures on port access after 2014/15, but with some localised pinch points in the short term. • Significant pressures of potential rising car ownership and car usage in the longer term, but although increasing car ownership likely, little growth in traffic levels forecast in the shorter term. • Rising expectations of major developments bringing extensive housing and job growth to 2024. - Danger that planning may be based on unrealistic growth assumptions. • Increasing levels of long distance commuting into the region. 	<ul style="list-style-type: none"> • Local Transport White Paper brings additional support for better integration. • Establishment of DfT Northern hub office will maintain lines of direct contact. • Establishment of the LEP and revised LCR working arrangements hold out the hope for improved strategic alignment. • Completion of schemes in the pipeline such as Hall Lane improvement, Thornton Switch Island and Mersey Gateway and Liverpool to Manchester and Preston rail electrification. • The Planning Act 2008 regime which makes ITAs a statutory consultee on national major infrastructure proposals. • High numbers of short trips offer opportunities for shift to sustainable modes linked to a transformational public health programme via walking and cycling building on the Decade of Health and Wellbeing. • A clear opportunity for lower cost sustainable solutions and smarter choices through TravelWise.

Meeting the needs of Merseyside

Challenges	Opportunities
<ul style="list-style-type: none"> • Pressure to attract jobs may lead to lack of integration of land use and locational choice for services and employment locations, leading to inaccessible sites for those without access to a car. • Changes to PPG13 may weaken demand management policies and SPD in particular in relation to car parking. • In the longer term rising demand will impact on business efficiency and environment. • Lack of proper design for sustainable modes in new developments. • Reducing the negative transport impacts on disadvantaged communities. • Health impacts of transport not fully acknowledged. Increasing levels of cycling and walking is essential against current low levels of use. • Future loss of bodies such as the PCTs could have major impacts on joint working with the health sector. • Access to schools. Parental choice is one of the key factors leading to increased use of car and less cycling and walking. Uncertainty over Building Schools for the Future, (BSF). Increased levels of cycle storage needed at many schools. 	<ul style="list-style-type: none"> • Integration of LTP/LDF continues. Regular review and updating system to be established. • Public Health White Paper and Transport and Health Resources published paper strengthen evidence and requirement to act. Provides a wealth of evidence in support of our approach and the wide cross sector benefits that can accrue. • Close links with the Decade of Health and Wellbeing will provide one of the important frameworks for cross sector delivery. Strong measure of support for transport/health integration through consultation.

Meeting the needs of Merseyside

Challenges	Opportunities
<ul style="list-style-type: none"> • Changes to DLA and proposed scrapping of Education Maintenance Allowance (EMA) to cause further problems by reducing financial support for education travel. • Image of bus remains a barrier to future growth. • Costs of bus transport. Main issue is fares. Work continues on examining this and introduction of smart cards may provide new opportunities. • Rail capacity may act as a constraint on future growth. North West electrification confirmed but recent Passenger Focus report highlighted severe overcrowding. 	<ul style="list-style-type: none"> • The Bus Board is addressing this including measures such as SQPs on key corridors. • Role of smartcards acknowledged in White Paper and implementation underway. • Central Station remains a priority and improvements will continue despite lack of Better Stations funding. • Growing visitor economy. This remains a key part of the city region priorities and is generating large visitor numbers, who require high quality sustainable transport including good cycle/walk facilities. • Transport and Works Act Order powers for Merseytram remains an important part of future transport provision and we are committed to its implementation. While funding is unlikely in the short term, Merseytravel recently took appropriate steps to preserve its ability to implement Merseytram should funding become available, either from Government or alternative sources. • The Merseyside sense of place and community. • Opportunities for increasing role of voluntary and third sectors.

Meeting the needs of Merseyside

- 4.66 At the present time the challenges may now be greater than the opportunities. The likely scale back of public funding will have a major impact on our proposals. On top of a reduction in capital funding, we have also noted cuts already made to road safety and potential cuts in key areas such as Bus Services Operators Grant (BSOG) and changes to the Concessionary Travel regime (See Goal Four in Part Two).
- 4.67 However, in developing the third LTP against this uncertain changing backcloth, we need to consider that we are building from a position of strength. Our 2011 annual progress report will show that we have largely met the targets we set for LTP2 and in particular on the core targets we set to recognise the important issues for Merseyside.



Chapter Five

The Strategy

The Strategy

Introduction

- 5.1 The previous chapter has set out the planning and development assumptions we have examined and set out our forecasts and challenges and opportunities.
- 5.2 Our Strategy is grounded in our approach to placing transport firmly within the wider priorities and policies of the Liverpool City Region and seeking common aims and goals with other partners and stakeholders to make the most of the resources we have and maximise the benefits to the people of Merseyside. This is the common thread running through this Strategy.
- 5.3 In summary our Strategy is underpinned by three key principles:-
 - (a) Demonstrate value-for-money, effectiveness and efficiency in a funding constrained environment;
 - (b) Address multiple objectives with other core policy areas to address common goals; and
 - (c) Undertake resilient planning to ensure capacity for future development and economic and policy and funding changes.
- 5.4 Within these principles our Strategy is designed to deliver our six goals by:-
 - (a) **Prioritise maintenance programmes.** This will meet the priorities of the LCR by ensuring that the network allows for the efficient movement of people and goods, provides a safe environment for vulnerable members of the community and encourages cycling and walking. It must also be resilient to extreme weather.
 - (b) **Expand the range of public transport services including the role of other providers.** This will introduce SQPs on key routes. It will have a direct impact in disadvantaged areas, creating greater opportunities to travel, access employment and foster wellbeing.
 - (c) **Begin to implement the next generation of technology.** This will improve information systems for all users and will maintain free flowing networks, increase journey opportunities and integrate a wide range of transport uses. The introduction of smart cards to offer a range of benefits to a wide spectrum of users.
 - (d) **Work with the Freight Quality Partnership (FQP) and other parties to develop and enhance the freight and logistics network.** This will strengthen Merseyside's competitiveness, support SuperPort and access to the Port, reduce the impact of freight movement on local communities, promote the use of rail and make a major contribution to reducing carbon outputs.

- (e) **Implement the Active Travel Strategy.** This will improve and expand facilities to encourage cycling and walking. It will be an important component in supporting the following measures.
- (f) **Implement the Low Emissions Strategy.** This will reduce carbon emissions, improve air quality and improve health and provide a stimulus to the creation of new technologies in support of the LCR low carbon economy.
- (g) **Increase promotion of sustainable travel and behaviour change and support the Decade of Health and Wellbeing.** This will reinforce the advantages of change to create a healthier and low carbon Merseyside and create the foundations for the area to join other sustainable and successful city regions.
- (h) **Confirm the role of the Road Safety Partnership and introduce measures to control excessive speed on the highway network.** This will sustain the high quality enforcement delivered by Merseyside Police in recent years and by the introduction of an extensive network of low speed zones, creating safer roads, encourage more cycling and walking and therefore improve health and wellbeing whilst reducing carbon outputs.

5.5 The Strategy must also take a longer look forward, so we will undertake the following as part of our planning for the period from 2015) to address changes and potential new major proposals. We will therefore:-

- (a) **Fully integrating the LTP with the Local Development Frameworks and Community Strategies** - This will provide a robust planning framework linking transport and future developments, (potentially through IDPs in ways that can ensure the right level of investment, reduce long distance travel, improve accessibility and provide a framework for future funding. We will also prepare a complementary strategy that seeks to reduce reliance on oil.
- (b) **Collaboration and co-operation** - working with planners and developers to improve existing assets and reduce reliance on transport capital solutions.
- (c) **Maximise funding opportunities** - work with the private sector, operators and other stakeholders to achieve our ambitions and to assist with more innovative and clever use of available resources including pooling and sharing, in pursuit of shared objectives.

Forecasts

5.6 In order to help plan for the future the Merseyside Transport Partnership have invested in the development of the LCR TM. The model has been validated to a 2008 base year.

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- 5.7 As described in Chapter Four we have developed our primary forecasts using the best local data available for key planning variables of anticipated housing and employment growth.
- 5.8 Results presented in Table 5 and Table 6 show our primary “do minimum” and “final strategy” forecasts for Merseyside. Do minimum refers to a future where there is no additional transport investment over and above that which is already in place or committed. Therefore the do minimum does include committed schemes such as the Liverpool - Manchester/Wigan electrification and Thornton – Switch Island link road for example. Further details on the modelling of this are contained in Annexe Three.

Table 5 - Do minimum forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	8%	-4%
	Change to 2024	23%	-7%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	9%	-3%
	Change to 2024	27%	-3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	9%	-3%
	Change to 2024	22%	-5%

- 5.9 The do minimum forecasts show a considerable level of highway traffic growth forecast to 2014 and 2024. These forecasts are consistent with the relatively strong growth represented in the local employment and housing forecasts taken as inputs to the transport modelling process as set out in Chapter Four. They are also broadly in line with historic trends in traffic (see Figure 11). For public transport the figures reflect a continuation of a slow long term decline in usage across the combined rail and bus modes.
- 5.10 The final strategy forecasts in Table 6 demonstrate that the strategy is delivering a small reduction in the level of car growth forecast on Merseyside’s roads. However, it should be noted that this does imply, particularly in the long term, that, without additional measures, including behaviour change and/or changes to land use policies, traffic growth will still be substantial. For the public transport network the final strategy is shown to secure up to 10% increases in passengers by time period and year, even without additional measures.

Table 6 - Final Strategy forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	6%	6%
	Change to 2024	20%	1%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	7%	3%
	Change to 2024	24%	3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	7%	6%
	Change to 2024	20%	3%

5.11 LCR TM provides the opportunity to examine results at multiple levels of disaggregation. Table 7 sets out the overall impacts of the final strategy on travel demands into and out of Liverpool city centre.

Table 7 - LTP3 final strategy forecasts – impact of strategy upon do minimum (Liverpool City Centre)

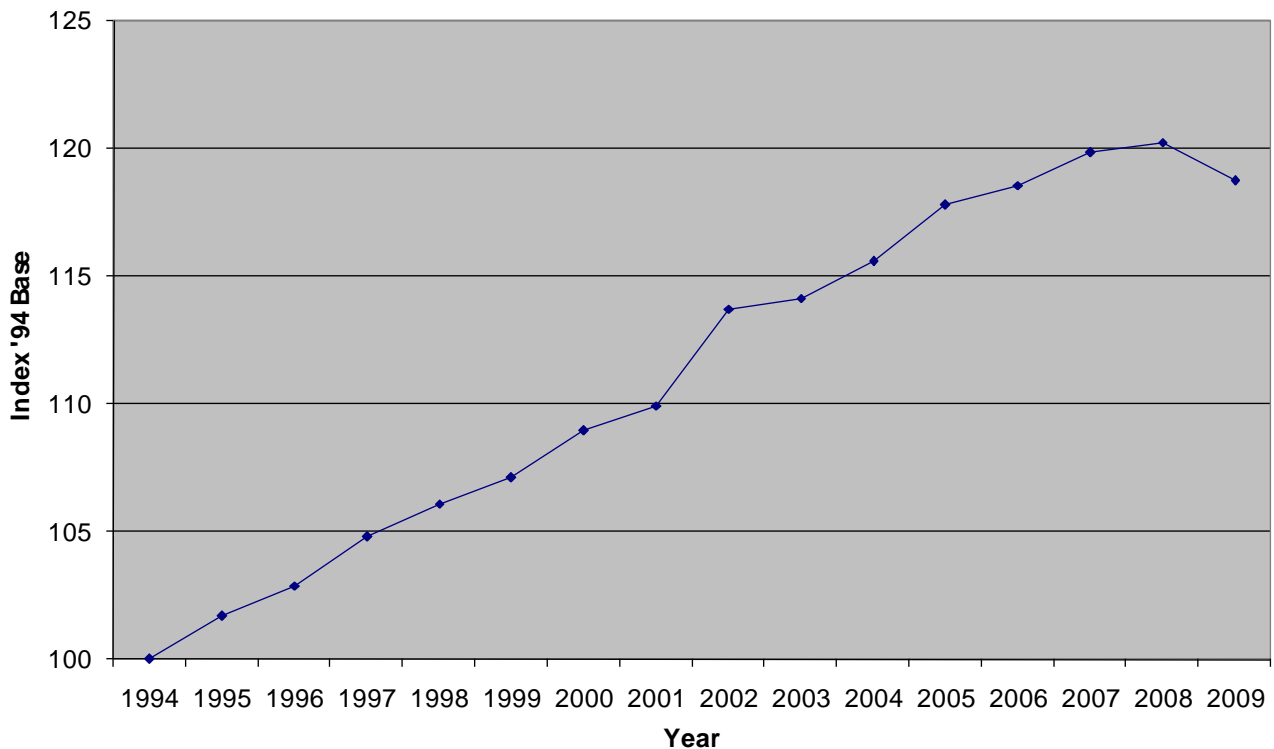
Modelled Time Period	Year	Highway Trips (cars only)	Public Transport Trips
AM Peak (8-9am) (inbound)	2014 DM/FS	-5.0%	8.5%
	2024 DM/FS	-5.3%	7.3%
PM peak (5-6pm) (outbound)	2014 DM/FS	-9.6%	7.1%
	2024 DM/FS	-9.1%	6.7%

5.12 The results show that the strategy has a significant impact upon the city centre with a stronger impact on reducing peak hour (directional) car traffic than at a Merseyside wide level. Increases in public transport patronage are of a similar magnitude to Merseyside figures.

Recent trends and alternative forecasts

5.13 Whilst the results in Tables 5, 6 and 7 reflect our locally agreed forecasts we cannot be certain that the anticipated strong recovery from recession will occur. Figure 11 illustrates that the impact of the recession on Merseyside's traffic levels has been notable and this may be a significant factor that means that traffic growth is not as high, particularly in the short term, as forecast. This is a trend seen in many other parts of England.

Figure 11 - Traffic volume in Merseyside (vehicle kms)



Source: DfT Road Traffic Statistics

- 5.14 A second important factor that may influence future traffic levels is the impact of high fuel prices on vehicle usage. In February 2011 petrol prices are averaging a record high of £1.30p per litre. Recent local research, ^(Ref 38) has shown what impacts this is having on people's travel behaviour. It has shown 50% of respondents claim to be using their car less due to high fuel prices. In the longer term, peak oil is also likely to have a significant impact on travel demand.
- 5.15 In response to these issues we have, therefore, also undertaken alternative forecasts that utilise national data representing a more conservative economic recovery. The TEMPRO v6.1 dataset (as described in paragraphs 4.62 and 4.63) has been used.
- 5.16 Table 8 presents the equivalent results to Table 5 for our alternative scenario.

Table 8 – Alternative do minimum forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	6%	1%
	Change to 2024	20%	0%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	8%	1%
	Change to 2024	25%	4%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	6%	2%
	Change to 2024	21%	3%

5.17 The data shows that highway traffic is forecast to grow by 6% in the AM peak by 2014, notably less than the 8% shown in Table 5. Longer term, to 2024, substantial growth is still anticipated. For public transport the forecasts show higher levels of usage than forecast in our primary results. These alternative forecasts show small rises in public transport trips in all time periods, as opposed to small falls in the primary results in Table 5.

5.18 Table 9 presents the equivalent results to Table 6 for our alternative scenario.

Table 9 – Alternative Final Strategy forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	4%	10%
	Change to 2024	18%	9%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	6%	8%
	Change to 2024	23%	11%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	4%	11%
	Change to 2024	18%	11%

5.19 The results show that under the alternative forecasts scenario the strategy is having a very similar impact to that shown in our local forecasts. This is further illustrated in Table 10 which presents the impact of the final strategy, measured as change from the do minimum, for each time period, forecast year and comparing the local

The Strategy

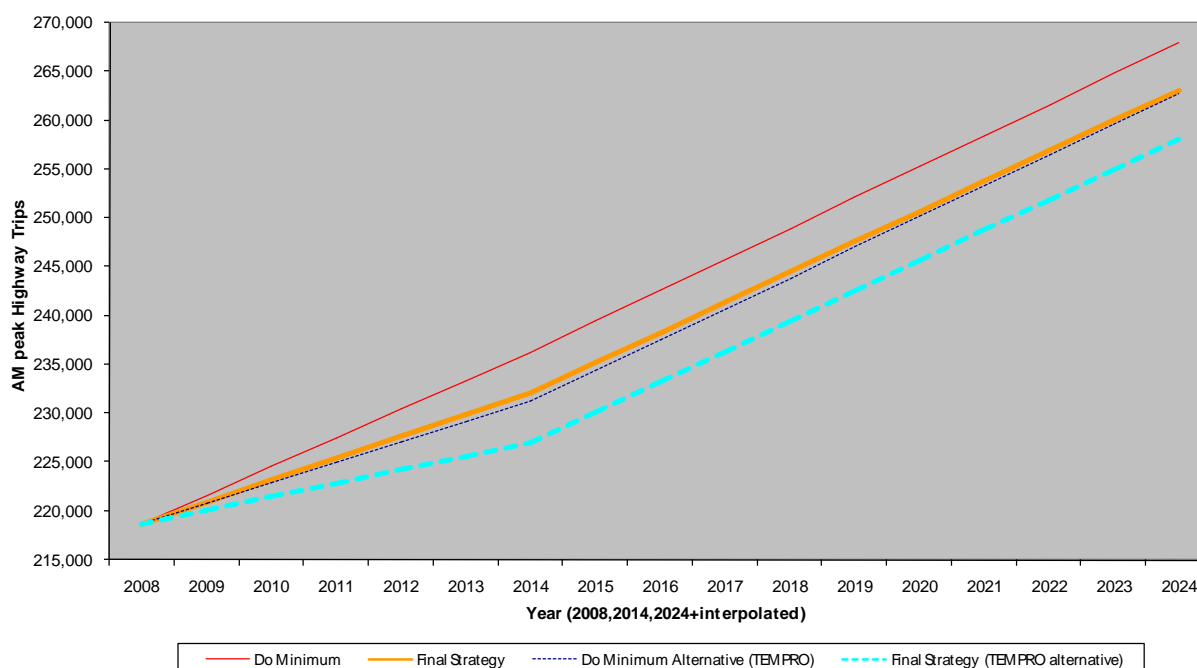
and alternative scenario results. This provides us with reassurance that despite some uncertainty over the economic forecasts the final LTP3 strategy is seen to perform with similar positive impacts in each forecast scenario.

Table 10 – LTP3 final strategy forecasts – impact of strategy upon do minimum (local and alternative forecasts)

Modelled Time Period	Year/Change	Local Forecasts		Alternative Forecasts	
		Highway Trips	Public Transport Trips	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2014 DM/FS	-2.1%	10.0%	-2.1%	9.6%
	2024 DM/FS	-2.1%	9.0%	-2.1%	8.6%
Inter Peak (average hr, 10am to 4pm)	2014 DM/FS	-2.3%	6.6%	-2.4%	6.5%
	2024 DM/FS	-2.2%	6.7%	-2.2%	6.3%
PM peak (5-6pm)	2014 DM/FS	-2.3%	9.3%	-2.3%	9.1%
	2024 DM/FS	-2.2%	8.3%	-2.2%	7.7%

5.20 Figure 12 provides an alternative presentation of these results showing the impacts of the LTP Strategy on the local and alternative AM peak highway forecasts.

Figure 12 - Local and Alternative Do Minimum and Final Strategy Forecasts (Highway Trips, AM peak)



Source: LCR TM

5.21 Overall, our forecasts for the short term have indicated that our existing assets can largely manage with demand, apart from certain pinch points such as the A5300/A562 junction. We believe that this can be achieved with appropriate

management that will ensure our networks have sufficient capacity to continue to facilitate economic growth. However, in the longer term greater challenges will need to be addressed. Our discussion of these issues continues under Goal Five, in Part Two of this report

- 5.22 Over the longer term our final strategy does reduce traffic levels from both the local (primary) and national (alternative) do minimum projections and has a significant positive impact on public transport usage. It also has a positive impact upon levels of cycle usage and walking, although these are not shown here.
- 5.23 Above all, the range of growth we are examining together with uncertainties arising from rising fuel prices and concerns over future security of oil supplies reinforces the need for constant review and flexibility.

Forecast carbon and air quality impacts

- 5.24 Table 11 sets out forecast changes in air pollution. Data is presented for carbon dioxide (CO₂), nitrogen oxides (NO_x) and particulate matter (PM₁₀).

Table 11 - Changes in annual air pollution for 2014 and 2024

Scenario	Year/Change	CO ₂	NO _x	PM ₁₀
Do Minimum	2008	1,500Ktonnes	5,500tonnes	460tonnes
	Change to 2014	5%	10%	-3%
	Change to 2024	1%	-76%	-5%
Final Strategy	Change to 2014	3%	9%	-4%
	Change to 2024	0%	-77%	-6%
Difference DM/FS	2014	-1.4%	-1.2%	-1.1%
	2024	-1.2%	-1.0%	-0.9%

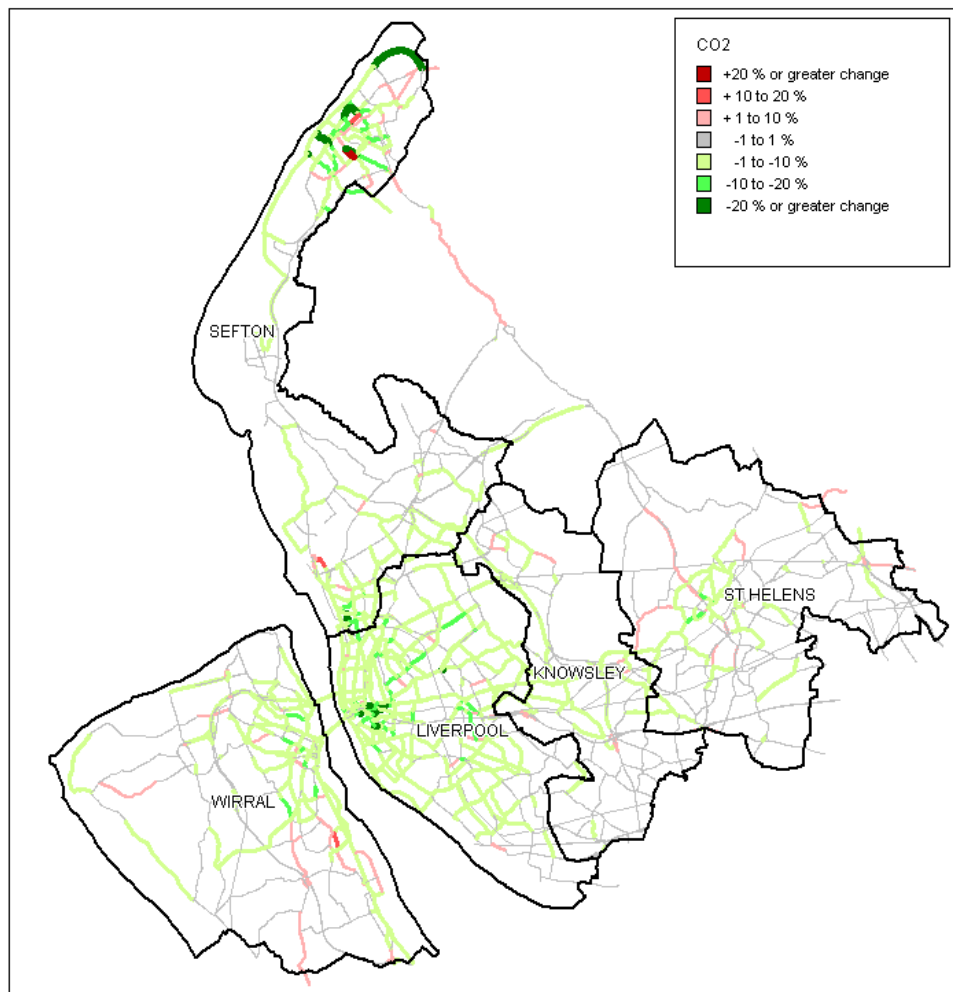
- 5.25 Emissions of CO₂ and NO_x increase initially in both the do minimum and final strategy scenarios due to the significant forecast increases in traffic growth discussed above. Through to 2024 this increase is tempered by advances in cleaner vehicle technology. While CO₂ falls back to 2008 rates in 2024, NO_x and PM₁₀ are showing considerable improvements with decreases of 77% and 6% respectively under the final strategy scenario. The variation between reductions forecast for each pollutant is primarily due to advancements in cleaner engine technology disproportionately affecting some pollutants more than others. Most notably, a large drop in NO_x is forecast as new engines standards (Euro VI) are expected to reduce NO_x emissions significantly compared to relatively little improvement experienced since Euro III standard vehicles (See Annexe Three for more details).
- 5.26 It should be noted that the results modelled, particularly in relation to CO₂, are considered to be a conservative estimation of environmental improvements to vehicle technology.

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We may expect to see greater reductions in CO₂ emissions by 2024 as vehicle manufacturers are required to comply with EU regulations on environmental performance of new vehicles.

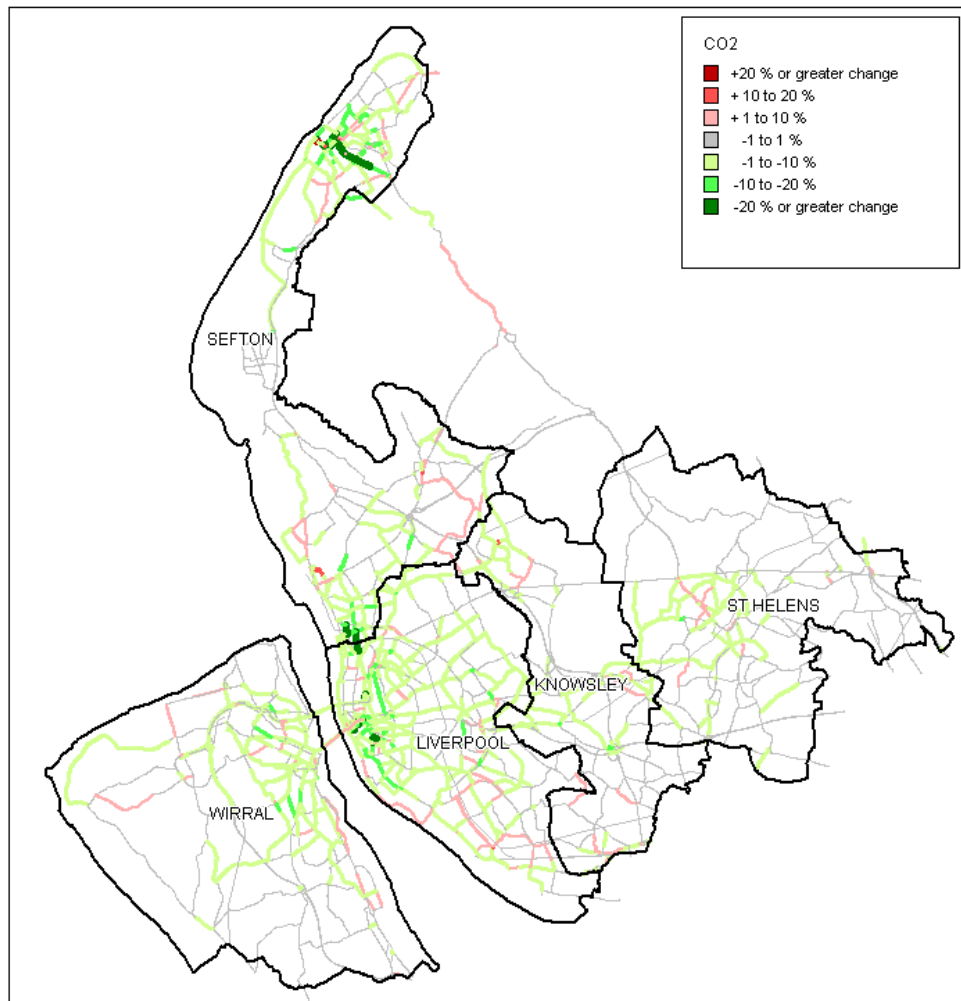
- 5.27 Our results show a small but notable improvement in emission levels between the do minimum and the final LTP strategy for all pollutants. The financial value of these reductions, calculated in terms of damage avoided (for example negative health impacts and damage to buildings and crops) are worth £1.2million per year to Merseyside.
- 5.28 Figures 13 and 14 show changes in CO₂ emissions across Merseyside's road network as a result of the Final Strategy. These figures are reflective of changes in PM₁₀ and NO_x. Decreases in emissions are forecast on 29.2% of roads following implementation of the Final Strategy, these are highlighted in green on the figure below. 6.1% of links, shown in orange and red, see an increase in emissions resulting from the strategy. The majority of roads (64.7%) show negligible changes in emissions. This pattern is reflective of changes in other air pollutants. For greater detail see Annexe Three.

Figure 13 - Merseyside roads 2014: changes in CO₂ emissions between do minimum and final strategy



Source: MAEI

Figure 14 – Merseyside roads 2024: changes in CO₂ emissions between do minimum and final strategy



Source: MAEI

The potential impacts of our strategy and implementation plans

5.29 It is statutory requirement that the LTP is subject to a number of assessments. These are:-

- Sustainability Appraisal/Strategic Environmental Assessment, (SA/SEA)
- Health Impact Assessment, (HIA)
- Habitats Regulation Assessment, (HRA)
- Equality Impact Assessment, (EqIA)

5.30 These were combined into a single **Integrated Assessment (IA)** which provided an integrated approach and reduced potential duplication.

5.31 The assessments are designed to encourage an early consideration of sustainability appraisal in the plan development process, leading to more sustainable outcomes. The IA was carried out on the draft Preferred Strategy and the results have helped inform this final Strategy. Full details of the IA are contained within Annexe Fourteen.

Anticipated outcomes

- 5.32 In overall terms, the IA has concluded that LTP3 is likely to have a positive effect on the environment, equalities and health, although some measures will have an effect in areas such as land take, habitat loss, waste generation and resource use. In these cases mitigation measures to take forward will include appropriate design, construction, operation and maintenance measures.
- 5.33 In particular areas the key messages are shown below.
- (a) The SEA/SA shows positive effects in terms of:-
- Managing congestion.
 - Encouraging modal shift.
 - Improving public transport.
 - Maximising the use of existing resources.
 - Increasing road safety.
- (b) The HIA shows an overall positive impact on health, in particular:-
- Promoting healthy lifestyles.
 - Reducing health inequalities.
 - Protecting, managing and where necessary improving local air and environmental quality.
- (c) The HIA also shows that mitigation measures to improve health could be provided by:-
- More emphasis on reducing the need to travel.
 - Greater integration between transport and land use planning.
- (d) The Equalities impact showed that significant positive impacts on:-
- Ensuring major developments proposals are subject to HIA and EqIA.
 - Proposals to improve accessibility to key opportunities and services.
 - Plans to improve bus infrastructure and develop SQP's.
 - Use of taxi and third sector to deliver accessibility improvements.
 - Linkages into existing equalities work across LA's.
- (e) The Habitats Impacts assessment showed that:-
- No likely significant effects for the LTP have been identified.
 - Actions in LTP to support low carbon economy and develop walking and cycling will have positive effects on sites.

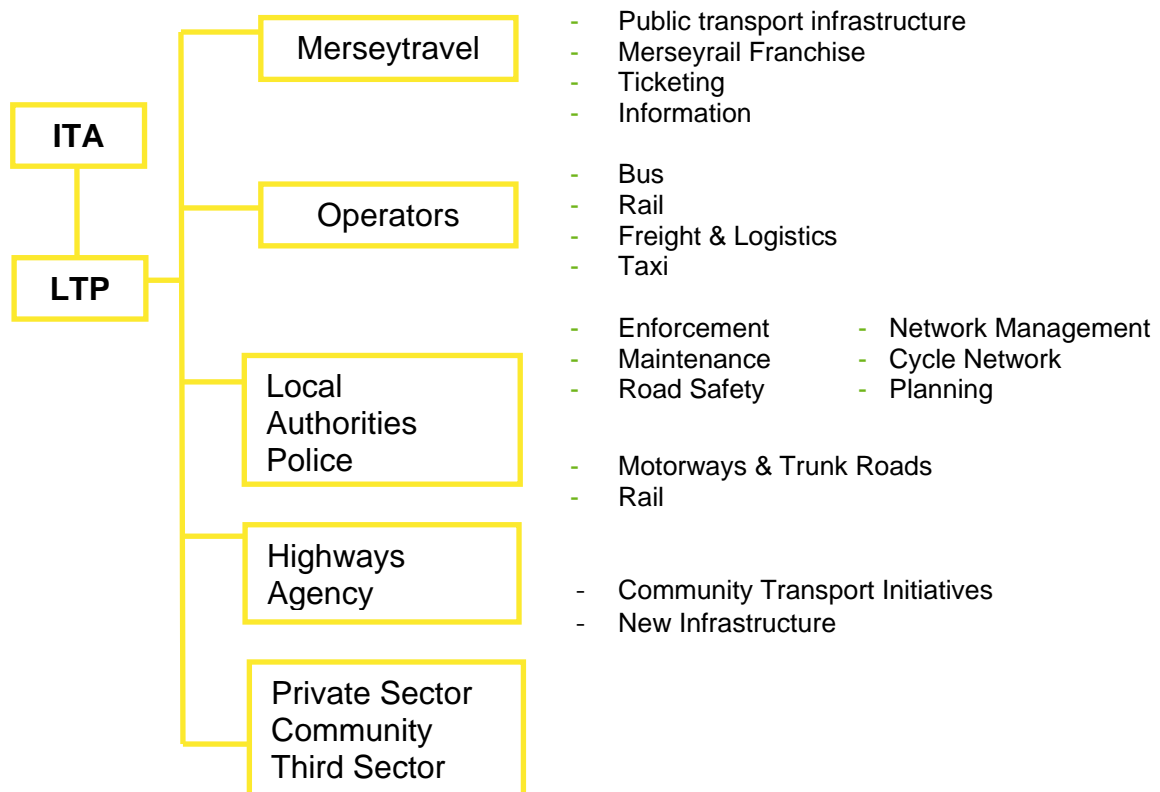
Implementing the IA

- 5.34 Programmes for taking forward mitigation and enhancement measures will be established following LTP approval, along with a clear programme of monitoring as part of the overall performance management of LTP, which is set out in Chapter Six.
- 5.35 In doing so it will be important to ensure links to other plans, programmes and projects such as the strategies for tourism, culture and health.

Delivering the Strategy

- 5.36 There are a large numbers of organisations that are partners to delivering our Strategy. Figure 15 shows some of the bodies that need to be involved. It also demonstrates the limits to the direct influence that the ITA can have on implementing its LTP without the co-operation of these partners.

Figure 15 - Delivery of LTP



Anticipated outcomes of the strategy

- 5.37 Our strategy for the new mobility culture is about affecting a change to a sustainable and equitable transport network, as Table 12 summarises.

Table 12 - The sustainable and equitable transport network

Factor	Business as usual - Unsustainable	New mobility culture – a sustainable transport network
Transport volume	High numbers of trips and longer trip distances.	Demand for travel is reduced and journeys are short.
Transport modes	Reliance on private motorised transport for passengers. Has major health impacts.	High numbers of trips are made by public or non-motorised transport and freight is carried by rail and other low-carbon modes. Active travel encourages health.
Technology	Vehicles rely on inefficient, fossil-fuels, network is inefficiently managed.	Low carbon vehicle technologies are mainstreamed.
Transport pricing	The price paid by users does not cover the full costs - pollution, air quality, road accidents - encouraging motorised vehicle use.	The price paid by transport users reflects true costs and encourages environmentally friendly alternatives.
Resilience to climate change/peak oil	Transport systems are highly vulnerable to changes in the climate and reduced oil supplies.	Transport assets developed in a way that is resilient towards changes in climate and reduced oil.

Based on Institute for transport and development policy August 2010

5.38 Part Two provides full details of how we anticipate our proposals delivering against our six goals. Table 15, at the end of this chapter summarises our actions and anticipated outcomes against our goals, whilst Table 16 summarises actions against transport activities. Table 17 summarises our actions in support of disadvantaged communities. Part Three provides full details of the Implementation Plan for the period to 2014/15.

Possible longer term major developments

5.39 As we have noted earlier, beyond 2015, we can anticipate some large scale developments that will have potentially major impacts on transport demand. Table 13 below sets out the main transport implications arising from the city region priorities and those from the emerging LDF's identified in Chapter Four.

Table 13 - Current city region and Local Authority priorities and potential transport implications

	Transport Implications	Timescales
City Region Priorities		
3MG – Multi modal Interchange – Halton	Halton scheme. Multimodal logistics and distribution facility. Potential impact on Merseyside roads particularly junction with A5300/A562. The provision of the Western Link Road will improve accessibility to the western part of the site and discourage movement of freight across the site on the local road network.	Short term pre 2014
Daresbury Science and Innovation and Campus (DSIC)	Halton scheme. May have access to jobs issues for Merseyside. Investment in the highways network and in sustainable transport initiatives will be necessary for the DSIC and the wider Daresbury Strategic Site.	Long term with some elements pre 2014
Kirkby Town Centre	Improvements to public transport access and infrastructure. Merseytram remains a long term aspiration. Major public realm requirements.	Some elements pre 2014?
Knowsley Industrial Park	As above. Also requires improvements to freight facilities and selected highways investment to improve freight access.	Some elements pre 2014?
Liverpool John Lennon Airport	Key element of SuperPort and potential Atlantic Gateway. Private sector examining eastern access corridor.	Long term post 2014
Liverpool Waters	Very large developments, likely to require substantial transport investment. Could generate additional freight/logistics and long distance travel. Requirements for junction improvements and enhancements to public transport. Large residential elements offer opportunities for sustainable communities with cycle/walking car share, electric vehicles.	Long term post 2014
Wirral Waters		
Next generation access (Superfast broadband)	Could help reduce need to travel.	Could be some development pre 2014
Parkside Strategic Rail Freight Interchange	Development of up to 155 ha. Likely to have large freight and logistics impact.	Long term post 2014
Power from the Mersey (tidal power scheme)	Could help provide carbon neutral local rail network and other transport benefits.	Long term. May be beyond 2024
Royal Liverpool Hospital and associated medical facilities	Knowledge based project with potential to attract increased private car use and longer distance travel.	Longer term post 2014

The Strategy

	Transport Implications	Timescales
Mersey Gateway Project	Halton scheme. Will have a large impact on the LCR road network.	Longer term post 2014
Local Authority priorities from emerging LDFs		
KNOWSLEY		
South Prescott	Improvements to public transport and infrastructure.	Not known
Ravenscourt, Halewood	Improvements to public transport and infrastructure.	Pre 2014
Stockbridge Village	Improvements to public transport and infrastructure. Key highway and/or Urban Traffic Control (UTC) improvements to support commercial, leisure and residential schemes.	Not known
Roscoe's Wood, Huyton	Improvements to public transport and infrastructure.	Not known
North Huyton	Improvements to public transport and infrastructure. Key highway and/or UTC improvements to support commercial, leisure and residential schemes.	Pre 2014
Tower Hill, Kirkby	Improvements to public transport and infrastructure.	Not known
LIVERPOOL		
Housing Market Renewal Zones of Opportunity	Improvements to public transport and infrastructure.	Not known
Potential BSF rescue package	Scale of development unknown at this stage due to funding constraints. Likely to have accessibility impacts.	Not known
Project Jennifer	Improved East-West links in north Liverpool plus improvements to key transport corridors.	Pre 2014?
North Liverpool Regeneration	As above.	Post 2014
International Gateway	Improvements on key transport corridors including support for the airport.	Post 2014
Edge Lane Retail Development	Key highway and/or UTC improvements to support commercial, leisure and residential schemes.	Some elements pre 2014?
Football Stadium developments	As above.	Not known
Former International Garden Festival Site	Review public transport and infrastructure to meet return of demand/need.	Up to 2026
Stonebridge Regeneration/ A580	Review public transport and infrastructure to meet return of demand/need.	Up to 2026
Former Boot Estate Norris Green	Review public transport and infrastructure to meet return of demand/need.	Up to 2026
SEFTON		
Regeneration of South Sefton	Improvements to public transport and associated infrastructure.	Up to 2026

	Transport Implications	Timescales
Development of sites on edge of built up area to meet long-term housing/employment needs	Improvements and expansion of current public transport infrastructure, including better east-west links, Maghull North station, Thornton-switch island link road.	From about 2015 onwards
Development of new business park in North Sefton, preferably near Southport, for longer term employment needs.	Improved access and highway improvements	Post 2020
Expansion of Port activities	Improved freight access to port.	Up to 2026
ST HELENS		
St Helens Urban Villages: - Lea Green - Vulcan Village - Moss Nook	Key highway and/or UTC improvements to support commercial, leisure and residential schemes.	Lea Green under construction. Vulcan village site preparation underway. Moss Nook, no progress.
St Helens Rugby League Club Stadium & linked developments	Stadium has planning permission and is under construction. Key highways infrastructure in place with a pedestrian bridge to follow with a link to town centre parking, rail and bus stations.	Autumn 2011
WIRRAL		
Woodside Strategic Regional Site	Improvements to public transport, highway infrastructure and walking and cycling provision to support mixed use development.	Likely to be post-2014
Birkenhead Town Centre	Transport Strategy (including Parking Strategy) to be prepared for the town centre to provide a framework for sustainable transport infrastructure and effective traffic management to support the viability of the centre.	Short term – 2011/12
Port activity at West Float, Cammell Laird & Manchester Ship Canal	Aspiration to restore the rail link to Birkenhead docks.	Likely to be post-2014
Support for Housing Market Renewal	Enhancements to the Bidston-Wrexham rail line remain a priority. Potential to significantly improve access to jobs in a key employment corridor.	May be some elements pre 2014 otherwise medium term
Wirral International Business Park	Improvements to public transport, highway infrastructure and walking/cycling provision to support employment development.	Pre-2014, but maybe some elements post 2014

	Transport Implications	Timescales
Hind Street Redevelopment, Birkenhead	Major employment-led regeneration at public transport hub of Birkenhead Central Station. Includes new Mollington link road through the site.	Likely to be post-2014
Scotts Quay, Seacombe	Mixed use development opportunity close to Seacombe Ferry and Wirral Waters. Improvements to public transport links.	Likely to be post-2014
North Side/South Side, Wallasey/Birkenhead Docks	Improvements to public transport, highway infrastructure linkages and walking/cycling provision to support mixed use development around Wirral Waters.	May be some elements pre-2014 otherwise medium term
Neighbouring Authority Priorities		
HALTON		
Widnes Waterfront	Improved accessibility to Widnes Town Centre and surrounding areas.	Long term with some elements pre 2014
Runcorn Waterfront	Deliverability of site dependant on securing adequate access.	Long term post 2014
Mersey Gateway Port	New Civil Waterway Port for multimodal logistics and distribution. Longer term aspiration to link the Port to rail infrastructure.	Long term post 2014
WEST LANCASHIRE		
Regeneration of Skelmersdale	Improved connectivity to the LCR especially rail access. Skelmersdale is the second largest town in the NW without direct access to a rail station	Not known
Regeneration of Burscough and Ormskirk	Re-instatement of the Burscough Curves and extension of Merseyrail from Ormskirk to Burscough to improve connectivity between West Lancashire and Merseyside.	Not known

- 5.40 The need for continuous integration of transport and land use planning is apparent from this table.
- 5.41 In terms of major transport schemes (currently defined as those costing more than £5m) Table 14 shows the list of major schemes identified at the start of LTP2. This shows a high level of achievement in delivering major improvements to the local transport network over the past five years.
- 5.42 We reviewed our major schemes in 2008. Clearly we now have very different financial circumstances. We will also need to take account of the scale of the potential developments set out in Table 14 which may potentially have major influence and impact on existing and future travel patterns within Merseyside and to some extent across parts of the north-west region.
- 5.43 The schemes shown in Table 14 with a blank entry under the progress column indicates that work is continuing on building a business case or the scheme is under

review. These will clearly need to be reviewed in terms of their contribution to city region projects and priorities, set out in Table 13 and progress on such schemes will be dependent on there being a credible business case, based on forecast demand, scale of funding required and private sector investment.

Table 14 – Major schemes

Scheme	Delivery Agency	Scheme Type	Progress
Bidston Moss Viaduct	Highways Agency (HA)/ Wirral/Merseytravel	Maintenance/ Upgrade	Approved work starts soon
Edge Lane (West) / Eastern Approaches	Liverpool City Council (LCC)	Highway	On site
Hall Lane Strategic Gateway	Liverpool City Council	Highway	On site
Merseytram Line 1	Merseytravel	Public Transport	Funding being sought
Thornton Switch Island Link	Sefton MBC	Highway	Provisional Approval – seeking planning permission
Liverpool Central Station	Merseytravel	Public Transport	Initial programme agreed
Merseytram Line 2	Merseytravel	Public Transport	
Olive Mount Chord + Capacity Enhancements	Merseytravel/Network Rail	Rail	Completed
St Helens Central – Junction Rail Link	Merseytravel/Network Rail	Rail	
Merseytram Line 3	Merseytravel	Public Transport	
Sandhills Lane Link	Liverpool City Council	Highway	
Kirkby Headbolt Lane Rail Extension	Merseytravel / Network Rail	Rail	
Bootle – Aintree – Edge Hill Link	Merseytravel/Network Rail	Rail	
Borderlands Electrification	Merseytravel/Network Rail/ Cheshire County Council	Rail	
Lime Street Gateway	English Partnerships/Liverpool Vision/LCC/Merseytravel/ Network Rail	Public Transport	Completed
Edge Lane/Eastern Approaches (East & Central)	Liverpool City Council	Highway	Completed
Liverpool Airport Eastern Access Corridor	Liverpool John Lennon Airport	Highway	Private
Access to Port of Liverpool	Sefton MBC/Highways Agency	Highway	Study ongoing
Switch Island Improvements	Highways Agency Highways Agency	Highway Highway	Completed Completed
Tarbock Interchange M62 Junction 6	Highways Agency	Highway	Completed
Halton Curve	Network Rail	Public Transport	
Mersey Gateway	Halton BC	Highway	Legal Powers and initial funding secured

5.44 Many of these proposals involve our neighbouring authorities. We will continue to discuss with them the best means of jointly progressing these proposals, along with other issues such as cross boundary bus and rail services.

- 5.45 The success of any new developments depends to a large extent on getting the planning and infrastructure right. Pedestrian and cycle routes, public transport and vehicular access routes must be carefully designed to ensure that the schemes are sustainable and fully accessible. As these developments begin to come on stream the developer will need to undertake an in-depth analysis for the provision of future transport for access between the development and local communities, across Merseyside and the wider north-west region. We will expect some common principles to be attached to future transport requirements. These will include:-
- (a) It is essential that any scheme delivered is sympathetic to the urban design and provides key walking and cycling routes. At a wider scale the development analysis will need to consider the impact on the surrounding key highway network within neighbouring authorities, the Mersey Tunnels and the HA's strategic highway network.
 - (b) Public transport services including bus ferry services and rail networks serving the development from within Merseyside and neighbouring authorities will need to be examined and proposals developed to address public transport gaps that people will need to access the development. This assessment will need to consider station facilities and waiting areas, moving stock (train, bus and ferry) and additional capacity and frequencies that will be required to ensure that people travel to and from the development in a sustainable manner, consistent with local and national policy.
 - (c) The strategic freight network is a key supply line to support the local economy and a key consideration will be the impact of the development on the freight network. It will be necessary to examine the potential impacts on the freight network and also ensure that the servicing requirements for the development are demonstrated within a Service/Delivery Management Plan.
 - (d) The anticipated scale of major developments is such that major changes can be expected in the highway and public transport networks. Private sector funding will be sought through the planning process to deliver infrastructure where it is reasonable and directly related to the development. The development will need to ensure that it is consistent with our strategies to address climate change air quality, noise and road safety priorities.
 - (e) Most of these developments are anticipated to be completed in a number of phases and over a long time period, well beyond the life of this current LTP. It is essential that the developer provides a robust schedule of infrastructure development combined with the development phases and the agreed private sector funding. This will need to be supported with a monitoring framework that is capable of allowing the delivery of transport interventions to be varied depending on the actual travel volumes, patterns and modes to and from the development compared to those identified in a monitoring framework agreed between the planning authority and the developer.

Table 15- Summary of actions to support goals

Goal One – Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.

Short term actions	Longer term actions
<ul style="list-style-type: none"> Ensure that transport is a key component of the city region LEP and that LTP3 is recognised as the statutory framework for all transport considerations. (Goals 2 to 6) 	<ul style="list-style-type: none"> Working collaboratively is a long term commitment.
<ul style="list-style-type: none"> Work with all partners to ensure that transport is closely linked to the wider ambitions of the city region. In particular the transformational programmes. (Goals 2 and 5) 	
<ul style="list-style-type: none"> Explore with partners funding streams to support our common ambitions. (Goals 2 to 6) 	
<ul style="list-style-type: none"> Ensure future transport requirements are reflected in all LCR strategic planning arrangements. 	
<ul style="list-style-type: none"> Examine with DfT possible early engagement within LCR with the LEP. 	
<ul style="list-style-type: none"> Continue to develop joint approaches to ensure good land use and transport integration via the LTP and LDFs (Goals 2, 4 and 5) 	
<ul style="list-style-type: none"> Work with the housing sector to examine future joint working arrangements in association with the LDF. 	<ul style="list-style-type: none"> Movement toward joint city region wide forward planning across the policy areas, including health, housing, transport, the economy and the environment. (Goals 2, 3, 4 and 5)
<ul style="list-style-type: none"> Ensure that transport is a key component of the city region LEP and that LTP3 is recognised as the statutory framework for all transport considerations. (Goals 2 to 6) 	

Short term actions	Longer term actions
<ul style="list-style-type: none"> Continue to work collaboratively with LSPs to ensure transport helps deliver their priorities. (Goals 2 to 5) 	
<ul style="list-style-type: none"> Explore broader and deeper engagement with citizens and representation on voluntary groups in line with the Governments Big Society approach. (Goals 2 to 5) 	

Goal Two – Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.

Short term actions	Longer term actions
<p><u>Traffic</u></p> <ul style="list-style-type: none"> Develop an Alternative Fuel Infrastructure Strategy to identify future fuel needs, infrastructure requirements and delivery models. Continue to pursue means of delivering the eLive project to provide infrastructure for electric vehicles to charge. Work in partnership with service providers (for example the Energy Saving Trust Advice Centres) to ensure effective targeting of programmes around fuel efficient vehicle choice, alternative fuels and driving techniques. Ensure good provision of information around sustainable vehicle choice, alternative fuels, fuel-efficient driving techniques and car share. Prioritise the optimisation of SCOOT (Split Cycle Offset Optimisation Techniques) systems across all districts and explore opportunities for shared learning to reduce congestion and traffic emissions. 	

Short term actions	Longer term actions
<p><u>Modal shift</u></p> <ul style="list-style-type: none"> Focus TravelWise activity where it will have most impact. Particularly around; commuting and business travel which are often single-occupancy trips, education trips which contribute to am and pm traffic peaks and short-distance trips which have greatest potential to be shifted to active modes. 	<ul style="list-style-type: none"> Ensure infrastructure is in place to “lock-in” benefits of TravelWise activities.
<p><u>Deliver the Active Travel Strategy</u></p> <ul style="list-style-type: none"> Develop and implement a standardised approach to the monitoring and evaluation of CO₂ and air quality impacts of smarter choices programmes. 	
<p><u>Public transport</u></p> <ul style="list-style-type: none"> Continue to work in partnership with bus operators to deliver SQP Schemes to improve vehicle standards, reduce emissions, promote alternative fuel use, reduce repetition of services on routes and increase patronage. Examine use of Merseytravel contracted services to support trials and use of alternative fuels and new Euro standard vehicles and technologies. Implement a TQP which includes progressively tightening emission standards as a prerequisite to membership. 	<ul style="list-style-type: none"> Subject to feasibility studies, expand the Merseytravel departure charge system at bus stations to promote low emissions vehicles by incorporating differential charging of vehicles. Investigate the feasibility of procuring a fleet of low emission buses to be made available for operators use on contracted services. Provide support to operators in using alternative fuel and new technologies in their fleets. Encourage and support Merseyrail Electrics to decarbonise their energy supply to make the rail network carbon neutral.

Longer term actions	Short term actions
<ul style="list-style-type: none"> Investigate the use of alternative fuels for the freight sector and link in to the Alternative Fuels Infrastructure Strategy. Make the case for national provision of intermodal freight terminals. Consider the feasibility of consolidation centres transferring goods to low emission vehicles. 	<p><u>Fleet vehicles</u></p> <ul style="list-style-type: none"> Through Quality Partnerships promote best practice and improved environmental performance in the bus, freight and taxi fleets. Through the FQP develop an increased understanding of the nature (age, vehicle type etc.) of the HGV and Light Goods Vehicles (LGV) fleet operating on Merseyside to allow better targeting of initiatives. Through the FQP identify freight routes and destinations which have lower environmental impacts and target resources to make improvements. Develop a coordinated approach to freight related Air Quality Management Areas (AQMA) and carbon reduction action plans across Merseyside. Encourage public bodies to develop procurement policies which support the uptake of low emission vehicles and fuels in their supply chain. <p><u>Land use planning</u></p> <ul style="list-style-type: none"> Continue to engage with planners and regeneration agencies to promote sustainable transport and design, including the greening of routes to make them more attractive. Ensure greater enforcement of existing sustainable transport commitments made by developers. Promote district adoption of the Merseyside planning policy guidance note on installation of electric vehicle charging points and low emission strategies.
<ul style="list-style-type: none"> Include low emission strategies within planning documentation. 	

Short term actions	Longer term actions
<p><u>Network management and maintenance</u></p> <ul style="list-style-type: none"> • Ensure that all new transport projects take account of future climatic conditions and are planned accordingly. • Complete Highway/Transport Asset Management Plans (H/TAMP), including proper consideration of climate change. Ensure that transport contributes to the delivery of the Green Infrastructure Strategy. • Include environmental considerations in new and maintenance schemes. For example with reference to noise, materials and opportunities for on-site generation. • Review opportunities to make efficiency savings and environmental improvements when replacing street lighting and traffic signals and through the way they are operated. • Continue to maintain and develop the Merseyside Atmospheric Emissions Inventory (MAEI). 	<ul style="list-style-type: none"> • Consider the options available to reduce noise levels from transport and, where finances allow, implement measures in priority areas where noise levels exceed recommended thresholds. • Ensure that all new transport projects are constructed to high environmental standard and, where applicable, are subject to external assessment.
<p>Goal Three – Ensure the transport system promotes and enables improved health and wellbeing and road safety.</p> <ul style="list-style-type: none"> • Support the Decade of Health and Wellbeing. • Use the Decade to ensure Health and Wellbeing becomes a key city region priority. • Ensure all key decision makers recognise the advantages in a pro cycling and walking strategy. • Provision for cycling and walking is embedded as a key Merseyside transport priority. 	<ul style="list-style-type: none"> • Improved driver training and testing. • Low speed zones are the norm in many urban areas of Merseyside. • Greater levels of bus/cycle integration. • Expanded Merseyside cycle network. • All major development proposals will be subject to a HIA in relation to their multi modal accessibility as part of future enhancements to the 'Ensuring a Choice of Travel' SPD.

Short term actions	Longer term actions
<ul style="list-style-type: none"> • Ensure effective joined up working arrangements between transport and health sectors along with other key delivery agents and programmes such as the Green Infrastructure programme. • Ensure active travel are a core element of the ITA and the district implementation plans including – <ul style="list-style-type: none"> – Enhance environment for cycling and walking including pedestrian and cycle routes, junction improvements and cycle facilities. – There will be an expansion of cycle and rail integration and of cycle hire facilities within the City Centre and other key locations. – Increase the extent of low speed zones, where appropriate. – Smarter choices and behavioural change interventions programmes, to increase active travel. – Increase the extent of low speed zones, where appropriate. – Smarter choices and behavioural change interventions programmes, to increase active travel. – Ensure funding sources are effectively pooled. • Sustain cycle and pedestrian training. • Delivery of road safety initiatives at the equivalent of LTP2 levels addressing issues faced by each of the high risk groups. 	

Short term actions	Longer term actions
<ul style="list-style-type: none"> • Police partnership and enforcement (including cameras) is maintained at LTP2 levels. • All actions are governed by the need to meet the Equalities legislation. 	

Goal Four – Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

<p><u>Joint working to address common objectives</u></p> <ul style="list-style-type: none"> • Continue to integrate accessibility with LSPs to ensure transport helps to deliver their priorities. • Build on the work undertaken in the MAA to create the conditions for a shared approach to improving accessibility. • Integrate transport and land use planning which will have a significant affect on improving accessibility. We will adopt the principles of the Liverpool Transport and Land Use Study to support our work in this area. • Continue to develop joint approaches to ensure that transport helps to deliver the priorities of the city region Child and Family Poverty Framework. 	<ul style="list-style-type: none"> • Share services with providers in other sectors to maximise resources and reduce inefficiencies.
<p><u>Access to employment</u></p> <ul style="list-style-type: none"> • Integrate improved accessibility into the City Region Employment and Skills Strategy. In particular the targeted action plans for disadvantaged areas to determine what improvements are needed. • Continue efforts to secure funding for LGM to assist workless residents to overcome transport barriers to employment. 	<ul style="list-style-type: none"> • Actions in support of this goal require a long term commitment from all partners to work collaboratively.

Short term actions	Longer term actions
<ul style="list-style-type: none"> Examine funding regimes to provide free cycles to those in disadvantaged areas who need them most. 	
<p><u>Access to education</u></p> <ul style="list-style-type: none"> Promote, at all times the use of walking and cycling for education journeys through school travel planning. Work with the education sector to conduct a cycle audit of all schools with a view to installing cycling facilities at all school sites. Develop a programme of joint actions for improving access to education in line with the agreed School Transport Policy and Sustainable Modes of Transport strategies. 	<ul style="list-style-type: none"> Examine pooled resources with education sector providers to assist with travel costs to schools for those on low incomes.
<p><u>Access to healthcare</u></p> <ul style="list-style-type: none"> Work with partners to promote the health benefits of walking and cycling. Work with all health transport service providers to share resources and to commission services. Promote sustainable access to food shopping through walking and cycling for local trips 	<ul style="list-style-type: none"> Look to secure much greater commissioning of joint services to improve access to healthcare and healthy food choices through the most sustainable forms of transport.
<p><u>Fares, information and ticketing</u></p> <ul style="list-style-type: none"> Review the range and availability of multi operator pre-paid tickets in line with Merseytravel's emerging Ticketing Strategy. Examine enhanced information provision at a neighbourhood level. 	<ul style="list-style-type: none"> Develop a range of affordable ticketing opportunities to assist low income households. With stakeholders, develop and secure long term Merseyside wide travel training programmes.

Short term actions	Longer term actions
<p><u>Taxis and Community Transport</u></p> <ul style="list-style-type: none"> • Examine the potential for an expanded role for the taxi sector to help deliver access improvements. • Develop a TQP for Merseyside. • Examine an expanded role for community and third sector organisations to address issues at a local community level and make a positive contribution to the Big Society. 	
<p><u>Public transport</u></p> <ul style="list-style-type: none"> • Ensure, through the Bus Service Review Group that the supported bus network continues to provide access to opportunities and services in line with the agreed policy framework for supported bus services. • Examine the role of other transport service providers such as community, third sector and social services to assist the supported bus network 	<ul style="list-style-type: none"> • Share services with providers in other sectors to maximise resources and reduce inefficiencies. • Use the bus services budget (to fund other solutions for improving access for example Neighbourhood Travel Teams. • Ring fence any efficiency savings into funding other accessibility improvements not realistic – efficiency savings will just be swallowed up.
<p><u>Mainstreaming Equality and Diversity</u></p> <ul style="list-style-type: none"> • Integrate the outcomes of the LTP IA with implementation plans. 	<ul style="list-style-type: none"> • Ensure that any new policies, procedures and practices are assessed using an Equality Impact Assessment Toolkit.

Goal Five – Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

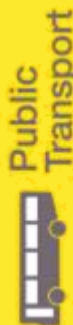
(See Table 16 for more details)

Goal Six – Maintain our assets to a high standard.

Short term actions	Longer term actions
<ul style="list-style-type: none"> • Complete HAMP/TAMP, including proper consideration of climate change. • Review network for 'key priorities' including consideration of the needs of the SFN. • Identify synergies with other policy areas. • Review opportunities to make efficiency savings and environmental improvements when replacing street lighting and traffic signals and through the way they are operated. 	<ul style="list-style-type: none"> • Link maintenance planning to highways network improvement plans. • Implement new methods of calculating costs and benefits, to include environmental benefits. • Ensure all new transport projects are planned taking account of climate change and possible changes in oil supply and future cost. • Include environmental considerations in planning maintenance schemes, for example with reference to noise, vibration, dust and general local air quality.

Table 16 - Summary of actions to support transport activities

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
BUS	Targeted programme of capital infrastructure works focused on city centre, its approaches and key SQP scheme corridors and areas. The programme to provide enhanced cycling and walking facilities whenever possible.	1, 2, 3, 4, 5	Short/Medium Term - Continue to develop measures to support improved bus journey experience.	<ul style="list-style-type: none"> - Mode shift from private to public transport. - More reliable journey times and competitive edge over private transport. - Reductions in congestion, carbon emissions and improvements in air quality. - Reducing emissions. - Improved health. More cycling.
	Delivery of SQP scheme agreements in co-operation with bus operators and highway authorities to deliver measures to support improved bus journeys in conjunction with marketing campaigns. (See Goal Two for details relating to environmental performance of vehicles)	1, 2, 3, 4, 5	Short/Medium Term - To work in cooperation with bus operators and highway authorities to deliver measures to support improved bus journeys in conjunction with marketing campaigns.	<ul style="list-style-type: none"> - SQPs are a mechanism to support the above Mode shift from private to public transport. - More reliable journey times and competitive edge over private transport. - Reductions in congestion, carbon emissions and improvements in air quality reducing emissions. Improved health.
	Provide support to operators in using alternative fuel and new technologies in their fleet.	1, 2, 3, 5	Long Term	<ul style="list-style-type: none"> - Reduction in carbon and atmospheric pollution, especially within AQMAs. - Improved health consequences.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
BUS	Subject to feasibility studies, expand the Merseytravel departure charge system at bus stations to promote low emissions vehicles by incorporating differential charging of vehicles.	2, 3	Longer Term	<ul style="list-style-type: none"> - Incentivises use of low emission vehicles. - Improved air quality and reduced carbon emissions. - Improved air quality reduces negative impacts on health. - Supports the Low Carbon Economy.
	Investigate the feasibility of procuring a fleet of low emission buses to be made available for operators use on contracted services.	2, 3	Long Term	<ul style="list-style-type: none"> - Incentivise use of low emission vehicles - Improved air quality and reduced carbon emissions - Supports Low Carbon Economy
	Investigate the use of flexible services to effectively serve low areas of demand but high social need.	2, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Improve efficiency of network, resulting in improved air quality and reduced carbon emissions.
RAIL	Capacity improvements at Liverpool Central station.		Short & Long Term	<ul style="list-style-type: none"> - Improved safety at the station. - Additional capacity, to support role of the station as the main city centre rail interchange. - Maintain efficiency of the Merseyrail network.
	Targeted access and infrastructure upgrades at key railway stations including cycle parking facilities to encourage multi-modal journeys.		Short Term	<ul style="list-style-type: none"> - Improve convenience and safety of the rail network. - A more accessible rail network. More cycling. - Support attractiveness of existing stations and support high levels of rail patronage, especially into the city centre at peak times.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
RAIL	Capacity improvements on local rail services, especially at peak hours. Examine in tandem with Passenger Transport Executives (PTE), options for new rolling stock procurement for rail services in the North of England.		Short Term	<ul style="list-style-type: none"> - Improved offer to passengers and greater propensity to use the train. - Mode shift from car to rail with associated benefits in terms of congestion, air quality and carbon emissions.
RAIL	Rail electrifications; <ul style="list-style-type: none"> - Liverpool – Manchester (national scheme). - Huyton – Wigan electrification. 		Short Term	<ul style="list-style-type: none"> - Additional capacity on key inter city rail line. - Journey time improvements, to make rail a more competitive mode than the private car. - Additional capacity to accommodate new rail passengers. Air quality improvements and reduced carbon emissions.
RAIL	Encourage and support Merseyrail Electrics to decarbonise their energy supply to make the rail network carbon neutral.	2	Long Term	<ul style="list-style-type: none"> - Reduced carbon emissions.
RAIL	Continue to examine case for expansion of Merseyrail through possible schemes such as; <ul style="list-style-type: none"> • Burscough Curves reinstatement • Link to Skelmersdale. (see also Figure 9) • Halton Curve reinstatement • Borderlands Line Enhancements 	1, 2, 4, 5	Short/Long Term	<ul style="list-style-type: none"> - A more accessible rail network. - Improved offer to public and greater propensity to use train. - Mode shift from car to rail with associated benefits in terms of congestion, air quality, carbon emissions.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
RAIL	Develop the case for local control for Merseyside rail network.	2, 5, 6	Short Term	<ul style="list-style-type: none"> - A more efficient rail network. - A cheaper rail network. - A better performing rail network.
PARK & RIDE	Revised Park and Ride strategy will set out priorities for future programmes.	2, 4, 5	Short/Long Term	<ul style="list-style-type: none"> - Increases public transport patronage and reduces longer distance car commuting - Integrates Active Travel modes with the public transport network. - These measure help to reduce carbon emissions.
TICKETING & INFORMATION	Development of new bus-based RTI system, linked to web technology and mobile phones.	1, 2, 3, 4, 5	Short/Long Term	<ul style="list-style-type: none"> - Better availability of bus-based information, to aid informed decision making around bus travel. - Increase in bus patronage coupled with mode shift and associated benefits (see above).
	Development of new ticketing products via smartcards and web-based systems.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Better availability of bus-based information, to aid informed decision making around bus travel. - Improved travel opportunity and levels of access. - Increase in bus patronage coupled with mode shift and congestion. - Improved monitoring of punctuality and reliability of buses.



Model/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
FERRIES	Develop new landing stage at the Pier Head in Liverpool.		Short Term	<ul style="list-style-type: none"> - Improved access to the Mersey Ferries, especially for cyclists. - Supports mode shift objectives from private to public transport (see bus initiatives above).
TAXIS	Implement a Taxi Quality Partnership which includes progressively tightening emission standards as a prerequisite for membership.	1, 2, 3	Short term	<ul style="list-style-type: none"> - Increases potential for innovative new service provision. - Incentivise use of low emission vehicles. - Improved air quality and reduced carbon emissions. - Improved air quality reduces negative impacts on health. - Supports the Low Carbon Economy.
	Through the Taxi Quality Partnership investigate and consult on, the inclusion of progressively tightening emission standards within taxi licensing conditions.	1, 2, 3	Longer term	<ul style="list-style-type: none"> - Improved environment quality of taxis. - Improved air quality and reduced carbon emissions. - Improved air quality reduces negative impact on health. - Supports the Low Carbon Economy.
OTHER INTERVENTIONS TO SUPPORT ACCESSIBILITY	Enhanced role of community transport and voluntary sector organisations.	4, 5	Short & Long Term	<ul style="list-style-type: none"> - Integration of public and community transport across Merseyside. - Support the development of local transport services to improve access to services and opportunities to support the localism agenda. - Reduction in access inequalities.





Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
OTHER INTERVENTIONS TO SUPPORT ACCESSIBILITY	Secure a long term future for LGM.	1, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Workwise and Neighbourhood Travel Teams deliver access improvements to employment and training for workless Merseyside residents. - Integration of LGM activities with City Employment Strategy and Child and Family Poverty Framework.
	To develop a coordinated approach to travel training across Merseyside.	4, 5	Short & Long Term	<ul style="list-style-type: none"> - Empower individuals to take advantage of opportunities - Improved access to education, local services and leisure activities. - Increased independence, confidence and personal mobility. - Reduced burden on local authority specialist transport provision. - Increase in public transport patronage.
	Deliver EqIA Toolkit.	1, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - New polices, procedures and practices are assessed using agreed Equalities Impact Assessment to reduce transport inequalities.
	Examine budget for innovative approaches to securing new cost effective access improvements.	4, 5	Short & Long Term	<ul style="list-style-type: none"> - Target funding at the most appropriate solutions to meet identified needs.
FREIGHT	To develop a co-ordinated approach to freight related AQMA and carbon reduction action plans across Merseyside.	2	Short Term	<ul style="list-style-type: none"> - Actions across Merseyside to manage traffic and promote best practice to improve air quality and reduce carbon emissions. Development of public sector fleet benchmarking tool.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
FREIGHT	Develop the freight contribution to the Low Emission Strategy.	2, 3	Short Term	<ul style="list-style-type: none"> - Improved air quality through reduced emissions, reduced carbon emissions.
	Work with the FQP and other groups to promote best practice and improve environmental performance.	2, 3	Short Term	<ul style="list-style-type: none"> - Implantation of best practice amongst freight operators within Merseyside. Reduced emissions.
	Through the FQP develop an increased understanding of the nature (age, vehicle type etc.) of the HGV and LGV fleet operating on Merseyside to allow better targeting of initiatives to reduce emissions.	2	Short term	<ul style="list-style-type: none"> - Supports planning of emission reduction measures. - Enables targeting of resources where they will be most effective.
	Work with fleet operators to implement accreditations and standards linked to local authority and other public service performance policies.	1, 2	Short Term	<ul style="list-style-type: none"> - Enable local freight operators to successfully bid for public sector contracts, improved standards leading to reduced emissions.
	Identify and implement ITS and low-cost improvements to the Strategic Freight Network especially when the improvements benefit other users such as cyclists and walkers.	1, 2, 3, 5	Short Term	<ul style="list-style-type: none"> - ITS used to manage traffic - free flowing traffic, reduced congestion, reduced emissions, improved air quality.
	Ensure the Strategic Freight Network is adequately maintained.	6	Short Term	<ul style="list-style-type: none"> - Free flowing traffic (reduced emissions).
	To integrate freight into the land use planning process across Merseyside to support the efficiency, equality and environmental agendas.	2, 4, 5	Short Term	<ul style="list-style-type: none"> - Improved access to employment sites. Reduced deliveries (and associated emissions) through delivery plans.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
FREIGHT <div style="text-align: center;">  </div>	Promote Waterborne freight.	5	Long Term	<ul style="list-style-type: none"> -Increased use of sustainable mode.
	Investigate use of alternative fuels for the freight sector and link into the alternative fuels strategy.	1, 2	Long Term	<ul style="list-style-type: none"> - Utilisation of findings from Bionic project, support companies in uptake and adaptation, long term reduced emissions - Supports the Low Carbon Economy Increases resilience to the impacts of 'Peak Oil'.
	Consider the feasibility of consolidation centres transferring goods to low emission vehicles.	2	Long Term	<ul style="list-style-type: none"> - Reduced vehicle delivery miles, resulting in a reduction in carbon emissions. - Better local environments.
	Through the FQP identify routes and destinations which have lower environmental impacts and target resources to make improvements.	2	Short Term	<ul style="list-style-type: none"> - Encourage freight vehicles away from areas which will have greatest environmental impact. - Maximise resources. - Reduced congestion, improved air quality and lower level of carbon emissions.
	Investigate opportunity for wet-leasing fund and other incentives to facilitate moves to lower emission vehicles.	2	Long Term	<ul style="list-style-type: none"> - Increased and earlier uptake of new technologies leading to earlier emission reductions.
	Identify and implement essential highway improvements, including local infrastructure improvements and signing, to the Strategic Freight Network.	5, 6	Long Term	<ul style="list-style-type: none"> - Improved traffic flow, reduced accident rates, reduced congestion, improved air quality and emissions.

Model/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
<p>FREIGHT</p> 	Preservation of port access rail alignments.	1, 2, 5	Long Term	<ul style="list-style-type: none"> - Maintain access paths for future increase rail access to & from the port.
	Monitor rail freight requirements and lobby as required for both infrastructure requirements and changes to national policy.	1, 2, 5	Long Term	<ul style="list-style-type: none"> - Increase in distribution of freight by rail to and from the Port of Liverpool
	To develop a freight noise monitoring program.	2, 3	Long Term	<ul style="list-style-type: none"> - Actions to reduce noise from HGV movements and deliveries as appropriate. - Improved health due to lower disruption from noise.
	To lobby for national provision of intermodal freight terminals.	1, 2, 5	Long Term	<ul style="list-style-type: none"> - Allow for an increase in distribution of freight by rail to and from the Port of Liverpool.
	To monitor the growth of freight at LJLA.	1,5	Long Term	<ul style="list-style-type: none"> - To assist in planning for support to airport expansion plans.
	To review the private sector proposals for the development of the development of the Eastern Access Transport Corridor to LJLA.	1, 5	Long Term	<ul style="list-style-type: none"> - Ability to react to growth in freight traffic through the port. Improved access to LJLA. Support for SuperPort proposals.
	Improve access to the Port of Liverpool at Seaforth.	1,5	Short Term	<ul style="list-style-type: none"> - Short term sustainable transport improvements.
	Improve highway access to the Port of Liverpool at Seaforth.	1,5	Long Term	<ul style="list-style-type: none"> - Long term network improvements to cater for post-Panamax and port centric distribution.

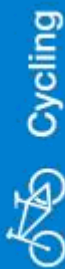
Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
CYCLE	Work closely with the development of SuperPort.	1,5	Short Term	<ul style="list-style-type: none"> - Integrate actions in support of the port, airport and freight facilities generally.
	Improved monitoring of HGV and LGV traffic.	1,2,5	Short Term	<ul style="list-style-type: none"> - Better understanding of freight related traffic locally.
	A5300/A562 junction improvement.	5	Short /Long Term	<ul style="list-style-type: none"> - Knowsley are examining options to improve access to the south of Liverpool and 3MG and the Mersey Gateway.
	Reduce motorised vehicle speeds with 20 mph zones and whenever possible traffic volume in residential areas and wherever there are significant numbers of active travellers.	2, 3, 4, 6	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Free bikes and bike recycling scheme. Identify funds to support an innovative free bike/bike recycling scheme for those with most need.	1, 2, 3, 4, 5	I Short term	<ul style="list-style-type: none"> - Increase access to employment, education and leisure opportunities. - Re-education in access inequalities.
	Design residential streets as safe and friendly environments for people and play rather than cars.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Provide connections between cycle and pedestrian friendly areas to create routes for active travellers.	2, 3, 4, 5, 6	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.





Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
CYCLE	Provide connections between cycle and pedestrian friendly areas to create routes for active travellers.	2, 3, 4, 5, 6	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Continue to deliver our Rights of Way Improvement Plan and integrate it into green infrastructure plans.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society.
	Linked areas of speed reduction for general traffic in Residential areas.	3, 4	Short & Long Term	<ul style="list-style-type: none"> - More attractive and safer routes available for cyclists, leading to an increase in usage.
	Provide cycle parking at all public buildings & any other trip destinations.	3, 4	Short & Long Term	<ul style="list-style-type: none"> - More cycling. - More equitable streets and society.
	Review and revise our cycle networks and aspirations for future networks so that all departments can include cycling interventions and improvements whenever other work is being done.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Apply the principles from Manual for Streets to all new streets and retrospectively to all streets especially residential areas and district centres whenever other work is being undertaken or funding allows.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
CYCLE	Free bikes and bike recycling scheme, Identify funds to support an innovative free bike/bike recycling scheme for those with most need.	1, 2, 3, 4, 5		<ul style="list-style-type: none"> - Increase access to employment, education and leisure opportunities. - Reduction in access inequalities.
	Bikeability level 2 cycle training offered to all primary school children.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling by children and families. - More equitable streets and society. - Safer neighbourhoods.
	Cycle training available to secondary school children and adults.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling - More equitable streets and society - Safer neighbourhoods - Improve accessibility to schools and services.
	Cycle maintenance training available to all.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - More equitable streets and society. - Safer neighbourhoods.
	Smarter Choices marketing - see TravelWise.			
	Safe and pedestrian friendly environments created in residential areas and centres.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - More equitable streets and society. - Safer neighbourhoods.
	Role out of pedestrian audits across the county.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking. - More equitable streets and society. - Safer neighbourhoods.
WALK	Apply a road-user hierarchy to all highways that puts pedestrians first, then cyclists, public transport, freight before private cars.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - More equitable streets and society. - Safer neighbourhoods.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
WALK	Apply the principles from Manual for Streets retrospectively to all streets especially residential areas and district centres whenever other work is being undertaken or funding allows.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - More equitable streets and society. - Safer neighbourhoods.
	Recognise pedestrian desire lines and enable easy pedestrian access whenever other work is being undertaken or funding allows.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking. - More equitable streets and society. - Safer neighbourhoods.
	Child Pedestrian Training.	3	Short & Long Term	<ul style="list-style-type: none"> - Increased skill levels for the most vulnerable children and reduces the number of serious or fatal injuries.
	Linked areas of Speed Reduction for general traffic in Residential areas.	3	Short & Long Term	<ul style="list-style-type: none"> - More attractive and safer routes available for pedestrians, leading to an increase in usage.
	Smarter Choices – see TravelWise.			
MAINTENANCE	Maintenance and enhancements of the two Mersey Tunnels.		Short/Long Term	<ul style="list-style-type: none"> - Maintain safety and reliability for users of the network. - Maintain efficiency of key part of the strategic road network in Merseyside.
	New transport projects take account of future climatic conditions and are planned accordingly.	2, 6	Short Term	<ul style="list-style-type: none"> - Transport network able to respond to future risks.



Walking

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
MAINTENANCE	Complete HAMP/TAMP, including proper consideration of climate change.	6	Short Term	- Assists prioritisation by focussing on usefulness of assets.
	Include environmental considerations in planning maintenance schemes, for example with reference to noise, vibration, dust and general local air quality.	2	Long Term	- High environmental quality of transport projects.
	Work with partners to ensure that the transport system is able to operate efficiently in a future which may see limited oil supplies and different climatic conditions.	2	Long Term	- Transport network able to respond to future risks.
	Identify synergies with other policy areas.	1, 2, 3, 4, 5, 6	Short/Long Term	- Addresses multiple objectives. - Support to all LTP priorities.
	Review network for 'key' priorities.	5, 6	Short Term	- Ensures priority given to key routes to support economic regeneration.
	Link maintenance planning to planning of highway network improvements.	1, 2, 3, 4, 5, 6	Long Term	- Maximise individual scheme benefits.
	Implement new methods of calculating costs and benefits.	6	Long Term	- Increase funding for maintenance.



Maintenance

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAFFIC	Apply the joint Merseyside Traffic Management Plan to fulfil the Network Management Duties.	1, 2, 3, 4, 5, 6	Short Term	<ul style="list-style-type: none"> - Supports the economy through the efficient movement of people and goods - Supports maintenance activities by helping to manage roadworks.
	Extend cross Merseyside boundary co-ordination with neighbouring local authorities and the HA.	1, 2, 5	Short Term	<ul style="list-style-type: none"> - Supports the economy by the efficient movement of people and goods at North West level.
	Consider small-scale highway improvement schemes.	1,5	Short Term	<ul style="list-style-type: none"> - Reduce congestion at key 'hotspots', especially on the Strategic Highway Network - Support to road safety agenda.
	Manage demand through car parking policies where appropriate.	1, 2, 3, 5	Short Term	<ul style="list-style-type: none"> - Help manage traffic into key centres. - Reduce demand for car to support air quality and carbon agendas. - Support the road safety agenda.
	Consider support for non-car modes such as motorcycles and coaches.	1, 2, 4, 5	Short Term	<ul style="list-style-type: none"> - Reduce demand for car travel generally. - Support the visitor economy. Sustainably.
	Better integrate transport and land use locational decisions to maximise benefit of existing transport assets, reduce longer distance travel and reduce carbon emissions.	1, 2, 3, 4, 5	Continuous	<ul style="list-style-type: none"> - Support the economy through an efficient transport network. - Reduce carbon and improve air quality through reduced car travel. - Help increased accessibility, including for disadvantaged groups.



Maintenance

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAFFIC	Work in partnership with service providers (for example the Energy Saving Trust Advice Centres) to ensure effective targeting of education and information provision around sustainable vehicle choice and fuel-efficient driving techniques.	2, 3	Longer Term	<ul style="list-style-type: none"> - Reduced emissions. - Improves air quality and health.
	Introduce 20 mph areas and zones whenever possible to enable more cycling and walking.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Apply a road-user hierarchy to all highways that puts pedestrians first, then cyclists, public transport, freight before private cars.	2, 3, 4	Short & Long Term	<ul style="list-style-type: none"> - More walking and cycling. - Better air quality. - Lower carbon emissions. - More equitable streets and society. - Safer neighbourhoods.
	Comprehensive campaigns etc targeted at the groups most at risk from death or serious injury: <ul style="list-style-type: none"> • Young/Novice Drivers • Motorcyclists • Older Drivers Includes, high quality enforcement, training and engagement.	3	Short & Long Term	<ul style="list-style-type: none"> - Fewer fatal or serious road casualties.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAFFIC	Ensure good provision of information around sustainable vehicle choice, fuel efficient driving techniques and car share.	2, 3	Short term	<ul style="list-style-type: none"> - Reduced emissions. - Improved air quality and health.
	Gather information on traffic patterns for real time use.	1,5	Short Term	<ul style="list-style-type: none"> - More efficient real time network management.
	Use available and shared information to manage traffic through the network. Develop use of environmental triggers, road works information and cross boundary routes.	1, 2, 5, 6	Short Term	<ul style="list-style-type: none"> - More efficient network management. - Supports environmental agenda. - Supports management of road works.
	Provide more information to travellers by different means.	1, 4, 5	Short Term	<ul style="list-style-type: none"> - More efficient and accessible network.
	Utilise journey time management systems better, including over a wider route coverage.	1, 5	Short Term	<ul style="list-style-type: none"> - More efficient network management across Merseyside.
	Link RTPI systems, particularly for buses to traffic management systems.	1, 4, 5	Short Term	<ul style="list-style-type: none"> - More efficient network management. - Supports public transport use. - More accessible public transport.
	Link individual district's streetworks information systems.	1, 5, 6	Short Term	<ul style="list-style-type: none"> - Better management of cross boundary traffic in relation to significant roadworks.
	Provide support for emergency vehicles.	1, 3, 5	Short Term	<ul style="list-style-type: none"> - Better access to health facilities for emergency cases.
	Better dissemination of car park information.	1, 4, 5	Short term	<ul style="list-style-type: none"> - Better informed travellers.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAFFIC	Continue to develop and implement strategies to cater for events (planned and unplanned).	1, 4, 5	Short Term	<ul style="list-style-type: none"> - More accessible planned events. - Better management of unplanned events.
	Implement system to vehicle links.	1, 4, 5	Long Term	<ul style="list-style-type: none"> - More informed travellers - Better accessibly
	Develop system to allow varying levels of priority to types of vehicle etc.	1, 4, 5	Long Term	<ul style="list-style-type: none"> - Support sustainable transport. - Support emergency vehicles.
	Accommodate new techniques as they become available.	1, 5	Long term	<ul style="list-style-type: none"> - Continual improvements to network management.
	Maintenance and enhancements of the two Mersey Tunnels.	6	Short & Long Term	<ul style="list-style-type: none"> - Maintain safety and reliability for users of the network. - Maintain efficiency of key part of the strategic road network in Merseyside.
	Visitor economy Travel Plans and behaviour change marketing.	1, 2, 3, 4, 5		<ul style="list-style-type: none"> - Improved access to visitor attractions. - Increase in visitor numbers. - Improved health.
TRAVELWISE	Business/workplace Travel Plans and behaviour change marketing to affect business, commuting and visitor trips.	1, 2, 3, 4, 5		<ul style="list-style-type: none"> - Improved business and public sector efficiency - Reduce emissions. - Improved health. - Improve accessibility.
	Health location Travel Plans and behaviour change marketing.	3, 4, 5		<ul style="list-style-type: none"> - Improved access to health services. - Improved health and well-being.



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAVELWISE	Health location Travel Plans and behaviour change marketing.	3, 4, 5		<ul style="list-style-type: none"> - Improved access to health services. - Improved health and well-being.
	Smarter Choices marketing and interventions targeted at disadvantaged communities in conjunction with health, education and environment sectors.	3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Active travel supporting people to achieve healthy weight and reduce the risk of obesity and suffer less from the impacts of poor air quality. - Combat potential low cost second hand car use. - Safer neighbourhoods. - Improve access to employment, education, services and leisure opportunities. - Expand travel horizons.
	Smarter Choices marketing targeted at those who are more susceptible to change to sustainable modes. Apply marketing techniques that further separate the audience for more effective targeting.	1, 2, 3, 5	Short & Long Term	<ul style="list-style-type: none"> - Improved health. - Reduced emissions.
	Continue to develop Smarter Choice work with the health sector. Health locations behaviour change marketing and Travel Plans.	3, 4, 5		<ul style="list-style-type: none"> - Improved access to health services. - Improved health and wellbeing.
Cycling and waking modes promoted and marketed to all.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Reduced emissions. Improved health. - Efficient movement of people. - Improved quality of life. 	





Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
TRAVELWISE	Personal Travel planning - Develop innovative programmes to provide personalised travel planning to a greater amount of people, in particular with disadvantaged communities.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Improved access to employment, education and leisure opportunities. - Expand travel horizons. - Combat potential low cost second hand car use. - Improve health. - Safer neighbourhoods.
	Public transport marketing - Continue to promote public transport as a sustainable mode and as part of multi modal journeys and work with operators on marketing.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - Efficient movement of people. - Improved access to employment, education and leisure opportunities.
	Support rail station travel plans and interventions. Link to work with organisations, health, visitor and school travel planning.	2, 3, 4, 5	Short Term	<ul style="list-style-type: none"> - A more accessible rail network and reduce car trips for this, often, short trip. - Efficient movement of people. - Improved access to employment, education and leisure opportunities.
	School behaviour change marketing and Travel Plans.	2, 3, 4, 5	Continue to develop Smarter Choices work with schools.	<ul style="list-style-type: none"> - Efficient movement of people. - Improved access to education - Reduced emissions.
	Continue to provide cycle and walking maps, guides and enabling information and have greater emphasis on use of online and digital resources.	2, 3, 4, 5	Short & Long Term	<ul style="list-style-type: none"> - More effective information provision for greater uptake of sustainable modes.

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
ALTERNATIVE FUELS	Develop an Alternative Fuels Infrastructure Strategy to identify future fuels needs, infrastructure requirements and delivery models.	1, 2, 5	Short term	<ul style="list-style-type: none"> - Resilient planning for future transport requirements. - Maximises resources. - Encourages investment in low emission vehicles and infrastructure. - Supports the Low Carbon Economy.
	Implement the Alternative Fuels Infrastructure Strategy.	1, 2, 3, 5	Longer term	<ul style="list-style-type: none"> - Increased use of low emission vehicles in private use, public transport and fleets. - Reduces carbon and air emissions. - Improved air quality reduces negative impacts on health. - Supports the Low Carbon Economy. - Increases resilience to effects of 'Peak Oil'.
	Continue to pursue means of delivering the eLive project to provide infrastructure for electric vehicles to charge.	1, 2, 3, 5	Short term	<ul style="list-style-type: none"> - Increased use of low emission vehicles in private use, public transport and fleets. - Reduces carbon and air emissions. - Improved air quality reduces negative impacts on health - Supports the Low Carbon Economy. - Increases resilience to effects of 'Peak Oil'.
PROMOTING LOW EMISSION VEHICLES & FUELS	Through Quality Partnerships promote best practice and improved environmental performance in the bus, freight and taxi fleets.	2, 3	Short term	<ul style="list-style-type: none"> - Reduced emissions from bus, freight and taxi fleets. - Improved air quality reduces negative impacts on health. - Increases resilience of bus, freight and taxi sectors to effects of 'Peak Oil'.



Environment

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
<p>PROMOTING LOW EMISSION VEHICLES & FUELS</p>	<p>Encourage public bodies to develop procurement policies which support the uptake of low emission vehicles and fuels in their supply chain.</p>	<p>2, 3</p>	<p>Short term</p>	<ul style="list-style-type: none"> - Increased use of low emission vehicles in taxi, bus, freight and fleet vehicles - Reduced emissions from vehicles - Improved air quality reduces negative impacts on health - Supports the Low Carbon Economy
	<p>Continue to engage with planners and regeneration agencies to promote sustainable transport and design, including the greening of routes to make them more attractive.</p>	<p>2, 3, 4</p>	<p>Short term</p>	<ul style="list-style-type: none"> - Maximises resources. - Increased use of sustainable modes. - Improved health due to increased opportunities for active travel. - Enhanced natural environment. - Improved accessibility.
<p>PLANNING & DEVELOPMENT</p>	<p>Include low emission strategies within planning documentation.</p>	<p>2, 3</p>	<p>Longer term</p>	<ul style="list-style-type: none"> - Maximises resources. - Reduces emissions from transport in new developments. - Improved air quality reduces negative impacts on health. - Resilient planning for future transport requirements.
	<p>Ensure greater enforcement of existing sustainable transport commitments made by developers.</p>	<p>1, 2, 3, 4, 5</p>	<p>Short term</p>	<ul style="list-style-type: none"> - Maximises resources. - Reduces emissions from transport in new developments. - Improves health.



Environment

Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
PLANNING & DEVELOPMENT	Promote district adoption of the Merseyside planning policy guidance note on installation of electric vehicle charging points and low emission strategies.	2, 3	Short term	<ul style="list-style-type: none"> - Maximises resources. - Encourages use of low emission vehicles. - Reduces emissions. - Improved air quality reduces negative impacts on health.
NETWORK OPERATION	Ensure that transport contributes to the delivery of the city region Green Infrastructure Strategy.	1, 2, 3	Longer term	<ul style="list-style-type: none"> - Maximises resources. - Enhanced natural environment - More attractive streets, paths and routes. - Improved health due to increased opportunities for active travel and mental health benefits of 'green' environments. - Creates resilience to impacts of climate change such as heatwaves and flooding.
	Ensure that all new transport projects are constructed to a high standard and, where applicable, are subject to external assessment.	1, 2	Longer term	<ul style="list-style-type: none"> - Ensures high quality, sustainable facilities. - Reduces waste and inefficient use of resources. - Reduces carbon emissions. - Supports the Low Carbon Economy.
	New transport projects take account of future climatic conditions and are planned accordingly.	2, 6	Short term	<ul style="list-style-type: none"> - Ensures resilience to impacts of climate change. - Supports resilient planning and targeting of resources. - Maximises resources.



Environment

Environment



Mode/ Area	Intervention	Addresses Goals	Short/ Long Term	Anticipated Outcomes
NETWORK OPERATION	Review opportunities to make efficiency savings and environmental improvements when replacing street lighting and traffic signals and through the way they are operated.	1, 2, 6	Short term	<ul style="list-style-type: none"> - Maximises resources. - Reduces carbon emissions. - Supports the Low Carbon Economy.
NETWORK OPERATION	Consider the options available to reduce noise levels from transport and, where finances allow, implement measures in priority areas where noise levels exceed recommended thresholds.	2, 3	Longer term	<ul style="list-style-type: none"> - Reduced noise nuisance from transport creating more attractive streets and communities. - Improved health.
MONITORING	Consider ITS and selective engineering works where they will reduce congestion and traffic emissions.	2, 3, 5	Longer term	<ul style="list-style-type: none"> - Reduces congestion. - Economic benefits from shorter trip times. - Reduced emissions from vehicles. - Improved air quality reduces negative impacts on health.
	Continue to maintain and develop the MAEI.	2	Continuous	<ul style="list-style-type: none"> - Enables monitoring of plans, policies and programmes against emission targets. - Supports resilient planning and targeting of resources.

Table 17 - Summary of actions to support disadvantaged communities

A third of all Merseyside residents live in a disadvantaged area. These are the areas of Merseyside that are in the top 10% of the national Index of Multiple Deprivation and are characterised by high unemployment, low car ownership, low household income, poor health and educational achievement, poorest housing and environmental conditions and the lowest spending power.

It is disadvantaged areas that suffer most from the impacts of transport. Challenges and Opportunities set out the disparity between the mobility rich areas and the mobility poor who often live in our most disadvantaged areas where the costs of transport restrict ability to travel and where some of the worst impacts of transport in relation to air quality and traffic accidents are most keenly felt.

Here we set out a summary of our interventions under each of the LTP goals on how we intend to address the impacts of transport on disadvantaged communities.

Goal 1: Ensure the transport system supports the priorities of the Liverpool City Region, the LEP and its Local Strategic Partnerships

Well planned transport services can contribute to delivering LDF and LSP priorities and can help build stronger and safer communities, healthier children and young people, equality and social inclusion, sustainability and better local economies. For disadvantaged groups, this means:

- Integrating the LTP with each local authority's LDF to ensure new developments are accessible to all. This will provide a robust planning framework that links transport with future developments that can significantly improve accessibility.
- Closer collaboration with LSPs to help them deliver their community strategies.

Goal 2: Provide and promote a clean and low carbon transport system

Transport emissions are higher in the vicinity of disadvantaged communities. This reflects the view that routes carrying high volumes of traffic run through or pass by disadvantaged communities. These interventions will significantly improve air quality in and around disadvantaged areas with the consequence benefits to health.

- Focus TravelWise activity where it will have most impact. Particularly around; commuting and business travel which are often single-occupancy trips, education trips which contribute significantly to am and pm traffic peaks and short trips which have greatest potential to be shifted to active modes.
- Develop an Alternative Fuel Infrastructure Strategy to identify future fuel needs, infrastructure requirements and delivery models.

- Work with bus, taxi and freight fleet operators to promote best practice and to improve environmental performance.
- Consider the options available to reduce noise levels from transport and, where finances allow, implement measures in priority areas where noise levels exceed recommended thresholds.

Goal 3: Ensure the transport system promotes and enables improved health and wellbeing and road safety.

The interventions being proposed in goal 3 will help deliver improved air quality and health in disadvantaged areas as well as improved access to key opportunities and services such as employment, healthcare, shopping and education. Road traffic accidents (particularly among children) are higher in disadvantaged areas than more affluent areas. The introduction of measures to reduce or slow down traffic will create safer roads and encourage more walking and cycling and therefore improve health.

- Support an innovative free cycle/ cycle recycling scheme for those with most need.
- Develop Smarter Choices marketing targeted at disadvantaged communities in conjunction with health, education and environment sectors.
- Promote walking and cycling modes to all. This will include training for children as pedestrians and as cyclists
- Introduce measures to reduce speed on residential streets.
- Develop an innovative programme to provide personalised travel planning to a greater amount of people.

Goal 4: Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

The interventions proposed in goal 4 will have a direct impact in disadvantaged areas creating greater opportunities to travel, access employment and foster wellbeing. We will be taking these forward with a our partners from the City Region Employment and Skills Strategy, LSPs, bus, taxi and community transport operators, the health sector and the education sector.

- Expanding the range of public transport services by examining the role of taxi and other operators backed up by a network of neighbourhood based information services.
- Examine the potential for the introduction of new concessionary tickets for disadvantaged groups in line with Merseytravel's emerging Ticketing Strategy
- Develop systems for making existing per-paid tickets more affordable to disadvantaged groups. This will primarily be delivered through the introduction of smartcard ticketing.

- Expand the quality and range of information currently provided. Develop new ways of disseminating information to disadvantaged groups through a range of community based facilities.
- Put in place a comprehensive Merseyside wide Travel Training programme in partnership with all stakeholders providing training to ensure the right provision is delivered.
- Continue to provide cycles to those on low incomes whenever possible to expand travel horizons of disadvantaged groups.
- Continue to examine funding opportunities to continue the LGM programme.

Goal 5: Ensure the transport network supports the economic success of the LCR by the efficient movement of people and goods

The bus remains the main form of public transport for disadvantaged groups in Merseyside. These interventions will develop new and innovative solutions to address affordability, accessibility and availability of public transport to improve access to services and opportunities for disadvantaged groups.

- Implementation of polices for school transport, supported bus provision and Merseylink service.
- The development of a new style of pre-paid ticketing product linked to smartcards.
- The development of a new bus based RTI system and the use of social media and other web tools to disseminate bus information in a targeted way.
- By integrating the Freight Strategy into the land use planning process the development of significant freight locations will be encouraged in areas accessible to a workforce by sustainable transport.

Goal 6: Maintain our assets to a high standard

The better linking of maintenance to other policy areas will ensure:

- The needs of the disabled are taken more into account in maintenance schemes
- Improvements for walking, cycling and in access to public transport are considered where appropriate when maintenance schemes are planned



Chapter Six

Managing our performance

Managing our performance

The need for performance indicators

- 6.1 The MTP considers it essential to maintain a meaningful set of performance indicators. We need the ability to measure our performance in order to identify both our successes and address our shortcomings. A set of focused, clear and measurable indicators provides accountability and incentives for improved performance and can help deliver better VFM as interventions are sought to maximise performance
- 6.2 LTP2 was developed and delivered under very specific guidance from DfT. In contrast, for LTP3 there has been no directive guidance on indicator development and monitoring, beyond that it is a “local matter” and should therefore be organised at the local level. In broad terms, the national precedent is the abandonment of existing indicator sets, although most recently, new streamlined sets of indicators have started to appear (In the DfT Business Plan for example). Furthermore there is no national assessment of LTP3 performance indicators and no requirement to report back to the DfT on an annual basis via Annual Performance Reports as was the case for LTP2.
- 6.3 Above all, the Performance Indicators will be essential to the ITA as part of its decision making about future priorities for funding in pursuit of the LTP Strategy and Goals.

Maintaining continuity

- 6.4 Maintaining continuity with LTP2 is essential. We are only now starting to see the value of some of the indicator programmes from LTP2 and to halt these now could prove to be short sighted.
- 6.5 LTP2 had 44 indicators. These were comprised of 20 indicators mandated by central government and a further 24 developed specifically for the Merseyside LTP (and grouped into the nationally agreed categories of: Congestion, Accessibility, Quality Air/Life and Other). More specifically, a set of core Merseyside indicators were developed for LTP2 covering those areas considered most critical to local success. These are set out below.

Reporting on progress has been provided by our Annual Progress Reports ^(Ref 39).

The Merseyside core indicators

Of the 44 LTP2 indicators, 10 were identified as Merseyside ‘core’ indicators:

- Access to jobs
- Access to education
- Total KSI’s
- Child KSI’s
- Pollutant concentrations with AQMA’s
- Person delay indicator
- Peak period flows to urban centres

- Mode share to school
- Mode share indicators
- % New developments with SPD

The new indicator set

6.6 We have developed a slimmed down, locally relevant performance indicator set for LTP3. Indicators have been grouped into two categories designed to provide a clear measure of performance and delivery, whilst a third provides a useful source of monitoring information:-

- (a) **Targets** - where the Partnership considers an outcome is more within the direct influence of our actions, (see Figure 15 earlier illustrating the range of partners that have to deliver transport services). Because of this more direct influence, we have been able to set more firm numerical targets which will act as a driver for performance.
- (b) **Traffic lights** - where measuring our progress is also critical, but where an outcome would be more difficult for the partnership to directly influence and therefore a numerical target is considered too specific to be a meaningful measure. It is proposed that these be measured using a 'traffic light' system.

For both these categories performance review based on the targets or traffic light would enable the Partnership and ITA to review spending priorities in order to direct appropriate remedial action.

- (c) **Monitoring Indicators** are those which lie outside of the Partnership's influence and were not considered to be fair measures of performance, or data quality is insufficient to accurately measure performance. However, they were considered to be useful data sets and in most cases the data is already collected for other purposes, in many cases by external bodies.
- 6.7 Table 18 contains the final agreed list of performance indicators for LTP3; Part A sets out indicators for which we have set targets Part B sets out the indicators which will be monitored via the traffic light system, whilst Part C sets out the monitoring indicators.

Managing our performance

Table 18 – Performance Indicators

Part A

Indicator LTP3/LTP2	Description	Notes	2014 Target
Performance Indicators with targets for areas under more direct public authority influence			
A1 / LTP3	Cycling – Index of Usage	Cycling and active travel are central to LTP3 and this indicator has a vital role in demonstrating progress in this area. The indicator is currently based on a robust data set which, dependant on cost implications will hopefully continue to be collected.	112 (100 = Baseline year 2010/11)
A2 / BVPI 223 (96)	Principal Road Condition	Road condition is a robust dataset which will continue to be collected. These Indicators chime with the emphasis on delivering maintenance of the core network in LTP3.	Merseyside average 6.08% Knowsley 1% Liverpool 11% Sefton 8% St Helens 5% Wirral 4%
A3 / BVPI 224a (97a)	Non-Principal Classified Road Condition	As above.	Merseyside average 5.32% Knowsley 3% Liverpool 7% Sefton 7% St Helens 5% Wirral 4%
A4 / BVPI 99x	Total KSI Casualties	Road safety is a robust dataset which will continue to be collected. These indicators are important headline road safety measures and targets have been found to be particularly effective in driving performance in this area.	466
A5 / BVPI 99y	Child KSI Casualties	As above.	70
A6 / N/A (New Indicator)	Public Transport Customer Satisfaction	We propose to include this new indicator in order to have a numerical measure monitoring perception of Public Transport performance.	To be set after April 2011
A7 / 3	Limit current number of publicly available car parking spaces available in Liverpool City Centre	Although this is not outcome based or Merseyside wide in the strictest sense, levels of parking in Liverpool, as the major centre, do have an impact on the wider region.	Cap of 16,500

Part B

Indicator LTP3/LTP2	Description	Notes
Performance Indicators using traffic light system for areas under less public authority influence		
B1 / 13 & 14	Access by public transport, cycle and walk to employment, education health and fresh food.	We propose to combine and expand upon the LTP2 accessibility indicator definition and monitor several accessibility sub-sets under an overall access indicator: <ul style="list-style-type: none"> ▪ Economic/employment ▪ Health ▪ Education
B2 / LTP6	Traffic Flows into Centres	We propose to retain a 'flows into centres' indicator in order to monitor economic regeneration and smarter choices. We feel emphasis should shift to Merseyside Centres (away from Liverpool City Centre only) and should also contain a modal choice element.
B3 / LTP4	Mode Share of Journeys to School	This indicator is desirable but is subject to a good quality data source being made available – either nationally or locally.
B4 / 16	Estimated Transport Related Emissions	We feel this indicator is the most valuable of the 'Air Quality' indicators to take forward to LTP3, though we do not consider it possible to set a meaningful numerical target. Data collection for this indicator is subject to funding of wider MAEI programme post 2012.
B5 / BVPI 102a	Public Transport Patronage – Bus	Patronage is a core measure of transport performance and data on this is already collected. We do not propose to set a target given concerns over the ability of the Partnership to exert direct influence.
B6 / BVPI 102b	Public Transport Patronage – Rail	As above.
B7 / 2	Journey Times on Designated Routes	DfT provide a useful Journeytime dataset in the form of Trafficmaster data so we propose to continue to monitor journey time in some form. We propose to expand upon the LTP2 definition to cover journey times on other strategic networks: <ul style="list-style-type: none"> ▪ Freight ▪ Wider 'core' network ▪ Specific corridors (such as but perhaps not specifically the 11 'congestion' corridors) <p>These routes need to be defined and the indicator is subject to the availability of the national data set / the cost implications of data processing.</p> <p>It is not proposed to set a target given concerns over ability of the Partnership to exert direct influence.</p>

Managing our performance

Part C

Indicator LTP3/LTP2	Description	Notes
Monitoring only		
C1 / LTP2	Change in area wide road traffic	This indicator is easy to report from national data release.
C2 / BVPI 224b (97b)	Unclassified Road condition.	Data for this indicator will be collected it is worth monitoring if not setting as a 'performance indicator'.
C3 / LTP7	Congestion (Person Delay) New economy/transport measures	We propose to monitor this in some capacity though the indicator will be developed to better address the economy/travel relationship.
C4 / LTP5	Bus Punctuality	Data is collected by Merseytravel as part of lost mileage reimbursement calculations so will be available – though we do not consider this suitable as a 'performance indicator'.
C5 / BVPI 99z	Total slight casualties.	Data will be collected so worth monitoring though not as 'headline' as the KSI figures.
C6 / 12	Affordability - Index of transport usage costs	Data will be collected and this is an important issue so worth monitoring – if not setting as a 'performance indicator' due to partnership's lack of direct influence.
C7 / 18	Environmental Standard of Bus Fleet (Euro V or equivalent)	Data will be collected and this is a reasonable proxy measure of overall fleet quality, though we do not see this as a direct measure of performance. We propose to update the definition to the current – from Euro III to Euro V.
C8 / 20	Travel to Work Modal Share indicator	Data is collected via the Countywide Household Travel Survey and the Labour Force Survey – this indicator is worth retaining for monitoring purposes.
C9 / 19	Physical Activity Indicator	Sport England Active People Survey is being expanded to include better data on cycling. Subject to the quality of this data, we propose to retain a version of this indicator which will be valuable background, given the focus on active travel and health in the LTP.

Retaining flexibility

- 6.8 In line with earlier comments regarding the need to retain a flexible approach to a constantly changing set of circumstances, there is recognition of the potential for further indicators to be developed as a result of new and emerging trends.
- 6.9 The growth in LGVs and taxi patronage are examples of recent trends that it may be prudent to monitor. In addition Public Health outcomes and indicators, developed by the NHS, are currently out for consultation and some of these may be useful in performance monitoring of LTP3

The process for monitoring

- 6.10 The Partnership propose to continue the process of monitoring which was developed for LTP2, with a system of designated “indicator owners”, to provide a central point of responsibility.
- 6.11 A key consideration in establishing the new performance management regime has been the cost of data collection and analysis. This will continue to be a consideration in the light of current financial strictures.
- 6.12 It is the Partnership’s intention to continue to monitor progress on implementing LTP on an annual basis, although this will be subject to final ITA ratification. It will therefore form an essential element of the process of review and decisions on future spending priorities through the Implementation Plans, as described in Part Three or proposals for bidding for new sources of funding.

Integrated Assessment proposals for monitoring

- 6.13 Monitoring the effects of implementing LTP3 is an essential ongoing element of the IA process and ensures that the identified IA objectives are being achieved. The IA process was described in Chapter Five and further details are contained in Annexe Fourteen It also allows early identification of unforeseen adverse effects and highlights where appropriate remedial action can be taken.
- 6.14 As part of developing the LTP performance indicators, an exercise was undertaken to review the IA monitoring proposals and identify those performance indicators that impact on the IA monitoring proposals. This has ensured that the monitoring regime for the IA is fully integrated with the performance indicators set out above. Guidance from the DfT indicates that it is not appropriate to monitor everything set out as part of the assessment. On this basis we have selected those IA monitoring proposals that reflect the priorities of the LTP. These are set out in Table 19.

Managing our performance

Table 19 – Integrated Assessment monitoring measures

Merseyside LTP3 IA Objective	IA Indicators	Indicator LTP3/LTP2
To use energy, water and mineral resources prudently and efficiently, increase energy generated from renewable sources and reduce greenhouse gas emissions.	Number of transport schemes using renewable schemes.	B4 / 16
To reduce poverty and social deprivation and secure economic inclusion.	Accessibility of workless residents to employment locations.	B1 / 13 & 14
To protect, manage and, where necessary, improve local air quality.	Environment standard of bus fleet (Euro III or equivalent).	C7 / 18
	Congestion.	C3 / LTP7
	Changes in peak period traffic flows in urban centres.	C1 / LTP2
	Vehicle mileage in the AQMA or area of exceedence.	B4 / 16
	Estimated transport related emissions (tonnes/year) of CO, NO and particulate matter.	B4 / 16
To improve health and reduce health inequalities.	Physical activity indicator.	C9 / 19
To improve safety and reduce crime, disorder and fear of crime.	Total number of people killed/seriously injured in traffic accidents.	A4 / BVPI 99x
	Number of children killed/seriously injured in traffic accidents.	A5 / BVPI 99y
	Total slight casualties.	C5 / BVPI 99z
To improve local accessibility of goods, services and amenities and reduce community severance.	Bus punctuality.	C4 / LTP5
To reduce the need to travel and improve choice and use of more sustainable transport modes.	Mode share of journeys to schools.	B3 / LTP3
	Satisfaction with local bus service.	A6 / N/A New indicator
	Public transport patronage:- - bus - rail	B5 / BVPI102a B6 / BVPI102b
	Cycling - Index of usage.	A1 / LTP3
	Travel to work modal share indicator.	C8 / 20
	Affordability – Index of transport usage costs.	C6 / 12



Chapter Seven

Delivering more

Using the opportunities
provided by the Local
Sustainable Transport Fund

- 7.1 We welcome the Government's introduction of the LSTF. It provides the prospect of significant additional funding to further the ambitions set out in this LTP. This is particularly welcome given the significant loss of funding from the ITB announced as part of the LTP settlement for the next four years.
- 7.2 It will be clear that our priorities to support sustainable economic growth and reduce carbon outputs in Merseyside are closely aligned with those of the Government. In addition our commitments to link transport with health priorities in areas as diverse as addressing obesity, reducing road traffic accidents and improving air quality will be a major contributor to the area's Decade of Health and Wellbeing.
- 7.3 Our strategy and Implementation Plans are closely targeted at these three key strands, but at least in the short term they will be constrained by the levels of funding we have available.

Supporting the city region's priorities

- 7.4 At the present time, the city region has set out its aspirations for sustainable economic growth, based upon four 'transformational' programmes. These are:-
- (a) SuperPort – Developing the city region's strengths in port related activities and logistics.
 - (b) Building a low carbon economy.
 - (c) Developing the area's Visitor Economy'
 - (d) Developing the Knowledge Economy.
- 7.5 These priorities have been adopted by the LEP, as the best means for boosting the local economy and creating employment. Our transport proposals clearly have a major role to play in these ambitions.
- 7.6 There is also widespread support for the Decade of Health and Wellbeing.

National support

- 7.7 Both the Local Transport White Paper, 'Creating Growth – Reducing Carbon and 'Local Growth; realising every place's potential' issued by the Department of Business Innovation Skills, recognise the importance of actions to connect people to jobs and the role of local authorities to provide such services. Importantly 'Local Growth' reinforced our local proposals by recognising that such efforts were important in improving health and wellbeing.
- 7.8 'Local Growth' went further by stating that

'The transport sector itself, through the research and development of innovative transport technologies, is working to develop the new skills and jobs that will be needed to support a low carbon economy in the future'

And, that

'Transport plays a crucial role in supporting economic development and creating the opportunities for growth. Millions of people every day rely on our transport networks to go to work and to access essential services, such as hospitals and schools. Businesses rely on our national and international connectivity to offer services and deliver goods and to drive growth opportunities across different sectors and in different places.'

Supporting sustainable growth in Merseyside

- 7.9 We intend to build on this clear guidance and apply it to our local priorities set out above. LSTF allows us the opportunity to go further and faster with our ambitions to support the city region's priorities. They are will be spelt out in full detail in the proposal to LSTF, but we would expect them to include:-
- (a) Targeted packages of interventions designed to increase the attractiveness and accessibility of key employment sites;
 - (b) Support for the CES developing sustainable programmes of tailored support to access work opportunities;
 - (c) Support for the Knowledge Economy including our existing close working arrangements with the Universities and hospitals to support a raft of measures to improve public realm and travel plans in the University quarter.
 - (d) Supporting the low carbon economy by greatly increasing our smarter choices and behaviour change programmes under the successful TravelWise banner and building on the success of Southport cycle town and Cycle Speke to increase levels of cycling to address the low carbon and health priorities;
 - (e) Support for the knowledge and low carbon economies by examining and introducing new transport technologies; and
 - (f) Working with operators to maximise the opportunities arising from the introduction of county wide smartcard ticketing to promote new and targeted journey opportunities.

Meeting multiple objectives

- 7.10 The LTP makes clear that a major priority, particularly in times of reduced financial resources, must be to work with partners on common objectives and to maximise joint funding opportunities. We fully support this and the example provided by the Marmot Report, 'Fair society, Healthy lives', states that, '*many policies which would help mitigate climate change would also help reduce health inequalities – for instance more walking, cycling and green spaces*'.

- 7.11 The bid for LSTF funding will be made following extensive consultation and the creation of a joint programme that utilises the skills and resources of a diverse range of partners including the LEP, Chambers of Commerce, operators, health sector and community and voluntary groups.



Further Information

Acronyms

AQMA	Air Quality Management Area
BC	Borough Council
BIS	Department for Business, Innovation & Skills
BSF	Building Schools for the Future
BSOG	Bus Services Operators Grant
BVPI	Best Value Performance Indicator
CAA	Comprehensive Area Assessment
CE	Cambridge Econometrics
CES	City Employment Strategy
CiL	Community Infrastructure Levy
CWS	Countywide Household Survey
DfT	Department for Transport
DLA	Disability Living Allowance
DM	Do Minimum
DoH	Department of Health
DSIC	Daresbury Science and Innovation & Campus
DVLA	Driver and Vehicle Licensing Agency
EMA	Education Maintenance Allowance
EqIA	Equality Impact Assessment
FQP	Freight Quality Partnership
FS	Final Strategy
GONW	Government Office North West
HA	Highways Agency
HAMP	Highway Asset Management Plan
HGV	Heavy Goods Vehicle
HIA	Health Impact Assessment
HRA	Habitats Regulation Assessment
IA	Integrated Assessment
IDP	Infrastructure Development Plan
ITA	Integrated Transport Authority
ITB	Integrated Transport Block
ITS	Intelligent Transport Systems
KSI	Killed or Seriously Injured
LCC	Liverpool City Council
LCR	Liverpool City Region
LCR TM	Liverpool City Region Transport Model

LDF	Local Development Framework
LEP	Local Enterprise Partnership
LGM	Lets Get Moving
LGV	Light Goods Vehicle
LJLA	Liverpool John Lennon Airport
LSP	Local Strategic Partnership
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MAA	Multi Area Agreement
MAEI	Merseyside Atmospheric Emissions Inventory
MBC	Metropolitan Borough Council
MTP	Merseyside Transport Partnership
NMD	Network Management Duty
NWDA	North West Development Agency
PCT	Primary Care Trust
PT	Public Transport
PTE	Passenger Transport Executive
RGF	Regional Growth Fund
RSS	Regional Spatial Strategy
RTI	Real Time Information
SA	Sustainability Appraisal
SCOOT	Split Cycle Offset Optimisation Techniques
SEA	Strategic Environmental Assessment
SOA	Super Output Area
SPD	Supplementary Planning Document
SQP	Statutory Quality Partnership
TAMP	Transport Asset Management Plan
TIF	Tax Increment Financing
UTC	Urban Traffic Control
VFM	Value for Money

Summary		
Ref 1	Third Local Transport Plan for Halton <i>Halton Borough Council</i>	April 2011
Ref 2	Challenges & Opportunities <i>Merseyside Transport Partnership</i>	March 2010
Ref 3	Draft Preferred Strategy for the Third Merseyside Local Transport Plan <i>Merseyside Transport Partnership</i>	September 2010
Ref 4	LTP3 Options Review <i>Merseyside Transport Partnership</i>	January 2011
Ref 5	Local Transport White Paper <i>Department for Transport</i>	January 2011
Ref 6	Building the Low Carbon Economy on Merseyside <i>School of Environmental Sciences, University of Liverpool</i>	February 2011
Ref 7	The Future of Urban Transport <i>Department for Transport</i>	November 2009
Ref 8	"We must abandon oil before its too late" – The Observer 13 June 2010 <i>Sir David King, former chief scientific advisor to the Government 2000-2007</i>	June 2010
Ref 9	Fair Society, Healthy Lives: A Strategic Review of Health Inequalities in England Post-2010 <i>Marmot Review Team</i>	February 2010
Ref 10	Our Cities Ourselves: 10 Principles for Transport in Urban Life <i>Institute for Transportation & Development Policy</i>	June 2010
Ref 11	Plugged-in Places <i>Department for Transport</i>	July 2009
Ref 12	Local Sustainable Transport Fund <i>Department for Transport</i>	January 2011
Ref 13	Regional Growth Fund <i>Department for Business, Innovation & Skills</i>	October 2010
Ref 14	North West Development Agency	
Ref 15	Local Enterprise Partnerships <i>Department for Communities & Local Government</i>	October 2010
Ref 16	The Big Society <i>HM Government</i>	July 2010
Ref 17	Decade of Health & Wellbeing <i>Liverpool Primary Care Trust</i>	January 2011
Ref 18	Liverpool SuperPort <i>The Mersey Partnership</i>	June 2008

References

Summary		
Ref 19	Port Masterplan <i>Peel Ports</i>	Autumn 2010
Ref 20	Year of Health & Wellbeing <i>Liverpool Primary Care Trust</i>	December 2009
Ref 21	TEMpro <i>Department for Transport</i>	January 2006
Ref 22	Comprehensive Area Assessment <i>The Audit Commission</i>	April 2009

Chapter Two – Our vision and goals		
Ref 23	Health is Wealth <i>LCR Health is Wealth Commission</i>	September 2008
Ref 24	Building a Positive Future for Bristol after Peak Oil <i>The Bristol Partnership</i>	2010
Ref 25	Updated Emission Projections 2010 – Annex F: Fossil Fuel & Retail Price Assumptions <i>Department of Energy & Climate Change</i>	June 2010
Ref 26	The Economic Impact of EU & UK Climate Change legislation on Liverpool and the Liverpool City Region <i>Regeneris Consulting/Quantum Strategy & Technology</i>	June 2009
Ref 27	Envirolink Northwest Sector Analysis <i>Envirolink Northwest</i>	2010
Ref 28	Liverpool SuperPort <i>The Mersey Partnership</i>	June 2008
Ref 29	Liverpool City Region Employment & Skills Strategy and Commissioning Framework – Final Report <i>Liverpool City Region</i>	February 2010
Ref 30	Grey to Green Campaign <i>CABE</i>	November 2009
Ref 31	Portland Bicycle Plan for 2030 <i>Portland City Council</i>	February 2010

Chapter Three – The national and local framework		
Ref 32	The Coalition: our programme for government <i>HM Government</i>	May 2010
Ref 33	Delivering a Sustainable Transport System <i>Department for Transport</i>	November 2008

Chapter Four – Meeting the needs of Merseyside

Ref 34	Multi Area Agreement <i>Liverpool City Region</i>	September 2009
Ref 35	Future Northwest: Our Priorities <i>4NW/NWDA</i>	August 2010
Ref 36	Merseyside LTP3 Evidence Base Review <i>Mott MacDonald</i>	March 2010
Ref 37	SCHLAA Reviews (<i>Undertaken by each Merseyside local authority</i>)	

Chapter Five – The Strategy

Ref 38	Fuel Price Survey <i>Mott MacDonald</i>	March 2011
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Chapter Six – Managing our performance

Ref 39	Merseyside Annual Progress Report 2009/10 <i>Merseyside Transport Partnership</i>	November 2010
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 <p>Merseytravel</p>	<p>Corporate Strategy & Marketing Merseytravel 24 Hatton Garden, Liverpool, L3 2AN 0151 227 5181</p>

Our Local Transport Plan can be made available in another format, by contacting our Equality & Diversity Officer (see below) to discuss your needs.

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The Merseyside Local Transport Plan (LTP) aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.

It is produced for the Merseyside Integrated Transport Authority by the Merseyside Transport Partnership of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens and Wirral.

TravelWise is the Partnership's campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

www.TransportMerseyside.org

The Merseyside Transport Partnership



Sefton Council





A New Mobility Culture for Merseyside

The third Local Transport Plan for Merseyside

Part Two Delivering our goals

A city region, committed to a low carbon future which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

LOCAL TRANSPORT PLAN
MERSEYSIDE



Public
Transport



Goods



Walking



Cycling



Traffic

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Other supporting reports/documents such as Challenges & Opportunities, the draft Preferred Strategy for LTP3, LTP3 Evidence Base, MAA and surveys such as the Countywide Survey are available to download from www.TransportMerseyside.org

The annexes listed above are available to download alongside an electronic copy of this document from www.TransportMerseyside.org



Introduction and background

Introduction and background

1. Part Two of the third Local Transport Plan (LTP) for Merseyside sets out in detail the way we will deliver improve transport across the goals that we have set for our long term strategy to support the Liverpool City Region (LCR) vision to:-

‘Establish our status as a thriving international city region by 2030’

2. Our six goals are:-

One

Helping create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region the Local Enterprise Partnership and the Local Strategic Partnerships.

Two

Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability.

Three

Ensure the transport system promotes and enables improved health and wellbeing and road safety.

Four

Ensuring equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

Five

Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

Six

Maintain our assets to a high standard.

(Please note all goals have equal status)

3. Part Two provides our detailed assessment of the challenges and opportunities that confront us in delivering the goals we have set for LTP and sets out the actions we plan to take in the short and long term to achieve them.
4. It will be apparent that actions in support of a particular goal can have multiple benefits across all our other activities and this is summarised at the end of each chapter. We believe that by focussing on multiple objectives provides the most cost efficient and effective way of delivering our goals.



Goal One

Helping create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships

Goal One

The LCR has a Vision:-

‘‘To establish our status as a thriving international city region by 2030’

The provision of an efficient transport system will be critical to helping the city region achieve its Vision, through the city region Cabinet, the Local Enterprise Partnership (LEP) and the Local Strategic Partnerships (LSP).

Sustainable economic growth is vital to the city region. The LTP supports the national priorities of securing economic growth and carbon reduction, underpinned at a local level by a commitment to help improve the health and wellbeing of the community and support the Decade of Health and Wellbeing.

The Government has set a clear course for local growth, with the LEP being at the heart of its proposals. The LTP provides the statutory framework for future transport provision, for the LEP, in tandem with the City Region Cabinet, the Integrated Transport Authority (ITA) and the wider Merseyside Transport Partnership (MTP), to ensure the right improvements are made to secure our aims.

We must ensure effective and efficient management of transport with other key priorities such as housing and planning. Integrating LTP and the Local Development Frameworks (LDF) will be critical to achieving this.

At a local level, each Merseyside local authority also has an LSP bringing together a wide range of private and third sector stakeholders to work toward a joint ambition for their area. Although their future remains uncertain, LSPs may play a crucial role in ensuring community aspirations contribute to and align with overall city region objectives.

Transport must therefore play both a strategic and local role in helping the wider ambitions and priorities of local communities, Merseyside and the wider city region.

Key issues

- The purpose of the LTP is to serve Merseyside and the city region by providing the statutory transport framework that reflects the wider policies and priorities of the area and helps provide the means by which those ambitions can be achieved. The LTP must also address national priorities.
- The ITA and wider MTP must work in close collaboration with the city region and the LEP to deliver transport elements of local priorities.
- Priorities are clear; we must seek to provide a transport system that supports sustainable economic growth, but only in ways that address worklessness and support health and wellbeing. At the same time we must reduce carbon emissions from the transport sector, which is a significant source of pollution and help create a high quality green environment.

- Such aims are not at odds with each other. All our evidence shows that sustainable cities are successful cities, where commitments to public transport, cycle and walking and green infrastructure create the conditions for inward investment and graduate and young people retention.
- Reducing carbon from the transport sector is also a direct contributor to the Low Carbon Economy and in itself offers major opportunities for job growth through new technologies and links to key local sectors like motor manufacturing.
- Our evidence shows that the significant improvements that have been made to the transport system over the last few years combined with the current reduced levels of economic activity mean that our network can largely cope with projected low levels of transport demand in the short term. New commitments include Liverpool to Manchester and Wigan rail electrification, the Mersey Gateway and Thornton Switch Island link, will further increase capacity.
- In the longer term, anticipated developments at Liverpool and Wirral Waters and the Port may bring substantial new transport demand. New smarter ways to improve capacity and provide new facilities including financing will have to be found.
- It is particularly important that we continue to better link the location of new developments and facilities with the transport network in order to ensure ease of access for all and reduce unnecessary travel. We can help to achieve this by close integration with each local authority's LDF and Infrastructure Development Plans (IDP). The Merseyside districts are currently at different stages with both LDF and IDP development. As the IDP's will embrace land use and infrastructure planning priorities there are clear implications for transport.
- The impact of reducing oil and fossil fuel supplies due to 'Peak Oil' and the impact this will have on costs in general and transport in particular, cannot be over emphasised. It is vital the city region plans and adapts for this eventuality.
- As the Government pursues its Big Society approach, we need to ensure that transport priorities are clearly understood and embraced by public, private and third sector organisations, as well as private citizens and community groups.
- The LTP has six goals designed to work as a package whereby improvements in pursuit of one goal will have multiple benefits across other goals. The five other goals described in LTP will all provide a major contribution to sustainable economic growth.
- At local authority level we must work with LSPs to deliver their priorities. Transport can be an essential enabler across a wide range of target areas for LSPs. (Annexe One provides details of this)

Setting the scene

National policy changes

“We define a city’s economic performance as underpinned by its ability to continually upgrade its business environment, skill base and physical, social and cultural infrastructures. In doing so, it can attract and retain high-growth, innovative and profitable firms and an educated, creative and entrepreneurial workforce. This, in turn, enables a city to achieve a high rate of productivity, high employment rate, high wages and low levels of income inequality and social exclusion. Ultimately, economic performance matters because it impacts on the standard of living enjoyed by a city’s residents”.

***Evidence Base on English Cities
Department for Communities & Local Government (DCLG), January 2011***

- 1.1 The Department for Transport (DfT) published its Local Transport White Paper, ‘Creating Growth, Cutting Carbon’ on 19 January 2011. As the title implies it sets the Government’s agenda clearly on the twin track of supporting growth **and** reducing carbon outputs. It recognises the importance of small scale packages of measures at the local level. The White Paper confirms the Government’s transport policy direction and provides their approach to local transport issues, which is not radically different from the governments policy. The White Paper also emphasises the need for transport to have regard to improving health and reducing road casualties. This is reinforced by the joint Department of Health (DoH) paper on Transport and Health, also published in January 2011, which clearly links the interdependency of transport and health issues, impacts and outcomes.
- 1.2 The focus in the White Paper is on packages of lower cost measures that deliver maximum benefit, particularly from a health and carbon reduction perspective, echoing the messages of interdependency in the DoH paper. This, coupled with greatly reduced funding, also necessitates lower cost “behavioural” measures. The White Paper also reiterates support for High Speed Rail 2 (HSR2), Crossrail and electric and ultra-low emission vehicles.
- 1.3 The Department for Business, Innovation and Skills published its White Paper on *Local Growth; ‘realising every places potential’* in October 2010. The importance that is attached to the role of transport in securing future growth is clear, in particular:-

‘The transport sector itself, through the research and development of innovative transport technologies, is working to develop the new skills and jobs that will be needed to support a low carbon economy in the future. Transport plays a crucial role in supporting economic development and creating the opportunities for growth. Millions of people every day rely on our transport networks to go to work and to access essential services, such as hospitals and schools. Businesses rely on our national and international connectivity to offer services and deliver goods and to drive growth opportunities across different sectors and in different places’.

- 1.4 Importantly both White Papers set out a very clear role for LEPs, in having a critical role to play in the identification of capacity restraints and future transport requirements. In the Local Transport White Paper, DfT states that it is looking for early engagement with a number of LEPs on these issues.
- 1.5 These recent announcements are a clear steer from national Government that local transport needs to be better integrated not only with wider policy areas, but also within the remit of sub regional bodies such as the city region Cabinet and the LEP. This message forms the basis of Goal One of the LTP and sets the context for delivery of all our other Goals.
- 1.6 Furthermore, through its localism agenda the Government is seeking to devolve power, money and knowledge to a local level in support of the Big Society. We therefore need to ensure that LTP3 is reflective of what our communities need through broader engagement with our LSPs. No specific policy statements have been made to date by the new Government on the future role and responsibilities of LSPs; however their role in co-coordinating and bringing together local public services has been acknowledged and supported, in publications such as the DoH White Paper, on Public Health ^(Ref 1).

The Multi Area Agreement (MAA)

- 1.7 The MAA was formally signed with Government in September 2009 ^(Ref 2). The Government has now signalled that it no longer wishes to continue with MAA's, but in terms of the transport 'platform' contained within the MAA, good progress had been made between DfT and the MTP in addressing the 'asks' that had been identified to address barriers to implementation in Merseyside. Many of the actions undertaken as apart of the MAA are reflected in this Strategy. A copy of the MAA is available on www.TransportMerseyside.org.

Changes at the regional level

- 1.8 As part of the Government's commitment to localism, the North West office closed in April 2011.
- 1.9 The Decentralisation and Localism Bill ^(Ref 3) is intended to move power from the centre into the hands of individuals, communities and councils. In transport planning terms, one of the main commitments through this bill is to return decision-making powers on housing and planning to local councils, by abolishing Regional Spatial Strategies. This was carried out in July, 2010. Subsequently, the North West Regional Development Agency (NWDA) will be abolished in 2012 and the Regional Leaders' Forum (4NW) was disbanded in September 2010.
- 1.10 Despite the abolition of these organisations, both the NWDA and 4NW were keen to ensure that the research and work carried out for RS2010 was not lost and it was agreed that a slimmed document be repositioned as a non-statutory strategic framework for the North West entitled, 'Future North West; Our Shared Priorities', ^(Ref 4) it sets out the following aspirations:-

Goal One

- (a) The quality of life for the people of the North West will be excellent and the area will become more prosperous, more equitable and low carbon. By 2030 it will be a better place to live, learn, work, visit and invest in, with:-
- (b) Job opportunities for all in a highly productive, well-skilled, internationally competitive, knowledge-based and resource-efficient economy which is adapting to climate change and living within environmental limits; and
- (c) High levels of health and social wellbeing, minimal deprivation and child poverty, good housing and excellent physical and digital connectivity.

1.11 Furthermore and specific to the LCR its states that:-

Liverpool will be a world-class cultural city, a major driver of economic growth and an international gateway and the international potential of the Liverpool-Manchester corridor will have been developed;

The complete Future North West document can be downloaded from the NWDA's web site. Both summary and full versions are available.

Full version:

http://www.nwda.co.uk/pdf/Future%20NW%20main%20doc_rev1.pdf

Summary version:

<http://www.nwda.co.uk/pdf/Future%20NW%20exec%20summary%205.pdf>

- 1.12 Although 4NW has been disbanded it was agreed that the North West Regional Leaders Board would still meet during this time of transition and act as voice for the North West and called the North West Regional Leaders Transition Board. The group has established various project boards to address the functions of the NWDA and how some of those functions may be continued through other bodies, such as the LEP.
- 1.13 An Atlantic Gateway Partnership Board has been established. The three North West city region LEPs and wider private sector business leaders will be part of this arrangement. The board will cover transport issues such as the electrification of the Manchester-Liverpool rail line and will also look to utilise some of what was in the Regional Transport Strategy contained within the now abolished Regional Spatial Strategies and in particular, airport and ports policy .At the present time little is known about this initiative and further engagement is being established to ensure integration with city region activities.

The Audit Commission

- 1.14 The Government has also recently abolished the Comprehensive Area Assessment (CAA) system. This previously provided the means by which strategies such as LTPs would have been indirectly assessed by the Audit Commission, which itself is to be abolished. Local Area Agreements (LAAs) and the suite of 198 national have also been discontinued. In terms of performance managing LTP3, the Government

have stated that it is the decision of local authorities as to whether they develop performance indicators to monitor progress for their own needs. The DfT however no longer requires annual performance reports or reporting on progress toward targets, reiterating the Government's commitment to localism.

- 1.15 As we note later, the future direction of LSPs is unclear, so future working arrangements and joint target setting around common agendas will be the subject of further discussion

Delivering the goal

Merseyside and the Liverpool City Region

- 1.16 At the present time, the Liverpool City Region is made up of the five Merseyside Local Authorities of Liverpool, St Helens, Wirral, Knowsley and Sefton plus Halton. The leaders of these six authorities form the city region Cabinet which makes decisions on issues affecting the city region. The four Joint Boards, the Integrated Transport Authority (Merseytravel), the Police, Fire and Rescue Service and the Merseyside Waste Disposal Authority are all associate members.
- 1.17 At the present time, the city region has established Boards to develop delivery plan(s) and oversee the implementation of projects and programmes that will deliver against their objectives. These policy boards are supported by two additional boards that oversee provision of the city regions research and intelligence and monitoring of its efficiency. The structure and governance set out below is currently under review following changes in Government policy and the establishment of LEPs. Links between the ITA which has statutory responsibility for the LTP and any emerging new governance model will need to be addressed.
- 1.18 The LCR vision is articulated as ***“To establish our status as a thriving international city region by 2030.”***
- 1.19 The city region plans to realise this vision by developing strategies and plans that deliver the following key objectives:-
- (a) Maximise potential – our people are our number one asset and we want everyone in the LCR to make the most of their potential. We will use their creativity and work with our businesses and education institutions to develop an economy based on knowledge, ideas and innovation that sets us apart from the rest of the UK.
 - (b) Develop our cultural offer – outstanding waterfront and our cultural, sporting, maritime and architectural heritage will place the LCR as one of Europe's 20 favourite places to visit by 2030 and provide an outstanding place to live for our residents.

Goal One

- (c) Tackle deprivation – we know that we have issues of multiple disadvantage, specifically around long-term unemployment and poor health that we must tackle. We will target initiatives at those areas most in need and work to more than halve the number of Super Output Areas in UK's 10% most deprived areas by 2030.
- (d) Maximise connectivity – through the combination of our ports, airport and multi-modal freight and logistics infrastructure, we will deliver Liverpool SuperPort and significantly improve our position as one of the UK's primary international gateways by 2030.
- (e) Become a low carbon economy – we will become energy self-sufficient and a net energy exporter by the year 2030 through a combination of greater energy efficiency and renewable supply. This will drive us to become the biggest low carbon goods and services city region economy in the UK.

1.20 In order to achieve these ambitions the city region has set out a number of key priorities. Table 1 below illustrates these, as they stand in March 2011, along with a summary of potential delivery timescales and possible transport implications.

Table 1 – Current city region priorities and their transport implications

	Transport Implications	Timescales
City Region Priorities (as at February 2011)		
3MG – Multi modal Interchange – Halton	Halton scheme. Multimodal logistics and distribution facility. Potential impact on Merseyside roads particularly junction with A5300/A562. The provision of the Western Link Road will improve accessibility to the western part of the site and discourage movement of freight across the site on the local road network.	Short term pre 2014
Daresbury Science and Innovation and Campus (DSIC)	Halton scheme. May have access to jobs issues for Merseyside. Investment in the highways network and in sustainable transport initiatives will be necessary for the DSIC and the wider Daresbury Strategic Site.	Long term with some elements pre 2014
Kirkby Town Centre	Improvements to public transport access and infrastructure. Merseytram remains a long term aspiration. Major public realm requirements.	Some elements pre 2014?
Knowsley Industrial Park	As above. Also requires improvements to freight facilities and selected highways investment to improve freight access.	Some elements pre 2014?
Liverpool John Lennon Airport	Key element of SuperPort and potential Atlantic Gateway. Private sector examining eastern access corridor.	Long term post 2014

	Transport Implications	Timescales
City Region Priorities (as at February 2011)		
Liverpool Waters	Very large developments, likely to require substantial transport investment. Could generate additional freight/logistics and long distance travel. Requirements for junction improvements and enhancements to public transport. Large residential elements offer opportunities for sustainable communities with cycle/walking car share, electric vehicles.	Long term post 2014
Wirral Waters		
Next generation access (Superfast broadband)	Could help reduce need to travel.	Could be some development pre 2014
Parkside Strategic Rail Freight Interchange	Development of up to 155 ha. Likely to have large freight and logistics impact.	Long term post 2014
Power from the Mersey (tidal power scheme)	Could help provide carbon neutral local rail network and other transport benefits.	Long term. May be beyond 2024
Royal Liverpool Hospital and associated medical facilities	Knowledge based project with potential to attract increased private car use and longer distance travel.	Longer term post 2014
Mersey Gateway Project	Halton scheme. Will have a large impact on the LCR road network.	Longer term post 2014

1.21 The city region currently regard transport as a key ‘enabling measure’. It is therefore important that the priorities it sets for itself, in tandem with the LEP, are reflected in the LTP. As we note elsewhere, the Plan can only be based on best possible information at the time of writing. Particularly in such uncertain times and volatility, it will be essential to review and update the Plan in partnership with the city region and LEP. Working arrangements to reflect this urgency will be an important future point of discussion.

A survey of stakeholders in global megacities that established that good mobility is rated as the key factor in successful cities. There is a strong positive relationship between mobility and measures of economic competitiveness such as Gross Domestic Product (GDP) per head.

Making Cities Work, MRC McLean Hazel

The ‘transformational programmes’

1.22 In addition to the key priorities set out in Table 1 above, the city region has identified four transformational programmes which it anticipates will be the main future drivers of growth. They were originally developed as the foundations for the MAA (described earlier) established by the previous Government as the prime mechanism for supporting sub-regional working on economic issues. These are:-

Goal One

- (a) The development of SuperPort – building on the areas strengths around the Port and logistics.
- (b) Building a Low Carbon Economy.
- (c) Building a Knowledge Economy.
- (d) Developing the Visitor Economy.

1.23 All four transformational programme areas have potential transport requirements that have been highlighted in the action plans issued by the Mersey Partnership. Some of these will be embraced within programmes identified in Table 1 or within emerging LDF priorities which are described later. Future engagement and joint planning to deliver these programmes will be a priority for the future.

1.24 Importantly, the four transformational actions form the foundations of the LEP and will guide city region priorities. (It is also understood that the LEP may add a fifth programme around small business and enterprise).

Local Enterprise Partnerships (LEP)

1.25 The Government announced the creation of LEPs in the 2010 Budget. This indicated that:-

“The Government will enable locally-elected leaders, working directly with business, to lead local economic development”. As part of this change, it was announced that the Regional Development Agencies would also be abolished.

“Local Enterprise Partnerships will provide the clear vision and strategic leadership to drive sustainable private sector-led growth and job creation in their area. We particularly encourage partnerships working in respect to transport, housing and planning as part of an integrated approach to growth and infrastructure delivery. This will be a major step forward in fostering a strong environment for business growth.

We envisage that local enterprise partnerships could take on a diverse range of roles, such as: working with Government to set out key investment priorities, including transport infrastructure and supporting or coordinating project delivery”

***White Paper ‘Local Growth: realising every places’ potential’
Department for Business, Innovation & Skills (BIS) October 2010***

1.26 LEPs will tackle issues including planning and housing, local transport and infrastructure, employment, enterprise transition to a low carbon economy, small business start ups and tourism. Other roles currently carried out by the Regional Development Agencies (RDAs) will be led nationally, such as inward investment, sector leadership, business support, innovation and access to finance.

1.27 The Liverpool City Region LEP is now operating in shadow form. It is expected that the LEP will be formally launched later in 2011. Government guidance on the operational aspects of LEPs has not yet been issued.

- 1.28 The LEP is private sector led with a shadow board comprising of the 6 leaders of the LCR and 10 private sector business leaders. It is likely that the LEP will act as a commissioning body, with the shadow LEP Board directly accountable to the city region cabinet.
- 1.29 Although the initial Chair of the LEP board is likely to be from the private sector, the Governments Local Growth paper, noted above, sets out proposals for directly elected mayors from the twelve largest cities, including Liverpool. It is a possibility that they may also chair the board of the LEP. It is not however known at this time if Liverpool will opt for a directly elected mayor or what functions or powers any potential mayor may wish to embrace.
- 1.30 The functions of the LCR Shadow LEP are as follows:-
- To promote private sector schemes
 - To vet bids for the Regional Growth Fund (RGF)
 - Enterprise and business support
 - Asset management
 - Tourism
 - Inward investment
 - Employment and skills
 - Innovation and science and
 - European funding
- 1.31 Terms of Reference and a Constitution have been agreed, as have 12 action items which will form the basis of the LEPs business plan. Those actions are:-
- (a) Encourage and assist existing LCR Business and professional firms to grow.
 - (b) Create awareness amongst potential customers.
 - (c) Encourage and assist existing LCR businesses and professional firms to innovate.
 - (d) Attract new businesses.
 - (e) Articulate private sector needs.
 - (f) Make sure that schools, colleges, universities and professional associations provide the education, training and skills that our businesses need.
 - (g) Develop entrepreneurship.
 - (h) Work with LCR Cabinet, Local Authorities, media and communities to create a serious, intelligent, well informed, publicity savvy environment.
 - (i) Promote and exploit infrastructure and real estate projects.
 - (j) Provide or assist in bidding for direct financial support for existing and new businesses.
 - (k) Apply the mechanisms for growth across the whole city region to all sectors, including social enterprise.
 - (l) Recognise the importance of international trade.

Goal One

- 1.32 In recognition of the fact that the LEP is still setting out its initial operational scope and developing base structures it may be some time before it is in a position to take on the role envisaged in Transport or Local Growth White Papers. This presents an opportunity to ensure transport priorities and issues are embedded in the heart of the LEP mandate as it grows and formalises its scope, structure and communication channels.
- 1.33 We would particularly like to take up the DfT view that they wish to establish early engagement with a number of LEPs to begin the dialogue as to how future transport investment decisions may be delegated to LEPs. We will instigate early discussions on these proposals along with early engagement with the LEP on the Local Sustainable Transport Fund (LSTF). See Chapter Seven of Part One for more details.

Local Strategic Partnerships (LSP)

- 1.34 Each local authority area has an LSP involving the key public, private and third sectors in their areas. LSPs currently find themselves in a rapidly changing environment particularly with the abolition of the CAA regime noted above. In addition, they are also identifying efficiencies and savings that can be made through shared services and asset management, across public sector bodies.
- 1.35 Although the outcome of these reviews are not currently known, LSPs are in a strong position to take forward the Governments localism agenda through community engagement and an expanded membership.
- 1.36 It is also remains clear that transport can play a major role in helping achieve other target areas ranging from obesity to access to education. The inclusion of a wide range of public, private and third sector partners together with the community and voluntary sectors make the LSPs an invaluable forum for cross sector working in pursuit of the LTP Strategy. These are set out in Annexe One).
- 1.37 We will continue to work with each LSP to develop the most appropriate local working arrangements. We will combine this with our existing wide range of stakeholders and community and voluntary sectors to ensure genuine community engagement.

Local Development Frameworks (LDF)

- 1.38 It is essential that transport provision is tied to the future priorities and requirements of Merseyside, the Liverpool City Region, the LEP and the LSPs. In doing so all parties have a responsibility to ensure good integration between future developments, their location and the impact they may have on the transport system. We are working collaboratively with the development of the LDFs through the LTP/LDF Liaison Group to help achieve these aims. However, there are timing issues given the different stages of progress on LDFs across Merseyside Table 2 sets out progress, as at March 2011.

Table 2 – Latest Local Development Framework progress

Local Planning Authority Name	Issues and Options Public Consultation	Preferred Options Public Consultation	Core Strategy Publication / Submission	Adoption
Knowsley	Complete	June 2011	January 2012	Late 2012
Liverpool	Complete	Complete	March 2011 – Publication Summer 2011 – Submission	Early 2012
Sefton	to July 2011	November – December 2011	April 2012 – Publication July 2012 – Submission	Early 2013
St Helens	Complete	Complete	January 2011 – Publication May 2011 – Submission	Early 2012
Wirral	Complete	Complete	Autumn 2011	Late 2012
Halton	Complete	Complete	November 2010 – Publication April / May 2011 – Submission	January 2012
Warrington	Complete	Complete	Spring 2011	Early 2012
West Lancashire	Complete	May / June 2011	Late 2011	Late 2012

1.39 There has been extensive collection and sharing of data relating to a range of planning and housing projections. The districts have provided the most up to date housing figures and employment projections to enable a detailed assessment of future transport, movement and mobility infrastructure needed across Merseyside. These are set out in more detail in Part One of the Strategy and in Annexe Three.

Transport Implications of infrastructure priorities in the city region

“Critical to city economies, is the quality of local transport and improvements in transport rank often rank high amongst the business community. Improving accessibility and connectivity can deliver economic benefits for urban areas, especially those in need of regeneration, while also reducing congestion. The quality of transport and lack of congestion are among those attributes that make a place an enjoyable place to live in.

In short, transport and other areas of policy, including economic development and spatial planning are intrinsically interrelated and cannot be formulated in isolation from one another. The transformation of the urban fabric needs to be planned in conjunction with the needs of future business investment, job creation and the needs of the resident”.

Evidence Base on English Cities

Goal One

- 1.57 As noted earlier, the Government has set great store in transport as an essential element in its ambitions for future growth and has committed to major local schemes such as Liverpool to Manchester and Wigan electrification and identified RGF as a possible source of additional funding.
- 1.58 Nevertheless, the scale of funding available from the Integrated Transport Block (ITB) is a third of previous years and future funding for major schemes will be severely restricted. That is why and based on clear evidence we support the Government's view that, in the short term at least, in Merseyside our strategy is best based on an integrated package of smaller measures.
- 1.59 Clearly, in the longer term, we hope that planned major developments come to fruition. They may require a much larger scale of investment in transport. As we have noted, working with the LEP we will have to examine new and innovative ways of securing finance, perhaps via Tax Increment Financing (TIF) and Community Infrastructure Levy (CiL) (see Annexe Two for more details,) but also with the active involvement of the private sector and in ways that seek multiple benefits.
- 1.60 A clear rationale will however be required. We have throughout this Strategy set great store by the need for a new mobility culture that moves well beyond business as usual approaches. A key part of this is much better transport and land use integration. Getting this right would be a major contributor to creating more sustainable transport systems based on shorter journeys and active modes of travel. Above all, continuing to plan on a continuation of existing supplies of oil and fossil fuels is neither sustainable nor conducive to a sustainable economically successful future. Other cities have already grasped this issue.

Planning and reducing the need for new capacity – aligning land use planning and transport

- 1.64 The local transport White Paper emphasises that land use planning is critical to transport. The location of shops, work and other services in relation to where people live is a significant factor in determining the need and desire to travel. It is vital that sustainable transport access to new developments is a central consideration from the early stages of planning.
- 1.65 A new National Planning Policy Framework is being developed that will streamline national planning policy bringing social, environmental and economic priorities together. The new Framework will include transport and will set out how national planning policy for new developments should address the need to reduce carbon and other environmental impacts and tackle congestion.
- 1.66 Even before the publication of the White Paper, the city region had committed to working with DCLG and DfT to examine how transport, land use and locational choice planning could be better aligned to reduce unnecessary transport demand as one of its Asks in the MAA (see 1.7). The Localism Bill will build on this collaborative working approach by introducing a new duty on the local authorities and other public bodies to co-operate with each other in various planning activities.

The need for integration

- 1.67 Increased car ownership and use of private vehicles has brought enormous freedom and convenience to large numbers of people. This convenience has influenced spatial planning, where ownership and use of private vehicles has increased the distances people are prepared to travel for work shopping and for education. Such planning, without consideration of access for other forms of transport, can reinforce the requirement for car ownership and increase exclusion for those without access to a car. Goal Four discusses this in greater detail.
- 1.68 The LTP's objectives and strategies overlap with the delivery of LDF objectives. It is clear they need to be mutually supportive to address local circumstance and address common aims of sustainable longer term growth. We are taking an integrated approach to working not only with Merseyside's LDF's but those in neighbouring districts to ensure transport and land use planning objectives can be aligned.
- 1.69 As noted an LDF/LTP Liaison Group has been established to facilitate consistent information sharing and joint working so that transport and planning functions across the city region can adapt strategies and actions in harmony with each other over the life of this document.
- 1.70 Ongoing monitoring and review of LDFs and the LTP is key to ensuring seamless and integrated progression of the two strategies. The advent of the LEP is expected to lead to a city region IDP and the DfT expectation that the LEP takes a view on strategic transport priorities are clear indications from Government that policy and strategy development for transport planning and land use should be a collaborative process.
- 1.71 It will be difficult to avoid having various views of the future and this reinforces the need for continuing LDF/LTP integration in a dynamic way that can provide a regular updated assessment of planning and transport requirements and which will promote sustainable access and mitigate difficulties arising from changing economic or policy circumstances.
- 1.72 Although it is likely that alignment will be at local authority level, it will also have to take full account of cross boundary considerations and within the context of differing LDF timescales, LEP development and further changes at city region level.

Housing

- 1.73 Housing provision is a critical element of land use planning and transport. A particular issue is the future Housing Market Renewal (HMR) on Merseyside, 'New Heartlands' (the Merseyside HMR Pathfinder) have resolved to close on 31st March 2011.
- 1.74 Housing has a major impact on transport demand and the two agendas are, or should be intrinsically linked. There were strong links with Housing Market Renewal Initiative (HMRI) throughout LTP2 and new arrangements with the housing sector and the city region will be a priority in the early stages of LTP3.

Peak oil

- 1.75 As we note elsewhere, a critical issue for the city region to address is the possibility of rising prices and reduced availability of oil and fossil fuels. This could have a potentially very damaging impact on the local economy and the transport network in particular through rising prices and reducing services. A long term resilience plan will be developed as a priority.

How the Strategy helps create the right conditions for sustainable economic growth

- 1.76 Our Strategy has six complimentary goals that work as a package and where improvements in pursuit of one goal can have multiplier effects across other equally important delivery areas. Besides the measures outlined above, we believe that transport can help create the right conditions for sustainable economic growth in the following ways:-

- (a) **Goal Two** - Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability.

A high quality environment is central to the LCR vision of establishing a 'thriving, international city region' and critical in creating a region with a resilient economy and improved health and wellbeing. Transport has a crucial role to play in delivering the city region transformational programme to create a low carbon economy. Transport, as a significant contributor to a number of the environmental challenges in Merseyside, must take a leading role in delivering the solutions. We must reduce the negative impacts of transport on the environment and provide a transport system which is clean, less dependent on carbon and oil and which helps us adapt to climate change. This strategy will in itself also provide a catalyst for job growth in new technologies.

- (b) **Goal Three** - Ensure the transport system promotes and enables improved health and wellbeing and road safety.

Merseyside has much to do to improve the health and wellbeing of our people, with persistently poorer physical and mental health in many parts of Merseyside than other areas of the UK. We recognise that the health of our citizens is fundamental to the success of our city region. Good transport and mobility can be an enabler of wellbeing providing good access to services and green space and the provision of the right conditions for active travel that can address obesity and improve mental health as well as easing traffic levels, reducing carbon emissions and increasing resilience. As we illustrate elsewhere better health and wellbeing reduces losses to business through lost working days. Our contribution to Decade of Health and Wellbeing is in recognition that economic growth, environment and health and wellbeing go hand in hand as other more successful cities already show.

- (c) **Goal Four** - Ensuring equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

Transport is essential for the life and economy of Merseyside. It provides for the efficient movement and access of people and goods across the area. All Merseyside residents must be able to connect easily with the opportunities and services that have an impact on their quality of life and life chances. In some instances we must improve the capacity or efficiency of the network to ensure this happens. The ability to connect with place of work, education, health, leisure and other opportunities is often taken for granted by many. However, for those living in our most disadvantaged communities, these opportunities are not always readily available. Good accessibility increases the pool of labour and opens up opportunities for all.

- (d) **Goal Five** - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

Safe, efficient and accessible transport systems are the lifeblood of the local economy, supporting all the wider policies and ambitions of Merseyside. Congested roads affect goods movement and impose a range of costs on business. Whilst our assessment indicates that our highways are unlikely to suffer high levels of congestion in the short term, there will be localised pinch points that will impact on the efficient movement of buses and freight. The role of Intelligent Transport Systems, (ITS) and astute use of the Network Management Duty (NMD) will enable us to make maximum efficient use of the network.

On the rail network, Merseyrail suffers capacity problems at certain times and locations that will impact upon future passenger growth, especially at Liverpool Central Station. On highways, buses require ease of movement particularly at junctions and on the approaches to the city centre. Maintaining a congestion free Strategic Freight Network (SFN) will be a priority as will working with the Freight Quality Partnership (FQP) to address common aims. A range of measures will be required to manage demand and ensure efficient movement of people and goods. Current financial conditions suggest that these will have to be lower cost solutions, at least in the short term.

- (e) **Goal Six** - Maintaining our assets to a high standard

A well maintained network is essential to support all the LTP3 goals and policies and to ensure maximum benefit is obtained from the existing highway infrastructure and any improvements made to it. The increase in traffic levels, both in volume and weight, combined with more extreme weather conditions associated with climate change have accelerated the deterioration of the highway network. A well maintained highways network is essential to the efficient operation of the highways network and a significant contributor to the image of the area for inward investment.

Goal One

1.77 The impacts we anticipate our Strategy having on sustainable economic growth are summarised below, but the following chapters spell out in detail how delivering each of the goals will achieve these ambitions as well as other equally important priorities.

How the LTP is supporting sustainable economic growth in Merseyside

- We will ensure this LTP forms the basis of considerations by the city region and the LEP for future transport demands and requirements to meet the city region priorities.
- We will seek to work with the LEP and DfT in determining priorities as set out in the Local Transport and Local Growth White Papers.
- This will include consideration of measures and funding to support the transformational programmes and other priorities brought forward by the LEP and LCR.
- We will work with partners to produce a clear strategy to reduce reliance on oil and cheap fossil fuels. Reducing the reliance on fossil fuels for transport will insulate local businesses and public services against rising fuel prices, which are anticipated to cost the area an additional £260 million per year by 2024.
- We will link LTP closely to local authority planning regimes, particularly the LDFs, to ensure land use and locational choices are linked to existing transport assets and seek to reduce unnecessary and lengthy journeys.
- We will plan for the future by working with the private sector to ensure future transport demands are taken fully into account in future developments such as Liverpool and Wirral Waters and Post Panamax development at Seaforth.

(In doing so we will expect realistic planning assumptions in line with this Plan).

- We will continue to manage congestion and overcrowding and improve journey reliability both on the highway and public transport network.
- To help us achieve this we will make targeted investments to improve capacity and efficiency through measures such as better information systems, vehicle detection, smart cards and selective infrastructure measures.
- We will continue to work with the private sector and the Chambers of Commerce to ensure efficient movement for the freight and logistics industry through our FQP.
- We will help business by seeking to ensure good access to employment through a range of initiatives including collaboration with the City Employment Strategy (CES) and in doing so improve the pool of labour and open up new opportunities to those seeking work.
- Our focus on disadvantaged communities will help address worklessness, help growth and open up opportunities to work education and health and address social inclusion.
- In addressing our local priorities to reduce carbon outputs from the transport sector we will help growth by opening up opportunities in new low carbon transport technologies.

Summary of actions

Short term actions	Longer term actions
<ul style="list-style-type: none"> Ensure that transport is a key component of the city region LEP and that LTP3 is recognised as the statutory framework for all transport considerations. (Goals 2 to 6) 	<ul style="list-style-type: none"> Working collaboratively is a long term commitment.
<ul style="list-style-type: none"> Work with all partners to ensure that transport is closely linked to the wider ambitions of the city region. In particular the transformational programmes (Goals 2 and 5) Explore with partners funding streams to support our common ambitions. (Goals 2 to 6) 	
<ul style="list-style-type: none"> Ensure future transport requirements are reflected in all LCR strategic planning arrangements. Examine with DfT possible early engagement within LCR with the LEP. 	
<ul style="list-style-type: none"> Continue to develop joint approaches to ensure good land use and transport integration via the LTP and LDFs (Goals 2, 4 and 5) 	
<ul style="list-style-type: none"> Work with the housing sector to examine future joint working arrangements in association with the LDF. 	<ul style="list-style-type: none"> Movement toward joint city region wide forward planning across the policy areas, including health, housing, transport, the economy and the environment. (Goals 2, 3, 4 and 5)
<ul style="list-style-type: none"> Ensure that transport is a key component of the city region LEP and that LTP3 is recognised as the statutory framework for all transport considerations. (Goals 2 to 6) 	
<ul style="list-style-type: none"> Continue to work collaboratively with LSPs to ensure transport helps deliver their priorities. (Goals 2 to 5) 	

Goal One

Short term actions	Longer term actions
<ul style="list-style-type: none">• Explore broader and deeper engagement with citizens and representation on voluntary groups in line with the Governments Big Society approach. (Goals 2 to 5)	

Note: Goal references in brackets refers to impacts on other areas



Goal Two

Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability

Goal Two

We recognise that the environment is central to the LCR vision of establishing a ‘thriving, international city region’ and critical in creating a region with a resilient economy and improved health and wellbeing.

Transport, as a significant contributor to a number of the environmental challenges in Merseyside, must take a leading role in delivering the solutions. This strategy sets out how we propose to reduce the negative impacts of transport on the environment and provide a transport system which is clean, less dependent on carbon and which helps us adapt to climate change.

Moving to a low carbon transport system also opens up a range of opportunities to support the low carbon economy and create new job opportunities through the development and deployment of new technologies.

Key issues

- A high quality environment is integral to long-lasting economic growth. Economic growth based on fossil-fuel dependent industries is no longer sustainable or desirable; the future lies in ‘green’ sectors which are seeing impressive growth through a time of recession.
- Air pollution is a growing concern; since the last LTP, the number of management areas in Merseyside has increased from two to six, with the whole of Liverpool being declared a management area. The health impacts of poor air quality are striking; life expectancy is reduced by 7-8 months on average in the UK due to particulate matter (Ref 5).
- Local authorities are taking action to reduce emissions of greenhouse gases by their local communities and businesses; how we plan and maintain our transport system can support this work.
- We need to prepare for the effects of climate change and ensure that the transport system is able to operate in the more extreme weather conditions we are likely to experience.
- We must plan for a reduction in oil availability and increased fuel prices and seek to ensure that the transport system is not susceptible to volatile prices and disruption in supplies which are predicted over coming years.

Setting the scene

- 2.1 Transport is a significant contributor to a number of environmental challenges facing Merseyside; it accounts for 20% of local greenhouse gas emissions and is a major cause of poor air quality. Transport can also provide an opportunity to improve the environment; for example, by providing green routes which can act as a refuge for biodiversity, or by enabling greater uptake of walking and cycling which will reduce air emissions.

National context

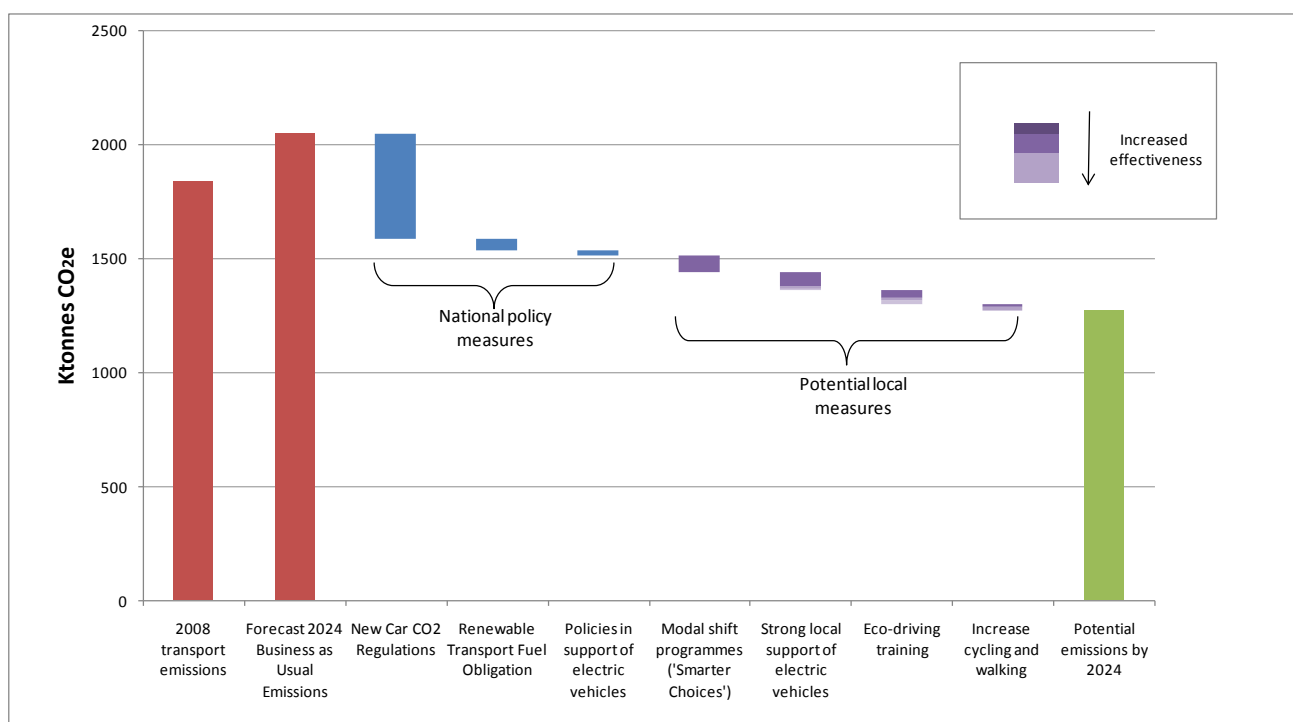
2.2 The LTP is produced against a backdrop of environmental legislation and policy from the UK and European governments. This section provides an overview of national issues guiding this strategy.

(a) Carbon and Climate Change

The UK is subject to legally binding limits on emissions of greenhouse gases. The Climate Change Act (2008) sets a carbon emissions target of 80% below 1990 levels by 2050. Carbon budgets which cap the total emissions produced in the UK have been set for five year periods up until 2022. Over the lifetime of the LTP these budgets set out emission reductions of 34% compared to 1990 levels. Meeting these targets will require changes to all aspects of society; from how we generate our electricity, how our businesses operate, how we use our homes and, pertinently, how we travel.

In July 2009 the DfT published ^(Ref 6) *‘Low Carbon Transport: A Greener Future’* setting out its strategy for moving towards a more sustainable transport system. The Local Transport White Paper, published early in 2011, continued to develop these themes and highlighted the importance of local action in addressing climate change. Figure 1 illustrates the potential reductions in emissions which could be achieved if these measures were implemented. The impact of the LTP strategy on emissions has been modelled and is reported in Part One and Annexe Three.

Figure 1 – Greenhouse gas reductions from activities and initiatives



Source: Merseyside Transport Partnership Analysis (2010)

Goal Two

In addition to policies and strategies aimed at reducing carbon emissions, the UK government is driving action to ensure good preparation for the impacts of climate change. All government departments have produced adaptation plans which recognise that many actions must be undertaken locally by local authorities and communities. Many local authorities, including our own, have already begun to assess their vulnerability to climate change impacts and put in place plans to deal with them.

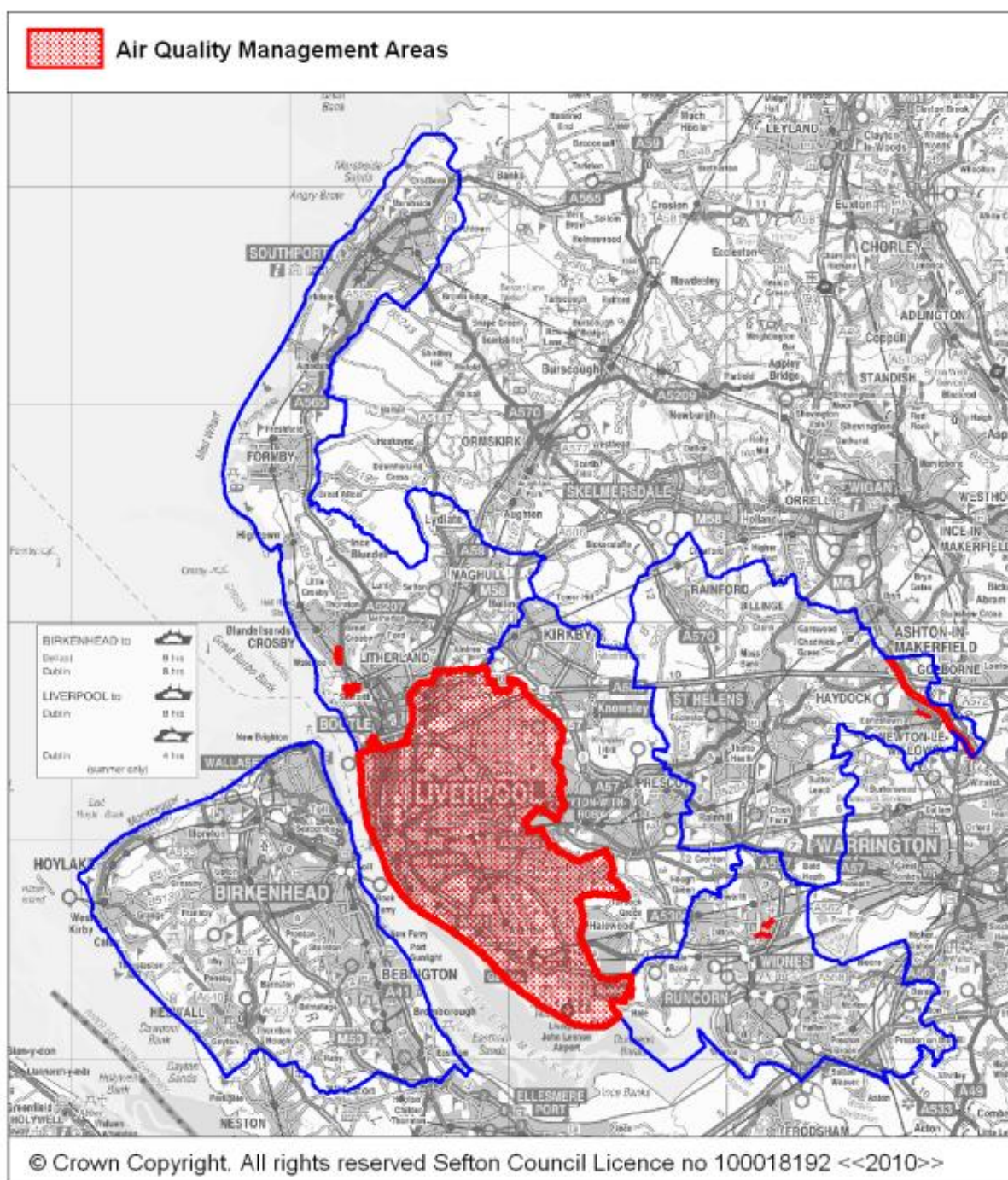
(b) Air Quality

The Environment Act 1995 ^(Ref 7) introduced the National Air Quality Strategy (NAQS) which set out air quality standards for eight key pollutants. It placed a requirement on local authorities to undertake regular reviews and assessments of air quality in their area and to work towards ensuring that the standards are met. Where the standards are unlikely to be met a local authority must declare an Air Quality Management Area (AQMA) and an action plan must be developed to bring about improvements in air quality.

Where transport makes a significant contribution to air quality problems, as in many areas of Merseyside, air quality action plans are integrated into the LTP. At the beginning of LTP2 there were two AQMAs designated across Merseyside, both in Liverpool. There are now six AQMAs across Merseyside, including a citywide designation in Liverpool (Map 1).

The Localism Bill sets out new powers which could enable European fines, from failure to comply with air quality regulations, to be passed down to local authorities. Given the lack of progress in improving air quality, this must be considered a serious financial risk to Merseyside local authorities.

Map 1 – Merseyside Air Quality Management Areas



(c) Noise

The Environmental Noise (England) Regulations 2006 ^(Ref 8) were put in place to reduce the nuisance caused by sustained levels of high noise. They place a statutory requirement on Local authorities to address noise within their boundaries. Transport and in particular road traffic is a contributor to high noise levels and, under the legislation, measures to reduce the impact will be considered.

(d) Strategic Environmental Assessment

Alongside the development of LTP3 we have completed a Strategic Environmental Assessment (SEA). The SEA identified and assessed the effects which the plan could have on the environment and proposed modifications to policies designed to ensure environmental benefits are captured, or mitigated against where necessary. The SEA identified no significant negative impacts from LTP3; encouragingly, many actions are expected to result in a net benefit.

Building the low carbon economy

2.3 Addressing the impact of climate change and improving environmental quality is a challenge but can also offer the region considerable opportunity. The LCR aims to capitalise on this opportunity by developing a 'Low Carbon Economy' which will see the region established as a leading supplier of low carbon goods and services and by breaking the links between economic growth and carbon ^(Ref 2).

"In response to the recession, there is a focus on the creation of 'green' or low carbon jobs as a means to drive forward sustainable economic recovery. There is also fierce global competition in securing these jobs as many countries move ahead in developing their own low carbon industries and skills." ^(Ref 9)

2.4 Locally we have skills and experience, gained through an engineering and maritime heritage, which could enable the city region to position itself as a leading low carbon economy. We are working closely with partners to ensure that the transport network in Merseyside supports and contributes to LCR ambitions in the low carbon economy, as outlined in Goal One.

2.5 Support for the alternative fuels and electric vehicle market provides an exceptional opportunity for sustainable economic development. It is also reflected as a major Government priority in the Local Transport White Paper. The electric vehicle sector, in particular, is showing sustained growth. Research by HSBC Global Research ^(Ref 10) predicts that the market will grow more than twenty-fold by 2020 and identifies it as the single biggest investment opportunity for low carbon technologies.

2.6 The opportunity for LCR is considerable. Within the local travel to work area are two vehicle manufacturers – Jaguar-Landover in Halewood and General Motors in Ellesmere Port – who are both pursuing low carbon vehicles and are significant local employers. Local businesses are already involved in the manufacture of electric vehicle charging points and the supply of component parts. ACAL Energy, based in Runcorn, has been awarded £1million from the Carbon Trust to develop fuel cell technology for commercial vehicles. ACAL is working with a car manufacturer to produce a commercial car engine by 2015. The Mersey Partnership Low Carbon Economy Action Plan ^(Ref 11) identifies potential for 700 new jobs in the sector by 2015. We will work with the LEP and other partners to ensure the benefits of this growing industry and opportunities for building the market locally are exploited.

The need to consider ‘peak oil’

The repercussions of a heavy reliance on oil are significant and our transport system is at particular risk. Transport consumes more than half the oil produced worldwide. We know that the point at which fossil fuel resources can no longer meet demand is getting nearer and that this is likely to lead to volatile prices and restrictions in availability. The transport system is reliant on oil for 97% of the energy it uses and is highly susceptible to these pressures; through this strategy the measures we will take to reduce emissions and provide a low carbon transport system will go some way towards minimising the negative consequences resulting from price increases and inconsistent supplies. However, we recognise that the approach outlined here is unlikely to be sufficient to insulate the transport system against the severe impacts of oil shortages and this is something we intend to address as a priority through preparing a peak oil strategy.

“...there are likely to be sudden shocks created by price rises and lack of availability of oil, food and other products and services. At these points change is not gradual and voluntary but sudden and unavoidable.” (Ref 12)
Bristol Partnership, 2010.

Forecasts show fuel price increases of 14-27% by 2024 (Ref 13), which would see average household expenditure on transport fuel rise by £300 annually. Costs to businesses and the public sector are estimated to reach 1% of the area’s Gross Value Added (GVA) and affect around 90,000 jobs (Ref 14). Investment in green technologies and industries, on the other hand, can bring significant returns – the value of the Environmental Technologies and Services sector in Merseyside is worth £1.04 billion and employs almost 9,000 people. The alternative vehicle fuels sector contributed £131.7 million to Merseyside’s economy in 2009/10; this represented a growth of 2.86% between 2008 and 2010 (Ref 15).

Delivering the goal

2.7 This goal is divided into three distinct challenges:-

- (a) Reducing emissions from transport to mitigate against climate change and improve local air quality (which will be delivered through our Low Emission Strategy);
- (b) Ensuring that the transport system is able to adapt and operate under future climate conditions; and
- (c) Improving the quality of the local environment.

Goal Two

Reducing emissions from transport – The Low Emission Strategy

- 2.8 This must go hand in hand with a commitment to pro-actively create a true low carbon economy based on reducing reliance on oil. Low emission strategies are a package of measures used to increase the uptake of low emission fuels and technologies and other sustainable transport measures. Through LTP3 we aim to:-
- (a) Provide a range of viable low emission travel options.
 - (b) Educate about what travel options are available and when they are most appropriate.
 - (c) Incentivise low emission travel choices.
 - (d) Remove financial barriers to low-emission technologies.
 - (e) Build, maintain and manage the transport network in a way that minimizes emissions.
- 2.9 The government's position on Low Emission Zones must be considered and we will maintain a watching brief on developments; however we believe that Low Emission Strategies provide a more efficient and cost-effective alternative and will actively pursue these measures in the first instance.

Managing air quality and climate change

- 2.10 As we have noted, there is a clear connection between improving air quality and addressing climate change and planning for the two issues in parallel will bring more cost-effective solutions ^(Ref 5). This is an approach we have adopted through our Low Emission Strategy. Yet whilst the overarching goal of reducing emissions of air pollutants is the same for both climate change and air quality, there are notable differences which will impact on the strategies chosen to deal with them. There are many instances where actions will be mutually beneficial but in some cases negative consequences may arise. In these instances careful evaluation of the costs and benefits for both issues must guide decisions. Guidelines for assessing potential conflicts between air quality and climate change objectives are set out in Figure 2.

Merseyside Atmospheric Emissions Inventory (MAEI)

MAEI is a database of geographically referenced datasets of emissions sources within the Merseyside region holding estimates of the amount and type of pollutants emitted to the air from these sources. It provides a structured framework within which emissions information is stored and analysed, allowing comparisons between different emission source types and across the Merseyside local authorities. Emissions inventory data can be linked directly to an atmospheric dispersion model.

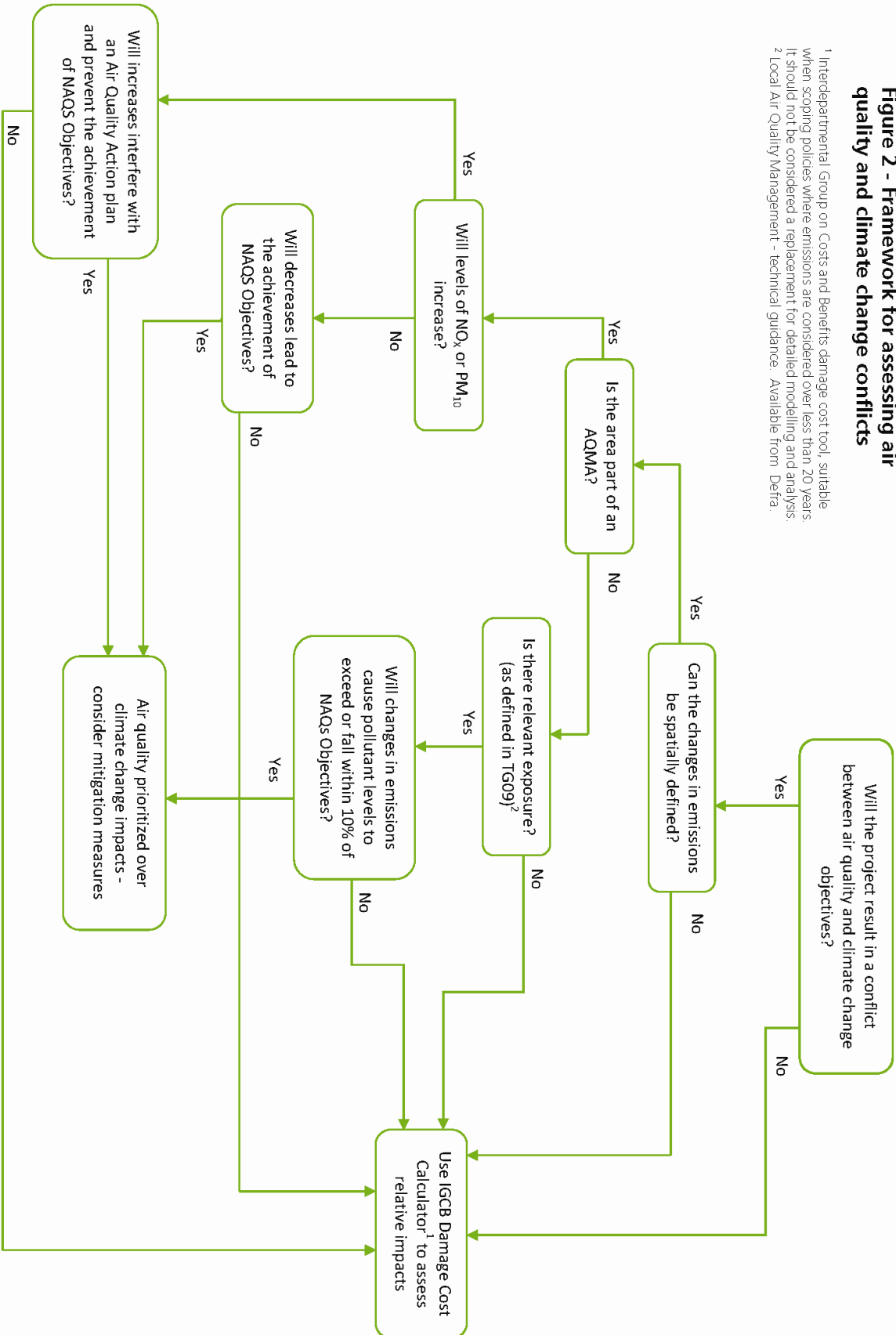
The MAEI is funded through the LTP and provides a valuable resource for assessing transport impacts on air quality and climate change. It is used to;

- Assess the magnitude and spatial distribution of emissions.
- Enable the relative importance of different sources of air pollution to be examined so that specific emission sources can be identified and targeted if a reduction in emissions is required.
- In conjunction with other air quality tools to inform judgements about local air quality in relation to review and assessment.
- Estimate the contribution made by transport to overall pollutant emissions.
- By communicating with the LCR Transport Model, to forecast changes in emission sources and distribution as a result of projects and proposals outlined in the LTP.
- Provide an input to atmospheric dispersion models, support the evaluation of planning applications and assist in the assessment of ambient air quality.

Delivering cost-effective solutions

- 2.11 Technologies and cleaner alternatives to existing fuels are being developed all the time. The solutions available by the end of this LTP are likely to be very different to those available at the present time. For that reason this strategy sets out the measures which we can implement over the short-term to reduce emissions immediately and those that we expect to be able to implement over the longer-term.
- 2.12 In addition there are some measures which require investment now, but which the full air quality and climate change benefits will not be felt in the short term. For example, cycling and walking require a commitment to continuing investment to improve safety, infrastructure and facilities, but the environmental benefits will primarily be realised over the longer term as rates of cycling and walking become much greater. It is important that these measures are supported as we plan for long-term resilience.
- 2.13 The LTP sets out the strategic direction for environmental improvements in air quality and climate change but must be supported by local implementation plans. Only at local level can decisions on targeting of measures and finances be made most effectively to overcome specific environmental problems. To this end the LTP is supported by local authority Air Quality Action Plans, these detail site level interventions and measures targeted to the locality.
- 2.14 The LTP makes a commitment to ensuring value for money in all areas. Value for money must include environmental outcomes as well as health and social value of projects or schemes. As a minimum we expect LTP-funded projects to be assessed for CO₂, PM₁₀ and NO_x impacts and the financial value of any changes (based on Department for Environment, Food & Rural Affairs (Defra) damage cost estimates) to be taken into account.

Figure 2 - Framework for assessing air quality and climate change conflicts



¹ Interdepartmental Group on Costs and Benefits damage cost tool, suitable when scoping policies where emissions are considered over less than 20 years. It should not be considered a replacement for detailed modelling and analysis.
² Local Air Quality Management - technical guidance. Available from: Defra.

Reducing emissions from cars

- 2.15 Meeting our targets for emissions and air quality will require a significant reduction in emissions resulting from car trips, which are responsible for some 60% of greenhouse gas emissions from domestic transport. Our approach to reducing emissions from cars is three-fold:-
- (a) Modal shift towards public transport, walking and cycling.
 - (b) Increasing the efficiency of travel by car.
 - (c) Investing in new generations of low emission vehicles and fuels.

Modal shift towards public transport, walking and cycling

- 2.16 Over the long-term we require a step-change in the way we plan for transport to reverse trends of high car dependency. The Local Transport White Paper is clear in outlining government's commitment to sustainable travel. This will require greater integration between transport and land-use planning as outlined below. (See also Goal One). We also need to focus funding to support sustainable alternatives to car travel, for example, by increasing public transport investment, investing in road safety measures and improving cycle and walking infrastructure.
- 2.17 A significant proportion of emissions from cars are caused by relatively short distance trips which, in many cases, could be made by other modes. Encouraging people to make more sustainable travel choices offers great opportunity to reduce emissions over the short-term. There are not only environmental benefits but it will also help to reduce congestion and improve health and wellbeing by increasing physical activity. Cycling and walking offer particular advantages over other modes of transport, bringing considerable health benefits and producing no emissions. Our plans for increasing walking and cycling are set out in Goal Three and in more detail in the Active Travel Strategy in Annexe Six. Below we set out our plans for influencing the travel decisions which individuals make.

Enabling sustainable transport choice – TravelWise: our smarter choices approach

- 2.18 'Smarter choices' are techniques for influencing people's travel behaviour towards more sustainable options. Programmes can include travel planning, marketing and travel awareness campaigns and interventions. Sustainable options include walking, cycling, public transport, low emission and electric vehicles, eco-driving, park and ride, car sharing and car clubs. Reducing the need to travel can also provide an opportunity to cut transport emissions.

Merseyside's smarter choices programme – TravelWise

The MTPs smarter choices programme has been delivered under the 'TravelWise' umbrella since 1998. It is one of the largest and most innovative smarter choices programmes outside London. The range of activities delivered through the programme is extensive and includes school travel planning and marketing, business support to increase awareness and use of sustainable travel modes, Walk to School week, initiatives to overcome barriers to cycling, awareness campaigns to encourage and promote sustainable travel choices such as

Goal Two

TravelWise week and neighbourhood projects such as Cycle Speke and Southport Cycle Demonstration Town.

TravelWise is delivered by local authority and Merseytravel's, in partnership with environment, education, business, visitor economy and the health sector. The programme is coordinated and supported by a central TravelWise team.

2.19 The Local Transport White paper promotes programmes which encourage and enable more sustainable travel choice and 'nudge' people to make the right choices:-

"Enabling choice is epitomised by the 'nudge' concept, which works with human behavioural tendencies to encourage 'good' choices. To count as a 'nudge' an intervention must be easy and must not forbid choice."

2.20 In keeping with this approach our smarter choices programme includes:-

- (a) Information for communities, organisations and individuals enabling them to make informed choices about travel. - This includes maps, information on school and business intranet sites and promotion of travel planning tools such as the DfT Transport Direct and Cycle Journey Planner tools.
- (b) Interventions and marketing campaigns which raise awareness of sustainable travel options, encourage behaviour change, maintain changes in behaviour over the long term and support a new mobility culture. – This includes targeted communications, awareness campaigns and signposting to information and support, initiatives that provide personalised travel information to individuals, walk to school campaigns and interventions, TravelWise week and links with Cycle for Health programmes.

Personalised travel planning to enable individuals to use more sustainable modes

Over the previous three years TravelWise has undertaken large Personal Travel Planning programmes in three areas of Merseyside; Childwall, West Derby and Heswall. The programmes have shown a significant impact on encouraging walking and cycling in Childwall and Heswall and greater numbers of bus journeys in West Derby. The first pilot study in Childwall demonstrated a relative increase of 66% in walking trips. The roll-out of a larger project the following year saw this rise to 86%. Greater collaboration with health services and public transport providers may offer additional opportunities for the future.

As part of the Let's Get Moving WorkWise programme, neighbourhood travel advisors provided personalised travel information to members of the community to enable them to make sustainable journeys to workplaces. Almost 31,000 eligible applicants received free travel information.

- (c) Initiatives that enable individuals to try different transport modes to overcome real, or perceived, barriers to use of sustainable modes. - This may include guided walks, walking bus initiatives, cycle maintenance training, guided cycle rides and measures to increase bike ownership. For example by, encouraging Cycle to Work schemes, the bikes for bus passes scheme, low cost loans for bikes through Credit Unions and free bike/bike recycling schemes for people on low incomes.
- (d) Travel planning and marketing assistance for businesses, tourist attractions, education providers and public sector organisations. - Where used, travel plans will be focused and supported by associated activity to ensure maximum effectiveness. The evaluation of the Department for Education (DfE)/DfT Travelling to School Initiative recommends school travel plan activity should focus on accreditation and reward schemes, addressing concerns around road safety, prioritising resources where there is greatest potential to influence behaviour and sharing best practice. ^(Ref 16)
- (e) Smarter choices marketing and interventions will go hand in hand with other supporting measures wherever practicable. Activity will focus around locations where public transport or active travel infrastructure and facilities are good or recently improved. This will provide opportunities for sustainable transport to be marketed as a more attractive, desirable offer. Measures may focus on areas where there are improved sustainable links to the Public Rights of Way network, high quality cycle routes and signage, cycle connections to key destinations, or quality bus services.

The Local Transport White Paper advocates the use of packages of measures which complement each other and enable a broader spectrum of transport users to be targeted. The approach was demonstrated through the DfT Sustainable Travel Towns initiative which ran between 2004 and 2009 ^(Ref 17). As part of the programme, interventions demonstrated multiple benefits by providing high value for money, reduced congestion, lower carbon dioxide emissions and increased physical activity.

- (f) Social networks need supporting and volunteering programmes need expanding and developing, to ensure the reach of our smarter choices approach is felt across a broader spectrum of our Merseyside population. Existing examples of volunteer activity to enable people to choose more sustainable modes include volunteer led school walking bus schemes, cycle rides and cycle training sessions. More can be done to support individuals who are sustainable travellers to influence others such as bike buddy schemes, volunteer led cycle and walk events, volunteer promotion of cycle networks and infrastructure and opportunities presented through social media.

In addition we need to listen to individuals, community groups, voluntary organisations and social enterprises and support them influence our smarter choices programme and activities to have best impact locally.

Goal Two

An evidence-based approach to targeting smarter choices programmes

- 2.21 A range of information has been gathered to support our approach including market research and segmenting the Merseyside population to identify target audiences and short and cycle trips research. Since 2006, our smarter choices programme, has used market segmentation to understand how best to reach different parts of the community. Different groups, or segments, will respond to different messages, information and initiatives which are influenced by their existing attitudes and beliefs.
- 2.22 Based on research commissioned in 2010, to further segment the Merseyside population, our future smarter choices programme will be targeted at groups categorised as ‘active convertibles’, ‘motorized mode convertibles’ and ‘current sustainable travellers’. These groups were considered more susceptible to smarter choices messages and more likely to change or sustain their behaviour ^(Ref 18). The insight gained through this work will ensure that the content of smarter choices materials resonate with target audiences and that appropriate marketing and interventions are chosen to achieve changes in travel behaviour.
- 2.23 Analysis of short trips across Merseyside has identified areas where there are significant numbers of short journeys (those less than 5 miles) which could be made by cycling. The study also identified the types of groups who may be more receptive to cycling. Recommendations from the study are informing both our smarter choices activities and the prioritisation of improvements to cycling infrastructure to key destinations. Locations highlighted include, Liverpool City Centre, Birkenhead, Kirkby Town Centre, Knowsley Industrial Park, St Helens, Haydock Industrial Estate and Whiston Hospital.

Education trips

Evidence suggests that car journeys to education institutions contribute significantly to congestion during peak travel times. We must do more to ensure that a change in the way that journeys to education are made.

Smarter choices can play a role in shifting journeys to more sustainable alternatives but must be delivered alongside continued improvements to walking and cycling infrastructure and facilities.

The Local Transport White Paper highlights the opportunities;

“Sustainable, active travel journeys to school, when replacing vehicle trips, can reduce local congestion and carbon emissions as well as improving cognitive performance and academic achievement. Current estimates suggest an annual £600 return (much from short and long term health gains) for each pupil making the shift from travelling by car to walking or cycling”

- 2.24 TravelWise campaigns have been evaluated independently during the LTP2 period. Annex Twelve provides a detailed evaluation and recommendations about how we can learn from that work to deliver our smarter choices activity more effectively in the future. The report also provides us with more information about our local population and how they respond to interventions and messages about a variety of modes such as cycling, walking and public transport.

Monitoring and evaluation

- 2.25 'Smarter Choices' measures have demonstrated success in moving journeys to more sustainable modes but national evidence highlights considerable variation between projects. Estimates by Cairns et al ^(Ref 19) suggest a high quality programme can reduce road traffic by 11% after 10 years of implementation. Appraisals by Defra assume rather more conservative car traffic reductions of 5.3% by 2020 ^(Ref 20). We recognise that our understanding of the emission reductions and impact on mode shift from behaviour change interventions needs developing and will undertake measures to standardize the measurement and evaluation of these schemes as a priority. Evidence of value for money also needs to be demonstrated, so that programmes can be regularly reviewed and we make best use of resource available.

The importance of common branding

Over the last five years we have had a common approach to branding smarter choices across Merseyside. The Merseyside TravelWise brand was developed based on insight and testing with target audiences. The brand has performed well and demonstrated Merseyside-wide recognition with stakeholders and 35% awareness amongst the general public.

The TravelWise brand provides value for money by strengthening smarter choices communication and reinforcing messages. The uniform design concept means that projects are easily identifiable whether delivered by any of the five local authorities or Merseytravel. We will continue to review the brand guidelines so that it is both fresh and flexible to meet partners' needs.

Increasing the efficiency of travel by car

- 2.26 The way that we use and manage cars on the transport network can make an impact on the emissions released. Changing the way that individuals behave, as well as making modifications to the highway network can bring benefits. For instance, the impact of vehicles on air quality is more pronounced in areas of heavy congestion where increased numbers of idling and slow-moving vehicles lead to higher emissions of pollutants. PM₁₀ emissions linked to vehicle congestion are shown to be the main source of air quality problems at the A565 Crosby Road North AQMA in Sefton and contribute to Liverpool City Centre and St Helens Newton-le-Willows High Street AQMAs. Using ITS to reduce congestion can bring about improvements in air quality and other environmental issues such as noise.

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- 2.27 With this in mind local authorities across Merseyside have agreed an undertaking to link their traffic management databases together to enable better management of congestion, thereby reducing emissions and dispersing potentially harmful accumulations of toxic air pollutants. We will ensure full optimization of traffic control systems and improved dissemination of information to raise awareness of poor air quality and negative effects on health. These issues and the wider use of ITS, are discussed in greater detail in Goal Five. Alongside ITS, other traditional engineering works (such as junction improvements) will be used, where funding allows, to reduce traffic emissions.
- 2.28 In addition, emission reductions can be achieved by changing the way individuals use their vehicles. Education around more efficient use of cars, such as purchasing low emission vehicles, car sharing and eco-driving can reduce the emissions released through driving and will benefit individuals through lower running costs.
- 2.29 Eco-driving training has been shown nationally to bring notable reductions in transport emissions. DfT analysis indicates that immediately following training fuel consumption reduces by around 5%-25% and is likely to be maintained at levels of around 3% over the long-term ^(Ref 21). We will work in partnership with the Merseyside Energy Saving Trust Advice Centre, which is already delivering these services, to ensure that their programmes are targeted where they will have the greatest impact on emissions in Merseyside.

Investing in new generations of low-emission vehicles and fuels

- 2.30 We recognise that passenger cars will continue to have an important role within the transport system; therefore, how we can make their use as sustainable as possible is very important. Whilst more efficient internal combustion vehicles and driving techniques will make a contribution in the short-term over the longer-term we expect to see a shift towards the use of low-emission vehicles and fuels.
- 2.31 Electric vehicles have significant air quality benefits because they release no air pollutants at the point of use. They can also lead to notable reductions in greenhouse gas emissions. As described earlier, the move to electric powered vehicles could also bring significant economic benefits to the region. A typical electric vehicle results in around half the carbon dioxide emissions of a conventional vehicle based on the current mix of grid electricity. With policies which are strongly supportive of electric vehicles we could see numbers increase up to a factor of five by the 2030s ^(Ref 22). This could account for a 10% decrease in total transport CO₂ emissions across Merseyside.
- 2.32 Although electric vehicles are expected to form an important part of a low carbon transport system, we expect there to be a combination of fuels and technologies used for different types of vehicles and purposes. Ensuring that the infrastructure is in place to support alternative fuels and vehicles will be critical to increasing their use in the region. In the short-term public funding will be very limited and large-scale roll-out of infrastructure is likely to be unaffordable. As a priority we will outline the alternative fuels infrastructure requirements for Merseyside and identify opportunities for financing deployment, for example through private investment, leasing agreements or grant

funding. The strategy will relate closely to work being undertaken at city region level to promote the low carbon economy, particularly through the development of low emission vehicle manufacturing and supporting supply chains. It will also feed in to and inform the development of IDPs.

- 2.33 In May 2010 local authorities and other private and public partners from the LCR came together to bid for funding through the Plugged-in Places programme ^(Ref 23) to begin the process of installing electric vehicle charging infrastructure. The bid, called eLive, would install 300 charging bays at public locations and on partner premises across the city region. Although the bid was unsuccessful partners remain committed to delivering the project and are continuing to pursue alternative sources of finance. In addition to installation of charging points the bid called for a package of measures to incentivise the use of electric vehicles. Measures included; priority parking, free electricity to charge vehicles, free safety audits for individuals wishing to charge at home and access to discounts and special offers. We will consult with eLive partners to determine which of these remain feasible and to implement them wherever possible.

Sustainable land use planning

- 2.34 A large increase in sustainable modes of travel must be underpinned by close liaison with planners and developers to ensure new developments are located and designed in ways that encourage sustainable travel choices. This approach is equally applicable to encouraging sustainable freight distribution described later.
- 2.35 The way that land is developed and planned is central to how people travel and can form the foundations of a sustainable transport network. New developments and regeneration planned for Merseyside will inevitably generate traffic and result in increased emissions of air pollutants and greenhouse gases. By working with developers and planning for access by sustainable transport we will increase the sustainability of development, ensure accessibility to services and offset against negative environmental impacts. For example, greater integration of transport and green infrastructure planning could see walking and cycling routes placed through existing green spaces and tree-lined streets, increasing the attractiveness of walking and cycling and resulting in green spaces which are more used and safer.

Green infrastructure to combat climate change

As part of the Green and Blue Space Adaptation for Urban Areas and Eco-towns (GraBS) ^(Ref 24) project a plan has been developed setting out green infrastructure actions which will assist the Northwest of England to adapt to climate change impacts. Green infrastructure provides services which can make a contribution towards climate change adaptation and mitigation.

These include; managing surface water, managing high temperatures, carbon storage and sequestration, managing flooding, food production, fossil fuel substitution, reducing the need to travel by car, helping other species to adapt, managing visitor pressure, reducing soil erosion and managing water supply. The LTP supports a number of actions in the plan as outlined later in this section.

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- 2.36 Travel plans are an important aspect of good land use planning. They are used to ensure that the transport effects of new developments are managed from the outset and funded accordingly through the development process. This is especially important in times of public finance constraint, to avoid the “retrofit” of costly transport solutions, where they should have been addressed and resolved at the planning stage.
- 2.37 As noted in Goal One, work is already underway to improve the integration of land-use and transport planning through greater linking of the LTP with district LDFs. Supplementary planning documents (SPDs) have been, or soon will be, adopted by all of the Merseyside local authorities which will ensure a sustainable choice of transport in new developments and support our ambitions for improving accessibility described in Goal Four. We will build on these policies, following national best practice ^(Ref 6) by introducing measures aimed at mitigating transport emissions arising from developments. For example, we are developing a planning policy note to be used by local planning authorities as a tool to encourage low emission strategies (See Annexe Thirteen). In the longer term we will support formal adoption of requirements relating to alternative fuel infrastructure or carbon reduction targets in local Development Plan Documents.

Improving public transport provision

- 2.38 We believe that public transport forms an essential part of a clean and low carbon transport system. Greater use of public transport can help to reduce emissions of greenhouse gases and improve the local environment.
- 2.39 The environmental performance of public transport is affected by the vehicles used and the efficiency with which the network is operated. Low levels of occupancy seen on some services illustrate how the efficiency of the network could be improved. For example, buses in Merseyside have an average of 9 occupants ^(Ref 25), resulting in carbon dioxide emissions of around 107.3g per passenger per km ^(Ref 26). Increasing the number of passengers would improve efficiency by reducing the emissions produced per passenger. This is particularly beneficial where trips are replacing those made by more polluting transport modes, such as single-occupancy car trips. Doubling the average bus occupancy to 18 would result in carbon dioxide emissions of 53.7g per passenger per km. The equivalent journey in a small passenger car with two occupants is 85g per passenger ^(Ref 27). Equally, there will be some short or ‘marginal’ public journeys that could more efficiently be made by alternative modes; whether by walking, cycling, taxi or through smaller, flexible services.

2.40 Our public transport policies must address two issues with equal importance:-

(a) Improved quality of service

- (i) Improvements to the public transport system which increase comfort, affordability and reliability will help to make it a more attractive option. Making public transport a viable alternative to other modes will increase opportunities for sustainable travel and make it easier to induce modal shift away from the most polluting modes. By increasing occupancy levels we will realise the full environmental benefits of journeys by public transport through reduced emissions per passenger km.
- (ii) The strategy for delivering these improvements is outlined in Goal Five, but clearly ensuring new developments are built around public transport networks is essential. This must also include measures that allow for the efficient movement of buses, by providing appropriate priorities at junctions and along key routes (particularly in the city and on the approaches to the city centre) so that buses do not become part of the congestion problem or create localised congestion or air quality problems.

(b) Improved environmental performance

- (i) Much has been done over the last ten years to reduce the environmental impact of public transport fleets; however we are still short of targets set in the last transport plan for emission standards of the bus fleet. The previous LTP has seen extensive and welcome investment in new bus fleets by many operators and Merseytravel in particular has a long history of trialling and installing new technologies for public transport and the associated infrastructure.
- (ii) In 2009 Merseytravel was involved in a bid for funding from the 'Green Bus Fund' for low emission buses to operate on services in Liverpool City Centre. The bid was successful and Cumfy Bus will soon be operating low carbon buses on the route. This is expected to reduce emissions by 30% compared to a conventional diesel vehicle. The trial on this service, coupled with experience of electric vehicles in other areas of Merseyside, will inform methods to encourage wider take-up of low emission vehicles on other Merseytravel supported services and on Statutory Bus Quality Partnership routes. We intend to build on this work by continuing with initiatives which have proved successful, such as promoting best practice and facilitating technology trials, whilst investigating the potential for new and innovative projects to overcome barriers to higher environmental standards.

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Merseytravel supports use of sustainable biofuels

In 2007 Merseytravel began a 3-year project funded by the EU Intelligent Energy Europe Programme investigating the use of sustainable biofuels in transport. The BIONIC (Sustainable Biofuels in the Community) project examined barriers to the use of sustainable biofuels and potential solutions for those wishing to use them. During the project a network of suppliers and users was formed to encourage sharing of best practice, information exchange and networking with the aim of increasing the use of sustainable biofuels across Northwest England. During the project Merseytravel produced a set of Best Practice Guidelines for local authorities and are now developing a strategy to promote the wider use of sustainable biofuels. Learning from BIONIC will be taken forward through the LTP, particularly in preparation of an Alternative Fuels Infrastructure Strategy and our work with the freight sector.

Technical trials with Stagecoach

As part of the BIONIC project Merseytravel is supporting a two year biofuel trial on six stagecoach buses by providing refuelling infrastructure for the vehicles. The Stagecoach buses are running on a greener blend of fuel – a B30 biodiesel mix supplied by local producer Convert2Green.

The B30 biodiesel mix includes 30% biodiesel from waste vegetable oil which reduces the overall CO₂ emissions from the buses by up to 25% compared to standard diesel.

The trial in Liverpool is crucial to providing confidence in biofuels by bus operators, promoting a wider uptake of sustainably produced biofuels in the public transport network and continuing progress as a low carbon and sustainable fuel source. The trial results, which will be made available by Merseytravel following completion in 2012, will monitor vehicle reliability and fuel consumption. Lessons learnt from the trial will be used to help other bus operators who want to use sustainable biofuels and potentially become a factor in Merseytravel supported services and quality partnerships.

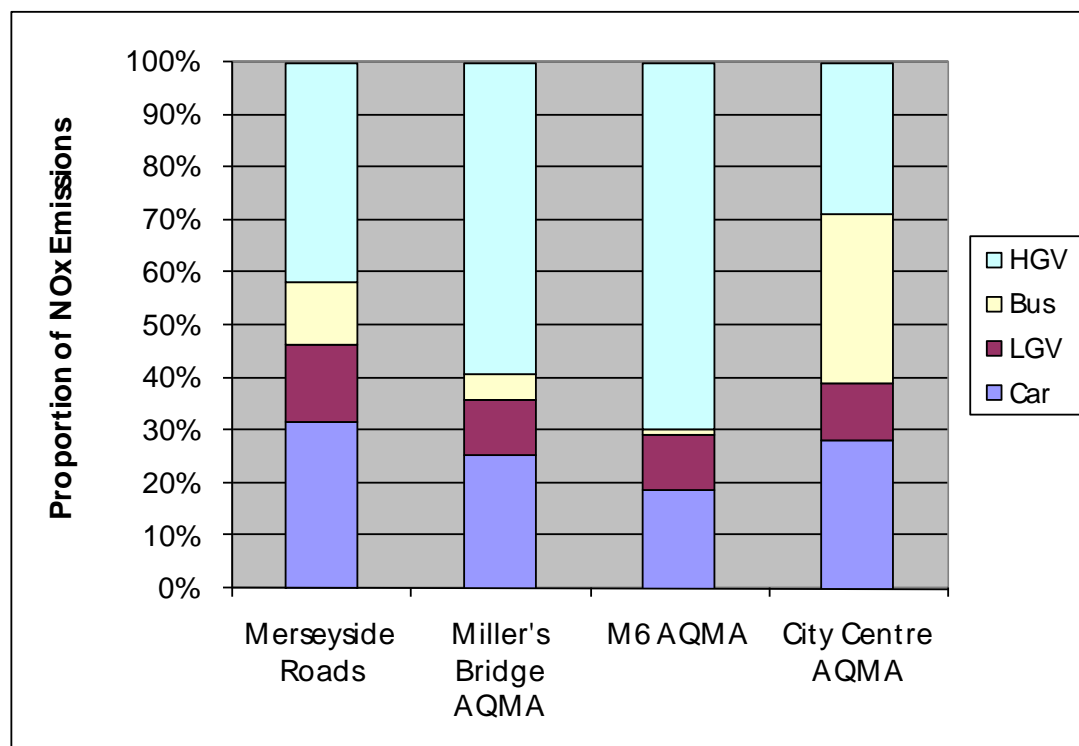
- (iii) Through Merseytravel supported services and Statutory Quality Bus Partnerships, there are many opportunities to reduce the emissions produced by public transport. This could include setting vehicle number reductions, use of alternative fuels, driver training and management equipment and vehicle engine specifications. We will endeavour to use these mechanisms wherever possible to ensure the cleanest and most efficient services possible are delivered whilst ensuring this is not at the expense of service provision.
- (iv) Merseytravel will continue to use its influence on public transport bus operators through the operation of its bus stations. For example by fining drivers leaving their engines idling while waiting at bus stations and, subject to feasibility studies, targeting the most polluting vehicles through the departure charge system by introducing differential fees for low-emission vehicles using the bus stations.

- (v) Where an operator wishes to upgrade vehicles to low-emission fuels or technologies we will work with them to make sure that the necessary infrastructure is in place. For example,
- (vi) For example, Merseytravel are currently investigating the feasibility of a framework by which financial contributions from developers can be used to fund infrastructure. If this is successful it could be adopted across the Merseyside local authorities.
- (vii) The rail network presents particular opportunities for environmental excellence in Merseyside. The local rail network, which is largely electrified, is amongst the most sustainable environmental systems in the country. We will encourage Merseyrail to build on this by becoming a carbon neutral network, sourcing electricity from local renewable sources. Electrification of lines between Liverpool and Manchester and Wigan confirmed by the government, will further reduce emissions and increase capacity on regional services.

Managing freight traffic

2.41 Road freight can be a significant contributor to poor air quality. Figure 3 shows the high relative contribution of Heavy Goods Vehicle (HGV) emissions in the AQMAs at Millers Bridge in Sefton and around the M6 in St Helens. Freight traffic, which includes both HGVs and Light Goods Vehicles (LGVs), account for 30% of greenhouse gases arising from domestic transport.

Figure 3 – Emissions by vehicle type in Merseyside Air Quality Management Areas



Source: MAEI

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- 2.42 Freight is a vital part of the Merseyside economy; SuperPort is one of the LCRs transformational programmes. We believe that environmental improvements are best achieved through a collaborative partnership with operators. The FQP, set up in the first LTP, has seen success in bringing together the freight industry, local government, business and other interested bodies to tackle shared problems and issues and to develop a joint understanding of freight and logistics. We will continue to work through the group to drive forward environmental improvements in ways which are cost-effective and attractive to operators. Measures will include lobbying and awareness campaigns, promotion of best practice, developing the freight contribution to the Low Emission Strategy and an increased understanding of the nature of fleets operating in Merseyside.
- 2.43 Rising fuel prices continue to put pressure on freight operators and we will work with them to investigate alternatives for transporting goods in ways which are more profitable and result in fewer emissions. Sustainable biofuels represent a particular opportunity for HGVs and buses which are very sensitive to fuel price and where there is opportunity for onsite fuel storage and fewer warranty conflicts than with cars. We will support the development of the North West Biofuel Strategy ^(Ref 28) and use it as the basis of our local plans for promoting biofuel use.

The role of taxis

- 2.44 The role of taxis in contributing to emissions has received comparatively little attention compared to other transport modes. The impact of taxis on the environment is mixed; where there is opportunity to use them flexibly in place of larger buses they could bring considerable environmental benefits. However, taxi fleets cover large mileages – often in urban settings where air quality is likely to be a concern – and any improvements to the environmental performance of the fleet could bring considerable benefits. We say more about the possible wider use of taxis to provide additional services under Goal Four.
- 2.45 There are some improvements which could be made very quickly, such as increased education around eco-driving techniques and fuel efficient vehicle choice. In the short-term we will focus attention on increasing liaison with operators by setting up a Taxi Quality Partnership (TQP), establishing best practice guidelines and encouraging improvements where they can be made in a cost-effective way. We will work with public and private sector partners to develop procurement policies which incentivise investment in low emission vehicles.
- 2.46 Over the longer term we will explore the opportunities for alternative fuels in the taxi sector. The TQP will provide a forum for local authorities and taxi operators to understand the opportunities and barriers to emission reductions from taxis; particularly in regard to the use of alternative fuels.

Lower Emissions for Taxis (LEFT) Project

In recognition of the work undertaken on Low Emission Strategies, MTP was awarded first place in the 'Reducing Emissions from Travel' category at the Climate Change Local Area Support Programme (CLASP) Climate Leaders Award ^(Ref 29). The award included a reinvestment grant to fund a related project; the award has been used to fund the LEFT project.

LEFT will test the effectiveness and applicability of the Kleen and Green Fuel ^(Ref 30) Energy System in a small number of taxis. The system is a retrofit technology which improves the efficiency of engine operation; improving fuel consumption and reducing emissions. The trial will run for one year, during this time the vehicles will be fitted with the Kleen and Green system and fuel consumption and mileage data will be collected and analysed against pre-installation data. It is anticipated that the technology will reduce emissions of carbon dioxide by more than 50% during normal driving.

Network maintenance and management

- 2.47 It is not just the way we travel that has an impact on emissions but also how the transport network is built, managed and maintained. We have already outlined plans to improve the efficiency of the network by using intelligent transport systems to reduce congestion and direct traffic away from areas of highest pollution. There is also opportunity to reduce emissions from the materials and techniques we choose to build and maintain the network. There are opportunities to reduce the energy used to operate street lighting, traffic signals and lighted signs, for example by changing the way they are operated or installing newer more energy efficient technology. We will review the opportunities available, using knowledge gained through St Helens MBC participation in the BLISS project to guide best practice.

BLISS – Better Lighting in Sustainable Streets

BLISS is a European project to reduce energy consumption in street lighting. St Helens MBC is a partner in the project and has been undertaking trials in different locations testing new and emerging lighting technologies. Their key aim is to create low-energy lighting solutions which offer comfort, safer environments and improve urban life.

In 2009 three trials were undertaken in residential areas. Annual energy savings of 40% were achieved across these sites and surveys with residents revealed high levels of satisfaction with the changes. Twenty further schemes were installed during 2010 with more planned for 2011. St Helens council estimate that an average energy saving of 40% could save about £435,000 per year and 2,490 less tonnes of CO₂.

- 2.48 When planning or maintaining transport schemes we will choose, where equivalents exist and finances allow, materials with the lowest embodied carbon dioxide. This means the carbon dioxide which has been produced as a result of manufacturing and delivering the material. Procurement processes will specify environmental standards and during construction we will require contractors to adhere to agreed Construction

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Environmental Management Plans which set out a framework for controlling environmental impacts. Whenever maintenance, or construction, of assets is required we will assess the potential for energy-efficient products and on-site generation and appropriate projects will be externally assessed to ensure high building standards which are appropriate to their surroundings.

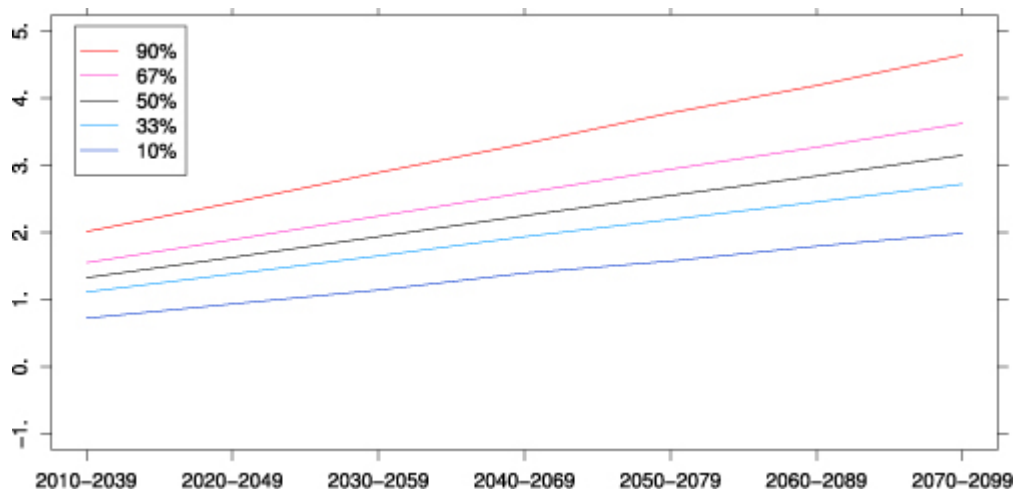
Environmental assessment of buildings

Merseytravel already has policies in place which require all major developments to be externally assessed for their sustainability, including resilience to climate change. Two recent major projects, Liverpool South Parkway and the new Pier Head Ferry Terminal have been built with environmental considerations at the heart of design. The buildings incorporate rainwater harvesting, geothermal heat pumps, roof insulation and solar cells and have been rated as BREEAM (Building Research Establishment Environmental Assessment Method) 'excellent'. Merseytravel are continuing their commitment to environmental excellence by continually examining alternative standards such as Civil Engineering Environmental Quality Assessment & Award (CEEQUAL), to ensure the most appropriate assessments are undertaken.

Preparing for changes in climate

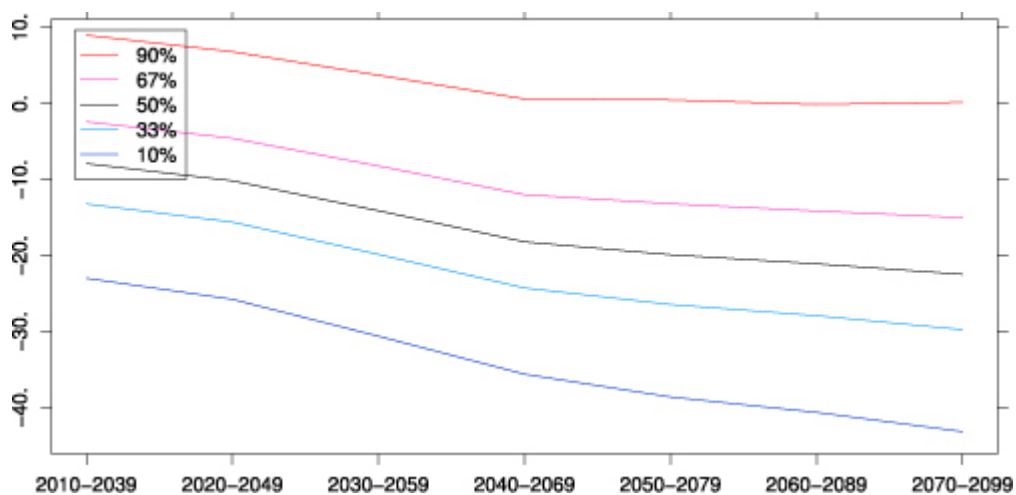
- 2.49 Changes in climate occur naturally over time and there have always been extremes of weather, however increased levels of greenhouse gases resulting from human activity are intensifying this process. The previous section outlined our approach to reducing greenhouse gas emissions. Despite these efforts we are already experiencing changes to our climate caused by historic accumulations of greenhouse gases. We must plan for these changes and ensure that our transport system is resilient to changing conditions. Merseyside local authorities are currently identifying and putting in place measures necessary to adapt to changing conditions.
- 2.50 During the lifetime of LTP3, evidence suggests that we may experience hotter drier summers (Figures 4 and 5), warmer wetter winters (Figure 6) and more extreme weather events such as heatwaves and flooding. The transport system must be able to cope with these changing conditions which will impact on the way that people use transport and the conditions under which it must operate. Impacts on transport are likely to include:-
- (a) Deterioration of road surfaces.
 - (b) Longer growing seasons resulting in increased maintenance of verges.
 - (c) Soil erosion and subsidence undermining embankments.
 - (d) Flooding leading to route closures.
 - (e) Storm damage to structures such as gantries, power lines and bridges.
 - (f) Expansion of rail lines leading to buckling.
 - (g) Changes to traffic flows and patterns linked to tourism.
 - (h) Increased accidents due to adverse weather conditions.
 - (i) Driver and passenger discomfort due to increased temperatures.

Figure 4 – Probability of change in mean temperature



Source: UK Climate Projections

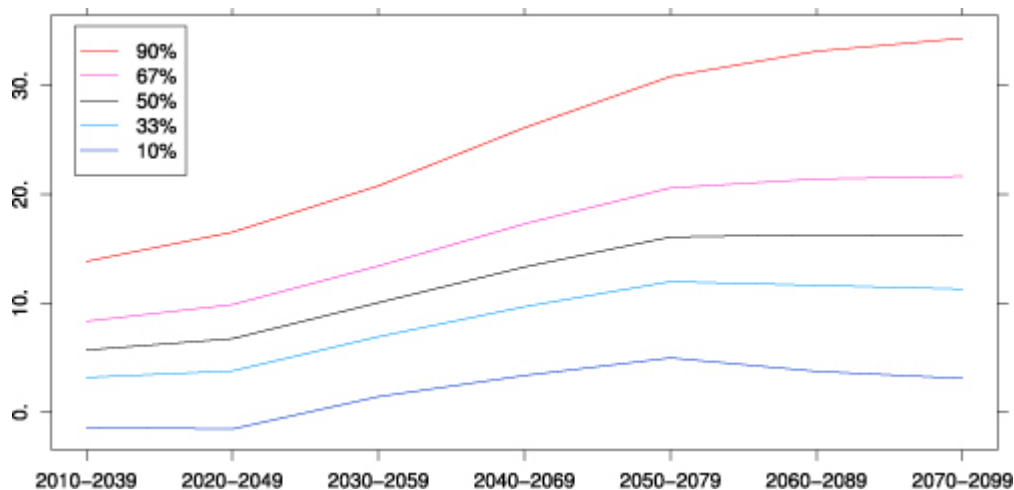
Figure 5 – Probability of change in summer precipitation



Source: UK Climate Projections

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Figure 6 – Probability of change in winter precipitation



Source: UK Climate Projections

- 2.51 The Merseyside local authorities are preparing transport asset management plans (TAMPs) which will allow them to better manage transport assets based on their condition. The plans will aid local authorities in setting priorities and will enable them to identify and manage risks such as climate change. This approach is outlined in Goal Six.
- 2.52 Green infrastructure can provide valuable functions to help us adapt to changing weather conditions; the Northwest Climate Change Action Plan ^(Ref 31) has funded research to identify how and where green infrastructure can support climate change adaptation in the Northwest. Particularly important to the transport network is the capacity to manage high temperatures, control flooding and surface water, reduce soil erosion and help other species to adapt. To ensure climate change resilience and adaptation opportunities of green infrastructure are exploited we will require, where safety and finances allow, consideration of greater incorporation as part of all transport schemes and projects. In particular this will include opportunities to:-
- Provide shade to help people cope with warmer temperatures by increasing tree cover and shading at transport hubs and places where people gather, for example bus stops.
 - Protect the road surface from higher temperatures and provide shade for cyclists and walkers by increasing tree cover along routes.
 - Incorporate Sustainable Urban Drainage Systems (SUDS) techniques into road verges to help reduce flooding as well as improving water quality.

- (d) Use vegetation and planting to stabilize slopes associated with transport infrastructure.
- (e) Manage linear green transport corridors so that they are multifunctional. Providing for shading, urban cooling, wildlife corridors and SUDS techniques.

Improving local environmental quality

2.53 The transport system has a considerable impact on the quality and perception of local environment. Negative consequences such as high levels of noise and reduced visual and amenity values are often of significant concern to local communities. The transport network can be used to improve local environments by providing high quality public spaces, creating habitats for wildlife and green space in urban areas. We have completed an SEA for LTP3 which has informed the development of policies and projects so that the needs of the local environment are protected.

Creating habitats and supporting biodiversity

- 2.54 Investment in grey infrastructure (for example roads and heavy engineering works) has often been prioritized over green infrastructure. Yet, as we note above, green infrastructure could play a central role in meeting challenges such as adapting to climate change and improving health and wellbeing. The Commission for Architecture and the Built Environment's (CABE) Grey to Green Campaign ^(Ref 32) makes the case for a move of funding and skills from grey to green infrastructure.
- 2.55 In Merseyside the campaign is supported through a green infrastructure strategy, commissioned through the city region Environment and Waste Board ^(Ref 33). The strategy, which will be implemented in the region through statutory plans and strategies, aims to improve the value we get from our green infrastructure and where necessary plan for further provision. The transport system has an important role in maintaining green infrastructure and we will continue to promote innovative approaches to improving the landscape and amenity value of the transport network.
- 2.56 The transport system can often have a negative impact on wildlife; through habitat destruction, pollution and traffic, however there is also potential to develop habitats and create new wildlife sites. The transport network can make a significant contribution to increasing biodiversity and making areas more attractive. The last LTP recognized the importance of biodiversity and put in place commitments to increase the value of highway and railway land. The MTP has produced a best practice guide for incorporating conservation techniques into transport projects. The report '*Wildflower for Transport Projects*' ^(Ref 34) will be used as best practice to guide the design and implementation of transport projects.

Addressing noise from transport

- 2.57 Under the Environmental Noise Directive, Defra developed a Noise Action Plan for Merseyside which covers noise from road, rail, airports and industry ^(Ref 35). The action plan identifies priority locations where noise levels exceed established thresholds and

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local authorities must consider options to reduce noise levels. Authorities responsible for the noise, for example highways authorities in the case of road transport, must investigate options to reduce noise levels. This could include erecting noise barriers, installing low noise road surfaces, local traffic management measures or improving sound insulation. Local authorities are considering the opportunities to reduce noise nuisance in locations identified by Defra and when planning new transport schemes. The LTP outlines strategies aimed at increasing quieter transport modes such as walking, cycling and electric vehicles. Continued improvement to the SFN and cooperation with freight operators will help to keep HGV traffic away from the most residential areas and reduce the impact of noise on local communities. Alternative fuels such as Biomethane can also help address this issue on larger vehicles as well as supporting reducing carbon and regulated emissions.

Protecting cultural heritage and landscapes

2.58 Transport schemes must be sensitive to cultural, historic, archaeological and natural assets. The transport system has a role in enabling public access to these sites, as addressed under Goal Four. Any development undertaken to the transport network must protect sensitive sites; this may preclude development in some sites or require modifications to plans and designs. Opportunities to enhance the historic character of locations, for example by clearing street clutter and improving the public realm will be pursued, particularly where they are in line with our strategy to increase active travel.

Water and waste management

2.59 We have already discussed the role which transport can play in managing energy use. Similarly, transport can make a contribution to sustainable use of water resources and waste management. The transport system has an impact on water quality due to the large amounts of pollutants entering watercourses through surface run-off. Inclusion of SUDS, discussed earlier in this section, can reduce surface water run-off and manage flood risk. In line with our commitment to ensuring high environmental standards during construction projects we will ensure the responsible use of both water and resources by applying relevant standards and gaining external assessment where applicable.

Funding considerations

- 2.60 Actions to reduce emissions will often require upfront investment, which in some cases can be costly. However, in the longer-term, reductions in energy use will lead to financial savings, for example as evidenced by St Helens study of street lighting. As the price of fossil fuels continue to rise and costs of poor air quality are borne out, energy saving measures will become increasingly attractive and payback times on initial investments will be shorter.
- 2.61 Many of the actions proposed here are comparatively low cost, but at these times of extreme financial restriction the initial cost of investment can be a barrier to implementation of environmental measures. We will explore ways of reducing upfront costs, for example through funding streams, leasing arrangements and pooling of

resources. Annexe Two outlines potential funding streams which may be available to us, including the Green Investment Bank, LSTF and RGF.

- 2.62 Despite the potential which these funding streams offer, we know that finances over the short-term will be extremely limited. This increases the impetus to ensure sustainable transport measures are incorporated into developments from the beginning and costly retrofitting is avoided. It is also worth considering the revenue generation potential of a number of the measures outlined, which for instance, include charging fees from publicly-owned electric vehicle charging infrastructure and tariffs from on-site renewable energy generation which could be reinvested into the transport system to supplement limited finances.

Meeting our multiple objectives

Transport is a significant contributor to greenhouse gases and the primary cause of poor air quality in Merseyside. Meeting the demands of a future where emissions are increasingly regulated and fossil fuels of limited supply will require the comprehensive reform of our transport system and the way which it is used. Achieving transformation on this scale will take time and collaboration across many sectors. The strategy we have set out provides the first steps in this process; we will continue to build-on and expand our ambitions throughout and after LTP3 as new technologies and opportunities become available.

By reducing the emissions we produce through travelling in unsustainable ways, we will not only improve the environment but also the health of our residents, the attractiveness of our region to visitors and businesses and the prosperity of our city.

We can do this by changing the way we travel – making fewer trips by car and instead walking, cycling or using public transport – which will improve our health and make streets safer and more attractive. We can also invest in new technologies which reduce the emissions produced as a result of our journeys. Through investment in low carbon technologies, such as electric vehicle infrastructure, we are supporting businesses, creating new jobs and skills which will benefit local people now and in to the future.

By taking this approach our businesses and public services will be more productive because they will no longer be reliant on fuels such as petrol and diesel which are continually increasing in price. Local people will benefit through an improved transport network which better meets their needs and offers real alternatives to car travel.

Providing a clean and low carbon transport system for Merseyside will help us to achieve our other priorities of economic growth, improving health and wellbeing and making travel opportunities accessible to all.

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2.63 By 2024 we aim to have a transport system which:-

- (a) Contributes to and exceeds national climate change targets by achieving minimum CO₂ reductions of 34% by 2022 (on 1990 levels) and on track to achieve reductions of 80% by 2050 (on 1990 levels);
- (b) Produces less air pollution, enabling Merseyside to significantly improve air quality and meet National Air Quality objectives;
- (c) Is resilient to changes in climate and oil price and availability;
- (d) Wherever possible has a positive impact on the environment, for example through high quality habitats and attractive spaces; and
- (e) Minimises and compensates for any unavoidable negative impacts.

How the LTP is addressing carbon reduction in Merseyside

- We will reduce carbon emissions by addressing the three elements of transport transformation, which are; vehicles, fuels and mobility.
- To do this we are investigating innovative ways of incentivising the use of environmentally friendly vehicles, for example by charging differential fees for low emission vehicles at Merseytravel bus stations and using procurement policies to favour suppliers with less polluting vehicles.
- We are also working with businesses to improve awareness of the financial saving potential of purchasing high-performing vehicles and supporting them to make that change.
- We will reduce carbon emissions by addressing the three elements of transport transformation, which are; vehicles, fuels and mobility.
- To do this we are investigating innovative ways of incentivising the use of environmentally friendly vehicles, for example by charging differential fees for low emission vehicles at Merseytravel bus stations and using procurement policies to favour suppliers with less polluting vehicles.
- We are also working with businesses to improve awareness of the financial saving potential of purchasing highly efficient vehicles and supporting them to make that change.
- In developing a strategy to identify the future fuels requirements of business, communities and public transport operators and planning for how this infrastructure could be delivered, the LTP will enable the prompt uptake of new low carbon technologies.
- This will help stimulate the local economy and make clear links with the transformational programme around the low carbon economy.

How the LTP is addressing carbon reduction in Merseyside

- We will work closely with the emerging strategies for Green Infrastructure to offer further means by which good planning and new technology will stimulate business growth, reduce carbon and improve health.
- We will work to change the way that transport is planned, so that sustainable modes become the option of choice and are available to all. The new mobility culture sets out our vision for a transport system which is integrated with housing, planning, health and environmental policies.
- To achieve this we will continue to promote smarter choices via TravelWise and our Active Travel Strategy which help to promote and increase the use of the lowest carbon modes of transport.
- Measures to improve the public transport network will improve customer satisfaction, reliability and availability, making it a more natural choice for more people.
- We will strive to reduce levels of stationary and slow-moving traffic which produce greater levels of carbon emissions by continuing to manage congestion.
- This in turn will help improve air quality.
- We are ensuring, as a priority, that we reduce carbon emissions from our own operations by taking opportunities to improve the energy efficiency of street lighting and signage, traffic signals and buildings.
- We will bring forward further proposals to examine impacts that could result from future fossil fuel shortages in our 'Peak oil' proposals.
- A clean, green and sustainable city region will help attract investment.

Summary of actions

Short term actions	Longer term actions
<p>Traffic</p> <ul style="list-style-type: none"> • Develop an Alternative Fuel Infrastructure Strategy to identify future fuel needs, infrastructure requirements and delivery models. • Continue to pursue means of delivering the eLive project to provide infrastructure for electric vehicles to charge. 	<ul style="list-style-type: none"> • Implement the Alternative Fuel Infrastructure Strategy • Consider ITS and selective engineering works where they will reduce congestion and traffic emissions.

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Short term actions	Longer term actions
<ul style="list-style-type: none"> • Work in partnership with service providers (for example the Energy Saving Trust Advice Centres) to ensure effective targeting of programmes around fuel efficient vehicle choice, alternative fuels and driving techniques. • Ensure good provision of information around sustainable vehicle choice, alternative fuels, fuel-efficient driving techniques and car share. • Prioritise the optimisation of SCOOT (Split Cycle Offset Optimisation Techniques) systems across all districts and explore opportunities for shared learning to reduce congestion and traffic emissions. 	
<p><u>Modal shift</u></p> <ul style="list-style-type: none"> • Focus TravelWise activity where it will have most impact. Particularly around; commuting and business travel which are often single-occupancy trips, education trips which contribute to am and pm traffic peaks and short-distance trips which have greatest potential to be shifted to active modes. 	<ul style="list-style-type: none"> • Ensure infrastructure is in place to “lock-in” benefits of TravelWise activities.
<p><u>Deliver the Active Travel Strategy</u></p> <ul style="list-style-type: none"> • Develop and implement a standardised approach to the monitoring and evaluation of CO₂ and air quality impacts of smarter choices programmes. 	
<p><u>Public transport</u></p> <ul style="list-style-type: none"> • Continue to work in partnership with bus operators to deliver Statutory Quality Partnership (SQP) Schemes to improve vehicle standards, reduce emissions, promote alternative fuel use, reduce repetition of services on routes and increase patronage. 	<ul style="list-style-type: none"> • Subject to feasibility studies, expand the Merseytravel departure charge system at bus stations to promote low emissions vehicles by incorporating differential charging of vehicles.

Short term actions	Longer term actions
<ul style="list-style-type: none"> • Examine use of Merseytravel contracted services to support trials and use of alternative fuels and new Euro standard vehicles and technologies. • Implement a TQP which includes progressively tightening emission standards as a prerequisite to membership. 	<ul style="list-style-type: none"> • Investigate the feasibility of procuring a fleet of low emission buses to be made available for operators use on contracted services. • Provide support to operators in using alternative fuel and new technologies in their fleets. • Encourage and support Merseyrail Electrics to decarbonise their energy supply to make the rail network carbon neutral.
<p><u>Fleet vehicles</u></p> <ul style="list-style-type: none"> • Through Quality Partnerships promote best practice and improved environmental performance in the bus, freight and taxi fleets. • Through the FQP develop an increased understanding of the nature (age, vehicle type etc.) of the HGV and LGV fleet operating on Merseyside to allow better targeting of initiatives. • Through the FQP identify freight routes and destinations which have lower environmental impacts and target resources to make improvements. • Develop a coordinated approach to freight related AQMAs and carbon reduction action plans across Merseyside. • Encourage public bodies to develop procurement policies which support the uptake of low emission vehicles and fuels in their supply chain. 	<ul style="list-style-type: none"> • Investigate the use of alternative fuels for the freight sector and link in to the Alternative Fuels Infrastructure Strategy. • Make the case for national provision of intermodal freight terminals. • Consider the feasibility of consolidation centres transferring goods to low emission vehicles.

Goal Two

Short term actions	Longer term actions
<p><u>Land-use planning</u></p> <ul style="list-style-type: none"> • Continue to engage with planners and regeneration agencies to promote sustainable transport and design, including the greening of routes to make them more attractive. • Ensure greater enforcement of existing sustainable transport commitments made by developers. • Promote district adoption of the Merseyside planning policy guidance note on installation of electric vehicle charging points and low emission strategies. 	<ul style="list-style-type: none"> • Include low emission strategies within planning documentation.
<p><u>Network maintenance & management</u></p> <ul style="list-style-type: none"> • Ensure that all new transport projects take account of future climatic conditions and are planned accordingly. • Complete Highway Asset Management Plan (HAMP)/TAMP, including proper consideration of climate change. Ensure that transport contributes to the delivery of the Green Infrastructure Strategy. • Include environmental considerations in new and maintenance schemes. For example with reference to noise, materials and opportunities for on-site generation. • Review opportunities to make efficiency savings and environmental improvements when replacing street lighting and traffic signals and through the way they are operated. • Continue to maintain and develop the MAEI. 	<ul style="list-style-type: none"> • Consider the options available to reduce noise levels from transport and, where finances allow, implement measures in priority areas where noise levels exceed recommended thresholds. • Ensure that all new transport projects are constructed to high environmental standard and, where applicable, are subject to external assessment.



Goal Three

Ensure the transport system promotes and enables improved health and wellbeing and road safety

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We have much to do to improve the health and wellbeing of our community. We have persistently poorer health in many parts of Merseyside compared to other areas of the UK. We recognise that the health of our community is fundamental to the success of our city region.

Transport has the potential to both improve health and affect it adversely. Road traffic injuries, poor access to opportunities, worsening air quality and greater car dependency all create health problems and act as barriers to achieving our city region ambitions.

Conversely good transport and mobility can be an enabler of wellbeing providing good access to jobs and services and green space and the provision of the right conditions for active travel that can address obesity as well as easing traffic levels, reducing carbon emissions and increasing resilience.

The right approach produces significant benefits across sectors and gains for economic, social and environmental goals.

Key issues

- A third of all Merseyside residents live in disadvantaged areas.
- Transport's negative impacts are suffered most by our disadvantaged communities. This includes poor air quality, high levels of noise, community severance and isolation caused by poor or high cost transport.
- Obesity is a major threat to public health; 37% of Liverpool's population are overweight, 16% of whom are classified as obese with a chronic lack of physical activity ^(Ref 36). By 2050 levels of obesity are projected to reach 50% of the population.
- Merseyside has mobility rich and mobility poor communities. For those who are mobility poor we have to increase the opportunity to travel in order to increase their life opportunities. Unequal access to opportunities is a major contributor to health inequalities and social exclusion.
- For the mobility rich we must, reduce car use and speed in order to improve air quality, safety and resilience and curb carbon emissions.
- Road traffic accidents affect all communities but, disadvantaged communities also suffer from higher numbers of pedestrian casualties compared to better-off areas.

Setting the scene

- 3.1 Merseyside's regeneration has been impressive over the last 10 years. But, while changes have been great, not everyone has reaped the benefits with some communities not experiencing economic gains from these successes.
- 3.2 Transport impacts on the health and wellbeing of the community in numerous ways. The "*Transport and Health Resource – Delivering Healthy Local Transport Plans*", published in January 2011, ^(Ref 1) provides information on the full range of the health impacts.
- 3.3 Our local evidence shows that it is residents of disadvantaged communities that suffer most from the negative impacts of transport such as poor air quality, higher levels of road traffic accidents and isolation. Children, the elderly and those with pre-existing respiratory and cardiac conditions are the most susceptible to the adverse impacts of transport on health. Elsewhere, car use is strongly associated with a sedentary lifestyle. We aim to promote a more active and less polluting use of transport through increased cycling and walking.

Wider evidence

- 3.4 The Social Exclusion Unit showed ^(Ref 37) lack of transport can have a real impact on individual and community participation and access to jobs and services. Lack of access can affect wellbeing by creating isolation or preventing job opportunities. We deal with these issues in Goal Four. Harmful emissions from transport create poor air quality can exacerbate health problems such as asthma. Harmful noise levels can also impact on health. We deal with these issues in Goal Two.
- 3.5 The Marmot review of health inequalities '*Fair society and healthy lives*' ^(Ref 38) clearly associates the propensity for poor health outcomes with poor social conditions. This comprehensive review has a number of recommendations including the integration of planning, transport, housing and health policies. Tackling health issues and health inequalities is a major priority.
- 3.6 The recommendations of the National Institute for Clinical Excellence (NICE) ^(Ref 39) on creating the right conditions for encouraging movement by cycling and walking includes getting the location of key facilities right and ensuring easy access by all modes of transport. It says;

'Those responsible should ensure pedestrians, cyclists and users of other modes of transport that involve physical activity are given the highest priority when developing or maintaining streets and roads (this includes people whose mobility is impaired).'
- 3.7 Additionally, *NICE Public Health Guidance 25 Prevention of Cardiovascular Disease at Population Level* ^(Ref 40) ratifies the links between active transport and healthier lifestyles. Recommendation 21 suggests action that needs to be taken to increase physical activity and support the prevention of cardiovascular disease including:-

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The promotion of cycling and walking, prioritising pedestrians and cyclists over motorists when developing or redeveloping highways, developing and implementing public sector workplace travel plans that incorporate physical activity and encouraging and support employers in other sectors to do the same.

The guidance also recommends LTP block allocation to promote walking, cycling and other forms of travel that involve physical activity.

- 3.8 CABE has also produced significant evidence to support an integrated approach to economic, environmental and social goals through transport in its report “*Design and access statements: how to read, write and use them*” (Ref 41).
- 3.9 The Local Transport White Paper outlines the Coalition Government’s commitment to sustainable travel, including Active Travel. The DoH public health White Paper, ‘*Healthily Lives, Healthy People: Our strategy for public health in England*’ (Ref 42) also supports an approach whereby active travel and physical activity become the norm in communities.

‘Active Travel is a great way for people to incorporate physical activity into their daily lives....Improving the walking and cycling environment can dramatically improve local accessibility with positive benefits for growth and the local economy’.

Cost effective benefits

- 3.10 Figures from across the world show the economic value of such measures. For every £1 invested in cycling for example, the payback is at least £2.59 from new cyclists (Ref 43).

In addition, a ‘20% increase in cycling by 2015 would result in decreased mortality valued at £107million. Potential savings to the NHS are estimated at £52 million due to reduced illness, with a further £87 million saved by employers through reduced absences from work’ (Transport and Health Resource).

- 3.11 Additional benefits of increased active travel include reduced congestion, reduced pollution, improved environments and neighbourhood activity. As the Marmot report, Fair Society, Healthy lives suggests, actions to mitigate climate change such as walking, cycling and green spaces will also have a major impact on people’s health and wellbeing.
- 3.12 To ensure that we take full account of the health impacts of transport, the LTP is required to be assessed through an SEA as an integral part of developing, appraising and later delivering the LTP. Addressing human health is a key requirement of the SEA and health impacts are also covered in the statutory duty to assess for the impacts on equality. More details are provided in Part One and Annexe Fourteen.

- 3.13 Merseyside has led the field in recognising the importance of transport in public health. A Health Impact Assessment (HIA) was conducted on Merseyside's first and second LTPs. The Transport Health and Environment Forum have been established for more than ten years to address issues of common concern.
- 3.14 The HIA for the draft Preferred Strategy for LTP3, has concluded that the LTP overall makes a positive contribution to health in particular promoting healthy lifestyles, reducing health inequalities, improving air and environmental quality and reducing crime and fear of crime.
- 3.15 As we have noted elsewhere, our research ^(Ref 44) has shown that sustainable cities are successful cities because they provide the quality of life that encourage economic growth.
- 3.16 So, transport is crucial to “squaring the circle” of sustainable economic growth and creating good quality of life for all citizens. Very successful European cities like Hamburg in Germany, which is the 2011 European Green Capital have a GDP per capita at least 50% higher than Liverpool and significantly more trips made by public transport and bicycle than is the case in Liverpool.

There is very considerable evidence for identifying synergies and complementarities with other policy goals such as climate change, social inclusion and wellbeing to strengthen the case for action and provide multiple benefits'

Foresight Report; Tackling Obesities – Future Choices 2nd Edition 2009

2010 Year of Health and Wellbeing

- 3.17 Led by Liverpool City Council (LCC) and Liverpool Primary Care Trust (PCT), the Year of Health and Wellbeing 2010, centred around the vision of achieving a healthier city region with a greater sense of wellbeing. The MTP was one of many partner organisations involved along with other key stakeholders and community groups, businesses, charities and schools. The success of the Year also highlighted how much remains to be done. Consequently the Decade of Health and Wellbeing was launched in January, 2011 and is discussed later in this chapter.
- 3.18 To achieve an efficient, healthy, low carbon transport system for the future – a new mobility culture from current trends – we must increase sustainable travel opportunity, improve the local environment, to make it safer and pollution free in order to increase levels of walking and cycling and enable people to make sustainable travel for shorter journeys.
- 3.19 We now have clear evidence that the transport and health sectors can work together to improve the health and wellbeing of the community through providing access to jobs and services, encouraging more people to cycle and walk and creating safer roads.

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Active Bristol

Active Bristol is a five-year (2008 to 2013) strategy to reverse the decline in the physical activity of people living in the city. It aims to bring about a significant and sustainable increase in the number of people who are physically active by:-

- (a) encouraging individuals to be physically active.
- (b) promoting environmental changes that help people to make healthy travel choices.

The Health and Wellbeing Partnership Board of Bristol Partnership, the city's LSP, monitors how the strategy is implemented.

To encourage more people to walk and cycle, the project ensures that urban and transport planners design the city so that it is easier for people to be physically active. NHS Bristol is funding a part-time health and transport policy specialist post at the city council. This in order to help integrate opportunities for physical activity into transport and urban planning.

It also aims to make roads and paths safer for cyclists and pedestrians. The speed of traffic is a known deterrent to walking and cycling. Active Bristol supports two 20-miles-per-hour pilot areas in the city and has set up a Danger Reduction project. It also supports changes in behaviour.

Cycling City is also engaging local residents to encourage them to take up cycling as part of the overall aim to increase levels of physical activity across the city. For example, Cycling City allocated £100,000 to a local area cycling fund in 2009. This money was used to fund area-based initiatives, via the city's neighbourhood partnerships. These worked in partnership with local cycling groups to provide innovative community-led initiatives that encouraged cycling.

Delivering the goal

Addressing inequalities – mainstreaming equality and diversity

- 3.20 As a minimum we must ensure that what we set out in the LTP complies with all equality requirements. The Equality Act 2010 contains a new integrated Equality Duty on all public bodies which brings together the existing duties on race, gender and disability and extends to cover gender reassignment in full, age, religion or belief and sexual orientation. The Act requires public bodies to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, to advance equality of opportunity and to foster good relations between people. In addition, the Act imposes additional duties on authorities, if this part of the Act goes ahead,

including a duty requiring them to tackle socio-economic inequality. This is concerned with narrowing the gaps in outcomes for people from different backgrounds. This is known as the Social Mobility Duty. There is also a duty to help end child poverty under the Child Poverty Act 2010.

- 3.21 This is particularly pertinent for Merseyside where high levels of worklessness are a major contributory factor in many families living in poverty. The Child and Family Poverty Framework Report ^(Ref 45) produced by the LCR re-affirms the commitment of partners to work together to support the government's ambition to eradicate child poverty by 2020.
- 3.22 The key to addressing child poverty is to support measures that improve the employability and income generating potential of the adults in the household. However, families living in poverty often experience problems with transport accessibility and affordability to employment opportunities. This is a particular concern given that transport can determine the accessibility to a range of services needed by families. However, poverty is much more than income deprivation. The impacts go much deeper. Children growing up poverty are:-
- (a) More likely to experience unsafe environments;
 - (b) More likely to suffer from social isolation;
 - (c) Less likely to achieve their academic potential;
 - (d) More likely to experience a wide range of health inequalities.
- 3.23 It is clear that transport has a role to play in addressing these impacts and making a positive contribution to tackling child and family poverty. Goal Four provides details of our approach to child poverty as well as additional measures to ensure equal access to opportunities, that will also have a major impact on improving health and wellbeing, in areas for example around better access to employment, health care and fresh food.

Creating environments to improve health and wellbeing and safety

- 3.24 The 2008 Health is Wealth report ^(Ref 46) showed how important green space and access to it, was in terms of people's wellbeing. More recently the city region Green Infrastructure Strategy ^(Ref 33) has illustrated the opportunities that exist not only to improve the local environment but to do so in ways that have a real impact on reducing carbon emissions, mitigating against the impacts of climate change and creating new job opportunities. The City Council's Green Infrastructure Plan, was launched in early 2011 ^(Ref 33).
- 3.25 The Health is Wealth Commission explained the great advantages that can be gained by access to green space. We illustrated in Goal Two the advantages to be gained with collaborative working with initiatives such as Green Infrastructure; Mersey Forest has produced an economic impact assessment illustrating the benefits of investing in green space. We will continue to work with all our partners to ensure transport plays a full part in this process. With a strong network of green spaces and rights of way, there is significant potential to improve opportunities for

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active travel and traffic free routes. This will include linking in our work to promote rights of way through our Public Rights of Way Improvement Plan (PRoWIP) ^(Ref 47).

- 3.26 The current RoWIP, which runs until 2018, outlines how the five highways authorities, (Liverpool City Council and the Metropolitan Borough Councils (MBC) of Knowsley, Sefton, St Helens and Wirral) will work to develop a more attractive, more accessible and inclusive network of Rights of Way (described in more detail in the Active Travel Strategy at Annex Six). This is important not only to create leisure and recreation but contributes to the physical and mental wellbeing of residents and visitors to Merseyside and provide people with choice and opportunity to travel by more sustainable means to access local services, education and employment.
- 3.27 We must ally this with the very clear guidance provided within the 'Manual for Streets 1 and 2, ^(Ref 48) to ensure that our road user hierarchy, set out in Goal Five, is backed up by clear actions to create streets for people that encourage and provide a safe environment for cycling, walking and play. This will require a renewed look at our road safety initiatives in these areas including a more comprehensive approach to speed management and the role that our road safety programme plays in reducing road traffic injuries. This is described further later in this chapter.

A time of opportunity – joining up

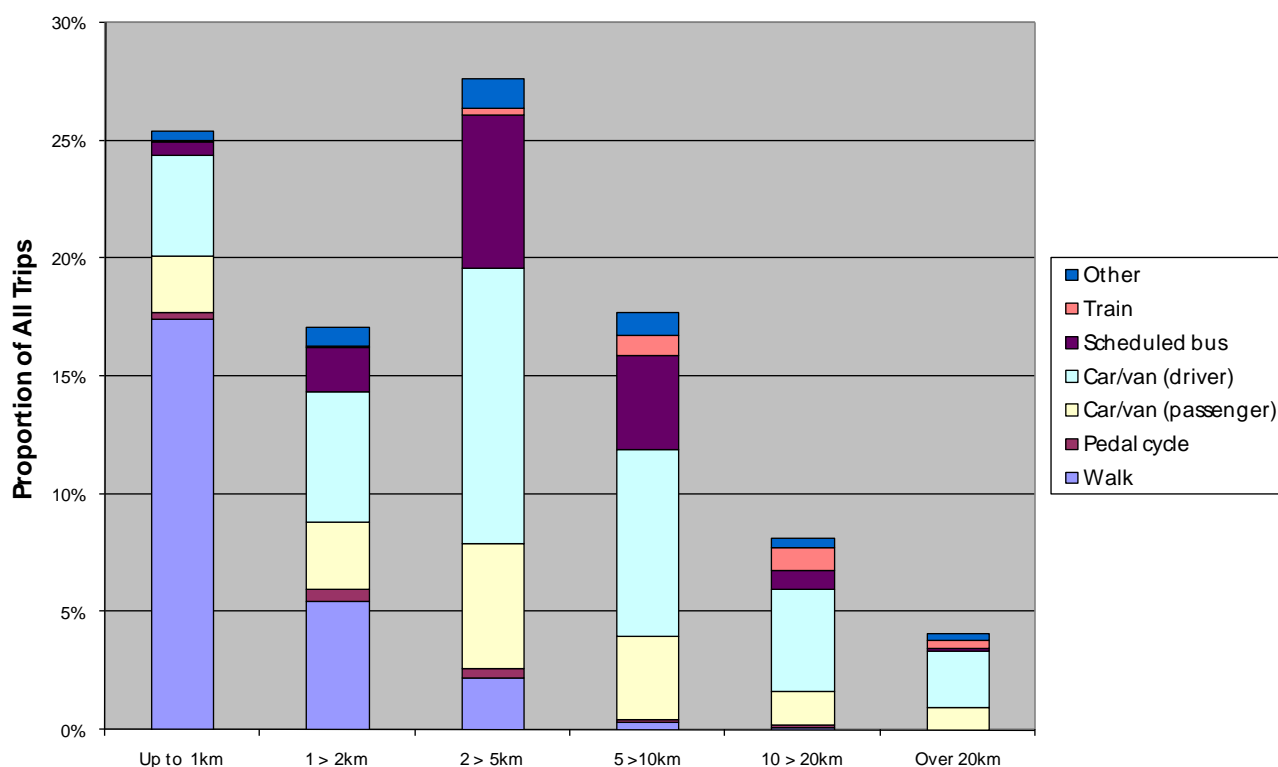
- 3.28 The Public Health White Paper outlines the changes to the Coalition Government's approach to delivering public health. As already noted the Marmot Review provides compelling evidence of how a proper joined up approach is required to deliver a fairer more equitable society, as well as helping address climate change.
- 3.29 Devolution of responsibility to local health and wellbeing boards and the transfer of public health functions from PCTs to local authorities, provides opportunities for the transport sector to become more involved with public health. This may support greater joint programmes of work and greater access to public health funding. From April 2013, authorities will hold ring fenced public health grants. This presents opportunities to increase dedicated health funding for active travel measures.
- 3.30 A priority will be to use the framework of the Decade of Health and Wellbeing, to ensure the transport sector plays its part in addressing inequalities and delivering wider health and wellbeing benefits. We will re-energise the Transport and Health Forum, which was first established in 1999, to create the right focus for this essential work as a major contribution to the Decade of Health and Wellbeing.

Active Travel – Continuing to increase walking and cycling

- 3.31 Encouraging more cycling and walking will not only help improve health, it will also reduce our carbon emissions and improve our air quality and levels of noise. At the same time community based cycle schemes can open up low cost access to education, employment and training opportunities, health provision and leisure opportunities.

- 3.32 Over the period of LTP2 there has been a steady advance in our facilities and services in support of cycling and walking across all districts and within Merseytravel. As a result, our most recent figures show a 14% increase in cycling over the past four years. This success is down to initiatives such as the largest schools cycle training scheme in the country, jointly funded with Cycle England, greatly enhanced facilities on trains and stations, major initiatives in Speke and Southport as a Cycle Demonstration town.
- 3.33 We believe these provide the platform for the future. As we show in Figure 7, a high proportion of trips made in Merseyside are below 5 miles (More details are also provided in Annexe Eight). This provides a significant opportunity to increase cycling and walking for short distance travel and increase levels of physical activity amongst a large number of the local population.

Figure 7 – Numbers of trips by distance and mode



Source: CWS 2010

- 3.34 The updated Active Travel Strategy sets out a commitment to work in partnership with the public, health, education and other sectors to ensure that local environments are improved in ways that increase the use of cycling and walking. We will aim to create an environment which encourages more walking and cycling for short trips and alongside this, deliver an enabling package of marketing, information, skills, activities and incentives, smarter choices and behaviour change programmes to create an active travel culture. The smarter choices programme and TravelWise are described in greater detail in Goal Two.

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- 3.35 As we have noted elsewhere promoting active travel also provides a major contribution to our other goals to reduce carbon output, increase equality and opportunity and keep our transport system operating efficiently.
- 3.36 Equally, there are major gains to be made by ensuring that cycling and walking interventions are equally targeted at the areas of disadvantage helping provide a better environment, better mobility and better access to goods and services. The WorkWise Wheels scheme, (described in more detail in Goal Four) is aimed at assisting people enter (or re-enter) employment from a period of unemployment by removing transport as a barrier to accessing their job. A total of 349 bikes have been made available to job seekers since October 2009 and the scheme has seen an employment retention rate of 85%.

Southport and Ainsdale Cycling Demonstration Town

Southport is a “classic coastal resort” with a population of 90,000 but it attracts 4.5 million visitors every year. Cycling is already a popular leisure activity in Southport and the number of people commuting by bike is already higher than in other areas of Merseyside.

The project identified three key themes and audiences. The first is Tourism and Leisure, to encourage visitor and resident cycling through the development of a high quality cycle network around Southport’s seafront and town centre and to provide improved access to Sefton’s Natural Coast. The second is Regeneration around the Marine Park area on the seafront and the area to the east of the town at Kew. Targeting commuters, high quality cycle routes in these areas will support the regeneration targets and marketing and promotion is planned to develop the routes. The third theme is around Schools with a goal of 15% of secondary school children to be cycling by 2011. Cycling children are more likely to become cycling adults and a key target group will be teenage girls who are less likely to take part in physical activity.

Since becoming a Cycling Town in 2008, Southport has developed and improved existing cycling infrastructure and built new cycle tracks around the seafront and lakeside to link hotels and leisure attractions. There is improved signage on all the routes and individual map guides to the new route are distributed to tourist hotspots and hotels. There are a further 40 new cycle stands around the town as well as at the Eco Centre.

There are over 100 bikes available for hire thanks to the cycle hire scheme launched in May 2009. The Southport Cycle Town team works in partnership with local hotels, tourist agencies and the Eco-Centre to deliver this scheme and in 2010; a Cycle Hub was opened at Southport train station so visitors to Southport by train can now get straight onto a bike.

A key route between the main development sites cuts straight across the town centre linking 10% of the population to employment, education, retail, healthcare and leisure destinations.

In partnership with Merseyrail, secure parking has been provided at each of the 4 railway stations in the town, enabling residents to feel secure in leaving their bikes when commuting.

The whole programme is complimented by a communications strategy targeting specific messages at particular audiences for awareness and behaviour change. Deals with the local paper have seen a regular column and big events like the Tour Series have heightened local awareness and interest.

3.37 The Active Travel strategy comprises three elements:

- (a) Improving the walking and cycling environment with infrastructure and facilities creating clear route networks for pedestrians and cyclists;
- (b) Enabling activities, interventions and information; and
- (c) Behaviour change marketing, using TravelWise branding to raise awareness of, encourage and sustain walking and cycling.

Improving the walking and cycling environment

3.38 We will use our road user hierarchy, (described in greater detail under Goal Five) to create a default position where cyclists and walkers will be prioritised on all but the Strategic freight and public transport networks. Where there are conflicts, an appropriate alternative will be found; for example a parallel route to a road being used mainly by freight traffic. Where the Strategic Networks passes through district centres, priority will pass to cycling and walking.

3.39 Where possible, we will make changes to the physical environment to encourage trips by foot and bike. This includes changes to road networks if local communities are severed by roads, or there is evidence of rat running or inappropriate use. Our aim is for local streets to be suitable and safe for active travel and play. Measures such as removing guard rails in town and city centres can create an environment more conducive to walking trips, as well as improving access to key destinations.

3.40 Appropriate infrastructure, tailored to meet the needs of pedestrians and cyclists, will underpin our strategy. It will be important that cycle and walking networks are based around trip generators to optimise use and we will use the findings from the short journey research to identify key routes. We will review and revise cycling and walking networks, both at the local and strategic level and set out our aspirations for future networks. This will ensure that all departments can include cycle and pedestrian interventions and improvements whenever other work, such as maintenance, is undertaken or when funding opportunities. In addition to providing further routes, it will be important to maintain our existing network.

3.41 The importance of maintenance is emphasised throughout LTP highlighting it as an essential pre-requisite for all of our goals. Taking this into account we will look to sufficiently maintain both footpaths and cycle routes to address safety issues such

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as potholes and ensure resilience to extreme weather conditions. Highway maintenance works will provide economies of scale when combined with walking and cycling enhancements and we will look for opportunities to provide additional facilities for pedestrians and cyclists.

- 3.42 Junction management will ensure equal priority for all road users. Places with larger pedestrian and cycling activity will give progressively more priority to those modes. This may require remedial work at junctions and providing crossings, such as Toucans. We believe we can maximise benefits when such measures are also put in place as part of maintenance or other ongoing engineering measures. St Helens, have pioneered the way locally in conducting detailed pedestrian audits and this work provides a template for our future strategy.
- 3.43 In creating such conditions we are creating a safer more user friendly environment for all users; there are particular benefits for our most vulnerable users. We take our duties to provide for the needs of all users very seriously and have a long history of improvements for those members of the community with mobility impairments. Merseytravel have led the way in creating an inclusive, barrier free, public transport environment.
- 3.44 We will also examine and address the impacts of activities such as pavement parking which makes it impossible for wheel chair users or those with baby buggies to pass.

Reducing excessive speed and training for safety

- 3.45 Excessive motor vehicle speed is a major hazard for pedestrians and cyclists and is a real cost to the health sector. Creating safe cycling and pedestrian routes goes hand in hand with our continuing road safety programme. There are areas in Merseyside where local roads have benefitted from traffic calming and are more conducive to cycle use and pedestrian activity.
- 3.46 We will extend this approach through appropriate traffic management measures such as speed and traffic reduction. This will include 20 mph zones, where appropriate. The most successful traffic calming schemes have been found to reduce pedestrian casualty rates by over 60%.
- 3.47 The greater vulnerability of pedestrians and cyclists as road users has led us to particular strategies to reduce their relative risk and improve their awareness of hazards and risks such as child pedestrian training and cycle training. Growing the number of cyclists using the road can also reduce their relative risk. Driver training can also reduce the risk of collision and we are actively promoting improvements to the national driving test, as well as extending the use of remedial training for drivers found to have committed driving offences.
- 3.48 We will aim to make the main roads more cycle-friendly. We know that cycling injuries tend to cluster at junctions and appropriate measures will be introduced at known hotspots. We say more on our approach to road safety later in this chapter.

- 3.49 As well as the importance of reducing risk of collision, cycle training plays an important part in increasing confidence by giving people the skills to undertake journeys by bike. In partnership with Cycling England, we already provide the largest national standard Level 2 Bikeability cycle training scheme in the country for primary age children. We have also provided Level 3 cycle training to secondary school students and some support for cycle training for adults along with maintenance sessions. We will continue to seek to provide cycle training across all age groups where possible.
- 3.50 Our child pedestrian training strategies are highly successful in reducing child pedestrian casualties. We are determined to continue this in LTP3.

Bikeability

Our cycle training scheme has been running since 2005. To date, over 50,000 primary and secondary school children have been trained to national standard Bikeability levels. All year 5 and 6 children in Merseyside are offered level 2 on-road cycle training, equipping them with important skills to help them cycle confidently and safely on quiet roads. More advanced level 3 training has been provided for secondary school pupils. This covers handling traffic and junctions, preparing young people to make longer and more complex journeys by bike.

Research ^(Ref 49) carried out in 2009 with parents and carers of children who had been trained showed a highly successful programme delivering real and quantified impacts, significantly increasing levels of cycle usage for trainees and their families. The training led to increased level of cycling for transportation of 37% and increased cycling for leisure of 63%. A high percentage of parents perceived the training to have improved their child's safety (97%) and their child's enjoyment (73%) of cycling

The training also resulted in more cycling by the whole family. It was concluded that the combination of perceptions of improved safety, improved enjoyment and increase in transportation trips are important components in securing long term, habitual changes in travel, which will increase levels of cycling in Merseyside.

Integrating facilities

- 3.51 The inclusion of adequate cycle parking provision at all key destinations such as health facilities and local shopping centres will be supported by our existing planning policies such as the Transport SPD (See also Goal Four). We will ensure that such provision is provided when development takes place. In addition we will audit facilities and places likely to need cycle parking as part of our cycle strategy reviews, providing parking wherever it is needed.
- 3.52 The availability of appropriate cycle facilities will be promoted. Facilities such as changing facilities, showers and personal lockers in workplaces, cycle hire and availability of workplace pool bikes as well as cycle facilities at railway stations can all enable individuals to make more journeys using a bike.

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- 3.53 High quality secure cycle parking facilities on the railway network currently covers 62 stations, which represents 79% of all stations within Merseyside. This has been supported through the Cycle Demonstration Train Operating Companies (TOC) project, with Merseyrail. We will seek to increase the amount of secure cycle parking at stations and train operators such as Merseyrail are continuing to promote existing facilities to increase usage. We will seek to increase the amount of cycle parking at station and promote them more widely. As well as these improved facilities all trains carry bikes free at all times within Merseyside.
- 3.54 Merseytravel are developing station travel plans for Liverpool South Parkway, Formby and Maghull. The plans will identify a range of measures that need to be taken to improve the access to stations by a range of modes. This may include improving pedestrian and cycle routes to the station, promotion and marketing of facilities and personal travel planning marketing programmes. Further work by train operators to develop station travel plans across Merseyside can support increased access by a range of modes to stations.
- 3.55 As noted earlier, Southport and Ainsdale Cycle Demonstration Town opened a cycle hub at Southport Station in August 2010. The hub provides bike repair, bike hire and secure cycle storage facilities in partnership with Northern Rail, we hope to provide a second cycle hub at Lime Street station, as additional funds become available in the future. In addition there are plans for a Liverpool City Centre Cycle hire scheme to be available from autumn 2011 utilising European Regional Development Fund (ERDF) and LTP funding. This will benefit visitors to the city, students as well as the wider Merseyside population.
- 3.56 Mersey Ferries also provide free carriage of bikes which, complimented with the ease of access on and off ferries provides a good offer to cyclists and pedestrians alike to access the high quality coastal routes in Wirral, Liverpool and Sefton.
- 3.57 We will explore opportunities to allow carriage of bikes on buses for leisure and rural routes and learn from other examples across Europe of greater integration between bus and cycle journeys.

Enabling interventions – activities and information

- 3.58 Cycling provides a low cost alternative to driving or using public transport over shorter distances, but, we must support individuals to overcome barriers to increased use. Recent evidence ^(Ref 18) highlights how over half of respondents do not consider that cycling is available to them whenever needed.
- 3.59 Our Active Travel Strategy looks at the barriers to ownership and schemes to address this. Free bikes can be matched to those with most need, those on low incomes may benefit most from bike recycling schemes and those in employment can be encouraged to take part in the Government's Cycle to Work Scheme. Enabling interventions, activities and information can help make cycling and walking a viable option for individuals. This will include:-
- (a) Cycle Challenge, cycle training and maintenance sessions.
 - (b) Guided walks and bike rides.

- (c) Personal travel planning initiatives, with the opportunity for individuals to discuss their personal barriers.
 - (d) Walk to School week and walking buses.
- 3.60 High quality paper and electronic information both informs and enables people to walk and cycle. We will seek to continue to provide this information including walking and cycling maps and promotion of electronic information such as the DfT's Transport Direct and Cycle Journey Planner ^(Ref 50).

Cycle Speke

The project aims to identify and tackle barriers to cycling to encourage more local people to cycle more and more often. The project works in partnership with schools, local community groups, workplaces and organisations to promote cycling through the provision of activities, improved facilities and information. Cycle Speke is supported by the ERDF. The project started in June 2009 and is due to end in March 2011. Manual cycle counts have demonstrated a median increase of 60% in recorded trips from October 2009 and March 2010.

The project included the range of interventions to support a local culture change, opportunities for individuals to 'try' cycling and good buy in from local community groups.

It has included the following activity.

- Speke cycle map produced showing quieter routes and key destinations
- Free cycle training
- group bike rides
- information on cycling in Speke and Liverpool
- community pool bikes
- local people supported to become cycling ambassadors and ride leaders
- facilities improved
- support for Parklands High School

Marketing smarter choices and behaviour change – TravelWise

- 3.61 The third strand of our cycling and walking strategy is a smarter choices and behaviour change programme that compliments actions to create a good environment for walking and cycling and enabling measures. We anticipate that all partners will undertake these activities using the highly successful TravelWise brand (our smarter choices programme is described in Goal Two).
- 3.62 Our approach to smarter choices will be to encourage and enable more sustainable travel choice and 'nudge' people to make the right choices. Smarter choices measures will include targeted travel planning and marketing with key destinations such as schools, businesses, tourist attractions and health provision. Other measures will include personalised travel planning, in tandem with initiatives such as the Neighbourhood Travel Teams, described in Goal Four and through greater partnership with the health sector, particularly through the Decade of Health and

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Wellbeing, promote healthy travel options to the community and voluntary sector and public transport providers.

Creating safe roads

- 3.63 As we noted above the creation of true cycle and pedestrian friendly networks will also require the continuation of a strong road safety programme.
- 3.64 The Road Traffic Regulation Act 1988 requires highway authorities to undertake the investigation of road injuries and to introduce measures to remedy them. From this has grown the Local Safety Schemes Programme in which small-scale engineering measures are identified from the in-depth analysis of Police records of crashes in which injury has occurred.
- 3.65 This programme has provided a steady year-on-year reduction on the number of injuries on the road, which we would wish to sustain at levels similar to those seen in LTP2. In more recent years this analytical approach has been extended to all types of safety initiatives and has shaped direct educational and promotional activity as well as to set appropriate levels of enforcement by the Police and by the use of Safety Cameras.

The Merseyside Road Safety Partnership

- 3.66 The Road Safety Partnership is part of the Merseyside Transport Partnership and has had a good deal of success in reducing all road casualties over the life of LTP1 and LTP2, (2001-2011) and the reduction targets for 2010 are on track to be met. However, there is much more to be done, with a present toll of more than 500 people killed or seriously injured on the roads of Merseyside each year still unacceptably high. There is also pain, trauma and disruption arising from the further larger number of other crashes with about 5000 slight injuries and a further 50,000 incidents in which the damage is just to the vehicles involved.
- 3.67 Overall the estimated cost of the crashes in Merseyside is around £200m per year. There however is a major concern, that funding cut backs announced in 2010 will have a real impact on our ability to continue our work.
- 3.68 Our road safety strategy ensures a high standard of data collection about factors surrounding road casualties, recorded by the Police which give the earliest warning of patterns of crash and injury that are unusually high or are on the increase. This enables our strategy to be continually refreshed so that available resources are always directed at interventions that will be most effective. This evidence led approach supports our approach to improving road safety through, education, engineering and enforcement.

Evidence led – targeted programmes

- 3.69 Our strategy will include continuation of our existing approach and targeting new initiatives where our evidence supports the need for action. We have a clear strategy to address known areas of concern, particularly around high risk users.

(a) Young and novice drivers

The longer-term plan is for improvements to driver training to be introduced. This requires extensive retraining of driving instructors to introduce the practical improvements such as commentary driving into their training schemes and will only be effective when the Driving Standards Agency have fully accepted the value of these benefits. In the shorter term continuing levels of police enforcement will be necessary.

(b) Motor cyclists (and other riders of two-wheeled motor vehicles)

Injuries to this group are substantial. A strategy with a wide-range of targeted interventions has been introduced in recent years. Although there has been a successful level of engagement with the motor-cycling community as a result of this, there has been little reduction in the background level of risk over the last ten years. A more robust approach is now proposed which would include more targeted enforcement together with publicity campaigns that provide a true reflection of the dangers posed by this form of transport and steps that the main groups can take to minimise it.

(c) Child pedestrians

We have in place highly successful strategies to reduce child pedestrian casualties, which, in common with other major urban areas, have historically been high in Merseyside. The strategy covers every year of a child's life, at the heart of which is child pedestrian training for younger children. This has been subject to continued scrutiny and improvement in recent years with 'well tested' schemes now in action across the county. We are determined to continue with this strategy in LTP3. For older children the issues are different and centre on reducing distraction when negotiating busier roads. A reduction of the speed of traffic on local roads through traffic calming and on main roads by enforcement can also play an important role in this area.

(d) Pedestrians in disadvantaged areas

Pedestrians of all ages were found to be at greater risk in disadvantaged areas. Measures as described above that have focused on areas of greatest need over many years with some success, but research has shown that overall, the risk in the most disadvantaged areas is twice that of other areas and that there are particular hot-spots in certain districts. The strategy for LTP3 is to eliminate these discrepancies by systematic targeted action. As such this shares a common theme to those elsewhere in the LTP which seek to address the inequities suffered in our disadvantaged communities.

(e) Older drivers

There are particular types of risk faced by older drivers. The issues centre on frailty, poor eyesight and declining ability to judge speed of oncoming traffic. We are proposing to develop a comprehensive strategy to address this issue,

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for it is a growing problem as the number of elderly drivers continues to increase.

The importance of police enforcement to the road safety partnership

- 3.70 We noted above the importance of police enforcement which has improved driver behaviour reduced speed and the number of serious and fatal injuries. Some interventions (such as those involving engineering changes) can produce a permanent reduction in casualties. Other interventions such as Education and Training have to be refreshed as each new-year-group arrives.
- 3.71 Enforcement is provided by the Police and jointly by all Partners by the use of fixed and mobile traffic cameras and other forms of traffic control. A direct relationship has been established between changes in enforcement levels and the number of people killed or seriously injured. The achievement of substantially higher targets of enforcement activity in recent years has been rewarded by significant reductions in fatal and serious injuries particularly among car occupants.
- 3.72 Enforcement has been shown to be very effective in restraining poor behaviour of drivers and riders but has to be sustained to retain its effectiveness in the reduction of risk. We are looking to our partnership with Merseyside Police to support and continue this highly successful strategy, in the face of their own cuts in service levels. Without this, the effects of many years of small year-on-year reductions in risk can be lost.

Local strategies tailored to needs of each district

- 3.73 The Road Safety Partnership is mirrored at district level by Joint Action Groups, involving the Police, local authority engineers, health authorities and the fire and rescue service. Although some issues are common to all districts, each has its own particular issues and needs. As such the best strategy for each district will vary. This is especially important, because the level of risk per head varies considerably from district to district. Although partly accounted for by the varying extent of disadvantage, this is not the whole story and absolute levels of risk need to be taken into account when setting local targets.

Future targets – the way forward

- 3.74 The settings of targets and milestones and the monitoring of progress coupled with direct action to address issues as they arise, has been shown to be an effective way of managing down risk. Although there is now no national advice on the level of target that is appropriate, the MTP considers local targets for road safety should be set within LTP3. In particular there should be an overall reduction in the number of people killed or seriously injured and a reduction in the number of children killed or seriously injured by the year 2020, with each of these compared to the 2004-2008 base. The road safety targets are set out in Chapter Six of Part One.

The Decade of Health and Wellbeing

- 3.75 As we embark on a period of concerted action to create the right environmental conditions that will play a crucial element in delivering our new mobility culture

we will work with the health and other sectors through the Decade of Health and Wellbeing. This will allow us to pool expertise and resources and address common aims, reducing duplication and adding value to common messaging.

- 3.76 Continued strategic planning and practical delivery, during the Decade of Health and Wellbeing will help to reinforce and demonstrate the benefits of the approach.

Meeting multiple objectives

There are many synergies between the transport and health sectors which if addressed in a holistic manner can have a measurable impact not only in addressing the negative impacts of transport on individuals and communities and particularly our more disadvantaged areas, but also in using transport to tackle inequalities, open opportunities for greater access, increased health and wellbeing in ways that also address climate change and increase employment opportunities.

Increased walking and cycling levels will contribute to improved health including reduced obesity and improved mental health and wellbeing. This will contribute to a healthier work force and can reduce congestion by transferring a proportion of shorter journeys from the car to walking and cycling. This transfer helps reduce air pollution and contributes to AQMA goals and gives a boost to low carbon ambitions. A more attractive walking and cycling environment building on ambitions to support green infrastructure, (including trips to bus stops and railways stations) assists access to work, training and education which aids the policy objectives of reducing Not in Education, Employment or Training (NEETs) and welfare dependency and enlarging the pool of staff that are able to access jobs. Overcoming barriers to job access will assist in reducing worklessness and assisting regeneration objectives.

On local roads a reduced speed limit in appropriate areas, better designed streets and junctions adds to the attractiveness of walking and cycling by overcoming road safety barriers that residents frequently express. This is especially the case in cycling where potential cyclists express worries about safety. Reduced speed carries a strong message that the road environment will be much safer. On main roads there are complementary benefits for all road users from driving behaviour that is courteous, thoughtful and restrained. A well-designed network with appropriate speed limits that is visibly policed encourages motor vehicles to show respect to the benefit and safety of all road users.

How the LTP will support health and wellbeing

- LTP will support Decade of Health and Wellbeing, by assisting cross sector working that can bring about fundamental changes to Merseyside's health and wellbeing.
- Measures to support sustainable economic growth and address carbon emissions will be fundamental to this approach in drawing together our proposals with housing, health and planning in ways that can provide a healthy high quality environment.

How the LTP will support health and wellbeing

- The LTP will support the city region priorities within the framework of good planning systems that will help to provide developments that encourage non car transport and use of sustainable modes.
- We will address inequalities and wellbeing by seeking to ensure equal access to jobs, education health and other key opportunities. This will provide particular benefits in our most disadvantaged communities.
- We will work to ensure that we fully meet our equalities requirements across all members of the community. We will aim to provide more than the basic requirements.
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- We will work to ensure that we fully meet our equalities requirements across all members of the community. We will aim to provide more than the basic requirements.
- We will continue to strive for equality of travel opportunity by working with programmes such as the City Employment and Skills Strategy and with the LCR Child Poverty and Improving Life Chances Commission and associated Child Poverty and Improving Life Chances Strategy.
- We will particularly look to ensure a new generation of travel information ensures everybody has equal access to service provision.
- We will continue to work with operators and other partners to examine means by which we can reduce the cost of travel.
- Travelsafe will continue to ensure that fear for personal security does not produce a barrier to travel particularly in accessing work and education.

How the LTP will support health and wellbeing

- We will implement a range of measures that can mitigate the worst impacts of transport in our most disadvantaged areas.
- We will seek to improve air quality, reduce noise, provide safer and higher quality street environments that will encourage walking and cycling that reduce congestion and carbon outputs and improve the health of the community.
- We will use our road hierarchy to examine and implement low speed zones where appropriate in order to create people friendly streets that reduce accidents, encourage active travel and improve the urban environment.
- We will work with proposals for implementing green infrastructure programmes.
- We will continue to develop our public rights of way.
- We will use our TravelWise programme and revised Active Travel Strategy to promote behaviour change and smarter choices particularly in areas such as cycling and walking.

Summary of actions

Short term actions	Longer term actions
<ul style="list-style-type: none"> • Support the Decade of Health and Wellbeing. • Use the Decade to ensure Health and Wellbeing becomes a key city region priority. • Ensure all key decision makers recognise the advantages in a pro cycling and walking strategy. • Provision for cycling and walking is embedded as a key Merseyside transport priority. • Ensure effective joined up working arrangements between transport and health sectors along with other key delivery agents and programmes such as the Green Infrastructure programme. • Ensure active travel are a core element of the ITA and the district implementation plans including – 	<ul style="list-style-type: none"> • Improved driver training and testing. • Low speed zones are the norm in many urban areas of Merseyside. • Greater levels of bus/cycle integration. • Expanded Merseyside cycle network. • All major development proposals will be subject to a HIA in relation to their multi modal accessibility as part of future enhancements to the 'Ensuring a Choice of Travel' SPD.

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Short term actions	Longer term actions
<ul style="list-style-type: none">- Enhance environment for cycling and walking including pedestrian and cycle routes, junction improvements and cycle facilities.- There will be an expansion of cycle and rail integration and of cycle hire facilities within the City Centre and other key locations.- Increase the extent of low speed zones, where appropriate.- Smarter choices and behavioural change interventions programmes, to increase active travel.- Increase the extent of low speed zones, where appropriate.- Smarter choices and behavioural change interventions programmes, to increase active travel.- Ensure funding sources are effectively pooled.• Sustain cycle and pedestrian training.• Delivery of road safety initiatives at the equivalent of LTP2 levels addressing issues faced by each of the high risk groups.• Police partnership and enforcement (including cameras) is maintained at LTP2 levels.• All actions are governed by the need to meet the Equalities legislation.	



Goal Four

Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities

Goal Four

Good transport is essential for the quality of life and economy of Merseyside. It provides for the efficient movement and access of people and goods across the area. All Merseyside residents must be able to connect easily with the opportunities and services that have an impact on their quality of life and their life chances.

The ability to connect with places of work, education, healthcare and recreational and leisure opportunities are often taken for granted by many. In overall terms, Merseyside has a very comprehensive transport network that allows these connections to be made.

However, for some people and especially those living in our most disadvantaged communities, these opportunities are not always readily available to them. High levels of worklessness in some communities and poor access to healthcare, education and food shopping have been highlighted as particular issues. In some instances we must improve the capacity or efficiency of the network to ensure equality of travel opportunity

The transport sector must ensure that the transport system meets all its equalities obligations and promote greater equality of opportunity for all citizens as part of helping to achieve a fairer society.

Key issues

- Creating jobs, addressing worklessness and increasing skills are major city region priorities. Good levels of accessibility to key opportunities and services are crucial to the long term success of the city region. We must continue to work with our partners to deliver on this.
- Overall, Merseyside has a large and comprehensive transport network that provides good accessibility for all at most times. As we describe in Goal Five, we are continuously striving to improve the capacity and efficiency of the network where this is justifiable.
- However, we have mobility rich and mobility poor communities. Recent research carried out in disadvantaged areas shows that 59% of households in these areas do not have access to a car and 78% of disadvantaged households do not have access to a bicycle.
- Nearly half of all trips in disadvantaged areas are less than two miles reflecting the low travel horizons of disadvantaged groups, which limits the number of services and opportunities available to them. Added to this, rising fuel prices may further widen the gap between the mobility rich and mobility poor. Goal Two explores this in more detail.
- A combination of low incomes, low car ownership and the affordability of public transport fares are clear contributors to social exclusion and the isolation of some areas from services and opportunities.
- New or innovative means to increase mobility, as well as creating better conditions for low cost options such as cycling and walking are needed.

- Bus transport remains critical for many people in ensuring good access to services and opportunities. However, affordability remains an issue and a range of improvements will be required around fares, ticketing and information. Bus fares on Merseyside have more than doubled over the last 10 years with a 10% increase in the last year alone.
- Decisions on service re-locations and the location of new developments can also contribute to social exclusion. The impacts of these decisions are not often fully considered by the non transport sector. Integration with LDFs is essential. (See Goal One).
- At the local level LSPs have helped deliver major initiatives such as the City Region Employment and Skills Strategy. However, the future of LSP's is uncertain moving forward. More detail is contained within Goal One and Annexe One.

Setting the scene

- 4.1 Transport is crucial to enable people to get to jobs, education, healthcare and leisure and recreational activities that help them improve their quality of life and life chances. So to successfully connect people to opportunities, transport should be:-
- (a) Available – the transport network should be within easy reach of where people live and take them to and from places that they want to go to at times and frequencies that correspond to working patterns and social activities. People also need to be kept informed of the services that are available to them via a variety of communication methods that are user friendly and easily understood.
 - (b) Affordable – people should be able to use the transport network at a cost that does not prohibit their ability to travel.
 - (c) Accessible – vehicles, infrastructure and walking routes must be designed in such a way that as far as possible, everyone is able to use them with relative ease.
 - (d) Acceptable – people should be able to use the transport network with ease, in comfort and feel safe while travelling or waiting.

National context

- 4.2 Public sector expenditure on economic development and regeneration has fallen substantially following the 2010 Spending Review and Local Government Financial Settlement. Tough choices need to be made about where and how to invest available resources. Government's aim is to reprioritise regeneration investment to those locations where there are opportunities to transform the economic prospects of poorly performing areas.
- 4.3 Alongside this sharper focus it will be necessary to ensure that action to identify and reduce accessibility barriers to employment (both transport and non-transport) is

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effective. A key focus will also be needed to make existing programmes and projects, as well as funding streams, work more effectively. The Local Growth White Paper *“Local Growth Realising Every Place’s Potential”* emphasises the role of transport in supporting growth by ensuring that people are connected to jobs. The White Paper further highlights the role of the LEP working with private business and the transport sector to improve access to jobs. This is set out in greater detail in Goal One.

- 4.4 The Eddington Report in 2006 highlighted how accessibility and the performance of transport networks can be crucial enablers of enhancing productivity and competitiveness in the UK. Access to jobs and improving the efficient functioning of labour markets is identified as one of the seven drivers that impacts on the growth of the economy. While effective, sustainable transport networks are a key objective, it is imperative that people from the most socially excluded communities in the region, benefit from key services.
- 4.5 The recently published Local Transport White Paper *“Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen”* sets out a clear Government commitment to increasing fairness and social mobility. The White Paper recognises that access to employment, education and healthcare, as well as ending child and family poverty all have a key impact on life chances and social mobility and ultimately on growth.

Local context

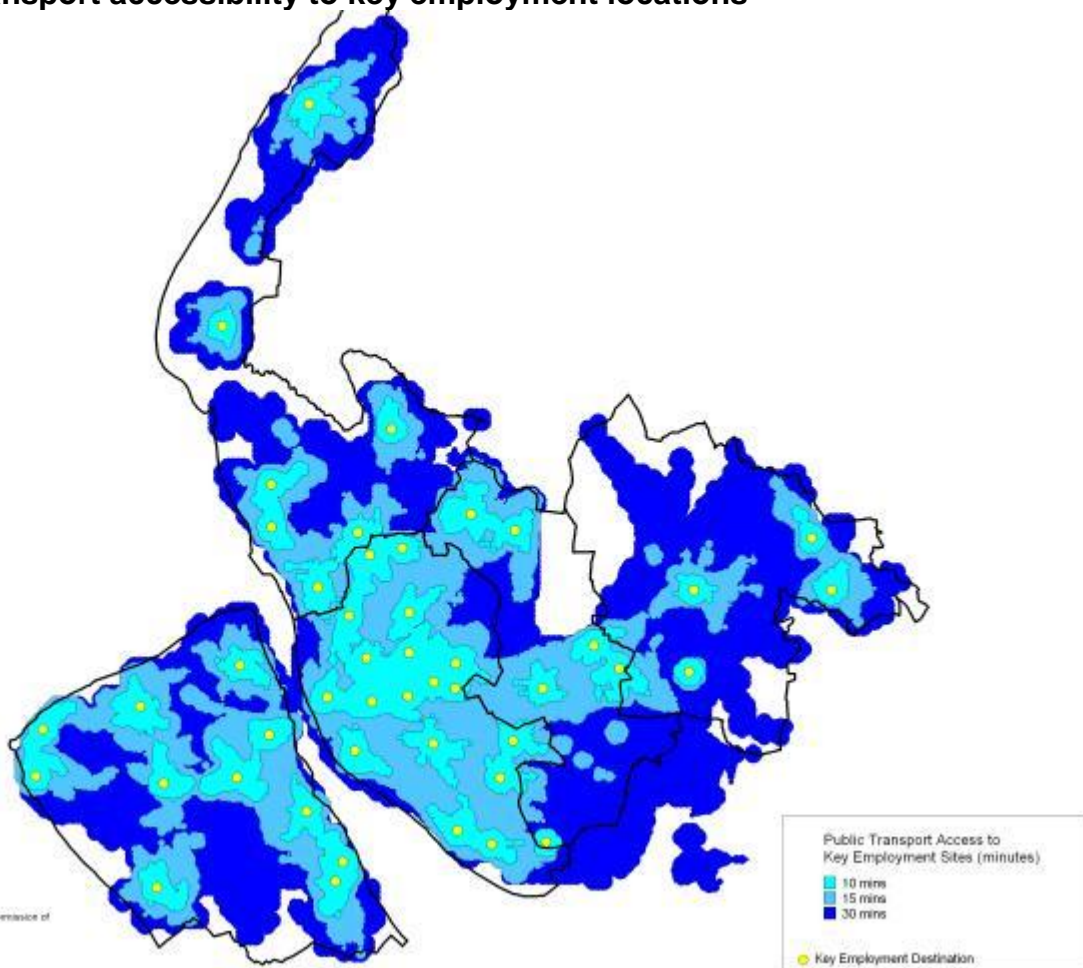
- 4.6 The Place Study ^(Ref 51) published in August 2009, states that no place exists in isolation. Interdependencies exist between and across places, which enable people to access goods and services, facilitate economic growth and enable regeneration benefits to spread. Improving levels of social inclusion and facilitating economic growth lies at the heart of Merseyside’s accessibility, worklessness and regeneration agendas. Key to all three is improving access to opportunities and services to enable individuals and communities to realise their potential.
- 4.7 In December 2009, JMP were commissioned by 4NW to report on regional accessibility and regeneration in the North West. The work was commissioned as the fifth regional Delivering a Sustainable Transport System (DaSTS) Study ^(Ref 52). The study highlights partnership working as a critical factor to the success of improving accessibility. The involvement of multiple local authority departments such as social services, education, housing and planning plus external organisations and local communities enables additional funding to be secured, greater promotion of services and encourages greater co-operation within the service delivery. It is highly likely that working collaboratively would also create more cost effective, integrated solutions to maximise existing scarce resources.
- 4.8 The Government believes that it is at the local level that most can be done to enable people to make more sustainable transport choices and to offer a wider range of sustainable transport modes. The Local Transport White Paper sets out a range of options on how this can be achieved and this is discussed in greater detail below. The Localism Bill will devolve power to the local level to allow this happen.

4.9 Through the LTP we will embrace these principles and aim to improve access to services and opportunities for all. We will work with all our partners and local communities, in particular with our most disadvantaged communities who largely suffer more from the adverse impacts of transport and those pockets of disadvantage in areas that are generally thought to be more affluent. An example of this is the work we are doing with the LCR City Employment and Skills Strategy which recognises transport and accessibility as one of the priority areas to develop solutions to enable workless residents overcome transport barriers to employment opportunities. This is set out in greater detail below.

The need for continuing action

4.10 Overall, Merseyside has a large and comprehensive transport network that provides good accessibility for all at most times. Map 2 shows the generally high levels of access during the day. The map shows levels of access to Merseyside’s key major employment centres.

Map 2 – Public transport accessibility to key employment locations



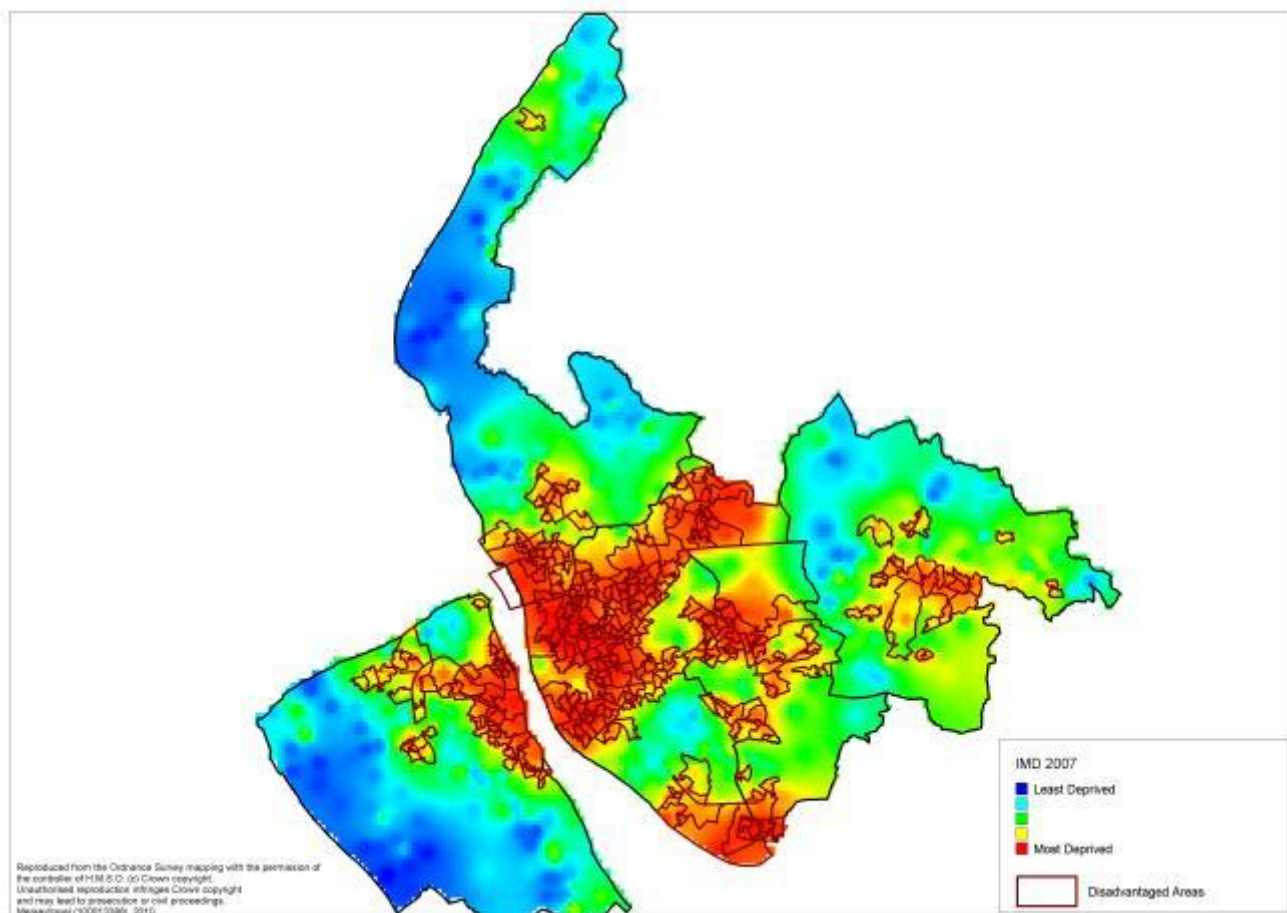
Source: LTP Support Unit

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- 4.11 We must also recognise that some residents will continue to rely on opportunities outside of the area. For example, there may be opportunities available in areas such as North Wales and Cheshire for Wirral residents, while St Helens residents may be equally drawn to opportunities being created in the Manchester and Warrington areas. This raises particular challenges in terms of providing realistic, affordable and convenient transport choices to access opportunities outside of the area and will require joint initiatives with our neighbouring local authorities.
- 4.12 We must further recognise that for the mobility poor, we have to adopt different approaches. Far from reducing the need to travel, in many cases, for our disadvantaged communities, we must increase the opportunity to travel whilst at the same time in the long term look to ensure employment and other key services are always located in the most accessible places for everyone.
- 4.13 The findings from the Merseyside Disadvantaged Communities Study, described in greater detail in (Annexe Seven) highlights the scale of disadvantage on Merseyside:-
- (a) A third of all Merseyside residents live in a disadvantaged area.
 - (b) 54% of households do not have an internet connection.
 - (c) 28% of residents are claiming a workless benefit. This is in excess of the regional average (14%) and the national average (11%).
 - (d) Almost half of all households in disadvantaged areas earn less than £10,000 per annum.
 - (e) A quarter of Merseyside families are classed as living in poverty.
 - (f) Families in poverty often have less than £10 per person per day to live on. This is to cover everything including food, clothing and transport.

Map 3 shows the distribution of disadvantage across Merseyside.

Map 3 – Merseyside’s disadvantaged areas



Source: LTP Support Unit

Delivering the goal – Key priorities

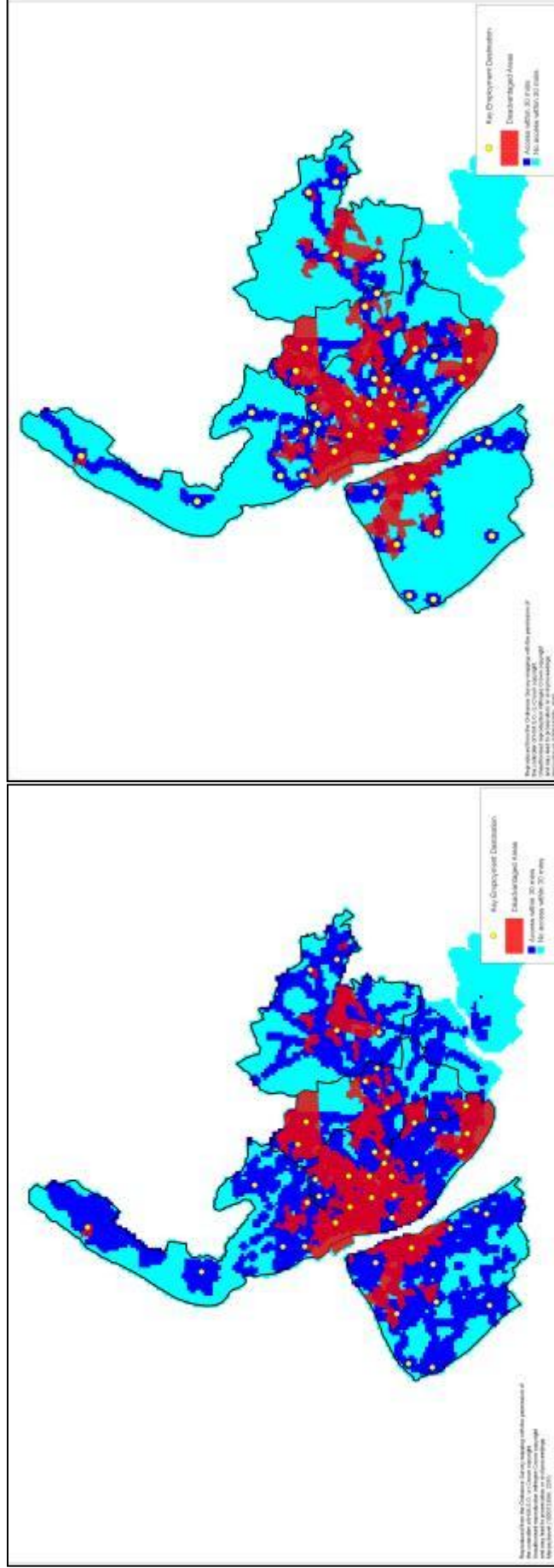
Access to employment

- 4.14 Increasing equality of travel opportunity has been at the heart of our policies over the past ten years. Despite improvements, as *Challenges and Opportunities* (March 2010) showed, the gap between mobility rich and mobility poor is widening. This is not good for the city region priorities around employment and addressing worklessness. We must redouble our efforts in a number of key areas.
- 4.15 A key challenge for the LCR is to tackle the high levels of disadvantage across the city region:

“We know that we have issues of multiple disadvantage, specifically around long-term unemployment and poor health that we must tackle. We will target initiatives at those areas most in need and will work to reduce, by half, the number of LCR Super Output Areas in England’s worst performing 10% by 2030” – LCR Employment and Skills Strategy.

- 4.16 Our Strategy sets out key objectives for addressing access to jobs and improving skills. We will support the city region by focusing on breaking down perceived barriers to work and better connecting people to the jobs market.
- 4.17 As part of developing these plans, we are working with the CES (RefBA) to determine what transport and accessibility improvements will be required and in what areas. An example of this is shown below. Map 4 shows accessibility to key employment locations in the weekday morning peak and weekday early morning.

Map 4 - Public transport accessibility to key employment locations in the weekday morning peak



Source: LTP Support Unit

- 4.18 As shown earlier, Merseyside generally has high levels of public transport accessibility. However the map showing the early morning period shows a significant reduction in the levels of accessibility to employment locations. This is an issue for those who are shift workers and need to start work by 6am.
- 4.19 There may be other reasons why workless residents in disadvantaged areas are currently not able to access employment opportunities. This may be as a result of a combination of factors including the high cost of bus fares, low travel horizons, journey times or public transport not available when needed. This indicates that public transport based initiatives may not always be the best solutions for meeting the needs of workless residents. We discuss this more fully later.

Access to education

- 4.20 The way in which learning is being delivered across Merseyside is changing. The Government's policy to allow schools to become academies with the potential for new school buildings in some areas and the move to raise the school leaving age to 18 pose challenges, as does the rising numbers of 16-18 year olds 'Not in Education Employment or Training' (NEET), in some areas. A joint transport and education group has been established to examine a range of issues that impact on access to education.
- 4.21 There are now more young people using the transport network for education journeys and this is forecast to grow further as changes in the provision of education take place. In addition to this, the Education Act 2006 introduced more parental choice in deciding which schools their children should attend. The consequence of this is that pupils and students are often travelling further to their school of choice and often these journeys are being made by the private car, increasing the recent trend towards more car based travel for school journeys.
- 4.22 Our evidence draws the link between this increasing trend for car based travel and the decline in walking and cycling among children as they become less active and the negative effect this has on their health and the rising levels of obesity. We will, at all times, promote the benefits of cycling and walking for school trips. This is a major priority and is described in Goal Three.
- 4.23 However, for those students and pupils who live in disadvantaged areas the cost and availability of transport may limit their choice of which schools they can attend. This situation is not helped by the roll out of new arrangements which has seen some schools entering into collaborative arrangements and being co-located onto one site. A lack of emphasis on transport considerations as a result of the changes means that in many cases access to school has been made worse, exacerbating an already difficult situation. Financial support to school children to assist with transport costs is available but is complex and is dependant upon age and a number of other factors. For example, a young person may be eligible for support to travel to school at the start of the day but would have no support if they have to travel to different sites to access other lessons during the day.

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- 4.24 A requirement of the Education and Inspections Act (2006) requires local authorities to develop a Sustainable Modes of Travel strategy. This involves assessing the travel and transport needs of all children and young people in their area and considering how they need to plan their transport infrastructure to meet the needs of all pupils. In doing so, they are required to maximise the potential to promote and utilise sustainable modes of travel.
- 4.25 We will ensure that these strategies are closely aligned to the LTP and take account of other policies such as Merseytravel's School Transport policy. However, funding cuts by local authorities may impact on existing schemes offering financial support to access education facilities and this will have an impact on accessibility which may make it more difficult for some young people to travel to school or college.
- 4.26 Merseytravel, currently subsidise, a number of school services across Merseyside. However, increasing demand for these services reinforces the need for a transparent and robust approach to the provision of schools services as demand will quickly outstrip supply. Merseytravel has developed a School Transport Policy which seeks to secure best value from the bus service budget so as to provide services that are principally aimed at serving schools where and when appropriate and in a way that supports the aims of the LTP.
- 4.27 For those who wish to continue their education post 16 the cost and availability of transport can also limit their choices to which course they can undertake. The cost of using public transport to attend college is cited as the biggest barrier to continuing education post 16 for many young people. For those students who are eligible, the Education Maintenance Allowance (EMA) is invaluable in helping to contribute towards the costs of travelling to college.
- 4.28 However, the Government have announced that eligibility for EMA is to be changed. There are concerns that students from poorer backgrounds will drop out of existing courses and future students will be put off attending college due to the affordability of travel costs. Although, there is a range of ticketing options available from Merseytravel and bus operators for young people they may not be suitable and, the scope and range of these tickets will be examined further as part of Merseytravel's Ticketing Strategy, described more fully in Goal Five.

Access to healthcare

- 4.29 We need to ensure that where new facilities are being built they are made accessible to all. We will work with the health sector to apply our accessibility mapping tools to assess the accessibility of proposed new health facilities and any health service relocations to ensure maximum levels of accessibility and to identify any potential areas where improvements are needed and where resources can be targeted. The explicit consideration of health issues in transport planning and in new developments is a particular strength of the LTP highlighted in the SEA and will contribute to the closer integration of transport and land use.

Improving access to healthcare In Liverpool

Liverpool City Council and Primary Care Trust have incorporated health and accessibility planning into the framework for the future delivery of healthcare in Liverpool and are using these principles as a key determinant for locating new health facilities.

The City Council carried out an audit of existing healthcare facilities in Liverpool to determine those most accessible for future healthcare development. By doing this, Liverpool PCT will be able to ensure the maximum levels of accessibility to modern healthcare facilities with enhanced services.

The principles adopted by the health sector have been applied to a series of studies in Liverpool linked to the LDF, future house building programmes and school admission policies.

- 4.30 We will also need to address how people access major hospital sites. There are currently a number of different operators including bus, Community Transport (CT), taxi, non emergency patient transport service and community car schemes providing access to healthcare facilities. We will work with all partners to examine the potential efficiencies to be gained by sharing resources across a range of transport providers.
- 4.31 The National Patient Transport Modernisation Group (NPTMG), is one of twenty 'Best Value' groups organised by the NHS National Performance Advisory Group (NPAG). With impending funding cuts and changes to the NHS the group has recognised the need to look to the future, embrace change and then harness it into providing effective transport solutions for ongoing patient care. A large part of the group's work moving forward will be looking at the joint commissioning of services between Health and Local Authorities.
- 4.32 It will therefore be crucial, as well as an excellent opportunity, for the group to play a leading role nationally in contributing key solutions to the many potential barriers that will be faced by transport providers to ensure efficient and effective transport services are continued to be provided for clients. This will present opportunities for closer collaborative working, with for example, the ambulance service. We will examine ways in which we can take this forward locally.
- 4.33 Affordability is an important issue for many people, particularly the elderly and those on low incomes. The Hospital Travel Cost Scheme will reimburse travel expenses but can be difficult to access. Smartcards may offer the opportunity for help in this area.
- 4.34 Access to fresh healthy food is a priority for helping tackle problems associated with poor diet. Some areas of Merseyside do not have food shops within easy reach and where they do exist, the provision of fresh produce is poor. In LTP2 we supported a study to identify food deserts across Merseyside. We will, with our health partners re-visit the original study to update the findings and to establish the level of fresh food provision.

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Mainstreaming equality and diversity

Young People

- 4.35 Research from the Knowsley Young People's Commission ^(Ref 53) shows that many young people in Knowsley are concerned that the existing transport network does not adequately cater for their needs to enable them to expand their travel horizons. They have identified a number of barriers to travel:-
- (a) Cost of public transport;
 - (b) Availability of public transport;
 - (c) Unwillingness to travel far from home;
 - (d) Safety on public transport.
- 4.36 The research highlights the limitations placed on access to opportunities outside of the direct community and the impact this has on young people. For example, poor transport links limits the ability of young people to access the surrounding countryside with all the health benefits that this could bring. The Commission concludes that effective, reliable transport will therefore be essential elements in broadening the horizons of young people.

Easy travel for the elderly and disabled members of the community

- 4.37 We must also continue to ensure that our transport system provides good levels of access to services for older and disabled people. We have an aging population on Merseyside. The most recent mid-year population estimates for 2009 show that a higher proportion of Merseyside's population, 20.1%, is over retirement age, compared with the national average of 19.5%. This places further demands on the transport system. To better understand the transport needs of older people, Merseytravel is to hold a series of consultation exercises with older people across all Merseyside authorities starting with Sefton in March 2011.

Working with older residents – Sefton Partnerships Older Citizens (SPOC)

Working with the LSP, Merseytravel engaged with older people across Sefton to explain how the transport and concessionary pass system works. This event brought together representative from groups across the borough to find out how Merseytravel working with the local bus operators could respond to local passenger needs.

The event was attended by local ITA Councillors, local bus operators and members of the department responsible for bus services and concessionary passes. They worked closely with the groups to ensure a co-ordinated response which was fed back to the Authority and the bus operators.

This event was instrumental in developing longer term relationships with the ITA, operators and the local community.

- 4.38 More than 200,000 people in Merseyside have some form of disability. The growing disabled and older populations will face social and economic barriers if those responsible for transport systems and the built environments do not recognise and address the need to provide more inclusive environments. Mobility and transport are vital to achieving and sustaining self sufficiency into old age.
- 4.39 Merseytravel operates a comprehensive travel concession schemes for people with disabilities, which includes free travel on local buses, trains and ferries and also a fixed number of free trips through the Mersey Tunnels. However, many disabled people find travelling beyond their local communities more difficult generally, due to a lack of accessibility onto buses or physical difficulties in reaching bus stops. Many disabled people will remain reliant on the private car for the majority if not all of their journeys. For those who remain reliant on the private car, they may be eligible for the Blue Badge scheme which gives a concession to disabled people to park where particular restrictions may otherwise apply. The scheme plays an important role in helping severely disabled people to access work, shopping and other services. In February 2011, the government published its reforms to the scheme including extending the eligibility of scheme. The reforms are seen to be generally positive and have been welcomed by various stakeholder groups.
- 4.40 Transform (in the community), a Community Interest Company (CIC), are representing Merseytravel nationally, working with the DfT and partners in developing a suite of National Occupational Standards and Best Practice within the travel training sector. They have been developing a network of travel trainers, funded through the second LTP to support those who have a barrier to using transport to access services.
- 4.41 The Government recently announced reforms to the Disability Living Allowance (DLA) which could have impacts upon the ability of disabled members of the community who currently receive DLA to travel and access services.

The To Go Partnership

The To Go Partnership brings together individuals and organisations, both statutory and voluntary sector, within Merseyside and the surrounding area, to raise awareness of issues faced by people, in particular disabled people, in accessing public transport. The Partnership:

- Shares and disseminate information and knowledge;
- Provides networking opportunities; and
- Provides support to people and organisations, who suffer social exclusion due to lack of accessibility

The Partnership has recently commissioned research to examine what barriers are faced in accessing public transport for disabled people and identifying possible ways of overcoming these barriers by looking at examples of best practice from elsewhere. The Partnership also wishes to discover new ways of addressing barriers so that it can continue to be pioneering in its work. This research will shape the work of the To Go partnership and provide evidence of need for potential funding opportunities,

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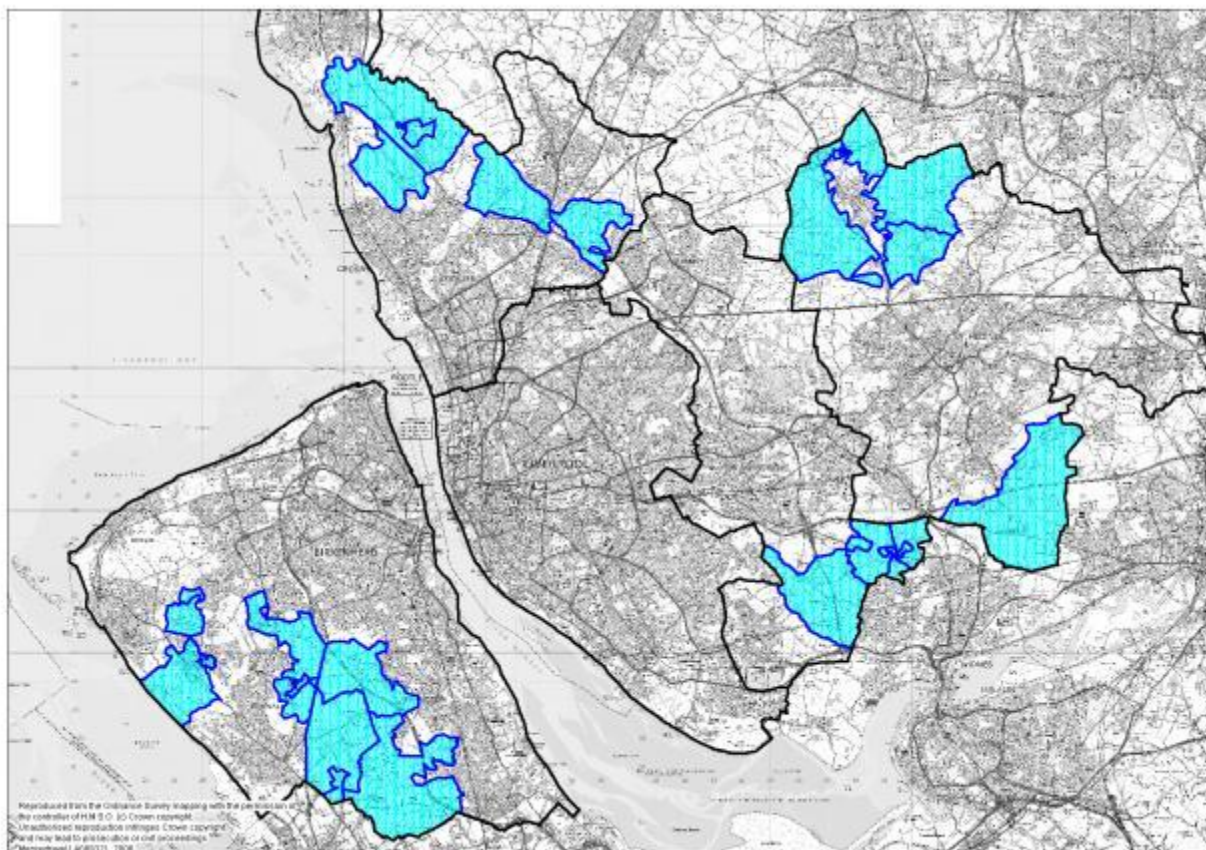
Equal travel opportunity for all

- 4.42 Merseytravel's Corporate Partnerships team continues to work with black, Asian and minority ethnic groups, faith groups and the lesbian, gay, bisexual and transgender community to address issues through regular liaison and consultation. For example, passenger safety is a particular concern for people from these groups especially if travelling alone and at night. We will, through TravelSafe address the issues around safety on public transport concerning Merseyside's diverse community.
- 4.43 An important part of the Integrated Assessment (IA) of the LTP was the Equalities Impact Assessment. This will be used by all partners alongside existing district equality polices to measure and record the likely impacts of strategies, policies or projects on 'equality groups'.
- 4.44 The Equality Impact Assessment concluded that those likely to experience most benefits from the LTP3 proposals are predicted to be disabled people, older people and children/young people due to their reliance on the modes of transport that are likely to witness investment, in public transport, pedestrian facilities and cycling infrastructure (in the case of children/young people). BAME (Black, Asian & Minority Ethnic) groups are also likely to benefit from public transport investment due to their disproportionate reliance on bus travel.
- 4.45 In addition, work has been developed by Merseytravel on an Equality Impact Assessment Toolkit, which will form a very important strand to Merseytravel's delivery of the new LTP. This approach will require all of Merseytravel's policies, procedures and practices to be assessed in terms of likely effects on groups with protected characteristics under equality legislation and allow any adverse impacts or unintended consequences to be rectified. Work has now commenced on the mapping and prioritisation of all relevant policies and procedures across the organisation, so as to allow assessments to be undertaken in a systematic way. It is envisaged that all districts will also develop complementary approaches locally.
- 4.46 As such, the assessment of the LTP as a whole, complemented by local assessments of individual policies, programmes and projects will ensure that the requirements of the Act are exceeded.

Rural areas

- 4.47 Merseyside has a small but significant rural population. Map 5 shows their location.

Map 5 – Rural Areas



Source: LTP Support Unit

- 4.48 Research from the Commission for Rural Communities (CRC) ^(Ref 54) published in February 2011 identifies the transport needs of rural communities as:
- Lack of travel choice.
 - Provide people living in rural communities with opportunities to travel to and from leisure and recreation destinations.
 - Limited access to fresh food outlets from rural communities
 - Ensure that all rural passenger transport services are accessible to all.
 - Ensure that the rural population is aware of the full range of available travel opportunities.
- 4.49 The villages in Merseyside are in semi-rural areas on the urban fringe and cannot be described as remote. Expectations may be higher because there is a wide range of destinations available in nearby urban centres.
- 4.50 For the villages in Merseyside, transport needs are generally met, through the existing public transport network providing journeys from town and city centres. Some access to employment sites may be more difficult for non-car owners as public transport services may not operate at times that individual's need and may not provide convenient travel to work opportunities.

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- 4.51 However, in some cases, early evening outward journeys are possible but a late return journey may not be available, largely negating the value of the outward service. What is usually lacking is safe and reliable transport for the last stage of the return journey from key bus stops on main corridors or rail stations to rural communities. Taxis may be a solution but they may not be readily available locally from a rural station or a stop on an inter-urban bus route to a village. Other demand responsive services and the role of CT and third sector organisations may be best placed to provide locally tailored transport services to meet the needs of rural communities.
- 4.52 The research from the CRC recognises the potential impacts of reduced levels of funding and the challenges of providing good levels of public transport but highlights that there are innovative ways in which the transport sector can take advantage of the opportunities that the Big Society is creating and more inclusive local decision-making to address rural transport needs.

Removing barriers – Joint working to address common objectives

City Region Employment and Skills Strategy

- 4.53 The CES published in 2010 sets out the city regions ten year strategy for jobs and skills. The Strategy brings together all the relevant public sector agencies and funding streams to focus on preparing people for employment and improving the skills and productivity of the areas workforce. The Strategy recognises transport and accessibility as one of the priority areas to assist increasing the number of city region residents taking advantage of employment opportunities across the region.

Lets Get Moving

Lets Get Moving (LGM), was established in 2006 and is an innovative programme providing transport solutions to workless residents in Merseyside to access employment opportunities. The programme is made up of five Neighbourhood Travel Teams, one in each district and a Merseyside wide WorkWise scheme. Services provided include:-

- Personalised journey plans.
- Support with travel costs.
- Information advice and guidance on transport solutions.
- The loan of a scooter for where public transport is not an option.
- The provision of a free bicycle where public transport is not an option.

LGM has been hugely successful and has assisted over 15,000 workless Merseyside residents over its lifetime.

- Between July and December 2010, almost 3,000 people have been given a free travel card to help them get to and from work during their first month of employment.
- More than 200 free bikes have been given out to those who do not have access to public transport since October 2009.

- There were 67 scooters loaned to people who live too far from a bus stop or train station through the “Scooter Commuter” scheme.
- A series of ‘How to Get to Guides’ have been produced, providing clear, commonsense information about the most convenient, least expensive and most sustainable ways of reaching key employment sites.
- The WorkWise website has had almost 7,000 hits since January 2010. It includes an interactive employment map, which lets visitors find out how to reach employment sites by public transport. The interactive map receives an average of 500 hits a week.

The programme came to an end in December 2010, due to loss of European funding, but the delivery of transport solutions has been embedded in the LCR Employment and Skills Plan enabling workless residents to continue to receive information, advice and guidance on transport solutions.

Local Strategic Partnerships (LSP)

- 4.54 The future of LSP’s is currently uncertain. However, it remains clear that well planned transport services are vital to sustainable communities. Transport has a crucial role in contributing to social interaction by improving access to work and other essential services.
- 4.55 In the current economic climate, joining up transport with other areas and working in partnership with partners like the health sector, the Police, local businesses, the voluntary sector and Job Centre Plus, helps make funding go further and identifies efficiencies. This approach is clearly contributing to the aims of the Decade of Health and Wellbeing and is provided in more detail in Goal Three.

Improving linkages between transport and land use

- 4.56 The integration of transport and land-use planning is critical for achieving sustainable economic growth and carbon reduction. It also provides a more coherent, joined up policy that sets out to prevent significant transport barriers from occurring, through early intervention.

“It is critical particularly for achieving economic and climate change outcomes that transport and land-use planning are closely integrated. Both need to be considered from the outset in decisions on the location of key destinations such as housing, hospitals, schools and businesses. As such it is essential for LTPs to be closely aligned with LDFs”

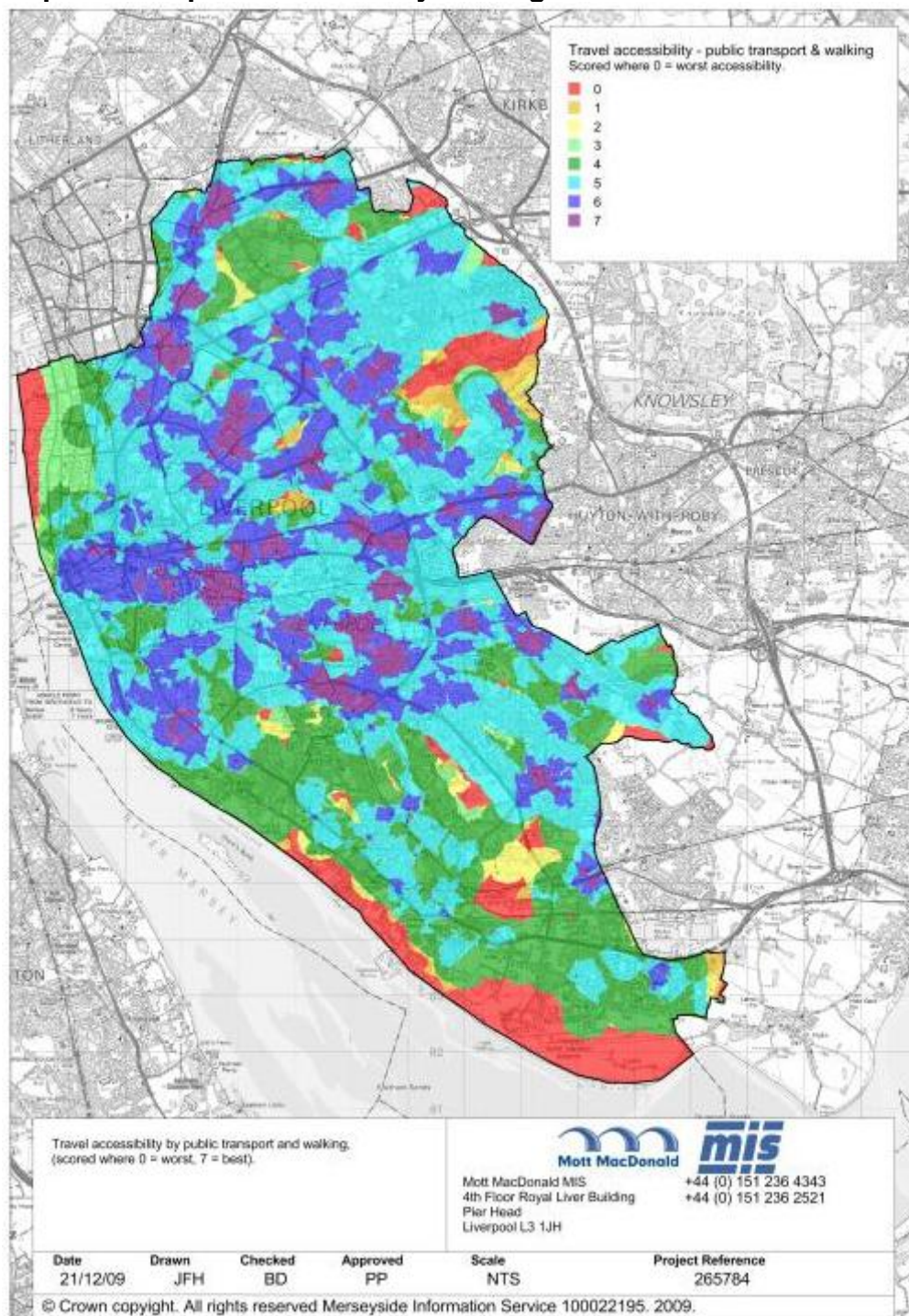
DfT, Guidance to Regional Improvement & Efficiency Partnership (RIEP’s) ^(Ref 55)

- 4.57 LDFs set out the strategic land use vision that will help shape each of the Merseyside districts and are described in Goal One. Integration of LTP and LDF will be critical to successful and sustainable access strategies.

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- 4.58 The SPD, on transport and accessibility has been developed by the Merseyside local authorities and MTP to provide consistent guidance to developers on the access and transport requirements for new development across Merseyside. An important element of the SPD is the requirement for a 'Minimum Accessibility Standard Assessment' which determines a development's accessibility level to assist with the setting of planning obligations. The document represents a step forward for the practical application of accessibility planning in Merseyside and ensures that the accessibility principles built into the LDF are realised in practice.
- 4.59 However, recent changes to PPG3, set out new guidance on parking planning policy that could have detrimental impacts on existing partnership policy such as the SPD and this could undermine our ability to deliver sustainable accessibility improvements for non car owners. The Government are to publish a Planning White Paper which will overhaul the existing planning system and replace all Policy Planning Guidance with a new National Planning Framework. The full implications of this are yet to be assessed.
- 4.60 We will build on the approach in the SPD by adopting the principles of a study undertaken in 2009, by LCC through funding from the North West Improvement and Efficiency Partnership ^(Ref 56). The aim of the study was to examine the application of accessibility planning techniques to the LDF, HMR and Housing Growth Point programmes plus Building Schools for the Future (BSF) and Schools Admissions Policy.
- 4.61 Through this approach we will be able to demonstrate the benefits of a joint approach to improving accessibility with non transport service providers to assist them to achieve wider joint outcomes. For example, promoting the benefits of cycling to disadvantaged groups where car ownership is low and the cost of using public transport is prohibitive widens the number of journeys they can make, expanding their travel horizons which offers increased access to employment and contributes towards improving health.
- 4.62 Map 6 sets out an example of the approach we are adopting. This shows an accessibility 'score' of Liverpool to key locations for work, education, health and shopping. The higher the score, the greater the level of accessibility. Where scores are low, we will work with local stakeholders to further identify and address any access issues.

Map 6 – Liverpool accessibility scoring



Source: Liverpool Transport and Land Use Study, Mott MacDonald

4.63 At the same time we must work with partners and service providers to create the right environment to ensure ease of access to all public buildings and places of employment. CABE ^(Ref 41) and the National Institute for Health & Clinical Excellence ^(Ref 39) have provided extensive evidence of how this can be achieved and the consequences of not getting it right. Ease of access as a priority for all will encourage greater use of sustainable modes, increasing health and reducing carbon emissions.

The Big Society

- 4.67 The new localism agenda being introduced by the Government and the creation of the Big Society reinforces the potential to work with local communities particularly in our poorest areas to overcome transport barriers and in those areas where pockets of disadvantage exist in what are regarded as more affluent areas. We will build on our extensive experience of working with civil society organisations to examine potential future roles of the CT sector for example.
- 4.68 Over the past ten years we have had a great deal of success in working with the community, voluntary and third sectors to deliver transport improvements at the local level and have made funding available to community and voluntary organisations to support projects that address access issues within the transport network and this will be continued providing funding is available.
- 4.69 This success was recognised nationally through the MTP being awarded Beacon status for improving accessibility in 2008/9. To further support our work with local communities, we will build on the Local Area Access Plans in conjunction with local communities. These were introduced during LTP2, to support the wider implementation of the Merseyside Accessibility Strategy. There is one for each district, which set out at accessibility issues for local communities supported by action plans delivered through LSPs to help overcome accessibility problems. It has been agreed that these actions plans should continue into LTP3 to further support our work with local communities.

Removing barriers – making access easier

- 4.70 As previously stated, whilst Merseyside has a generally extensive transport network offering good levels of accessibility. There are a number of different and complex reasons why many people are unable to get to where they want or need at the time they want.
- 4.71 The cost of transport, language problems, inaccessible vehicles, fears for personal security, a lack of suitable information, travel distances, limited travel horizons and services located in inaccessible places are all barriers that prevent people from maximising the best use of the transport network. Often, these issues present themselves as multiple barriers so removing one barrier does not necessarily help. A holistic approach has to be adopted.
- 4.72 There have been many changes brought about by new technologies and lifestyles have changed greatly in recent years. For example many people have working lives for which a traditional multi journey season ticket is no longer suitable and many people have access to different information systems that help them make informed travel choices as to how and when they want to travel. In too many cases, we have not kept pace with these changes and so we need to examine a range of options to improve opportunities for travel.

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Fares

- 4.73 The affordability of bus fares remains a particular problem. The consultation on the draft Preferred Strategy highlighted this as a major concern of both the public and stakeholders. For those on low income, they are a real barrier to use, whilst for others they are often seen as poor value for money, particularly in comparison with the perceived cost of motoring.
- 4.74 Cash fares for single or return tickets remain the most popular form of payment for public transport journeys amongst disadvantaged groups. Given the high cost of public transport, this indicates that the majority of passengers who can least afford it are paying the highest price for their travel.
- 4.75 The major commercial bus companies offer discounted day, weekly and monthly tickets as an alternative to cash fares. However, there is currently limited scope for using operator tickets across different operators with the exception of agreements in place on SQP corridors. Merseytravel overcome this issue by providing multi operator tickets that can be used on all services across Merseyside. However, the requirement to pay the full cost in advance for season tickets can be a barrier for disadvantaged groups to buy these tickets.

The average annual income for disadvantaged areas is £14,500. Research from the Joseph Rowntree Foundation (JRF) indicates that a typical family with two children needs to earn £29,200 per annum to reach a minimum socially acceptable standard of living in the UK. The research from the JRF also highlights that costs for a minimum budget have risen by 38% over the decade to 2010. At the same time, income levels have not kept pace with this. Bus fares, which have increased by 59% over the decade to 2010 are attributed as having a major influence over this increase.

- 4.76 The Knowsley Young People's Commission highlights the high cost of public transport as the single biggest barrier identified by young people in accessing services and opportunities. For those who are looking to attend post 16 education, the changes to EMA described earlier will exacerbate an already difficult situation.
- 4.77 There are big advantages for passengers in a simplified fare structure. It allows travellers to be aware of the cost of their journey before travelling and thus allows them to make an informed choice of mode and destination. This is especially important for infrequent users of bus or for journeys that are not made regularly. Such a system can be of advantage to the operators as simplification can lead to operating cost savings and is an important tool in tackling fare evasion.
- 4.78 It is hoped to work with bus operators via the Merseyside Bus Board, (see Goal Five for more details of the Board), to develop solutions that help to make bus travel affordable to all, which may be in the form of new ticketing products. Currently Merseytravel is not able to influence fare structures on commercial services directly although it can lead the development of multi-operator and multi-mode tickets.

Ticketing

- 4.79 Work is now underway to review the current ticketing offer to examine new ways of making the purchase of pre-paid tickets more affordable and accessible. This will be achieved principally through the introduction of smart ticketing, which started with concessionary tickets in late 2010. Closely associated with this work is the review of the pre-paid ticketing products and a programme of market research to understand pre-paid trip patterns and the perception of users and non-users.
- 4.80 There is also the potential of new smart tickets options to be developed to assist target groups such as jobseekers concession, education journey concession and disadvantaged area concession.
- 4.81 The Knowsley Young People's Commission proposes that local authorities and travel companies should consider subsidising young people's travel. It cites the introduction of the London Child Oyster Card as a good example, with 80% of young people agreeing that it had improved access and travel for them.
- 4.82 The roll out of smartcards across Merseyside will be a major advantage in addressing fares and ticketing issues, meaning that ticketing is a key part of the LTP's strategy, especially in the first 3 years. Merseytravel is developing a detailed Ticketing Strategy which will set out proposals and further details on a range of new ticketing products. This is explained in more detail in Goal Five.

Information

- 4.83 Although Merseyside has a comprehensive transport system people need to be aware of the travel opportunities that are available to them. The transport network needs to be presented to them as something that is easy to use. Although there is a lot of information available, it is often not always available in a form that is suitable.
- 4.84 *Challenges and Opportunities* showed that many people, particularly in disadvantaged communities do not travel far to access the services they need. A contributing factor to these low 'travel horizons' is the perception that certain journeys cannot be made and the full range of transport options that are available to communities may not be fully recognised.
- 4.85 The provision and the range of information in a form that is understandable to all members of the community is critical. We will look at equity issues such as levels of numeracy and literacy and options for a range of people with access issues such as people with learning disabilities or people whose first language isn't English. Initiatives such as travel training and the use of technology through the internet and mobile phones offers a potential way forward to significantly improve the level and quality of information provided.
- 4.86 However, a Minimum Income Standard for the UK 2010 published by the JRF (see earlier) highlights that people without an internet connection are disadvantaged. This is particularly pertinent for Merseyside where 54% of households in disadvantaged areas

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do not have access to the internet. We will be developing new ways of ensuring that information on transport gets to those who need it most with access through libraries, schools and community centres and we will work with community groups and schools to promote access to these facilities. However, any closure of local facilities will have a real impact on our ability to disseminate information at the local community level.

- 4.87 Our Information provision must be coordinated across a number of initiatives that we must ensure are fully integrated. This includes the Merseyside ITS which is described in Goal Five. As part of this Merseytravel will take forward the introduction of a new bus-based real-time information system and a review of its passenger information systems. In relation to the latter, this will also include information using social media and a comprehensive review of web-based information.

Independent travel training

- 4.88 Travel training teaches people how to use public transport independently, safely and confidently. Travel training is one to one, practical and tailored help to people of all ages in how to use public transport independently. It can make a real difference to people's lives, including disabled people, older people and others who, for whatever reason, need help to overcome perceived and real barriers to using public transport.
- 4.89 Travel information can often be available in different formats and places. People can sometimes need help in finding the information they need in the most appropriate format. Travel training can help to overcome these and other challenges and gives people greater access to jobs, services and social networks by improving their knowledge of and their ability and confidence to use public transport.
- 4.90 People with learning disabilities who undergo travel training can also improve their general life skills, especially if they are trained at a young age or at key points in their life, for example, when moving schools and colleges or when leaving school or college to start working. Travel training has been shown to give people greater control in their lives, empowering them to make decisions and enabling them to take advantage of opportunities in their own and wider communities.
- 4.91 Other benefits include:-
- (a) Increased independence, confidence and personal mobility;
 - (b) Increased access to education opportunities at colleges and universities, local services and leisure activities;
 - (c) Reduced burden on local authority specialist service provision;
 - (d) Reduced need for home visits and reliance on carers;
 - (e) Increased public transport patronage;
 - (f) Improvement in life skills, such as handling money, personal and road safety skills.
- 4.92 There are a number of different organisations providing travel training across Merseyside. Working with the To Go partnership, (see above) and organisations providing travel training we will seek to develop and secure a Merseyside wide travel training programme.

Wirral travel trainers

Travel training is a scheme open to everyone across Wirral who may need extra help or support to make journeys safely on their own using public transport. Travel Training is for people of ages 14+.

The Wirral Travel Trainer scheme was set up as a pilot in November 2007 using European funding, but due to its success has continued as part of the LTP programme. The scheme now runs with three dedicated travel trainers. The majority of their time is spent being out and about on public transport actually providing one to one training to assist people to be able to travel independently.

Ralph's Story

Ralph was referred to the Wirral Travel Trainers by the local Special Educational Needs (SEN) school that he attended, as they felt he had the potential to travel independently which would significantly improve his quality of life, improve his confidence and make him more independent. The Travel Trainers met with Ralph at the school to assess his capabilities and explore the different ways he could get to school on public transport. It was decided that the train would be best as this provided an easier option as well as a shorter journey. The Travel Trainer created a journey plan which took him from his home to the school on the train, using the quieter train stations so he would feel more comfortable using public transport. Ralph has been training for five weeks now and in this time his confidence and knowledge improved sufficiently so that the travel trainer could step back into a shadow role. Following a few more journeys Ralph is now travelling independently and the confidence and skills that he has gained have opened up other social and leisure opportunities that previously were unavailable to him

Increasing capacity

- 4.93 Despite rising car ownership, Merseyside remains an area highly dependent upon public transport. Merseyrail provides a network that links many of the major centres throughout Merseyside. The bus, however, provides 89% of all Merseyside's public transport and provides a dense network of services across the county.
- 4.94 There has been large scale public and private investment in the bus network which has significantly improved the provision of bus services on many routes with increased frequencies which has resulted in improved accessibility for many Merseyside residents. However, as described earlier there are some areas of Merseyside that are not well served by the bus network at certain times of the day which can result in some communities not having links to the essential services they need.
- 4.95 80% of Merseyside's bus network is provided commercially. For the rest, Merseytravel currently has a budget of about £20m to subsidise socially necessary bus services. However, this budget is coming under increasing pressure to respond to changes in the commercial bus network and to operate more efficiently.

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- 4.96 Merseytravel reviewed its supported bus criteria, home to school policies and Merseylink policy as part of LTP2, to ensure that they reflected value for money, accessibility, inclusivity and sustainability. The supported bus criteria (November 2006) laid the foundations for use of taxis, CT, Demand Responsive Transport (DRT) and other initiatives such as the purchasing of vehicles. These policies remain highly relevant for LTP3 and our challenge is to ensure that we deliver these policies effectively.
- 4.97 However, as we have previously noted, for some, or for those who have difficulty using mainstream public transport services, solutions may not simply rest with providing 'conventional' bus services. We need to think about more innovative solutions, to increase travel opportunity such as independent travel training, neighbourhood travel teams or personalised travel planning, as noted above.
- 4.98 Merseylink is provided primarily for those who encounter physical barriers between home and destination, preventing them from accessing some or all forms of public transport and is a door-to-door service provided for people who have a physical, sensory or cognitive disability. Merseylink is designed to integrate with conventional bus and train services wherever possible, with the expectation that it will work on a 'hub and spoke' basis in many cases.
- 4.99 The new Merseylink policy helps secure a targeted approach and more equitable use of the service and encourage the use of the mainstream public transport network wherever appropriate. The role of travel training in particular will be essential for Merseylink users to ease the transition into greater use of mainstream public transport services. Bus issues are discussed in greater detail in Goal Five.

The role of taxis

- 4.100 *Challenges and Opportunities* illustrated the high use of taxis, particularly in disadvantaged areas. The introduction of new technologies and potential changes to the role of supported bus services may result in there being greater overlap between the roles of public transport and taxis in the future.
- 4.101 Guidance from DfT on taxi licensing suggests that in developing proposals for taxis in LTP's the following should be considered:-
- (a) Quantity controls, if any and plans for their review;
 - (b) Licensing conditions, with a view to safety but also to good supply of taxi and Private Hire Vehicle (PHV) services;
 - (c) Fares;
 - (d) On street availability, especially through the provision of taxi ranks;
 - (e) Vehicle accessibility for people with disabilities;
 - (f) Encouragement of flexible services.

4.102 We recognise the contribution of taxis and private hire services to an integrated transport strategy and under these broad headings, we are facilitating a greater role for taxis and PHVs. Working with the district licensing authorities and the taxi trade, a Merseyside TQP has been established to take forward an incremental, integrated approach to the role of taxis as part of the public transport network. The TQP will provide a framework to facilitate joint working between Hackney Carriage and PHV Operators and between other stakeholders. The aims of the TQP include:-

- Promote accessibility to everyday facilities for all.
- Meet the needs of people without access to a car.
- Reduce crime and fear of crime on the transport system.
- Improve the quality and quantity of transport services.
- Reduce emissions from taxis and improve the environmental quality of taxis
- Support services for people who cannot use conventional services.
- Reduce Road Traffic Collisions that cause death and serious injury.

4.103 The TQP will be developing a long term strategy for the enhanced role of taxis and PHVs in the LTP but in the short term, particular attention will be paid to those policy areas which are within the remit of the five district licensing authorities and Merseytravel. This may include:-

- (a) Examining the integration of taxi services with the supported bus service network, in line with policies on supported bus services such as using taxis in place of buses on 'niche' services like Merseylink, where this would prove better value for money and beneficial in emissions terms.
- (b) Taxi voucher scheme as part of improving access to employment – the offer of a one month bus pass or the equivalent in taxi vouchers.
- (c) Flat fare of £1.10 (50p for children) for any taxi/PHV under contract to Merseytravel – fixed routed/flexibly routed services.
- (d) Taxibus resource to cover flexibly routed transport options.
- (e) Feeder services into main public transport hubs.
- (f) Add on to car sharing scheme web sites to include information on taxis.
- (g) Use of taxis for replacement services due to roadwork and major events.
- (h) Taxi operator's ability to bid for specific supported bus services.
- (i) Information provision for taxi operations.

4.104 It has recently been agreed by the LTP Taxi Group to run a Low Emissions for Taxis trial to test new technologies for reducing taxi emissions. See Goal Two for further details.

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Community transport (CT)

- 4.105 The CT sector has a great deal of potential to help meet the needs of local community's in particular disadvantaged areas. CT can help the bus network by providing an additional resource for supported bus services and can also offer services such as DRT, social services transport, education transport and community car share schemes. In addition the sector can also help overcome access barriers by providing support in other areas such as travel training, Neighbourhood Travel Teams and fresh food projects in areas where access to fresh food is a problem.
- 4.106 We have been working with the CT sector for many years. We are engaging with the Merseyside Community Transport Operator's Forum to enable Merseytravel and CT operators across Merseyside to develop training and skills for the sectors development and also to develop innovative transport measures, for example cycle maintenance projects for young offenders in South Liverpool. In addition, the delivery of the School Transport Policy and the Supported Bus Services Criteria presents a new opportunity to better integrate community and public transport across Merseyside.
- 4.107 As described earlier, we have through LTP2 made Community Transport Access Grants available for community, voluntary and third sector organisations to help develop transport projects for the benefit of local communities. Grants have been available up to a maximum of £25,000 for a 12 month period.

Funding the CT sector

- (a) Funding a local organisation working with disabled people to increase their confidence in using public transport through a range of travel training programmes.
 - (b) Support for a CT operator for the purchase of a new accessible minibus to serve the needs of the local community.
 - (c) Support for a project for improving access to fresh foods in Speke.
- 4.108 Although the new circumstances we find ourselves in may reduce the level of funding available through LTP, it also presents CT with new opportunities. CT is embedded in the communities they serve and so are in a good position to design service that respond to local needs, embracing innovation and the new powers for CT introduced by the Local Transport Act. We need to build on this, working with the CT sector to create the conditions to enable them to deliver a range of accessibility improvements in local communities to improve access to work and other essential services.

Merseyside Community Transport Operators Forum (MCTOF)

MCTOF was established in response to the need for a representative voice for the CT sector on Merseyside. MCTOF aims to provide a forum for support of and discussion between, organisations involved in the direct provision of CT and Shopmobility services within Merseyside. MCTOF is an independent organisation, owned and operated by its member organisations. It is not intended to have or develop operational capacity.

MCTOF was set up to:

- Represent the views and interests of CT organisations in Merseyside.
- Link CT organisations together to find mutual support and learn from each other's experiences.
- Engage with local and regional authorities (especially Merseytravel) with respect to transport plans and policies.
- Provide a mechanism for the delivery of practical support, training and other beneficial services to member organisations.

Shared services

- 4.109 In April 2010, LCC commissioned a report “Managing Movement in Liverpool” as part of a review into transport services provided by the city. This review covered all the Authorities fleet and transport services. LCC adopted a number of the recommendation of that report into its budget proposals for 2011/12.
- 4.110 These included reviewing ‘home to school’ transport passes and eligibility for schools and post 16 education, the types of transport offered and access to LCC Adult Transport Fleet to enable service users to access day services and working together with a number of Special Education Needs establishments to pilot those establishments providing their own transport with support. The Authority is also reviewing its residual grey fleet and how it operates its Fleet and Transport Management to identify any efficiencies in the commissioning of services whilst also investigating better uses of technology.
- 4.111 We will further examine the outcomes of this review to assess the opportunities for pooling of existing transport services to increase capacity for particular types of service. We will examine how this may fit with the NPAG proposals sets out earlier.

Cycling and walking

- 4.112 Both cycling and walking are door-to-door transport modes that enable people to access local goods and services and when used in conjunction with public transport they can assist with reaching further away destinations, at a reasonable cost. The large numbers of short journeys made in Merseyside provide an indication of the potential for greater cycling and walking. We will endeavour to overcome the barriers to cycling

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perceived or real, by working to create the conditions that make cycling and walking an acceptable transport choice to access employment and other essential services.

- 4.113 WorkWise Merseyside (part of the Let's Get Moving programme described earlier) introduced WorkWise Wheels which provided eligible clients with a bicycle complete with personal protective equipment. The scheme assisted workless Merseyside residents to access employment opportunities where transport had been shown to be a barrier and proved to be a highly successful programme. We recently conducted a survey amongst WorkWise Wheels clients to assess the impacts of the scheme in continuing to support access to employment 3 months after receiving a bicycle. An analysis of the results shows that 85% of those assisted have remained in employment. The success of the scheme has provided clear evidence that cycling has a real role to play in providing cheap and sustainable transport options to address wider priorities such as addressing worklessness. In doing so, it can have a measureable impact on health and climate change as set out in Goals Two and Three.
- 4.114 Following the success of WorkWise, Merseytravel, in partnership with Working Links, a public, private and voluntary company, have created a new scheme in South Liverpool. This scheme consists of 10 scooters and bikes to be given out to individuals who either live or work in South Liverpool on a 'loan to buy scheme' over a 12 month period. The individuals will also be provided with personal protection equipment plus free insurance and road tax for the 12 month period.
- 4.115 We will seek ways of continuing to provide cycles to those on low incomes whenever possible through our WorkWise programme and continue to promote cycling and walking as sensible options for some journeys through our Personalised Travel Planning programme. We will back this up with professional Bikeability cycle training for those who want it.

National funding concerns

- 4.116 Notwithstanding cuts already announced by DfT we now have clarity on the future of the Bus Service Operators Grant (BSOG) and the English National Concessionary Travel Scheme (ENCTS).

Bus operators grant

- 4.117 BSOG previously called Fuel Duty Rebate, is a rebate to bus operators on the fuel duty they pay. Operators who run local registered bus services are reimbursed for the major part of the tax paid on the fuel used in operating these services. Government provides a fuel duty rebate on approximately 80% of the fuel used by buses. Bus operators pay fuel duty tax on the remaining 20% of their fuel.
- 4.118 BSOG represents the largest proportion of direct funding (outside concessionary fares) and was equal to around £454 million in 2009/10. Reforms to BSOG implemented in April 2009 – an increase the BSOG rate to those operators who achieve a specified fuel efficiency improvement and an additional 6p per kilometre supplement to those operators operating Low Carbon Emission Buses – were aimed at improving the environmental performance of buses.

- 4.119 The Government, have announced that from April 2012, BSOG will be reduced by 20%. In 2009/10, one of Merseyside's major bus operators received £1.8m in BSOG, so a 20% reduction would mean £361k less in grant.
- 4.120 It is anticipated that it will lead to withdrawal of marginal commercial services and an increase in fares. The cost of tendered services will increase, putting pressure on the budget at a time when there will demand for additional services to replace commercial services being withdrawn.
- 4.121 We support the PTEG view that in the metropolitan areas, better value for money could be achieved by devolving these funding streams to PTEs, since they can, in consultation with operators, ensure that the subsidy is targeted in a way that reflects local circumstances.
- 4.122 Further evidence on the disproportionate effects of these impacts is provided by the Campaign for Better Transport in their report, "*Buses Matter*"^(Ref 57), which sets out the impacts of the cuts on different societal groups, local authorities and the environment. In terms of local businesses for example, poor bus provision is a barrier to economic growth, since an inability to reach workplaces and local centres will undoubtedly have an impact on local economies. Furthermore, buses can make a major contribution to delivering on the government's carbon reduction targets through a modal shift from the car. We will continue to work with the Bus Board to address these issues.

Concessionary Travel

- 4.123 In metropolitan areas, PTEs are responsible for administering the National Concessionary Travel Scheme (NCTS) on behalf of the DfT. There is no doubt that this scheme provides older and disabled people with a valuable service, enabling them to retain independence and access key amenities and social networks. However NCTS is taking up a growing proportion of Passenger Transport Executive (PTE) budgets: it is currently estimated that between one third and one half of PTE revenue budgets are now accounted for by NCTS.
- 4.124 However, in light of recent changes to the scheme introduced as part of the spending review, the PTE will need to claim the entire cost of NCTS from their constituent districts. Reduced funding from the NCTS would reduce the funding available for wider bus network support, as between one third and one half of PTE revenue budgets are now accounted for by NCTS. The ITA have reached agreement with the local authorities to ensure continued payment for the concessionary scheme.

Other funding issues

- 4.125 There is a need to work with all partners particularly those from the non transport sector to map funding and to identify synergies between funding streams where partners can work collaboratively to deliver accessibility improvements. Evidence as to the benefits of transport improvements to the non transport sector will be crucial here and some work is required to identify the cross sector benefits of transport interventions. We have been working with the UK Transport Research Council on the

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social impacts and social equity issues in transport to address this ^(Ref 58). A continuing concern is that many of the solutions to improve access to jobs and services will be revenue intensive. The LSTF offers an opportunity to bid for funding for measures that improve access to jobs and services.

Meeting multiple objectives

By improving accessibility we will address one of the key city region priorities of getting people to employment and reducing worklessness. This will increase wealth and reduce child poverty. At the same time it will have a measurable impact on improved health and wellbeing and reduce health and wider social costs.

We believe there are a number of different ways to improve access. We can no longer assume that more and better 'conventional' public transport is the solution to addressing improved accessibility. Better planning for new developments, or service re-organisations, will improve accessibility for all. Better planning will also help to reduce unnecessary motorised trips, particularly longer distance trips and help Goal Two in reducing carbon emissions and improving air quality.

We need to provide enhanced information provision, more targeted fares, walking and cycling and the use of different service providers so that we can improve access.

This will require a different approach to using our funding so that we can look at innovative solutions such as travel training and neighbourhood travel teams. We also believe that we can build on our existing links with community and third sector organisations through the localism and Big Society agendas. We are developing a new package of accessibility improvements based on good practice from elsewhere and locally such as our Let's Get Moving programme described earlier.

We will work with partners to develop initiatives like service sharing with local authority transport fleets and the ambulance service. We will also be developing initiatives to commission joint services with other partners to maximise available resources and reduce inefficiencies.

By adopting a joint approach to addressing accessibility we will create the conditions for the joint delivery of improvements. This will be particularly beneficial in maximising the use of existing resources and securing increasingly scarce additional funding.

Summary of actions

Short term actions	Longer term actions
<p><u>Joint working to address common objectives</u></p> <ul style="list-style-type: none"> • Continue to integrate accessibility with LSPs to ensure transport helps to deliver their priorities. • Build on the work undertaken in the MAA to create the conditions for a shared approach to improving accessibility. • Integrate transport and land use planning which will have a significant affect on improving accessibility. We will adopt the principles of the Liverpool Transport and Land Use Study to support our work in this area. • Continue to develop joint approaches to ensure that transport helps to deliver the priorities of the city region Child and Family Poverty Framework. 	<ul style="list-style-type: none"> • Share services with providers in other sectors to maximise resources and reduce inefficiencies.
<p><u>Access to employment</u></p> <ul style="list-style-type: none"> • Integrate improved accessibility into the City Region Employment and Skills Strategy. In particular the targeted action plans for disadvantaged areas to determine what improvements are needed. • Continue efforts to secure funding for Let's Get Moving to assist workless residents to overcome transport barriers to employment. • Examine funding regimes to provide free cycles to those in disadvantaged areas who need them most. 	<ul style="list-style-type: none"> • Actions in support of this goal require a long term commitment from all partners to work collaboratively.

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Short term actions	Longer term actions
<p><u>Access to education</u></p> <ul style="list-style-type: none"> • Promote, at all times the use of walking and cycling for education journeys through school travel planning. • Work with the education sector to conduct a cycle audit of all schools with a view to installing cycling facilities at all school sites. • Develop a programme of joint actions for improving access to education in line with the agreed School Transport Policy and Sustainable Modes of Transport strategies. 	<ul style="list-style-type: none"> • Examine pooled resources with education sector providers to assist with travel costs to schools for those on low incomes.
<p><u>Access to healthcare</u></p> <ul style="list-style-type: none"> • Work with partners to promote the health benefits of walking and cycling. • Work with all health transport service providers to share resources and to commission services. • Promote sustainable access to food shopping through walking and cycling for local trips. 	<ul style="list-style-type: none"> • Look to secure much greater commissioning of joint services to improve access to healthcare and healthy food choices through the most sustainable forms of transport.
<p><u>Fares, information and ticketing</u></p> <ul style="list-style-type: none"> • Review the range and availability of multi operator pre-paid tickets in line with Merseytravel's emerging Ticketing Strategy. • Examine enhanced information provision at a neighbourhood level. 	<ul style="list-style-type: none"> • Develop a range of affordable ticketing opportunities to assist low income households. • With stakeholders, develop and secure long term Merseyside wide travel training programmes.

Short term actions	Longer term actions
<p><u>Taxis and Community Transport</u></p> <ul style="list-style-type: none"> • Examine the potential for an expanded role for the taxi sector to help deliver access improvements. • Develop a TQP for Merseyside. • Examine an expanded role for community and third sector organisations to address issues at a local community level and make a positive contribution to the Big Society. 	
<p><u>Public Transport</u></p> <ul style="list-style-type: none"> • Ensure, through the Bus Service Review Group that the supported bus network continues to provide access to opportunities and services in line with the agreed policy framework for supported bus services. • Examine the role of other transport service providers such as community, third sector and social services to assist the supported bus network. 	<ul style="list-style-type: none"> • Share services with providers in other sectors to maximise resources and reduce inefficiencies. • Use the bus services budget (to fund other solutions for improving access for example Neighbourhood Travel Teams. • Ring fence any efficiency savings into funding other accessibility improvements not realistic – efficiency savings will just be swallowed up.
<p><u>Mainstreaming Equality and Diversity</u></p> <ul style="list-style-type: none"> • Integrate the outcomes of the LTP IA with implementation plans. 	<ul style="list-style-type: none"> • Ensure that any new policies, procedures and practices are assessed using an Equality Impact Assessment Toolkit.



Goal Five

Ensure the transport network supports the economic success of Merseyside by the efficient movement of people and goods

Goal Five

Safe, efficient and accessible transport systems are the lifeblood of the local economy, supporting the wider policies and ambitions of Merseyside and the city region, the LEP and the Local Community Strategies. Congested roads affect goods movement and impose a range of costs on business. Whilst our assessment indicates that our highways are unlikely to suffer high levels of congestion in the short term, there will be localised pinch points that will impact on the efficient movement of freight and buses and in the longer term, planned major developments will generate significant additional demand for travel.

On the rail network, Merseyrail suffers capacity problems at certain times and locations that will impact upon future passenger growth, especially at Liverpool Central Station. On highways, buses require ease of movement particularly at junctions and on the approaches to the city centre.

A range of measures will be required to manage demand and ensure efficient movement of people and goods. Current financial conditions suggest that these will have to be lower cost solutions, at least in the short term.

Key issues

- Transport costs can impose burdens upon business efficiency. Nearly 15% of businesses said that transport related delays have a major effect on their business due to missed deadlines or lost business ^(Ref 59).
- The city region has identified SuperPort as one of its transformational programmes, building on the area's strengths around port and logistics. Transport will be a key element of the programme.
- A particular issue for freight transport is the continuing growth in van based transport, which, if not managed, may bring new challenges in terms of congestion and pollution.
- Efficient movement of people and goods helps to deliver other goals around health, climate change and accessibility.
- Our assessment illustrates that the local highways network will not suffer high congestion levels in the short term. At certain locations improvements may be needed to ensure good operating conditions for freight and passenger transport. When such work is undertaken cycling and walking facilities will also be improved, wherever possible.
- Although the overall trend for bus patronage shows a continuing decline, more localised evidence and joint working with operators suggest a healthier situation, particularly on major routes in Liverpool.
- Merseyrail is a major asset offering an efficient metro style service to many areas of Merseyside. There are capacity constraints that must be addressed.

- Effective implementation of our strategy requires the active support and delivery of the transport operators.
- The Mersey Ferries and their associated tourism attractions make a £34 million direct contribution to Merseyside's economy each year and support the equivalent of 742 full-time jobs.

Setting the scene

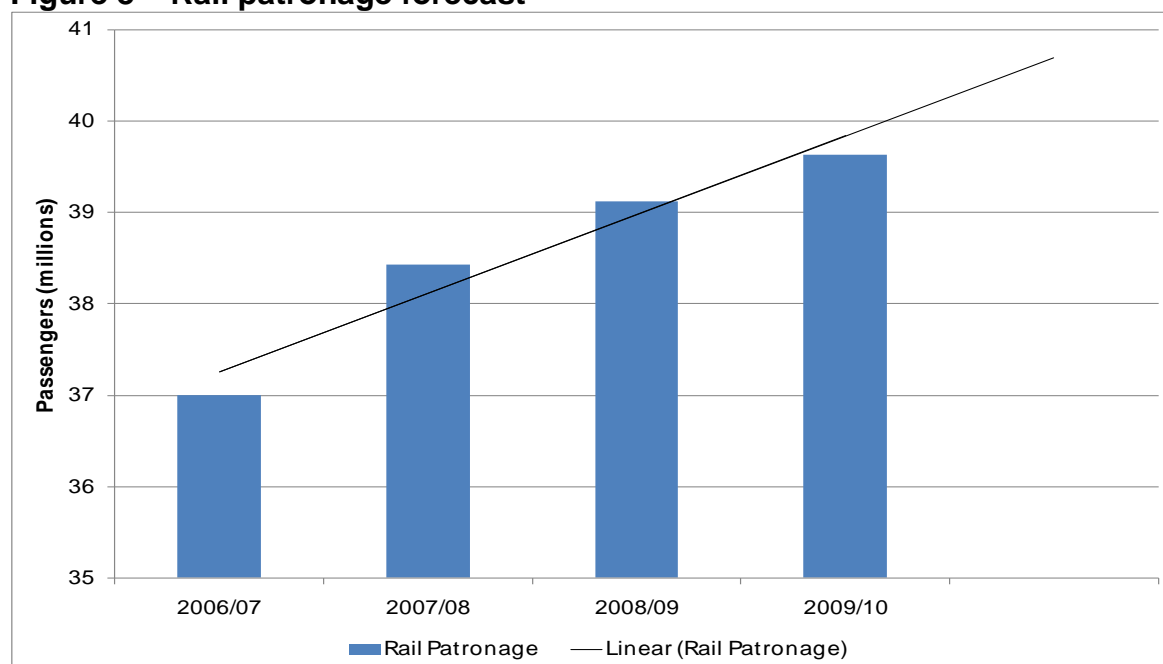
- 5.1 Traffic growth in Merseyside during the LTP2 period (2006-11) has been considerably less than in preceding years. Traffic levels decreased in both Liverpool and Wirral to 2010 but at the same time there was traffic growth in Knowsley. Overall Merseyside traffic volumes did not grow between 2006 and 2009. As shown in Chapter Four in Part One, available national figures show a similar pattern with traffic growth being considerably less than previously in the period 2006-11.
- 5.2 Car ownership figures broadly mirror this trend with strong historic growth significantly curtailed during the LTP2 period, particularly most recently (presumably due to the recession), where we have seen a small rise in households with no car. This pattern was last recorded following the early 1990's recession.
- 5.3 In common with other conurbations Merseyside has managed congestion on key corridors over the LTP2 period, via the DfT Congestion Management programme ^(Ref 60). The results have shown little change in person journey times on the key corridors through LTP2. Underlying low levels of car ownership in Merseyside suggest that there may be greater pressures in the future, if car ownership does start to grow again.
- 5.4 There has been substantial investment in the network over the past 10 years. Recently, Edge Lane has started on site and Hall Lane is nearing completion and essential renewal at Bidston Moss viaduct has been approved. Work to improve the safety and comfort of traffic through the Mersey road tunnels have also been completed, with further works planned for the early years of the third LTP The Government has announced its intention to take forward the electrification of the rail network between Liverpool and Manchester and Wigan, as well as the Thornton to Switch Island link road in Sefton and the Mersey Gateway in Halton.
- 5.5 From the above and the responses of business stakeholders, apart from local 'hot spots' there is no evidence that congestion levels or overall transport capacity are constraining economic growth and the focus for LTP3 will therefore be on ensuring the reliability of journey times on the Merseyside strategic highways and public transport networks and to maintain the attractiveness and efficiency of the public transport network, so as to support the switch from private vehicles to public transport, as well as encouraging greater levels of walking and cycling.
- 5.6 However, in the longer term to 2024, there is more uncertainty over the traffic forecasts for Merseyside. On current trends, rising car ownership from a low base coupled with increasing journey distance are likely to increase traffic growth and cause congestion and other impacts at key locations. We can anticipate these

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issues being exacerbated if and when major schemes such as Liverpool and Wirral Waters start to develop.

- 5.7 As one of the country's major ports, Merseyside has a very strong logistics sector. Access to the port (on both the Liverpool and Wirral sides of the Mersey) and the efficient movement of goods into and out of the area as well as within Merseyside are critical.
- 5.8 This is why the SuperPort concept ^(Ref 61) has been established as one of the city region's key 'transformational' programmes. A critical element of this is access to the Port of Liverpool. Sefton have taken on the leadership of a major assessment of future demand for the Port on the Liverpool side following the demise of 4NW. The study concluded that improvements to sustainable modes should be taken forward in the shorter term to 2014/15, including improved terminal capacity at the Port; significant highway improvements should be investigated further for the longer term. More details are provided in the Freight Strategy at Annexe Four.
- 5.9 Alongside this is another 'transformational' programme around the creation of a low carbon economy. For transport there are some apparent tensions in these two programmes, but as we have illustrated within Goal Two, we believe these can be managed in a way that also offers opportunity for job creation and growth.
- 5.10 The importance of the City Centre as the key economic driver of the region cannot be underestimated. In Merseyrail, we are fortunate in possessing one of the country's best rail networks. The network is the UK's best in terms of reliability. Figure 8 shows how patronage growth has also been strong suggesting rail has captured a significant proportion of growth in trips due to the recent regeneration, including Liverpool One. Growth in rail patronage is likely to continue but not at the same rate as no further large developments are planned for the City Centre in the short to medium term.

Figure 8 – Rail patronage forecast



Source: Merseytravel

- 5.11 There are constraints, particularly at Liverpool Central and recent funding cuts have caused concern about our ability to expand capacity at least in the short term.
- 5.12 The current reduced levels of funding mean that it is unrealistic to plan for large scale infrastructure in the short term. Merseytram remains an ambition for which powers remain in place. However, our strategy is based upon managing demand through a blend of measures including smarter choices, ITS and small scale engineering measures that will help manage congestion increase public transport capacity and reduce transport's impacts on the economy and environment in order to support the ambitions of the city region, the LEP and the LSPs.

Delivering the goal – managing the highway network

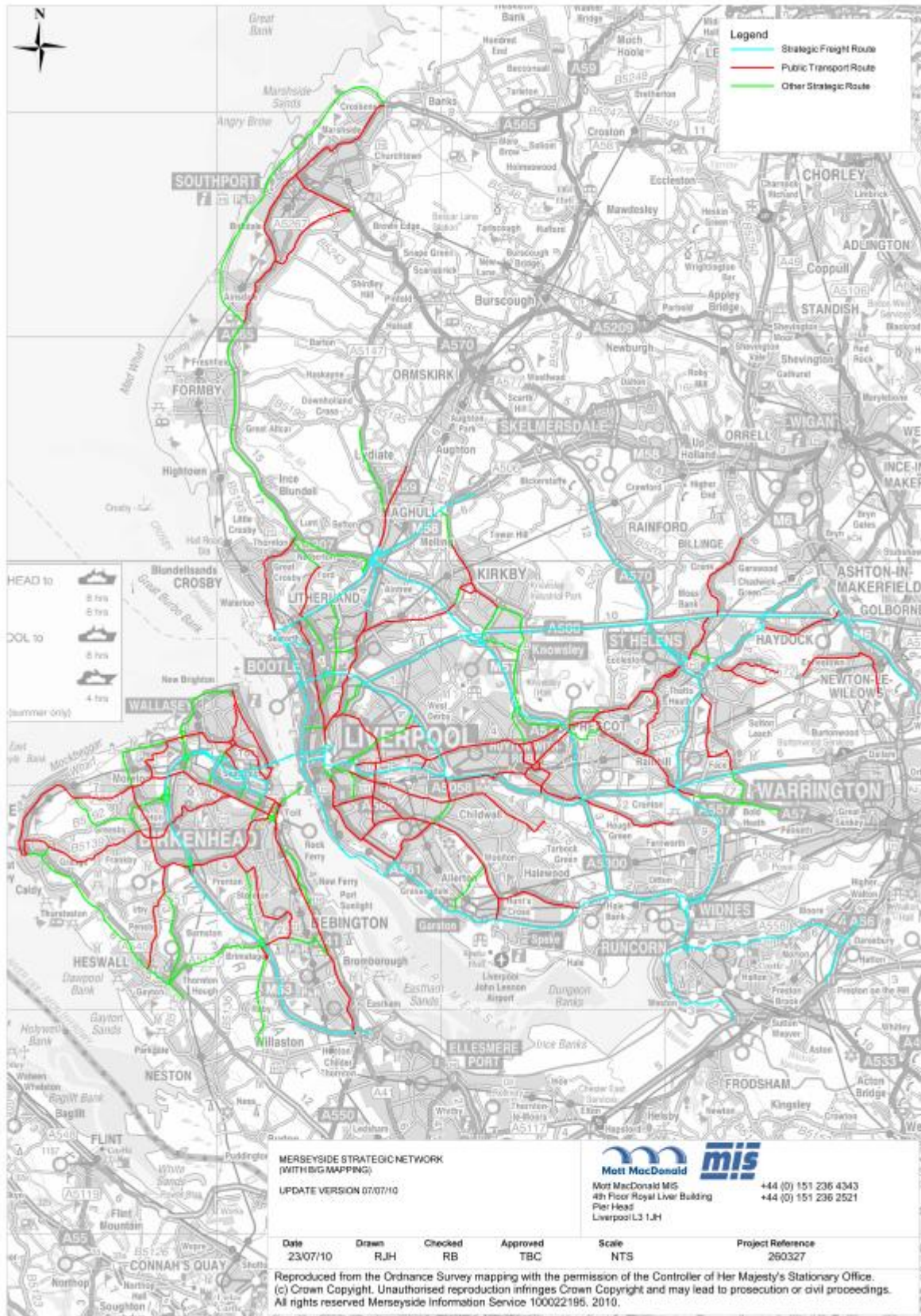
The road hierarchy

- 5.13 The optimal management and use of the highway network is critical to the success of our plans. The network provides the main framework for the movement of people and goods within the county as well as regionally and nationally.
- 5.14 In order to optimise the benefits of the network, a twin approach has been adopted, which recognises the needs of both vehicles and users under specific circumstances and allocates priorities accordingly. This hierarchy approach recognises the importance of the sustainable freight distribution strategy and integrated public transport network. It also supports the priority for a high quality and convenient pedestrian and cycling environment as well as meeting the needs of general private traffic.
- 5.15 The hierarchy also provides a primary reference for the Traffic Managers in the performance of their NMD as described by the Traffic Management Act (TMA) 2004 (Ref 62) and is therefore an important component in our strategy to manage congestion.
- 5.16 The Strategic Road Network (SRN) involves a mixture of Motorways, 'A' and 'B' roads which link main centres within and outside Merseyside. The network also includes the two tolled Mersey road tunnels, operated by Merseytravel. These are roads which have a function beyond that of a local (distributor) road and are routes that are signed or intended for use by through traffic including freight. The roads comprising the Strategic Network are allocated one of three functional headings in the route hierarchy:-
 - (a) Strategic Freight Network – A limited network containing the routes onto which the major through movement of freight traffic is directed.
 - (b) Strategic Public Transport Network – Those roads on the strategic network which are important for bus traffic.
 - (c) Other Strategic Routes – The remaining roads on the strategic network which are important for the movement of general traffic between centres (as defined in local authority development plans).

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- 5.17 The promotion of free-flowing traffic along the Strategic Highway is essential in minimising congestion and delay imposed to people, business and the movement of goods. In achieving this, not only will air quality along these routes improve, but also the operational efficiency of businesses. On these routes we aim to accommodate pedestrians and cyclists and their safe movement through the network, for example by providing crossing facilities at junctions and off-road cycle facilities.
- 5.18 For all other roads – those not included in the Strategic Route Network – we have adopted the position set out in Goal Three where, whilst having regard to the duty to facilitate expeditious movement of all traffic, the presumption will be in favour of non-motorised modes. It is on this network that our proposals for an enhanced network of speed reduced roads will be implemented. This hierarchy is defined as:-
- (a) Pedestrian
 - (b) Cycle
 - (c) Public Transport
 - (d) Access traffic
- 5.19 The above hierarchy for the non-strategic highway network supports our priorities to manage carbon reduction, to manage the risk of road traffic incidents and to promote active travel.
- 5.20 There are specific locations where the SRN overlaps the non-SRN; for example key routes through the town centres. At these locations, our approach will be to apply the hierarchy for the non-strategic highway network. This approach will support the amenity of our town centres and will act to encourage visitors and attract further business to the area. However, we recognise that such an approach will need to be flexible for certain locations.
- 5.21 In January 2011, the Government published, *Road Network Policy Consultation* ^(Ref 63). This considers allowing local authorities more responsibility for classifying roads in their area. The paper is currently being considered by the MTP but is welcomed as contributing to the debate on how best to manage roads through the identification of local hierarchies.

Map 8 – Liverpool City Region route hierarchy



Managing the highway network – managing traffic

- 5.22 Section 16 of the TMA ^(Ref 62) extended our network management duties ‘through the appointment of a Traffic Manager for each local authority area. Consequently our primary duty is to secure ‘the expeditious movement of traffic on that network and to facilitate the same on the networks of others’.
- 5.23 The actions an authority may take in performing this duty includes any action which contributes to securing:-
- (a) The more efficient use of their road network.
 - (b) The avoidance, elimination or reduction of road congestion or other disruption to the movement of traffic on their road network or on a road network for which another authority is the traffic authority.
- 5.24 In addition the need to address carbon emissions and improve air quality, means keeping traffic moving without unnecessary stopping and starting. This will also reduce tail-pipe emissions of local pollutants – NO_x, PM₁₀ and is therefore an essential part of our strategy for Goal Two. In addition to our network management duties, we also have a responsibility to maintain the quality of our environment.
- 5.25 The Merseyside authorities have produced a joint Traffic Management Plan, describing their approach and the actions they are taking or intend to take in fulfilling this statutory duty. Achievement of the traffic management goals is reliant on the highway network operating to its optimum, without unnecessary restrictions, but the TMA also encourages local authorities to ensure that statutory undertakers’ reinstatement work, such as utilities, is of the correct quality as well as ensuring that they do not occupy highway space for longer than necessary. This has clear implications for our proposals for the maintenance of the network set out in Goal Six.
- 5.26 To fully support the objectives of the TMA the co-ordination of strategies across the Merseyside boundaries with neighbouring authorities and the Highways Agency (HA) will also be further expanded. HA Traffic officers already patrol some local authority roads and traffic information is shared between the Merseyside authorities and the HA.
- 5.27 Other than in isolated instances where road construction or improvement can be justified for economic reasons, the majority of capital work will be directed towards maximising the capacity of the existing network. The approach will address:-
- (a) Trip reduction
 - (i) Introduce and maintain Travel Plans at both schools and businesses to encourage walking, cycling and public transport use where appropriate as a means of reducing congestion, particularly at peak times with support through the smarter choices, TravelWise programme.

- (ii) Promote targeted publicity, information and marketing campaigns to encourage greater use of sustainable modes, emphasising links with the health agenda, through the TravelWise programme.
 - (iii) Seek to reduce demand for car use by car parking policies where appropriate.
 - (iv) Consider support for further range of non-car modes including motorcycles and coach travel.
- (b) Capacity improvements
- (i) Consider selected highway improvements where the economic case can be justified.
 - (ii) Improve junction capacity through minor works and Urban Traffic Management Control (UTMC).
 - (iii) Introduce the full range of ITS measures to maximise the information that can be distributed to travellers to better inform their choice of mode/route/time of travel.
 - (iv) Improve CCTV coverage on strategic routes to enable problems to be swiftly identified and dealt with.
 - (v) Minimise disruption.
 - (vi) Draw up plans for dealing with anticipated and emergency disruption of the network.
 - (vii) Use CCTV and ITS data to direct traffic through Variable Message Signing (VMS).
 - (viii) Introduce a noticing system for statutory undertakers to minimise the time that their work is on the highway affecting capacity.

The role of Intelligent Transport Systems (ITS)

5.28 We believe there is an important role for our ITS strategy. We have revised and updated our strategy from LTP2 and the full report is available in Annexe Five.

5.29 Building on what we have achieved so far, we anticipate that ITS will enable people to access and use the following:-

- (a) Have access to a choice of journey routes, transport modes and travel times through the ability to plan their journeys in advance of travelling.
- (b) Enjoy a safer and more environmentally friendly road network which provides easy access to all major destinations of the region for work, education, health, commercial and leisure activities.

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- (c) Have access to information that enables them to change their journey route and transport mode according to travel conditions at the time.

5.30 The ITS vision will enable Merseyside to:-

- (a) Improve the quality and reliability of traffic and travel information to stakeholders, the public and media.
- (b) Improve the safety of all road users.
- (c) Reduce delays to road users generally and during planned and unplanned events.
- (d) Reduce the impact of road based transport on the environment.

5.31 Within the current financial constraints we will prioritise ITS to achieve the following:-

- (a) Manage congestion

Our ITS infrastructure currently provides us with tools to manage congestion. For example, we are able to manage the volume of traffic travelling along certain highway links by altering our traffic signal plans. These network timing plans can be varied throughout the day in accordance to local traffic demand. This can be further enhanced by using systems such as SCOOT system. This type of Urban Traffic Control (UTC) will enable us to actively manage our highway network remotely and across boundaries. Overall it will assist us to control factors such as queue lengths and enable specific vehicles, such as buses to be detected and given priority at traffic signals.

- (b) Improve Air Quality and Noise

As Goal Two clearly showed air quality can be substantially affected by traffic and can be particularly problematic in urban areas where residential buildings and workplaces are often located adjacent to busy and often congested roads. Noise can also be a problem in these areas. Relatively recent advances in traffic control techniques enable strategies to be implemented which can reduce the effect of vehicle pollutants and noise in localised areas. These strategies can be linked to chemical sensors which detect changes in air pollutants to trigger response strategies aimed at dispersing emissions. This approach is being trialled by Liverpool City Council and 2020 Liverpool.

- (c) Co-ordinate our response to traffic and environmental conditions

Certain conditions are predictable and occur at particular times of day, year or when certain events are ongoing such as sports events and concerts. Other events on the network are unplanned, including accidents and infrastructure failure, causing lanes or roads to be closed. Poor weather such as snow, high winds, heavy rain and flooding can also require restrictions to traffic. Co-ordinating responses to such conditions across boundaries and with the

HA will become more commonplace and the linking of systems will simplify this co-ordinated approach.

(d) Disseminate information

There are now many ways in which information relating to travel, traffic and environmental conditions may be disseminated. Current methods include, variable and fixed signs, mobile phones (text alerts and other messages), radio; internet, television. Other in vehicle devices include SatNavs, both systems that offer electronic maps with location and directional advice and 'intelligent' (i.e. with the ability to take information from traffic control systems evaluate and advise the driver of problems on route and potential diversions).

(e) Integrate Real Time Passenger Information (RTPI) with Traffic Control Systems

Provision of real time information for rail users has become the norm and work has been ongoing to provide real time information throughout the region to bus users. It is anticipated that comprehensive passenger information systems will soon be available throughout the region for all public transport modes.

The integration of these systems, particularly those which apply to bus services, has significant advantages in that information can be shared and the traffic control systems give priority to those vehicles which most need the priority. Arrival and journey time information can then be updated in the RTPI systems based on feedback from the traffic control systems. This will give the ability to provide more accurate information and to enable the traffic control systems to be more responsive to and to better prioritise public transport on key routes.

Merseyside's Bus Board Technology Group is overseeing the development of these systems and implementation is expected to commence with a trial within the next two years. As noted earlier this is also a key issue in improving accessibility and addressing our ambitions for Goal Four.

(f) Improve Freight Movement

Work with the freight industry, principally via the FQP, will continue to determine the optimum method to exchange information to benefit both operators and network managers. Working with the FQP is described in greater detail below in the movement of goods section.

Car parking

5.32 Managing parking is an important way to manage traffic levels. For LTP2 a Liverpool City Centre car parking strategy was developed which capped publicly available car parking provision at 16,500 spaces. Any increase in demand for accessing the City Centre would therefore be encouraged to use more sustainable modes- walk, cycle, bus or train. In 2010 there were 13,675 publicly available spaces (about 50% full on

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a weekday), despite significant growth in retail, business and leisure capacity in the City Centre. There thus remains significant spare capacity within the City Centre car parking stock. Part of the reason for this may be that the rail network has carried an increasing number of peak hour commuters over the LTP2 period.

- 5.33 As previously noted in Goal Four, the Government have announced a number of changes in their approach to car parking. Planning Policy Guidance Note (PPG13) on transport was modified to no longer require maximum parking standards for new residential development. PPG13 also been revised so as to no longer encourage the use of parking charges to promote sustainable modes. The White Paper *Creating Growth, Cutting Carbon, Making Sustainable Local Transport Happen* however, reiterated the need to use parking to support sustainable travel.
- 5.34 For LTP3 therefore it can be assumed that car parking management may be used for demand management purposes if it can be shown to be consistent with the approved strategy and be a requirement for the successful implementation of that strategy. The parking standards contained within adopted district sustainable travel SPDs (which identify maximum parking applicable to a development) may therefore remain in force. SPDs are discussed further under Goals Two and Four.
- 5.35 Liverpool's City Centre parking Strategy which is currently being reviewed may still be used to take forward and support the sustainable transport agenda within LTP3. However the opportunities afforded by the new flexible approach to parking standards may be employed where necessary. For example, to require minimum parking standards for student accommodation in the City Centre where lack of parking facilities may have a negative effect on the surrounding residential area.

The Movement of Goods –The importance of freight and logistics to Merseyside

- 5.36 The efficient movement of goods is critical to the future economic prosperity of Merseyside and the city region. We have updated our freight strategy and the complete report is available in Annexe Four. The freight strategy has been informed by the DfT's *Guidance on Local Transport Plans* ^(Ref 64) and the DfT's *Delivering A Sustainable Transport System: The Logistics Perspective* ^(Ref 65). We have considered appropriate studies, including the *Access to the Port of Liverpool* study ^(Ref 66) (4NW, 2010; Sefton MBC, 2011) and the *Knowsley Industrial Park Review* (Knowsley MBC, 2010) ^(Ref 67).
- 5.37 The freight strategy is important in supporting the twin peaks of the LTP of supporting sustainable economic growth and reducing carbon from the transport sector. In doing this the freight strategy needs to ensure good links to major economic centres and other important freight generators. It is also important for improving air quality and reducing carbon emissions set out in Goal Two. This will be achieved through traffic management, the dissemination of best practice and fleet improvements. To ensure that our freight strategy best serves the needs of both the freight industry and local communities, we have consulted with local authorities and representatives of the freight and logistics community through the FQP, Freight Working Group and our Planning for the Future Forum.

- 5.38 We have pursued the dual theme of freight's importance to the economy and the need to reduce the environmental and social costs of freight: noise, congestion, air pollution, accidents and carbon emissions as highlighted within *Delivering a Sustainable Transport System: The Logistics Perspective* ^(Ref 65). More specifically, highlighted issues include the increase in van usage, the importance of the SFN and the role of ITS in better managing it from both efficiency and environmental viewpoints. The further importance of a sustainable freight strategy is also highlighted in terms of port access and the need to support inter-modal facilities such as 3MG, Knowsley Industrial Park and the rail terminals in south Liverpool at Garston, Speke and Halewood.
- 5.39 The links with land use planning is reflected across all elements of the Freight Strategy, from supporting the larger developments to conditions on deliveries in support of delivery plans which may be linked to consolidation centres in the longer term.
- 5.40 Underpinning all the proposals is the FQP to bring all the major players together from the public and private sectors. Without an FQP in place many of the main elements of the Freight Strategy will not be progressed and many other elements will not be progressed to the greatest benefit.

Delivering the Freight Strategy

- 5.41 The Port of Liverpool and the SuperPort proposals are two key themes in the freight strategy.

Access to the Port of Liverpool

- (a) The Port of Liverpool is of national importance and of critical economic significance to the LCR and the North West in general. The Port of Liverpool carried 30 million tonnes of cargo in 2009 and is ranked 4th in the UK for container traffic.
- (b) The Port makes a significant contribution to the economy of LCR. Over 3,000 people are employed in 200 organisations within the dock complex. The Mersey Partnership estimate that port, airport and associated freight infrastructure contributes 34,000 jobs and £1.1 billion of GVA to the LCR every year. Increasing the accessibility of the Port will help to create new employment opportunities.
- (c) The Port is expected to expand with the development of facilities to serve the largest container ships (post-Panamax) which, it is hoped will serve the UK by one stop at Liverpool rather than using one of the ports in the greater south east. This will increase the national distribution of the port. In order to understand the full significance of this and other developments at the Port, a study has identified the required access improvements by road, rail and water.
- (d) The study was completed in two stages; the first stage was completed by 4NW and identified the transport issues for the Port, including those resulting from planned developments. The second stage was completed by Sefton

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Council and identified the access improvements required to support the Port and its planned expansion. The study concluded that improvements to sustainable modes should be taken forward in the shorter term to 2014/15; highway improvements should be investigated further for the longer term.

SuperPort

- (a) SuperPort is one of the city regions transformational programmes and is designed to build on the areas strength's in freight and logistics. The Action Plan was launched in February, 2011. The vision for SuperPort is:-

“To bring together and integrate the strengths of the Ports, Airport and Freight Community to create a ‘SuperPort’ for freight and passenger operations within the LCR that will become a key driver of its economy. It will create the most effective and cost efficient environment for freight cargo logistics and passenger transit in the UK.”

- (b) SuperPort encompasses Information and Communications Technology professional services, transportation and skills development. Transport infrastructure includes the SFN and the rail network. Passenger transport services linking the airport, cruise liner terminal and city centre will also be important for the passenger element of SuperPort. Enabling people to access work and education will be important in skills development and employment.
- (c) SuperPort will be supported by:-
- (i) Enhanced access to the Port of Liverpool, initially by sustainable modes and by then by highway improvements, as required.
 - (ii) Co-ordinated action to make the case for national policy changes to support the use of rail and waterways (i.e. track access charges, path reservation and national provision of multi-modal terminals).
 - (iii) Improvements generally to the SFN to ensure free flowing traffic and accessibility to key freight destinations.
 - (iv) Preservation of port access rail alignments.
 - (v) Land allocation and use to support SuperPort.
 - (vi) Support for the development of other appropriate supporting infrastructure.
 - (vii) Support for the development and implementation of the Airport Surface Access Strategy, including work with private sector on the long term aspirations for the development of the Eastern Access Corridor to the airport.
 - (viii) Working with the private sector to improve access to freight sites across the City Region including, for example, Liverpool International Business Park, Estuary Commerce Park and Wirral International Business Park.

5.42 Apart from the Port and SuperPort elements covered above, the freight strategy also sets out a number of specific actions. These are introduced below.

(a) Improvements to the network

Our assessment shows that in the longer term, congestion can be anticipated at the A5300 Knowsley Expressway junction with the A562 in Knowsley. There are already severe queuing problems at peak periods, especially for vehicles accessing the A562 southbound from the A5300. Problems were also revealed at other locations, particularly along the A5036 Dunnings Bridge Road and Queens Drive.

(b) Intelligent Transport Systems

As noted above, ITS will be used to better manage traffic to support a free flowing network, reduce congestion and improve air quality. A key objective will be a package of measures including, enhanced integration of national and LCR highway network VMS, greater flexibility in their permitted message content and use of HA Traffic Officers on Trunk Roads as well as Motorways. Some of these elements of work are already operational whilst others are being progressed and will be completed in the short term under LTP3.A number of these initiatives arose out of the Merseyside MAA agreed in September 2009. This is described in more detail in Goal One.

Work is also continuing more locally to manage road freight from a both an efficiency and environmental perspective by giving priority to freight traveling on the SFN. Traffic signal priorities will be implemented to provide this priority and it is also proposed to identify times of maximum use by freight in real time and adjust priorities accordingly. This will also assist with management of air quality on freight routes.

(c) Lorry Parking

The DfT have commissioned a national Lorry Parking study. Work is currently in progress to develop a national strategy and action plan for lorry parking in England. Within Merseyside, discussions held with local authorities and businesses in preparation for developing the LTP revealed only a few localised problems with lorry parking.

We will consider the findings of the national study, following its expected publication in mid 2011 and will look to facilitate the resolution of local issues.

(d) Deliveries

As noted, our 2008 Business Survey ^(Ref 59) reported that delays were caused by irregular journey times. The most commonly reported response to these deliveries problems was the use of premium delivery services.

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Discussions with businesses and local authorities did not reveal any further significant or strategic problems with deliveries. Any problems are highly localised and Local Authorities are managing potential delivery issues through planning conditions and discussions with store managers if issues arise.

On occasion there have been problems with large delivery vehicles parking in bus stops to deliver to small local stores. The larger vehicles are used as the stores are part of larger chains which deliver to many stores as part of a single round. This problem can be solved by closer working between district planners and Merseytravel through planning conditions.

The situation will, therefore, be kept under review to ensure that the demand for kerbside space for servicing and deliveries is met without detriment to other legitimate uses such as bus stops and disabled car parking users. We will also review the results of an on-going study into relaxing planning conditions to allow for quiet night time deliveries. This study is jointly managed by the DfT, Freight Transport Association (FTA) and the Noise Abatement Society and is due to report in mid 2011.

(e) Vans

Challenges and Opportunities highlighted a forecast increase in van trips of 18% with a similar increase in distance travelled by 2024. The Strategy is committed to understanding the reasons for this increase and to plan for and manage it. A local survey of van usage was undertaken by LJMU students in late 2010 ^(Ref 68) indicating that only a minority of vans are used to carry goods. This is in line with national figures but the results are only indicative and more work needs to be done.

(f) Maintenance

Maintenance is particularly important on the SFN given degradation caused by the volumes of traffic, sizes and weights of vehicles which use these routes. Freight vehicles will be directed towards the SFN to reduce degradation of roads unsuitable for freight.

We will monitor the maintenance requirements of the SFN. Whilst having regard to the need to keep traffic moving across the whole network, sufficient resources will need to be allocated to maintain these key routes.

(g) Rail

The Port Access Study considered rail access to and from the Port. Generally, the present infrastructure is adequate for access into the Port estate and for Merseyside in general with unused rail capacity to the Port. The freight strategy supports the following:-

- (i) Preservation of rail port access alignments where the case for retention can be made

- (ii) Make the case for changes to national policy to support greater use of rail freight, such as track access charges and reservation of train paths and the reinstatement of financial support for freight facilities.
- (iii) Make the case for improvements to the national network, as required.
- (iv) Make the case for national provision of intermodal freight terminals.

(h) Waterborne

Manchester Ship canal is ranked 19th in the UK in terms of port traffic volumes, handling 8.1 million tonnes of cargo in 2007. It is almost exclusively a short sea port and provides inland waterway access for short sea and coastal vessels towards Warrington and Manchester. Peel already runs a barge service along the canal. Any further schemes for increasing freight traffic on the canal would be supported. The Freight Strategy seeks to:-

- (i) To monitor demand for waterborne freight.
- (ii) To Support the Peel Manchester Ship Canal Barge scheme.
- (iii) To support any other waterborne freight scheme as appropriate.

(j) Air quality and carbon reduction

Freight traffic is a significant contributor to both air pollution and carbon emissions. Each Local Authority with an AQMA is developing an action plan for designated action areas. A joint Task Group is investigating any common themes across all the AQMAs (and potential AQMAs) to develop co-ordinated action plans where this might be useful.

Reducing emissions from freight vehicles through the dissemination of best practice, use of alternative fuels, consolidation of deliveries and traffic management will be a priority in order to secure a per capita reduction in CO₂ emissions in local authority area. In support of Goal Two, the freight strategy will support:-

- (i) The Merseyside co-ordinated Plan for AQMA and Carbon Reduction.
- (ii) The Low Emissions Strategy.
- (iii) Promotion of fleet management best practice through the FQP.
- (iv) Promotion of alternative fuels, possibility including a biogas demonstration project.
- (v) Noise monitoring.

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- (vi) Closer working with environmental groups
 - (vii) Consideration to be given to the development of consolidation centres for the longer term.
 - (viii) Use of ITS to monitor traffic flow, emissions and journey times and better manage freight traffic.
- (k) Land Use Planning

Freight considerations need to be integrated fully into the land use planning system. This includes the implementation of planning conditions with approvals, for example to manage deliveries, deliver measures that support a shift from road to rail where possible or to require charging electric vehicle infrastructure in a new development. Consolidation centres are unlikely to be financially viable in the short term but will be supported for the longer term through the land use planning system by the allocation of land, or by requirements to manage deliveries sustainably. The freight strategy will support:-

- (i) Proposals for alternative fuels/charging infrastructure.
 - (ii) Examination of Consolidation centres for the longer term.
 - (iii) Accessibility to employment.
 - (vi) AQMAs action plans.
- (l) The Freight Quality Partnership

Partnership working, especially through the FQP will be the key to the success of the Freight Strategy. Only by partnership working can the needs of the freight operators and users be clearly articulated and shared with the public sector (local authority and HA) managers of the highway network and other network providers such as Network Rail.

For LTP3 we will also, as required, work closely with environmental groups to ensure a balanced approach to the implementation of the Freight Strategy.

Reducing the environmental impact of distribution

Transco National Logistics, based in Birmingham, is a good example of best practice in reducing the environmental impacts of distribution by changing their practices in a number of ways.

Transco National Logistics team delivers engineering material for National Grid Transco's gas supply business. Their Birmingham based distribution centre operates 35 articulated vehicles and delivers £120 million worth of goods to 14 smaller warehouses across the UK, servicing

over 200 customers. The fleet consumes 1.4 million litres of diesel and travels around 2.5 million miles per annum. The entire operation costs £3.5 million a year of which fuel is a large contributor.

In 1999, Transco became the first western utilities company to be certified with the ISO14001 environmental management system Environmental Monitoring System (EMS) standard. Transco realised that good environment practice makes good business sense and decided to implement three environmental projects:-

- Introduction of alternative fuel vehicles
- Introduction of step frame trailers
- Optimising vehicle routing

Alternative fuel vehicles

Transco decided to explore the option of vehicles that use alternative fuels, in particular Compressed Natural Gas (CNG). CNG vehicles are cleaner; produce lower exhaust emissions and cost less to run than the diesel alternative. After an initial trial, Transco concluded the CNG would bring significant saving without any serious impact on operations.

Step frame trailers

Transco have continued to find new and innovative ways of maximising efficiency and environmental improvements. Their philosophy; 'the more you can load on a vehicle, the less journeys you need to make', thus resulting in lower costs and less pollution led them to develop trailers with extra capacity.

Optimising vehicle routing

Transco National Logistics is famed for its country wide responsibility for warehousing and inventory management. They distribute using pre-determined delivery schedules however; there are on occasions where customers need urgent deliveries outside of the schedule. Transco decided the answer to this was improved communication, if a customer needed an urgent delivery; Transco would inform them of the associated additional costs or asked them if they could wait until the next scheduled delivery was due.

Transco National Logistics team is an excellent example of how improving efficiency of a transport operation can realise significant environmental benefits that contribute to a company's overall EMS. The implementation of these three initiatives has the combined, annual environmental benefit of:-

- Reducing distance travelled by 66,000 miles
- Reducing carbon dioxide emissions by 123 tonnes
- Reducing emissions of other harmful pollutants
- Reduced noise pollution

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The Movement of People

- 5.43 Throughout the lifetime of LTP1 and LTP2, significant funding has been invested in improvements to the bus, rail and ferry networks. As a result of this investment many improvements have been achieved, including:-
- (a) The upgrading of bus routes between Liverpool and Crosby/Southport, Speke, Old Swan and Maghull.
 - (b) City centre measures, including a new Liverpool ONE bus station, upgrades to James Street station and the City Centre Movement Strategy.
 - (c) The development of the rail network, including the refurbishment of the Merseyrail rolling stock, the development of Liverpool South Parkway and upgrades to many stations, including Lime Street, Maghull, Hoylake, Formby, Birkdale, St Helens Central and Huyton.
 - (d) The development of tourism attractions as part of the Mersey Ferries offer at Spaceport (Seacombe), Woodside and at the Pier Head in Liverpool.
- 5.44 We outlined in Goal Four our ambitions to continually increase the public transport networks capability to provide a truly equitable mobility culture, involving a range of measures designed to make our services fully accessible in the widest sense. We also noted that this had to go hand in hand with increasing the capacity of the network where this was appropriate and justifiable.
- 5.45 Our strategy is therefore based on getting the most out of our existing extensive assets and improving or increasing capacity in partnership with operators and others where necessary.

Rail

- 5.46 *Challenges and Opportunities* has shown us that recent investments has resulted in a significant growth in rail patronage, which has led to rail being one of the most important modes of transport for commuters accessing the city centre. This is a major achievement and has undoubtedly supported traffic constraint and congestion management and been a major factor in constraining car growth into the city centre.

- 5.47 The current rail strategy identifies the following key policies with respect to rail for LTP3:-
- (a) Continue to review the geographical extent and levels of service of the rail network in Merseyside.
 - (b) Continue to ensure the rail network in Merseyside is as accessible as practicable by providing accessible trains, stations and interchanges.
 - (c) Engage positively with train operators and government to minimise rail fare increases.
 - (d) Engage positively with train operators to introduce a common ticketing system and simplified fare structure across Merseyside.
 - (e) Work with operators to provide comprehensive service information provision before travel, at stations and on board trains.
 - (f) Facilitate and work with operators, to improve integration with other modes.
 - (g) Work with operators to maintain the current performance of the rail network.
 - (h) Work with train operators to enhance further safety and security on the rail network.
 - (i) Seek to optimise the use of the existing rail infrastructure.
 - (j) Seek to control the level of subsidy.
 - (k) Seek to facilitate rail freight growth.
- 5.48 The Merseytravel LTP3 rail programme is further detailed below under four main headings, rail network expansion, network capacity enhancements, wider city region transport links and safeguarding potential rail alignments for the longer term. The issue of local control of the rail network is key to all rail plans and this is also introduced below.

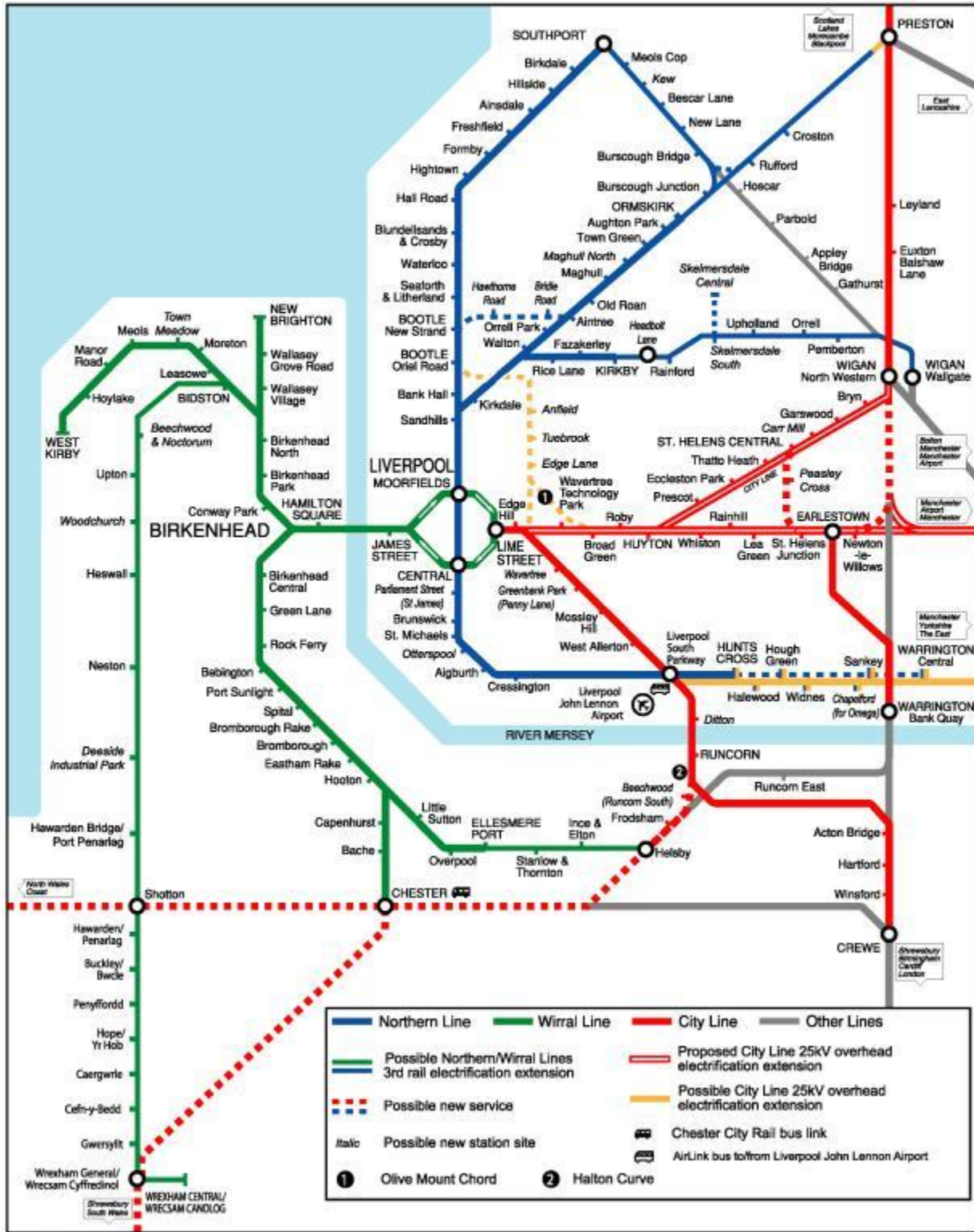
Rail network expansion programme

- 5.49 Where it can be cost effective and value for money, Merseytravel supports the expansion of the rail network to meet and facilitate existing and projected growth in demand for passengers and freight transport and support the sustainable economic regeneration of Merseyside and the North West. The long term vision is shown in Figure 9.

Figure 9 – Extended rail network



Future Network Map



Source: Merseytravel/Merseyrail

5.50 A number of proposals are being considered to extend the coverage of passenger rail services in the Liverpool journey to work area. These include:-

- Borderlands Line – a number of options to integrate some or all of the line between Wrexham and Bidston into the Merseyrail Electrics network.
- St Helens Central to St Helens Junction reinstatement.
- Kirkby to Headbolt Lane (and potentially Skelmersdale).
- Introduction of passenger services on the Bootle to Aintree and Edge Hill to Bootle branch lines.
- Reinstatement of Burscough Curves.
- Reinstatement of the Halton Curve.

Network capacity enhancements

5.51 The rail network is now reaching capacity on many lines and at particular stations, such as Liverpool Central station. Peak services into the city centre on the City Line, the Northern Line and Wirral line from Chester are also overcrowded at certain times. As such, a key part of the strategy in LTP3 will be to tackle these capacity constraints through:-

- (a) Working with DfT and other funding partners on measures to address capacity constraints at Liverpool Central station. However, the withdrawal of DfT's Better Stations funding, which included an allocation of funding for Liverpool Central station, is a major disappointment and will prevent the full range of capacity improvements from being delivered at this critically important station. Works to expand and upgrade Liverpool Central will thus be pursued in the short term using available European and local transport funds, although this will not address the root cause of the problem.
- (b) Measures to address capacity on peak train services, on the Merseyrail network and additional capacity on the city lines, linked to the planned electrification of lines between Liverpool and Manchester and Wigan.
- (c) Pre-feasibility appraisal and design work will help identify value for money/business cases for potential new stations. While not excluding any potential stations which may come forward the priority list for development work includes:-
 - Maghull North
 - Town Meadow
 - Carr Mill
 - Beechwood
 - Woodchurch
 - Deeside

Wider city region transport public transport links

- 5.52 As highlighted above, rail capacity remains a major concern within Merseyside and the wider region, particularly in the Northern Hub around Manchester. We see the electrification of the lines between Liverpool and Manchester and Wigan and the Northern Hub capacity measures as being essential to tackle these constraints and to prevent unmet demand for rail services from transferring to private transport. Allied to this is the importance of cascading higher capacity rolling stock onto the Liverpool-Manchester services.
- 5.53 A number of long standing schemes remain subject to detailed evaluation; these include the Borderlands enhancements and Halton Curve. These and other proposals will form the basis of continuing discussion with our neighbouring authorities.

Safeguarding potential rail alignments

- 5.54 A number of the proposals for the expansion of the rail network would utilise rail alignments currently used only for freight for passenger use, or which are currently disused and would require reinstatement of permanent way, signalling and structures. Merseytravel will work with its local authority partners to safeguard use of such alignments for rail and public transport purposes, through the LDF process set out in Goal One. Merseytravel is aware, however, that safeguarding can bring costs and responsibilities upon the safeguarding authority or it can potentially preclude other proposals that are of benefit to Merseyside. In such cases, Merseytravel will work with its local authority partners to identify the most cost effective and beneficial way forward.

Local control of the rail network

- 5.55 Merseytravel is working with PTEG and the DfT to develop greater local control of the rail network. In the case of Merseyside the case for local control for the county, including the re-integration of track and wheel, has been appreciated by Government. Merseytravel will continue to work with the Government and rail industry to take this forward in the most appropriate manner.

Merseytram

- 5.56 At the present Merseytravel have been granted the statutory powers to construct and operate Merseytram Line 1, which is planned to run from Liverpool City Centre to Kirkby. The Merseytram (Liverpool City Centre to Kirkby) Order 2005 'The Order' was made by the DfT in January 2005. Since that time and in view of the uncertainty over funding, Merseytravel have taken steps to preserve the powers to construct and operate Line 1. This has been accomplished by constructing a Park and Ride site adjacent to Stonebridge Business Park to be operated as a bus based Park and Ride site until such time as funding is obtained for the construction of Line 1. The site will be operational from April 2011. It remains Merseytravel's intention to bring forward Merseytram and to proceed with the construction of Line 1 pursuant to the statutory powers in place.

Bus

- 5.57 Buses offer the public transport mode with the greatest coverage and patronage in Merseyside and consequently extending the bus network represents the easiest and cheapest means of providing an alternative to the private car for many journeys. As such, the quality and reliability and coverage of the bus network will be promoted throughout LTP3. The importance of buses is illustrated by the fact that 78% of public transport journeys in Merseyside are made by bus ^(Ref 25).
- 5.58 The continued overall decline in patronage remains a major concern. In 2005/06 nearly 82% of public transport journeys were made by bus, compared to 78% in 2009/10. Work is now underway to gain a more detailed understanding of bus patronage and to identify the areas where growth and decline are occurring. This is important as the overall decline appears to mask areas where growth is occurring. Work that is now underway via the Bus Board ^(Ref 69) to develop agreements to share data between Merseytravel and the operators will be vital.
- 5.59 The establishment of the Bus Board is important because of the number of public sector bodies and commercial companies responsible for the delivery of bus services on Merseyside. All of these organisations will seek to work together as partners to deliver the best quality of bus service for Merseyside. The organisations and their responsibilities are shown in Table 3.

Table 3 – Organisations involved in delivering bus services

A Number of organisations are involved in producing all the elements of local bus services	
Merseytravel	<ul style="list-style-type: none"> • assumes an overall co-ordinating role for the bus network in Merseyside • provides bus stops and shelters • is responsible for ensuring that information for passengers is accurate and up to date, including printed timetables, information at stops, information phone lines and eclectic information on Merseytravel websites • set policies for bus services in Merseyside for inclusion in the LTP • pays for bus services which are not provided commercially by other operators • provides the Merseylink dial-a-ride service for people with mobility problems • operates the concessionary travel scheme Merseyside • operates the bus stations across Merseyside
Bus Operators	<ul style="list-style-type: none"> • own, maintain and operate buses • provide “commercial” bus services, where these can be operated profitably • provide “supported” bus services, where Merseytravel fund the gap between the cost of providing the service and the revenue from fares • set timetables (but must register these with the Traffic Commissioners and must give six weeks notice before a timetable change) • are responsible for ensuring that the services they provide are operated to their public timetable
District Councils	<ul style="list-style-type: none"> • control and maintain the road space on which bus services operate • control and maintain the footpath network giving access to the bus network • provide bus priority schemes, junction improvements and associated traffic regulation orders in association with Merseytravel • enforce parking restrictions (in Liverpool, Wirral, Sefton and St Helens where parking is decriminalised)
Local Police	<ul style="list-style-type: none"> • enforce parking restrictions where parking enforcement remains a Police responsibility (in Knowsley) and enforce other traffic regulation orders • work with Merseytravel and the highway authorities on enforcement issues

- 5.60 All of the partners will seek to provide a high quality bus network that meets the needs of the people of Merseyside in a secure, accessible and sustainable manner in so far as financial resources will allow. This network should meet the social and economic needs of the area and give reasonable access to jobs, shops, schools, health facilities as well as social and leisure facilities. In doing so, partners will strive to ensure that the bus network supports the sustainable and inclusive regeneration of Merseyside. To maximise the attractiveness and effectiveness of the bus network, it will be integrated with other public transport modes such as the rail network and Mersey Ferries, wherever possible.
- 5.61 Given the limited funds that will be available in the short term, the priority for the early stages of LTP3 will be to build on the high levels of recent public and private investment in the bus network, which have provided a comprehensive upgrade to many parts of the bus network. Accordingly, the “corridors and centres” development approach to LTP1 and LTP2 is no longer appropriate, meaning that the approach in LTP3 will be led by a highly focused, targeted approach to infrastructure delivery.
- 5.62 This will mean we will aim to ensure that we are able to implement a packaged approach to improvements including physical infrastructure provided by Merseytravel, the district councils and by the bus operators with ‘smarter’ measures that help to overcome the barriers that exist to bus travel. Some of these were outlined under Goal Four. Measures will include:-
- (a) The development of a new style of pre-paid ticketing product, linked to smartcards. This is dealt with in more detail below.
 - (b) The development of a new bus-based real time information system and the use of social media and other web tools to disseminate bus information in a targeted way (see also the section on ITS earlier).
 - (c) The continued use of TravelWise travel awareness programmes to promote the uptake of bus travel, including Personalised Travel Planning, workplace travel plans and schools – secondary schools, in particular.
- 5.63 Physical bus-based upgrades and improvement works will be focused on areas where there is clear evidence to support interventions. Such examples include:-
- (a) Congestion pinch points, in response to issues rising from Punctuality Improvement Partnership works and in support of the aims of specific SQP corridors.
 - (b) Special attention will be focused around bus priorities on the approaches to the city centre, where measures that support the efficient movement of buses are of maximum benefit to passengers and bus operators and provide the necessary advantage to encourage a switch from private to public transport.
 - (c) In response to new transport pressures exerted by new developments, with an expectation that developers will be required to contribute towards these through the planning process.

5.64 In summary, the co-ordinated programme of investment is likely to include improvements in the following areas:-

- Bus Improvements to support SQPs (see below) on various bus routes throughout the county (inclusive of bus priority, shelter replacement and interchange improvements.)
- Edge of city centre bus priorities measures.
- Bus lane camera enforcement, supportive measures.
- Select Vehicle Detection (SVD) in Southport and Wirral.
- RTPi investment countywide inclusive of UTC partnership investment.
- Newton-le-Willows bus interchange.
- Arrowe Park Hospital bus interchange.
- Kirkby Bus Station (in support of the new development).
- Replacement bus stop flag programme countywide.
- Bus Shelter replacement programme countywide.
- New Brighton Bus Interchange.
- Maintenance of existing bus stations.
- Halewood bus stop improvements.
- Birkenhead bus stop improvements.

Statutory Quality Partnership's (SQP)

5.65 The establishment of the Bus Board in 2008 and the development of Punctuality Improvement Partnership agreement (PiP) and SQP Schemes in 2009 and 2010 respectively are all examples of the partnership approach to bus delivery that was advocated as part of the previous Bus Strategy. This approach is set to continue as it is believed to be effective, particularly in times of financial constraint. SQPs are planned for the following routes:-

- Service 14 Liverpool City Centre – Croxteth (Stagecoach and Arriva).
- Service 10 corridor Liverpool City Centre – St. Helens (Arriva, Stagecoach, HTL).
- The Wirral: Woodchurch Road and A41. (Arriva, First, Avon).

5.66 Area based SQP's are also being considered based around centres, such as Liverpool, Birkenhead, Southport or St Helens. Map 9 shows the projected programme of SQP's.

Map 9 – Projected programme of Statutory Quality Partnerships

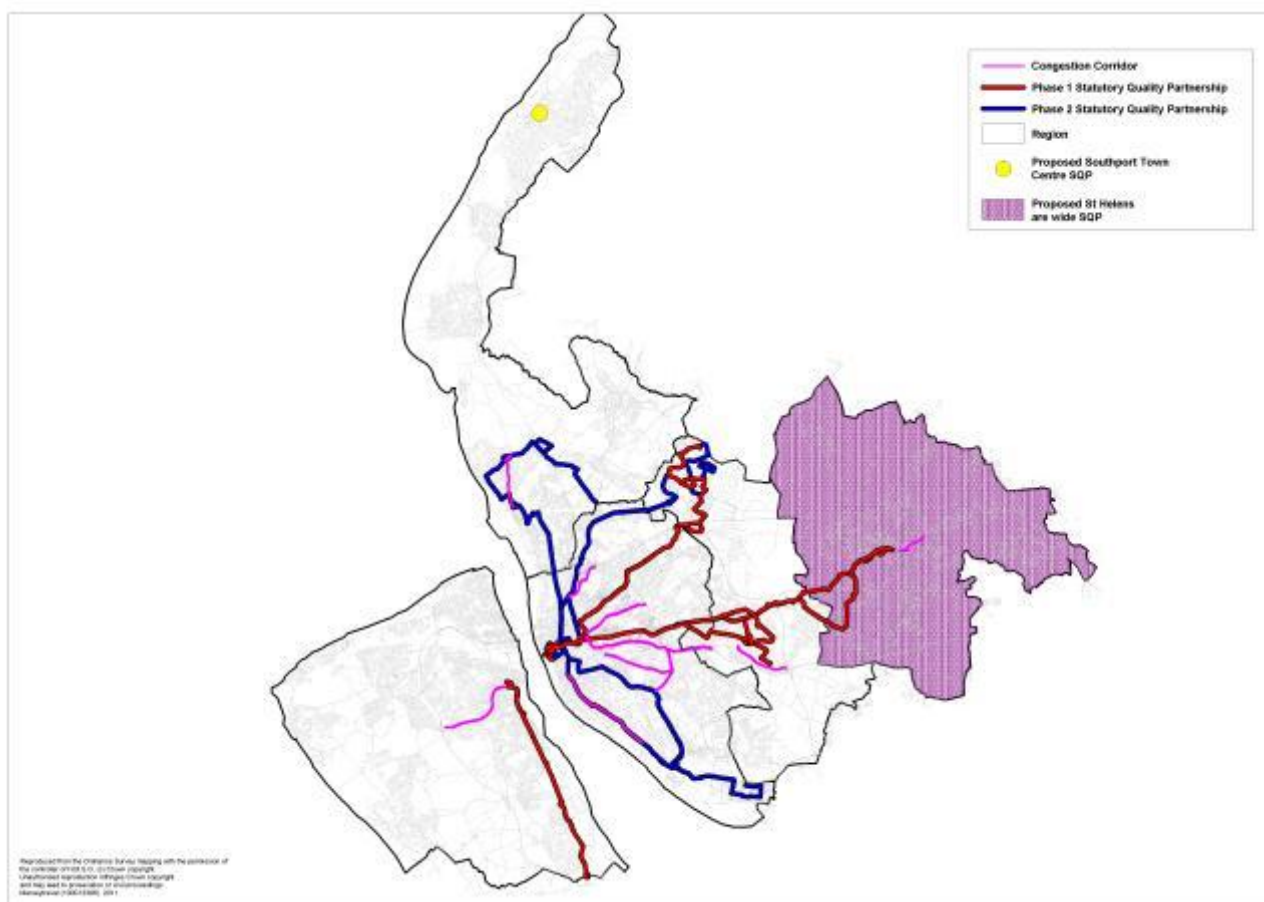


Table 4 – The main elements of area based Statutory Quality Partnerships

Area wide Statutory Quality Partnership scheme

The scheme aims to bring benefits to people using local bus services by:-

- Establishing a level of quality service provision to which all bus operators will aspire.
- Improving the quality of local bus services operating in the scheme area.
- Enabling bus operators to deliver more reliable and punctual bus services through the provision of infrastructure and the enforcement of measures to support the bus.
- Providing information about bus services before and during the journey.
- Managing bus station and bus stop use to reduce congestion and maximise capacity.
- Agreeing the routing of bus services through the scheme area.

The parties to the Statutory Quality Partnership will agree to improvements in the following areas:-

Bus operators

- Environmental standards of bus fleet
- Accessibility e.g. for the disabled

- Network Stability
- Ticketing
- Driver training
- Information

Merseytravel

- Bus shelter quality
- Bus shelter information
- Electronic displays at principle stops
- Raised kerbs
- Real Time Passenger Information
- Travel Plans – for Merseytravel employees and within SQP area

Local Authorities

- Bus stop clearways implementation and enforcement
- Bus lane implementation and enforcement
- Improve highway infrastructure
- Travel Plan for local authority staff and in the scheme area

Joint initiatives

- Joint Merseytravel/Operator teams to deal with operational issues and information to customers

Serving new developments

5.67 Any new developments or destinations which increase the potential for additional demand for bus journeys may create the need for new partners to be added to the local action enhancing the bus network. In all these situations the respective developers or promoters of new development or destinations, such as new retail stores or centres, new healthcare facilities or new employment locations, will be required by the responsible local planning authority to make an appropriate contribution to the improvements on the bus network that are needed to serve their new developments or destination. This requirement will bring the LTP3 plan into line with central government guidance on funding local partnerships for network improvements.

5.68 There will also be a major focus on ensuring that existing and proposed priority measures work effectively, by ensuring that they are suitably enforced by either the police or local authority.

Maintaining an inclusive network

5.69 Bus transport remains the only viable transport option for many members of the community. It is vital in helping to secure social inclusion and to address one of the key priorities of LTP to pay particular attention to disadvantaged communities.

- 5.70 In support of Goal Four to ensure access for those who depend upon public transport for their principal employment, education, domestic, healthcare, leisure and social journeys Merseytravel will seek to support those bus services which are not commercially viable but necessary. The supported network makes up 20% of the overall network. To support public transport where the subsidising of a stage bus service is not possible, Merseytravel will consider other options including taxis, CT and DRT.
- 5.71 National and European legislation will require all buses to be low floor by 2017. However to ensure that accessibility to the bus network is extended to as many members of the community as is achievable in advance of this date, Merseytravel will continue to introduce bus stop access kerbs and other appropriate infrastructure enhancements when undertaking bus facility improvements and will continue to specify low floor accessible bus provision for all supported services. Merseytravel will also seek to work with operators to bring forward the introduction of low floor buses prior to the 2017 deadline to buses outside the supported services area.

Bus information provision

- 5.72 Since the Transport Act of 1985 Merseytravel have provided information relating to local bus services in the form of bus timetable leaflets, bus route maps and stop-specific bus stop timetable information at all of the 6000+ bus stops across Merseyside based upon the information provided by the bus operators via their paper based service registration document. The bus timetable leaflets are distributed through Merseytravel Travel Centres, the areas rail stations and via over 250 local outlets such as libraries, hospitals and Council offices. With the changing technology, the bus timetable leaflets have also been made available to download from the Merseytravel website. The improvement in technology has also allowed the promotion of the stop specific SMS and Nextbuses software, which provides next buses (scheduled) timing information from your bus stop.
- 5.73 Future developments in technology mean that this information alongside real time information will be available via a selection of web based media including mobile phone and PC's. In addition a journey planner facility has been available for some time on the Merseytravel web site and this facility will continue to be available in the future supplemented by the new real time information as it comes on line. Whilst the project is led by Merseytravel all partner organisations have been consulted via the various consultative forums and structured meetings held during the development of the LTP.

Supporting measures for public transport

Park and Ride (P&R)

- 5.74 Park and Ride is one of a range of planning tools that can be used to encourage car users to switch to public transport and help reduce congestion. In the right locations and in conjunction with suitable demand management measures, a network of Park and Ride facilities across Merseyside can assist in reducing traffic levels into town and city centres. This will provide more sustainable access, improve the attractiveness of a centre and enhance the economic viability of the town/city centre.

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There are two principal components, to our strategy:-

- (a) **Rail** based Park and Ride is defined as being all formal car parking for rail users across the Merseyrail network. This provision can be further classified as being either strategic or local in nature.
 - (i) Strategic Park and Ride is defined as the provision of rail Park and Ride facilities where the national road network meets the rail network.
 - (ii) Local Park and Ride is defined as the provision of car parking at rail stations to cater for the demand for parking from the surrounding area. The preferred function of a Local Park and Ride site would be to serve residents who live in the vicinity of the station, but who are beyond the natural walking catchment and are not served by feeder bus services accessing the station or who are mobility impaired.
- (b) **Bus** based P&R services are limited in their nature in Merseyside. This reflects the fact that the geography of Merseyside is very different from compact, historic towns and cities such as York, Oxford, Cambridge, Chester and Shrewsbury, which have established bus-based park and ride facilities on their outskirts to serve their urban centres.
- (c) However, this strategy does not rule out such facilities within Merseyside. A bus-based park and ride facility has recently been developed by Merseytravel at Gillmoss, on the A580 to the east of Liverpool, which will be operated on a commercial basis by bus operators and will serve the city's football stadia, in particular.

5.75 It is important therefore to determine where P&R can make a valuable contribution to Merseyside and ensure that the P&R facilities and services are optimised and make an effective contribution towards the objectives set out in the LTP.

5.76 In this context Merseytravel has developed a revised framework for P & R in Merseyside. The aim of the new policy framework is to ensure that park and ride facilities whether in the form of bus based or rail based facilities, achieve their intended purpose, in that they support modal shift from private car to a more sustainable mode and reduce overall car journey lengths.

5.77 Evidence collected as part of LTP2 suggested that some smaller park and ride facilities, linked to the local Merseyrail network, may not always be achieving these aims. Expanded car parking provision at suburban stations may, in some cases, be acting as an incentive to drive, thus leading to the creation of new, short car journey from home to the rail station. Clearly, this is an unintended consequence of an otherwise well intentioned policy.

5.78 However, it is clear that, effective P&R can also contribute to the aim of providing a safe and efficient transport network that supports regeneration and seeks to minimise delay and disruption, as well as complementing other key elements such as city centre parking strategies. Our revised strategy is therefore designed to ensure that a P&R facility should contribute to the LTP objectives of relieving

congestion, reducing carbon outputs and supporting the continued regeneration of Merseyside and the LCR.

- 5.79 New or improved park and ride proposals, irrespective of their scale, will be expected to support the aims of the Merseyside Park and Ride Strategy insofar as they should:-
- (a) Reduce the overall level of car mileage in Merseyside.
 - (b) Reduce the number of trips made by car into urban centres especially into Liverpool City Centre.
 - (c) Encourage greater use of public transport, walking and cycling.
 - (d) Reduce car journeys and levels of traffic congestion downstream of the facility, usually on key corridors (e.g. LTP “congestion” corridors).
 - (e) Reduce accidents downstream of the facility.
 - (f) Reduce air and noise pollution downstream of the facility.
 - (g) Reduce demand for urban road construction downstream of the facility.
 - (h) Reduce long stay car parking in relevant centre.
 - (i) Improve the accessibility of town and district centres.
 - (j) Free central area space for other uses.
 - (k) Contribute to the economy of the LCR.
- 5.80 These principles will form the “acid test” as to the viability of a potential park and ride site and the means to addressing them will therefore form part of the business case of each scheme and will be underpinned by a revised set of policies set out in the full Park and Ride Strategy.

New generation ticketing and smartcards

- 5.81 The Merseytravel vision regarding the implementation of Smart and Integrated Ticketing is to improve the passenger experience by delivering a multi-modal, fully interoperable solution. This will be delivered through infrastructure up-grades and innovative future technological improvements by working with industry experienced suppliers and stakeholders.
- 5.82 The approach proposed to Smart and Integrated Ticketing will be challenging but will allow Merseytravel to fulfil its key objectives. These include:-
- Maintaining ongoing interoperability between all modes of transport, suppliers and travel to work areas beyond the Merseyside County boundary.
 - Encouraging modal shift

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- Improving passenger choice.
- Delivering value for money.
- Improved data collection to help enhance and target the public transport offer.
- Integration of tickets across all modes.
- Integration with other non-transport applications.
- Better use of technology to meet and exceed the expectations of passengers and potential passengers.

5.83 Smart and Integrated ticketing also bridges the gap between transport infrastructure – train, bus, ferry, tunnels – and the smarter choices agenda. It brings together policy in a holistic and integrated manner to ensure that passengers and potential passengers, can make smarter travel choices which will deliver economic, social and environmental benefits. Our intention is to exploit opportunities for growth and technological advancement in the Merseyside region with future ventures planned extending into areas to include ‘green initiatives’.

5.84 Over the last year 2010/11 considerable progress has been made with the implementation of Smart ticketing:-

- Over 150 vehicles equipped and operational with ITSO electronic ticket machines.
- Development and implementation of ITSO back office solutions to support hardware infrastructure in the field.
- Development of ITSO rail gating solution at 9 key stations for implementation in mid 2011.
- Implementation of ITSO smartcard readers at two ferry terminals.

5.85 The next twelve month period from 2011/12 will build on the achievements to date and will see further implementations and key developments which will focus on:-

- Roll out of ITSO solution for 82 non gated stations across three TOC.
- Further implementations across the bus network.
- Development and phased rollout of Merseytravel’s existing paper scheme to smartcard.
- Development of the retail network inline with Merseytravel’s social inclusion agendas.
- Reimbursement and Settlement.
- Inclusion of non transport incentives.

5.86 Further developments in 2013/14 will see:-

- Completion of both the bus and rail network with ITSO Smartcard readers.
- Full conversion of Merseytravel Prepay scheme to ITSO Smartcard.
- Retail – web based solution such as auto renew for weekly, monthly and yearly tickets.

5.87 From 2014/15 Merseytravel will look to push forward with further technological advancement in the following areas:-

- Using Credit/Debit cards as a method for fare payment across the network.
- Mobile phone payment using Near Field Communication (NFC).
- Further development of Merseytravel's ticketing portfolio such as Pay As You Go (PAYG).

Mersey Ferries

5.88 As noted above, the Mersey Ferries, in addition to providing an important cross-river commuter role which is particularly helpful for cyclists, also form an important element of the area's tourism offer. A major focus in the early years of the LTP will be the development of a new Pier Head landing stage, to replace the previous facility that was irreparably damaged in 2006. A temporary pontoon currently exists, though this is unsightly and has operational constraints. ERDF funding will be sought to produce a funding package for the new facility.

Public transport's role in reducing carbon emissions

5.89 New and enhanced developments allow Merseytravel the ability to influence the environmental performance of the public transport system across Merseyside and this will be undertaken to maximum effect through the services we provide and the Partnerships with which we engage. It is therefore a key element of Goal Two.

5.90 The low carbon agenda for public transport effectively centres around more efficient delivery and operation and use of alternative technologies. These can include:-

- (a) Undertake appropriate trials and research projects with operators to establish the most suitable low carbon/emission vehicles and fuels;
- (b) Use our contracts for supported services to make preference for alternative fuelled/low carbon/low emission vehicles for example sustainable biofuels, electric, specific euro standards to reduce emissions and ensure vehicles are suitable for the routes;
- (c) Specific criteria in Statutory Bus Quality Partnerships to reduce number of vehicles and require stated EURO standards and fuels;
- (d) Support for provision of infrastructure for new technologies;
- (e) Expansion of departure charges at bus stations to lower carbon/lower emission fuels use;
- (f) Support for use of driver training and monitoring aids;
- (g) Supporting Merseyrail Electrics ambition to become low carbon and electrification of wider Merseyside Network;
- (h) Commit to ensuring all large infrastructure developments undergo external assessment for their sustainability;
- (i) Play a full role in public transport input into Low Emission Strategies;

Goal Five

- (j) Investigate the potential for owning low carbon fleet for use on contracted services.

Other measures

Promoting coach travel

- 5.91 The promotion of coach facilities is a priority given the importance of coach travel to the visitor economy. LCC has implemented a coach parking and management strategy to facilitate coach access to the key attractions, particularly in the City Centre. Despite this, there is an insufficient number of spaces in the City Centre to accommodate vehicles for pick-up/drop-off and medium stay. Investigations into the provision of additional coach parking are on-going.
- 5.92 A Coach Welcome Scheme has been implemented at Liverpool Cathedral. This includes a personalised welcome from the Cathedral and the provision of information about what there is to see and do in the city. The coach driver is also given advice about coach parking facilities. Similar schemes are to be promoted at other attractions by LCC. LCC is also seeking the Confederation of Passenger Transport (CPT) designation of a 'Coach Friendly' as recognition of its commitment to support coach travel.
- 5.93 In Sefton provision for coaches is a key part of the Southport tourism offer and there are specific provisions for coach set down and pick up points and coach parking. Southport also runs a successful coach host service that has been operating for several years to welcome coach visitors to the town.
- 5.94 In all districts across Merseyside coach parking is considered an essential element of all major visitor attractions and is a minimum requirement for planning permission. This will continue into LTP3.

Motorcycles

- 5.95 The term motorcycle may be taken to include mopeds, scooters and motorcycles. Motorcycle use has grown by about 50% in the UK in the last 10 years. Motorcycles can reduce congestion, reduce parking space requirements and provide a cost effective mode of transport for those on limited resources. On average the emissions performance of motorcycles compares favourably with cars, although they carry fewer passengers. On the down side, however, motorcycle use has much higher casualty and severity rates than other modes of transport.
- 5.96 We will investigate ways of promoting motorcycle use where this will support the overall LTP3 Strategy. This will include infrastructure improvements such as motorcycle parking in centres, including the City Centre. We will also seek to ensure adequate motorcycle parking in new development through the planning process, particularly the transport SPDs adopted by individual districts. These set out a range of motorcycle parking standards for various types of development and recommend a minimum number of spaces per development. Finally, schemes such as Scooter

Commuter will also be supported where possible as they help residents from disadvantaged areas access employment.

Meeting multiple objectives

Efficient movement of people and goods is essential to the future economic prosperity and wellbeing of Merseyside. An efficient and sustainable network provides the essential elements to encourage the development of the Port and SuperPort and new inward investment creating jobs and addressing worklessness. In tandem with properly coordinated land use and locational choices we can reduce the need to travel freeing up road space for essential freight and public transport movements, whilst at the same time reducing carbon emissions, reducing levels of poor air quality and increasing health and wellbeing.

Free moving and safe roads encourage active travel further increasing cycle and walking which can be linked to rail stations and key bus stops to provide more sustainable long distance commuting and increasing use and profitability of the public transport companies.

Properly integrated park and ride will reduce traffic levels and reduce the need for city centre and other town centre parking, further improving air quality and reducing noise levels, especially if aligned with new technologies which themselves help to create new jobs.

Summary of actions

Short term actions	Long term actions
<p><u>Managing traffic</u></p> <ul style="list-style-type: none"> • Apply the joint Traffic Management Plan to fulfil the Network Management Duties. • Extend cross Merseyside boundary co-ordination with neighbouring local authorities and the HA. • Reduce the demand for travel through behaviour change policies. • Consider small-scale highway improvement schemes. • Manage demand through car parking polices where appropriate. 	<ul style="list-style-type: none"> • Create more efficient integration of transport, land use and locational decisions to maximise existing transport assets, reduce longer distance travel and reduce carbon emissions.

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Short term actions	Long term actions
<ul style="list-style-type: none"> Consider support for non-car modes such as motorcycles and coaches. 	
<p><u>Managing traffic – Intelligent Transport Systems</u></p> <ul style="list-style-type: none"> Gather information on traffic patterns and road use for use in real time and for historical analysis. Share information between systems so that data can be interrogated holistically. Use available and shared information to manage traffic through the network. Develop use of environmental triggers, road works information and cross boundary routes. Provide more information to travellers, initially by using available information to make more use of variable message signs, travel website and text messaging to mobile phones. Over time more use will be made of intelligent in-vehicle devices. Utilise journey time management systems to provide and store information on journey times, starting with key strategic corridors to centres. Sharing of information between individual systems will also enable wider route coverage. Link RTPI systems, particularly for buses to traffic management systems (Comet) and better control and prioritise road based public transport (buses). Link individual district's street works information systems to provide an overall picture of the region's network. This will assist in the management of cross boundary traffic particularly where 	<ul style="list-style-type: none"> Implement system to vehicle links that will allow a two way exchange of information and provide truly up to date and interactive information to drivers. Long term aspirations for Network Management will utilise system to system and system to car connectivity that will allow management of traffic through the network based on varying levels of priority i.e. type of vehicle, how many people are in it, when does it need to arrive. Accommodate new technologies as they become available and improve, or replace current technologies in their use and capabilities

Short term actions	Long term actions
<p><u>Managing traffic – Intelligent Transport Systems</u></p> <p>there are road works in adjoining districts.</p> <ul style="list-style-type: none"> • Provide Support for Emergency Vehicles attending emergency “blue light” calls. Provide “green waves” through traffic signals where feasible minimising disruption to other traffic. • Utilise information held in car park information systems to provide details of historic usage and real time information on car park occupancies on the travel website. • Continue to develop and implement strategies to cater for both planned and unplanned events on the network. 	
<p><u>Movement of goods</u></p> <ul style="list-style-type: none"> • Work closely with development of SuperPort • Develop a co-ordinated approach to freight related AQMA and carbon reduction action plans across Merseyside. • Develop the freight contribution to the Low Emission Strategy. • Work through the FQP and other groups to promote best practice and improve environmental performance. • Work with fleet operators to implement accreditations and standards linked to local authority and other public service performance. • Identify and implement ITS related (and other low cost) improvements to the SFN. 	<ul style="list-style-type: none"> • Investigate use of alternative fuels for the freight sector. • Consider the feasibility of consolidation centres transferring goods to low emission vehicles. • Identify and implement essential highway improvements to the SFN. • Preservation of port access rail alignments. • Monitor rail freight requirements and make the case as required for both infrastructure requirements and changes to national policy. • Develop freight noise monitoring programme. • Lobby for national provision of intermodal freight terminals.

Goal Five

Short term actions	Long term actions
<p><u>Movement of goods</u></p> <ul style="list-style-type: none"> • Ensure the SFN is adequately maintained. • Integrate freight into the land use planning process across Merseyside to support the efficiency, equality and environmental agendas. • Improved monitoring of HGV and LGV traffic. • Through the FQP develop a better understanding of goods vehicle fleets in Merseyside Improve sustainable access to the Port of Liverpool at Seaforth. • Improve sustainable access to the Port of Liverpool at Seaforth. 	<ul style="list-style-type: none"> • Monitor the growth of freight at Liverpool John Lennon Airport. • Monitor the private sector progress to make the case for the development of the Eastern Access Transport Corridor. • Improve highway access to the Port of Liverpool at Seaforth. • A5300 and A562 junction improvements. • Promote waterborne freight.
<p><u>Movement of people</u></p> <ul style="list-style-type: none"> • Continue to work in partnership with bus operators to deliver SQP Schemes to help improve vehicle standards, reduce repetition of services on routes and increase patronage. • Examine use of Merseytravel contracted services to support trials and use of alternative fuels and new Euro standard vehicles. • Subject to feasibility studies we will expand the Merseytravel departure charge system at bus stations to promote low emissions vehicles by incorporating differential charging of vehicles. • Continue to promote public transport as a sustainable mode and as part of multi modal journeys. • Introduce smart ticketing to make public transport use easier and more convenient. 	<ul style="list-style-type: none"> • Encourage Merseyrail Electrics to decarbonise their energy supply to make the rail network carbon neutral. • Larger-scale capacity improvements at Liverpool Central station. • Liverpool Manchester electrification (national scheme). • Develop Full Local Decision Making/Vertical Integration for Merseyside. • Make the case for a western HSR alignment that would offer maximum connectivity and maximum benefit for Merseyside.

Short term actions	Long term actions
<p><u>Movement of people</u></p> <ul style="list-style-type: none"> • Targeted programme of capital infrastructure works focused on city centre, its approaches and key SQP Scheme corridors. The programme to provide enhanced cycling and walking facilities whenever possible. • Delivery of SQP scheme agreements and continue to review other options. • Investigate the feasibility of procuring a fleet of low emission buses to be made available for operators use on contracts. • Investigate the use of flexible services to reduce the number of marginal buses on some routes. • Capacity improvements at Liverpool Central station. • Targeted access and infrastructure upgrades at key railway stations including cycle parking facilities to encourage multimodal journeys. • Capacity improvements on local rail services, especially at peak hours. • Continue to examine case for expansion of Merseyrail to improve accessibility of the network and provide alternative to the private car. • Revised Park and Ride strategy will set out priorities for future programmes. • Development of new bus-based real time information system, linked to web technology and mobile phones. • Development of new ticketing products via smartcards and web-based systems. 	

Goal Five

Short term actions	Long term actions
<p><u>Movement of people</u></p> <ul style="list-style-type: none">• Develop new landing stage at the Pier Head in Liverpool.• Continue to investigate sources of funding for Merseytram Line 1, preserve statutory powers and protect the alignment.	



Goal Six

Maintaining our assets to a high standard

Goal Six

The Highways Act 1980 sets out the legal requirement for every Highway Authority to maintain the public highway network. Essential maintenance also involve bus stations, stops and shelters

A well maintained network is essential to support all the LTP3 Strategy and goals and to ensure maximum benefit is obtained from existing or extended highway infrastructure.

The condition of the highway network in Merseyside has been gradually deteriorating over a number of years due to lack of sufficient funding to undertake essential maintenance works.

The increase in traffic levels, both in volume and weight, combined with more extreme winter weather conditions has accelerated the deterioration of the highway network. Changes to our climate can be expected to put new pressures on the condition of the highway network.

It is essential that the highway network is adequately maintained and accorded sufficient priority for funding over the coming years.

Key issues

- The transport infrastructure is one of our most valuable assets and it must be adequately maintained to remain serviceable.
- The underlying structural condition of the highway has been deteriorating and will continue to deteriorate unless substantial new investment is identified. The harsh recent winters have caused deterioration in highway condition which existing levels of funding cannot address.
- Detailed information on transport assets and their condition is being used in the production of TAMP/HAMP documents. These will be used to inform expenditure decisions on the highway network from 2011/12.
- Maintaining existing assets with prudent use of available funding is essential and this will be guided by the TAMP/HAMP's. Where necessary maintenance schemes will be co-ordinated across local authority boundaries to ensure a consistent standard and minimise disruption.
- We have to ensure that maintenance treatments and investment are targeted at the most appropriate parts of the highway network in line with the priorities of the LTP.
- Maintenance policies must take account of the impacts of climate change and more extreme and unpredictable weather conditions.

Setting the Scene

- 6.1 It is of paramount importance that Merseyside's existing extensive highways, including the Mersey Tunnels and associated assets (street lighting, structures, including bridges, drainage and signing) are maintained to a high standard in order to deliver LTP goals.
- 6.2 A newly constructed highway is typically built with a 40 year structural design life. Based on this, it is clear that 2.5% of the network should be treated each year to maintain the full structural integrity of the network. Recently funding levels and target related constraints have only allowed the treatment of approximately 0.5% of the highway network per year. This proportion will vary from year to year and will depend on factors such as whether the footways are included as well as the carriageways.
- 6.3 Roads constructed today will still be in service in 2050 when average annual temperatures are forecast to be between 1.1°C and 4.1°C higher than today based on medium emission scenarios ^(Ref 70). During the next 40 years it is expected that roads will need to be able to tolerate hotter, drier summers (including heat waves), warmer wetter winters and more unpredictable adverse weather conditions. (Goal Two describes this in greater detail).
- 6.4 The funding which has been available has mainly been targeted at improving the previous National Indicators (NI 168 & 169) as well as the Best Value Performance Indicators for carriageway and footway condition. . It is important that the indicators are retained and enhanced, since measurement of the condition of the network remains a key element of the Asset Management approach. The two former national indicators have been added to by the addition of measuring the condition of unclassified roads, to ensure a comprehensive, objective, picture of road condition across all Districts is maintained. Our overall LTP performance management regime is contained within Chapter Six of Part One and Annexe Fifteen.
- 6.5 Previous programmes have been based upon a combination of planned and reactive maintenance to ensure that the Highway Authorities fulfil their obligations by providing a safe highway network. Consequently, concerns have been growing over a number of years that the underlying structural condition of the highway network is deteriorating to such an extent that significant investment is now required to bring it up to an acceptable standard.
- 6.6 The damage caused during the winter of 2009/10 graphically highlighted how poor the condition of large sections of the highway network has become. Whilst it is important that the resulting potholes are repaired to ensure that the highway network remains safe, this work alone will not address the underlying structural concerns and the highway will remain vulnerable to future similar events. There are serious concerns that the deterioration of the highway network will lead to an increase in the number of successful claims being brought against highway authorities. The condition of the ageing street lighting stock is also a significant cause of concern, as this increases the likelihood of sudden and catastrophic column collapse events.

Goal Six

Delivering the goal

- 6.7 To successfully deliver our goal requires actions on a number of fronts. The TAMP/HAMP documents must be completed to form the basis of all future plans. These must then be input into a much more rigorous process of planning and implementation of the maintenance programme. This will be achieved through the application of the '*Guidance to Support Asset Management, Financial Management and Reporting*'^(Ref 71). This will aid in understanding the consequences of different maintenance strategies and standards of service. It will also support long-term financial planning and budgeting and provide detailed information on the cost of individual maintenance activities to drive down the cost base.
- 6.8 A successful maintenance programme will also be planned as part of the process for identifying and implementing new schemes and will need to be valued corporately as an integral part of the delivery of all LTP3 goals, including the need to adapt to long term climate change.

Asset Management

- 6.9 The Government has set a timetable for the transition for highway assets to be reported on a current value basis in '*Whole of Government Accounts*', leading up to the withdrawal of historic cost based reporting from 2012/13^(Ref 71). The current measurement criteria of value basis demonstrates that the value of highway assets is far in excess of that which is reported under the historic cost based reporting.
- 6.10 Highway assets are thought likely to be valued in excess of property assets for most authorities nationally when reporting is changed. This process has highlighted the very high value of highway infrastructure despite its deteriorating condition.
- 6.11 The key to improvement will be the development of the HAMPs and TAMPs. These will allow authorities to take into greater account factors such as public satisfaction, innovation, capacity, integrated programmes, optimised maintenance profiles, whole life costs and not just simply technical condition. The health and environmental benefits associated of walking and cycling will also be considered in the TAMP and HAMP documents.
- 6.12 Technical condition can often be measured and evaluated in a straightforward manner by standardised scoring but may not reflect the best overall solution for managing the network. The use of HAMP/TAMPs will therefore aid prioritisation of maintenance work.

Adapting to changes of climate

- 6.13 Recent extreme weather events have accelerated the deterioration of the highway network. More extreme weather events can be expected in the future and will put the transport system under increased stress, as Goal Two noted.
- 6.14 Through the TAMP/HAMP development we will identify materials and maintenance treatments that are more resilient to climatic variations. This will include the need

produce flexible maintenance policies that are regularly reviewed and can be adapted as required. This will help us to adapt to the impacts of climate change, including provision for extreme weather and the application of new surfaces which address such conditions.

- 6.15 Green infrastructure can help in the adaptation to climate change, for example, in helping to manage high temperatures along strategic transport corridors through the provision of shade trees and through trees and grassed areas helping to control flooding by providing existing natural drainage. In addition, where carefully planned, trees have been shown to intercept fine particles from vehicle exhaust emissions and improve local air quality close to major highways and junctions.
- 6.16 The maintenance implications will, however, need to be fully assessed. More tree lined streets may provide benefits but could lead to increased maintenance costs. Careful forward planning will be required on species selection and planting location to avoid fallen leaves blocking gullies, tree root infestation and interference with overhead and underground utility provision. Consideration to developing new practices to take account of these new challenges should be a priority.

Managing environmental impacts of asset maintenance

- 6.17 In planning new schemes or maintaining existing infrastructure, materials and techniques will be identified which have minimal environmental impact in terms of their production and/or application, as well as in use. This work will assist local authorities deliver on their climate change commitments and support the transition to a low carbon economy. The continued development of techniques and technologies to reduce the energy consumption of street lighting and lit highway signage is also a key contributor to improved environment performance of the highway assets. With investment in new equipment will come the double benefit of reduced energy consumption and corresponding decreased energy costs. This will allow efficiency savings to be made to pay back the investment costs and further improve the street lighting stock. An example of a European Project (BLISS), carried out in St Helens, to reduce the energy consumption of street lighting is described under Goal Two.
- 6.18 Following existing procedures all schemes will be designed to include a high proportion of recycled materials, reducing the need to landfill existing road materials and reducing carbon emissions associated with the extraction and processing of virgin materials. Where possible, materials should be recycled on site in order to avoid unnecessary haulage.

Targeting priorities

Best Practice: Highway inspection

In St Helens a 'Code of Practice for Highway Inspections' has been introduced, together with training for highway inspectors. The code is clear and unambiguous and enables any claim against the Authority to be defended in court.

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Since the introduction of the Code of Practice, highway claims for tripping have decreased significantly. The insurance premium has decreased from £900,000 pa to £460,000 pa – a saving of £440,000 which has been re-invested in highway maintenance.

- 6.19 It will be important to consider targeting strategic freight and public transport routes as identified in Goal Five. In relation to the Mersey Tunnels, for example, works will be focused on the maintenance and safety of the tunnels to ensure that they fulfil their strategic role as key freight, traffic and public transport corridors. This will include the replacement of the cladding inside the Queensway Tunnel.
- 6.20 Maintenance schemes should also look to ensure value for money and addressing multiple goals by ensuring improvements, particularly for cyclists, pedestrians and disabled members of the community as part of planned maintenance work.
- 6.21 It should be noted, however, that whilst there is a robust case for targeting maintenance funding and resources to the classified road network due to its strategic importance, this may not assist with that part of the cycle route network be centred on lightly trafficked roads.
- 6.22 We must also ensure that the maintenance implications of the highway network are fully understood across all transport related policy areas. It should be noted as an example that well maintained facilities contributes to the character and quality of life of an area as a place. In addition well maintained infrastructure is a key element for stimulating growth and attracting inward economic investment and will be an important contributor to becoming a low carbon city region. In this regard, the activities of the utilities in relation to poor levels of reinstatement to high quality, (and costly) public realm, remains a real concern and will be dealt with by using existing Streetworks powers to the full.

Best Practice: Maintenance treatments

Liverpool is moving away from generic maintenance treatments and moving towards bespoke treatments that deliver site specific benefits in a cost effective manner. After potential schemes have been identified through the United Kingdom Pavement Management System, each site is individually assessed to identify any additional condition surveys that need to be undertaken. Ground penetrating radar and electromagnetic cable location surveys are used to identify possible concerns on the classified road network and trial holes and core samples are used to gain structural information on all roads prior to identifying a suitable treatment. This information, along with traffic flow and other site specific data, is shared with the surfacing contractor as it is an essential prerequisite when identifying the optimum maintenance solution. Whilst there is a cost associated with this additional survey work it is more than offset by the benefits of identifying a solution that delivers the maintenance objectives in the most prudent manner. Prior to undertaking any surfacing work the highway drainage is checked and any defective gullies or pipework replaced prior to surfacing and a condition survey is undertaken on the sewers running under the carriageway in order that defects can be rectified in advance of the surfacing works.

Funding considerations

- 6.23 Above all we must identify and evaluate the maintenance implications of all improvements and alterations of the highway network. A key consideration will be to raise the profile of highway asset management to make efficiency savings and maximise available resources. Robust methods for identifying routes for maintenance and effective targeting of limited resources are important and will be helped by Whole of Government Accounting methods.
- 6.24 In order to maintain highway assets in Merseyside at a steady state level, spending would need to be increased by a factor of between 2.5 and 5. This is based on proportions of the network that are currently maintained annually.
- 6.25 With limited resources it is unlikely that this standstill level would be an attainable target. However, a robust asset management based approach will assist in decelerating the deterioration of the network by effectively targeting available resources. It has been proposed by Chartered Institute of Public Finance & Accountancy (CIPFA) that efficiency savings of approximately 5% can be made through the implementation of an asset management based approach.
- 6.26 The priorities for all transport authorities will be to ensure that the network is safe and beyond that, that the concentration of effort goes towards the SRN, which supports the main economic activity of the area, including the Strategic Freight, Bus and Cycle networks.

Joint working

- 6.27 The Merseyside authorities will continue with the joint procurement of road weather forecasting and the maintenance of the hardware and software for monitoring winter forecasts through a joint contract, administered collectively by the five authorities.
- 6.28 Most of the largest construction and maintenance contracts which are tendered across Merseyside are let using a Partnership approach. These have led to considerable cost savings and reductions in construction time. This approach will be taken forward into LTP3.

Delivering multiple objectives

Maintenance of our key assets is essential as is building in resilience to ensure the network's ability to cope with extreme weather conditions. This suggests there are real benefits to be derived by working with the emerging Green Infrastructure plans in order to mitigate changing weather conditions and create pleasant environments. The harsh recent winters of illustrate the impact of closures of significant parts of the network due to weather conditions and the consequences for the economy. In the longer term, the disintegration of large parts of the road surface has caused real problems to many users due to potholes as result of the weather conditions.

This has an impact on the strategic network with particular concerns for the movement of people on the bus network and freight on the strategic network. Poorly maintained roads

Goal Six

and pavements also inhibit cycling, walking and the ability of disabled members of the community to get around, impacting on health and wellbeing. If we are to meet our goals for increasing cycling and walking well maintained highways and pavements are essential. Equally high quality street lighting is a major factor in making people feel safe whilst travelling in the hours of darkness and poorly lit highways and local environments can be a deterrent to people travelling without a car to access work and education

Well maintained road surfaces with appropriate highway planting helps to eliminate vehicle vibration, noise and vehicle exhaust particulates and can make a positive contribution to local air quality and climate change adaptation, as well as assisting with fuel efficiency In addition the visual amenity and safe condition of the highways network is critical in encouraging inward investment and efficient movement.

Equally, there are economies of scale to be realised in enhancing cycle and walking facilities as part of ongoing maintenance work. This must take account of appropriate materials to ensure the network is resilient to future conditions. Efficient movement of people and goods is dependent on well maintained facilities.

Summary of actions

Short term actions	Long term actions
<ul style="list-style-type: none">• Complete HAMP/TAMP, including proper consideration of climate change.• Review network for 'key priorities' including consideration of the needs of the SFN.• Identify synergies with other policy areas.• Review opportunities to make efficiency savings and environmental improvements when replacing street lighting and traffic signals and through the way they are operated.	<ul style="list-style-type: none">• Link maintenance planning to highways network improvement plans.• Implement new methods of calculating costs and benefits, to include environmental benefits.• Ensure all new transport projects are planned taking account of climate change and possible changes in oil supply and future cost.• Include environmental considerations in planning maintenance schemes, for example with reference to noise, vibration, dust and general local air quality.



Further information

Acronyms

AQMA	Air Quality Management Area	FQP	Freight Quality Partnership
BAME	Black, Asian & Minority Ethnic	FTA	Freight Transport Association
BC	Borough Council	GDP	Gross Domestic Product
BIS	Department for Business, Innovation & Skills	GVA	Gross Value Added
BLISS	Better Lighting in Sustainable Streets	HA	Highways Agency
BREEAM	Building Research Establishment Environmental Assessment Method	HAMP	Highway Asset Management Plan
BSF	Building Schools for the Future	HGV	Heavy Goods Vehicle
BSOG	Bus Service Operators Grant	HIA	Health Impact Assessment
CAA	Comprehensive Area Assessment	HMR	Housing Market Renewal
CABE	Commission for Architecture and the Built Environment	HMRI	Housing Market Renewal Initiative
CEEQUAL	Civil Engineering Environmental Quality Assessment & Award Scheme	HSR	High Speed Rail
CES	City Employment Strategy	IA	Integrated Assessment
CIC	Community Interest Company	IDP	Infrastructure Development Plan
CiL	Community Infrastructure Levy	ITA	Integrated Transport Authority
CIPFA	Chartered Institute of Public Finance & Accountancy	ITB	Integrated Transport Block
CLASP	Climate Change Local Area Support Programme	ITS	Intelligent Transport Systems
CNG	Compressed Natural Gas	JRF	Joseph Rowntree Foundation
CPT	Confederation of Passenger Transport	LAA	Local Area Agreement
CRC	Commission for Rural Communities	LCC	Liverpool City Council
CT	Community Transport	LCR	Liverpool City Region
DCLG	Department for Communities & Local Government	LDF	Local Development Framework
Defra	Department for Environment, Food & Rural Affairs	LEFT	Lower Emissions for Taxis
DfE	Department for Education	LEP	Local Enterprise Partnership
DfT	Department for Transport	LGV	Light Goods Vehicle
DLA	Disability Living Allowance	LSP	Local Strategic Partnership
DoH	Department of Health	LSTF	Local Sustainable Transport Fund
DRT	Demand Responsive Transport	LTP	Local Transport Plan
DSIC	Daresbury Science and Innovation and Campus	MAA	Multi Area Agreement
EMA	Education Maintenance Allowance	MAEI	Merseyside Atmospheric Emissions Inventory
EMS	Environmental Monitoring System	MBC	Metropolitan Borough Council
ENCTS	English National Concessionary Travel Scheme	MCTOF	Merseyside Community Transport Operators Forum
ERDF	European Regional Development Fund	MTP	Merseyside Transport Partnership

NAQS	National Air Quality Strategy
NCTS	National Concessionary Travel Scheme
NEET	Not in Education, Employment or Training
NFC	Near Field Communication
NICE	National Institute for Clinical Excellence
NMD	Network Management Duty
NPAG	National Performance Advisory Group
NPTMG	National Patient Transport Modernisation Group
NWDA	North West Development Agency
P&R	Park & Ride
PAYG	Pay As You Go
PCT	Primary Care Trust
PHV	Private Hire Vehicle
PiP	Punctuality Improvement Partnership
PRoWIP	Public Rights of Way Improvement Plan
PTE	Passenger Transport Executive
RGF	Regional Growth Fund
RIEP	Regional Improvement & Efficiency Partnership
RTPI	Real Time Passenger Information
SCOOT	Split Cycle Offset Optimisation Techniques
SEA	Strategic Environmental Assessment
SFN	Strategic Freight Network
SPD	Supplementary Planning Document
SPOC	Sefton Partnerships Older Citizens
SQP	Statutory Quality Partnership
SRN	Strategic Road Network
SUDS	Sustainable Urban Drainage System
SVD	Select Vehicle Detection
TAMP	Transport Asset Management Plan
TOC	Train Operating companies
TIF	Tax Increment Financing
TMA	Traffic Management Act
TQP	Taxi Quality Partnership
UTC	Urban Traffic Control
UTMC	Urban Traffic Management Control
VMS	Variable Message Signing

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Goal One – Helping create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships

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Ref 2	Multi Area Agreement <i>Liverpool City Region</i>	September 2009
Ref 3	Decentralisation and Localism Bill <i>HM Government</i>	Autumn 2010
Ref 4	Future Northwest: Our Priorities <i>4NW/NWDA</i>	August 2010

Goal Two – Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability

Ref 5	Air Pollution: Action in a Changing Climate <i>Department for Food & Rural Affairs</i>	March 2010
Ref 6	Low Carbon Transport: A Greener Future <i>Department for Transport</i>	July 2009
Ref 7	Environment Act 1995 <i>HM Government</i>	1995
Ref 8	Environmental Noise (England) Regulations 2006 <i>HM Government</i>	2006
Ref 9	Developing Strong Links Between The Low Carbon Economy And Economic Development In Local Authorities <i>CLASP (Climate Local Area Support Programme)</i>	November 2010
Ref 10	Global Climate Change Research <i>HSBC</i>	September 2010
Ref 11	Low Carbon Economy Action Plan <i>The Mersey Partnership</i>	February 2011
Ref 12	Building a Positive Future for Bristol after Peak Oil <i>The Bristol Partnership</i>	2010
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Ref 14	The Economic Impact of EU & UK Climate Change legislation on Liverpool and the Liverpool City Region <i>Regeneris Consulting/Quantum Strategy & Technology</i>	June 2009
Ref 15	Envirolink Northwest Sector Analysis <i>Envirolink Northwest</i>	2010
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Ref 17	Sustainable Travel Towns Initiative <i>Department for Transport</i>	2004
Ref 18	Comparison of Changes in Attitudes to Travel Behaviour Between 2006 and 2010 <i>TTR (Transport & Travel Research)</i>	February 2011
Ref 19	Smarter Choices – Changing the Way We Travel <i>Cairns et al</i>	July 2004
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Ref 22	Investigation into the Scope for the Transport Sector to Switch to Electric Vehicles and Plug-in Hybrid Vehicles <i>Department for Business Enterprise & Regulatory Reform/Department for Transport</i>	October 2008
Ref 23	Plugged-in Places <i>Department for Transport</i>	July 2009
Ref 24	Green Infrastructure to Combat Climate Change <i>GraBS</i>	
Ref 25	Annual Statistical Monitor 1 April 2009 – 31 March 2010 <i>Merseytravel</i>	March 2010
Ref 26	Carbon Footprinting of Policies, Programmes and Projects <i>AEA</i>	March 2009
Ref 27	Transport Statistics Bulletin: Vehicle Licensing Statistics 2008 <i>Department for Transport</i>	2008
Ref 28	North West Biofuel Strategy <i>Merseytravel</i>	Summer 2011
Ref 29	CLASP (Climate Change Local Area Support Programme)	
Ref 30	Kleen & Green Fuel Energy System	

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Goal Two – Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability		
Ref 31	Northwest Climate Change Action Plan 2010-12 <i>Northwest Climate Change Partnership</i>	February 2010
Ref 32	Grey to Green Campaign <i>CABE</i>	November 2009
Ref 33	Liverpool City Region Green Infrastructure Framework <i>Mersey Forest</i>	November 2010
Ref 34	Wildflowers for Transport Projects <i>Merseyside Transport Partnership</i>	January 2010
Ref 35	Noise Action Plan for Liverpool Agglomeration <i>Department for Food & Rural Affairs</i>	March 2010

Goal Three – Ensure the transport system promotes and enables improved health and wellbeing and road safety		
Ref 36	Liverpool Primary Care Trust	
Ref 37	Making the Connections: Final Report on Transport and Social Exclusion <i>Social Exclusion Unit</i>	February 2003
Ref 38	Fair Society, Healthy Lives: A Strategic Review of Health Inequalities in England Post-2010 <i>Marmot Review Team</i>	February 2010
Ref 39	Promoting and Creating Built or Natural Environments that Encourage and Support Physical Activity <i>National Institute for Health & Clinical Excellence</i>	January 2008
Ref 40	Prevention of cardiovascular disease at population level <i>National Institute for Health & Clinical Excellence</i>	June 2010
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Ref 42	Healthy Lives, Healthy People: Our strategy for public health in England <i>Department of Health</i>	November 2011
Ref 43	Valuing increased cycling in the cycling demonstration towns <i>Cycling England</i>	December 2009
Ref 44	Moving in the 21st Century: Harnessing Transport Interventions to Maximise Economic Performance & Regeneration <i>Merseyside Transport Partnership</i>	October 2008
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Goal Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety

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Ref 47	Merseyside Rights of Way Plan 2008-2018 <i>Merseyside Transport Partnership</i>	2008
Ref 48	Manual for Streets 2 <i>Department for Transport</i>	September 2010
Ref 49	Cycle Training Evaluation Research 2009 <i>Mott MacDonald</i>	April 2009
Ref 50	Cycle Route Planner <i>Cycling England/Transport Direct</i>	

Goal Four - Ensuring equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities

Ref 51	Places Study Overview Report <i>Pion Economics</i>	August 2009
Ref 52	Delivering a Sustainable Transport System (DaSTS) Study 5: Regional Accessibility & Regeneration Stage 1 Final Report <i>JMP</i>	May 2010
Ref 53	Unlocking the Potential of Young People in Knowsley <i>Knowsley Young People's Commission</i>	2010
Ref 54	Providing Rural Transport <i>Commission for Rural Communities</i>	February 2011
Ref 55	Information for Sub-regions/Commissions on DfT funding support for development of transport improvement and efficiency work with NWIEP <i>Department for Transport</i>	July 2009
Ref 56	Liverpool Land Use and Transport Study <i>Mott MacDonald</i>	August 2010
Ref 57	Buses Matter <i>Campaign for Better Transport</i>	February 2011
Ref 58	UK Transport Research Council	September 2010

Goal Five - Ensure the transport network supports the economic success of Merseyside by the efficient movement of people and goods

Ref 59	Merseyside LTP Business and transport Research Report <i>Merseyside Transport Partnership</i>	August 2008
Ref 60	Congestion Target Delivery Plan <i>Merseyside Transport Partnership</i>	April 2007

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Goal Five - Ensure the transport network supports the economic success of Merseyside by the efficient movement of people and goods		
Ref 61	Liverpool SuperPort <i>The Mersey Partnership</i>	June 2008
Ref 62	Traffic Management Act 2004 <i>HM Government</i>	2004
Ref 63	Road Network Policy Consultation <i>Department for Transport</i>	January 2011
Ref 64	Guidance on Local Transport Plans <i>Department for Transport</i>	July 2009
Ref 65	Delivering A Sustainable Transport System: The Logistics Perspective <i>Department for Transport</i>	December 2008
Ref 66	DaSTS Study 3 Access to Port of Liverpool – Stage 1 Final Report <i>4NW/Sefton Metropolitan Borough Council</i>	May 2010
Ref 67	Knowsley Industrial Park Review <i>Knowsley Metropolitan Borough Council</i>	September 2010
Ref 68	Freight Surveys <i>Merseyside Transport Partnership</i>	December 2010
Ref 69	Bus Board <i>Comprising Merseytravel, the five Merseyside Local Authorities and bus operators</i>	2008

Goal Six - Maintaining our assets to a high standard		
Ref 70	UK Climate Projections <i>Department for Food & Rural Affairs</i>	2009
Ref 71	Code of Practice on Transport Infrastructure Assets: Guidance to Support Asset Management, Financial Management and Reporting 2010 <i>Chartered Institute of Public Finance & Accountancy</i>	2010

 <p>Knowsley Council</p>	<p>Department of Regeneration, Economy & Skills Knowsley Metropolitan Borough Council P O Box 26, Yorkon Building, Archway Road, Huyton, L36 9FB 0151 443 2235 Email transport.policy@knowsley.gov.uk</p>
 <p>Liverpool City Council</p>	<p>Transportation Regeneration Liverpool City Council Municipal Buildings, Dale Street, Liverpool, L2 2DH 0151 233 8303 transportation@liverpool.gov.uk</p>
 <p>Sefton Council</p>	<p>Strategic Transport and Planning Unit Technical Services Sefton Metropolitan Borough Council Magdalen House, 30 Trinity Road, Bootle, L20 3NJ 0151 934 4225 Email transport.planning@sefton.gov.uk</p>
 <p>St. Helens Council</p>	<p>Transporting Planning Department of Urban Regeneration & Housing St Helens Metropolitan Borough Council Town Hall, Victoria Square, St Helens, WA10 1HP 01744 671 616 Email planningtransport@sthelens.gov.uk</p>
 <p>WIRRAL</p>	<p>Forward Planning & Transport Policy Technical Services Wirral Metropolitan Borough Council Cheshire Lines Building, Canning Street, Birkenhead, CH41 1ND 0151 606 2004 Email: transportplanning@wirral.gov.uk</p>
 <p>Merseytravel</p>	<p>Corporate Strategy & Marketing Merseytravel 24 Hatton Garden, Liverpool, L3 2AN 0151 227 5181</p>

Our Local Transport Plan can be made available in another format, by contacting our Equality & Diversity Officer (see below) to discuss your needs.

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The Merseyside Local Transport Plan (LTP) aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.

It is produced for the Merseyside Integrated Transport Authority by the Merseyside Transport Partnership of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens and Wirral.

TravelWise is the Partnership's campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

www.TransportMerseyside.org

The Merseyside Transport Partnership



Sefton Council





A New Mobility Culture for Merseyside

The third Local Transport Plan for Merseyside

Part Three Implementation plans

A city region, committed to a low carbon future which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

LOCAL TRANSPORT PLAN
MERSEYSIDE



Public
Transport



Goods



Walking



Cycling



Traffic

Introduction

1. The Local Transport Plan 3 (LTP) Strategy set out in Parts One and Two, looks forward to 2024, but the implementation of that Strategy will be based on a rolling programme of shorter term implementation plans. The Government has announced funding for the first two years of this period, with indicative funding for the latter two years up to the end of the financial year 2014/15.
2. As has been made clear elsewhere in the LTP, these remain uncertain times, both in terms of finance and the state of the local economy. Consequently, it is prudent and essential to undertake constant review of progress and shifting priorities. Flexibility will be the key note and the Integrated Transport Authority (ITA) will need to review their position on future financial allocations, based on best evidence and the performance management regime described in Part One.
3. The Implementation Plans therefore describe what each authority plans to achieve in the first year, with indications of possible spend in the subsequent three years to the end of the 2014/15 financial year, dependent upon circumstances.
4. Where possible they also indicate any external funding, including from their own resources which they hope to bring into the programme. The programmes might also be expanded through bids into the Local Sustainable Transport Fund (LSTF), Regional Growth Fund (RGF), or other funding regimes as they become available.
3. Broadly, LTP funding is split into two main blocks:-
 - (a) The Integrated Transport Block (ITB) provides funding for small, (generally below £5m) schemes.
 - (b) The maintenance block provides funding for capital maintenance for each district.
4. Following the announcement of the funding levels for the period to 2014/15, Department for Transport (DfT) announced that funding for both blocks would be payable to the ITA. Subsequently the ITA has made the decision that maintenance funding will pass directly to the districts on the agreed formula basis.
5. For the Integrated Transport Block, the ITA has taken the decision to continue, for the time being, (but see above) to distribute the funding on the previously agreed formula of splitting the funding with 50% going to Merseytravel and the remainder going to the district councils divided on the basis of population levels.

The key actions

6. The Merseyside draft Preferred Strategy set out a number of key actions for the shorter term which the local authorities and Merseytravel were asked to examine for implementation to the end of the financial year 2014/15. On the basis of the arrangements outlined above it is up to each authority to decide the balance of emphasis on each of the suggested key actions.

7. The key actions were:-
 - Prioritise maintenance programmes.
 - Fully integrate the LTP with the Local Development Frameworks (LDFs) and Community strategies.
 - Expanding the range of public transport services by examining the role of other providers, backed up by a network of neighbourhood based information services.
 - Begin to implement the next generation of technology.
 - Work with the Freight Quality Partnership (FQP) and other parties to develop and enhance the freight and logistics network.
 - Implement the low emissions strategy and prepare a complementary strategy that seeks to reduce reliance on oil.
 - Ensure effective delivery of capital programmes.
 - Use TravelWise to increase promotion of sustainable and safe travel and behaviour change.
 - Continue to reduce road traffic accidents through control of excessive speed on the highway network.
 - Plan for the long term.
8. As the LTP has been finalised, there have been some shifts in emphasis based on changing circumstances and funding announcements, but the priorities set out in the draft Preferred Strategy in September 2010 above, remain largely the same. The final LTP priorities are set out in Table 1. As described in paragraph 2 above, they will form the basis for future programmes for the period to 2014/15 but will be subject to constant review.
9. The matrix in Table 1 shows the extent to which each authority's actions are supporting the key actions as identified in the draft LTP3 Preferred Strategy. There are strong and consistent links from the key actions into the authorities' specific actions. The number of 'hits' under the 'Efficient and Accessible Use of the Highway Network', for example, clearly illustrates their importance for all authorities. Maintenance is also shown to have strong links into the wider key actions, particularly freight and long term planning.
10. The strong links from the capital programmes into revenue activities such as TravelWise behaviour change work and the freight agenda based around the FQP is also very evident. TravelWise actions link into congestion, healthy travel and road safety, for example, whilst freight actions link strongly into the congestion agenda.

Table 1 - Supporting the Strategy

Authorities Actions	Active Travel	Safety and Security	Efficient and Accessible Use of Highway Network	Reduce Congestion and Pollution	Support for Public Transport	Studies	Maintenance
LTP Key Actions							
Maintenance			K, S		L, M	S	K, L, S, H, W
Integrate LTP with LDF and Community Strategies	L, H	K, L, H	K, L, H	H	L, M	L, S	L, H
Public transport	L, S		K, S, W		K, L, M	L, S	
New ITS			K, L, S, H	H, W	L, M	L, S	S
Freight			K, L, S, H, W		L	S	K, L, S
Low Emissions Strategy	L, H, S	L, H	K, S, H	K, L, W	L, M	L, S	
Effective Delivery of capital Programme	S	S	K, S	H	K, L, M	S	K, L, S
Healthy Travel/TravelWise	L, S, H, W	L	S, H	W	K, L, H, M	L, S	
Road safety	L	K, L, S, H, W	K, H		M	S	
Long term planning	L, H	L	K, L	L	K, L, H, M	K, L, S, H, W	K, L, H

Key: K = Knowsley, L = Liverpool, S = Sefton, H = St Helens, W = Wirral, M = Merseytravel

The Implementation Plans

11. Not all authorities felt able to provide indicative four year capital programmes. This was due to the uncertainty resulting from the severe reductions in allocations compared to the LTP2 period, including uncertainty over how the allocations would be managed through the ITA following 2011/12. The capital programmes are set out in Annex 1 and are described briefly below. It should be noted that in their draft programmes all authorities plan to spend their full allocations of ITB and maintenance funding as appropriate.
12. Table 2 presents a summary of the districts and Merseytravel's capital programmes for 2011/12. Overall road safety accounts for just less than 30% of the district's capital programmes, followed by active travel, walking and cycling, at 26%. The efficient use of the highway network comes next accounting for about 20% of the total. As expected there are variations across the districts, depending on specific circumstances. In Liverpool and Knowsley, for example, there are schemes in support of improved access for public transport, planned in conjunction with Merseytravel.

Table 2 - The 2011/12 Capital Programme

Allocations	Knowsley £ 000s	Liverpool £ 000s	St Helens £ 000s	Sefton £ 000s	Wirral £ 000s	Merseytravel £ 000s
Priorities						
Active Travel	154	467	200	360	355	0
Safety & Security	131	550	285	362	365	0
Efficient and Accessible use of Highway Network	230	748	120	46	65	0
Reduce congestion and pollution	27	170	30	100	100	0
Support for Public Transport	233	270	0	0	0	5,745
Studies	56	70	31	109	270	0
Total ITB	831*	2,275	666	977	1,155	5,745
Maintenance	1,935 *	3,825	2,020	2,474	3,095	0
Grand Total	2,766	6,100	2,686	3,451	4,250	5,745

* Knowsley contains 'other' funding ITB allocation – 672, maintenance – 1,647)

13. Merseytravel

- (a) A key focus for Merseytravel across Merseyside will be the development of new technologies, Real Time Information and Smart Ticketing. This element will support the general promotion of public transport and will also be closely linked to TravelWise activities. Smaller scale improvements to key rail stations across the County are another key Merseyside wide priority.
- (b) Another focus will be on Statutory Quality Partnerships (SQPs) on a number of corridors across Merseyside. These will support a range of LTP priorities, including linking into the individual authority TravelWise behaviour change programmes and will also be a key element in support of any infrastructure improvements.
- (c) In terms of specific areas and schemes improvements to Central Station, a new Pier Head Landing Stage and improved public transport access to Liverpool City Centre will also be taken forward.
- (d) The four year programme includes external funding which is expected to be made up of European Regional Development Fund (ERDF), DfT grant and other funding.

14. Sefton

- (a) Sefton's proposed capital programme is for the full four year period to 2014/15. The maintenance of existing assets is viewed as supporting a wide range of LTP3 priorities as is promoting healthy lifestyles especially through walking and cycling and access to the countryside. More specifically in terms of actions in a particular area of the Borough the A565 Route Management Strategy supports the widest range of priorities of any programme.
- (b) The largest allocations over four years are to road safety and, under Healthy Lifestyles, walking and cycling, amounting to 29% and 22% respectively of the four year capital programme. The programme also contains a contribution of £400,000 for traffic management in support of the Thornton to Switch Island major scheme for which Sefton has gained approval and funding.
- (c) The approach to maintenance across the Borough will be set out in the Transport Asset Management Plan to be published later in 2011.
- (d) No specific external contributions to the capital programme have been identified but revenue support from the Primary Care Trust (PCT) is expected over the next two years towards the healthy lifestyle agenda. Revenue based contributions are also expected from other sources such as Cyclists Tourists Club (CTC) and Sport England.

15. Wirral

- (a) Wirral's draft capital programme is for 2011/12 only. Apart from maintenance the key Wirral priorities are improving safety (including Local safety Schemes and Safer Routes to Schools) (SRTS), promoting active travel, better management of traffic to support both the economy and the environment and promoting accessibility to jobs and services.
- (b) Improving road safety and active travel each account for just over 30% of the ITB funding from 2011/12. In addition to this allocation, the Council has approved £600,000 from its 2011/12 capital programme for road safety measures and approved £550,000 revenue funding to extend 20 mph zones around schools. An additional £550,000 revenue funding is anticipated over 2012/13 and 2013/14 to continue work outside schools.
- (c) It should also be noted that, in recognition of the localism agenda, the ITB programme for 2011/12 includes a total of £220, 000 allocated to the 11 Area Forums in Wirral to choose what transport measures they want to prioritise in their area. External funding is being sought from Sustrans for facilities to support cycling and walking and this could amount to up to £400,000.
- (d) In recognition of the Council's commitment to improving the condition of the Borough's highway assets, an additional £1m capital funding has been approved, in addition to the LTP maintenance settlement, to improve Wirral's primary and residential roads during 2011/12. In addition, a total of £1m revenue funding has been approved to improve footways and non-principal roads.

16. St Helens

- (a) St Helen's draft programme is for 2011/12 only. The key St Helens priorities from the ITB are road safety and walking and cycling and there is also significant funding allocated to the efficient use of the highway network Road safety accounts for 43% of the total ITB allocation for 2011/12 and active travel for about 30%.
- (b) St Helens has identified a number of minor junction improvements in support of regeneration. No funding is allocated for 2011/12 but the Council hopes to take the schemes forward before the end of the four period to 2014/15.
- (c) External funding will be used to support the programme where possible, for example from Sustrans.

17. **Liverpool**

- (a) Liverpool's draft programme is for the two years 2011/12 and 2012/13. The funding from the ITB will support a wide range of activities including supporting bus corridors, road safety (including 20 mph zones) walking and cycling measures, Intelligent Transport Schemes and support for both major and minor highway improvements.
- (b) For 2011/12 the efficient use of the highway network accounts for about a third of the total ITB programme. This is followed by Road Safety at 24% and active travel at about 20%. Specific support for bus movement accounts for 12% of the programme.
- (c) The programme for 2011/12 includes considerable external funding, for the City Centre Movement Strategy (CCMS) and the Edge Lane West and Hall Lane major schemes.

18. **Knowsley**

- (a) Knowsley Council's draft capital programme is provided for the four year period to 2014/15 and includes an element of over-programming for both the ITB and maintenance. For 2011/12 the main ITB headings are support for public transport and efficient use of the highway network, which account for about 28% of the total ITB budget. Active travel comes next at just under 20% followed by road safety at about 16% of the budget.
- (b) Knowsley's final transport capital programme is likely to be augmented by additional capital from external sources, for example through section 106 and 278 agreements and through partnership work and bid funding applications to external organisations such as Sustrans and the DfT.

Revisions to future short term priorities arising from the final Strategy

19. The priorities below will inform capital programmes from 2012/13:-
- **Prioritise maintenance programmes.** This will meet the priorities of the Liverpool City Region by ensuring that the network allows for the efficient movement of people and goods provides a safe environment for vulnerable members of the community and encourages cycling and walking. It must also become more resilient to extreme weather.
 - **Expand the range of public transport services including examining the role of other providers.** This will see the introduction of SQPs on key bus corridors. It will also have a direct impact in disadvantaged areas, creating greater opportunities to travel, access employment and foster wellbeing.
 - **Begin to implement the next generation of technology.** This will improve information systems for all users and will maintain free flowing networks, increase journey opportunities and integrate a wide range of transport uses. The introduction of smart cards will offer a range of benefits to a wide spectrum of users.
 - **Work with the Freight Quality Partnership and other parties to develop and enhance the freight and logistics network.** This will strengthen Merseyside's competitiveness, support SuperPort and access to the Port, reduce the impact of freight movement on local communities and promote the use of rail and make a major contribution to reducing carbon outputs
 - **Implement the Active Travel Strategy.** This will improve and expand facilities to encourage cycling and walking. It will be an important component in supporting the following measures.
 - **Implement the low emissions strategy.** This will reduce carbon emissions, improve air quality and improve health and provide a stimulus to the creation of new technologies in support of the Liverpool City Region low carbon economy.
 - **Increase promotion of sustainable travel and behaviour change and support the Decade of Health and Wellbeing.** This will reinforce the advantages of change to create a healthier and low carbon Merseyside and create the foundations for the area to join other sustainable and successful city regions.
 - **Confirm the role of the Road Safety Partnership and introduce measures to control excessive speed on the highway network.** This will sustain the high quality enforcement delivered by Merseyside Police in recent years and by the introduction of an extensive network of low speed zones, creating safer roads, encourage more cycling and walking and therefore improve health.



Annex 1

Local authority capital programmes

Annex 1

Proposed 4 year LTP outline implementation capital programme for Merseytravel

Merseytravel Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Delivery of SQPs Corridors across Merseyside	463	2,000	1,500	2,200	6,163
Liverpool Central Station	3,674	1,890	100	0	5,664
Development of New Technologies	3,464	2,000	1,500	2,200	9,164
Pier Head Landing Stage	3,214	128	0	0	3,342
Improve Access For Public Transport into Liverpool City Centre	650	1,750	1,000	2,000	5,400
Targeted Access and Infrastructure at Key Stations	1,900	1,500	2,000	2,200	7,600
Total	13,365	9,268	6,100	8,600	37,333
External Funding	6,345	3,321	0	0	0
IT Block (based on 50%)	5,745	6,127	6,127*	8,617*	

*based on indicative figures only

Proposed 4 year LTP outline implementation capital programme for Knowsley

Knowsley Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Maintenance					
Reconstruction	1,405	1,160	475	1,425	4,465
Resurface	330	700	1,270	200	2,470
Design Fees	25	25	25	25	100
Miscellaneous	175	80	100	0	355
Sub Total	1,935	1,965	1,870	1,650	7,390
Integrated Transport Block					
Road Safety	131	151.5	139.8	195	617.3
Supporting Public Transport Scheme	233	189	137.2	150	709.2
Moving people and goods	230	92.5	209.5	245	777
Clean, Low emission transport system	27	150	141.5	7	325.5
Equality of Opportunity Scheme	154	60	45	325	584
Miscellaneous	56	546	46	46	694
Sub Total	831	1189	719	968	3,707
Total	2,766	3,154	2,589	2,618	1,1097
Approximate External Funding (additional to total and based on previous performance)	300	300	300	300	

Proposed 4 year LTP outline implementation capital programme for Liverpool

Liverpool Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Maintenance					
Bridge Assessment	50	50			100
Bridge Inspections and Minor Works	200	180			380
Principal Road Condition	2,100	2,091			4,191
Non-principal - classified	295	300			595
Drainage Works to support EA Works	180				180
Street Lighting	1,000	950			1,950
Sub Total	3,825	3,571	3,271	3,083	13,750
Integrated Transport Block					
Support for Liverpool Waters		224			224
North Liverpool support for LSTF		900			900
Support for Bus Corridors	250	300			550
Hill street Puffin	37				37
20mph Zones	250	250			500
Road Safety Measures	300				300
Electric Vehicle Charging Points	150				150
Studies	20				20
LCC Traffic Model	50	50			100
City Centre Cycle Hire	120	100			220
City Centre Car Club	20	20			40
SRTS	40	80			120
Everton Football Quarter	117				117
Cruise Turnaround Facility	350	80			430
Travel Planning SPD	50	20			70
Cycle Audits	25				25
Cycle Measures	80	120			200
Walking Audits	25				25
Walking Measures	80	100			180
Public Rights of Way	10	20			30
Taxi Quality Partnership	20				20
Utility Permit Scheme	100				100
Roadwork Co-ordination/Information Website (GIS)	100	80			180
Local Traffic Management - Minor Works	81	80			161
Congestion Funding (carry-over)	397				397
Sub Total	2,672	2,424	2,424	3,408	10,928
Total	6,897	5,995	5,695	6,491	25,075
CCMS	2,621.2				2,621.2
Major Routes - Edge Lane & Hall Lane	10,212.2				10,212.2

Annex 1

Proposed 4 year LTP outline implementation capital programme for Sefton

Sefton Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Maintenance					
Urban Traffic Control	40	40	39	35	154
Highways	1,516	1,557	1,474	1,333	5,880
Highway Structures and Bridges	593	608	576	521	2,298
Street Lighting	110	111	106	96	423
Drainage	165	170	160	145	640
Asset Management	50	50			100
Sub Total	2,474	2,536	2,355	2,130	9,495
Integrated Transport Block					
Thornton to Switch Island Link (traffic management measures only)	0	0	200	200	0
Road Safety	362	280	230	440	1,662
Traffic Management and Parking	46	100	100	200	446
Accessibility	120	60	70	120	420
Healthy Lifestyles	240	200	240	300	980
A565 Route Management Strategy	100	300	100	100	600
Strategic Planning	109	107	107	112	435
Sub Total	977	1,047	1,047	1,472	4,543
Total	3,451	3,583	3,402	3,602	14,038

Proposed 4 year LTP outline implementation capital programme for Wirral

Wirral Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Maintenance					
Roads and Footways	1,500				
Bridges	1,395				
Street Lighting	200				
Sub Total	3,095	2,958	2,864	2,699	11,616
Integrated Transport Block					
Improving Road Safety	365				
Promoting Active Travel & Health	355				
Improving Economy & Accessibility	65				
Reducing Congestion & Carbon Emissions	100				
Transportation	270				
Sub Total	1,155	1,233	1,233	1,733	5,354
Total	4,250	4,191	4,097	4,432	16,970

Proposed 4 year LTP outline implementation capital programme for St Helens

St Helens Priorities	2011/12 £000s	2012/13 £000s	2013/14 £000s	2014/15 £000s	Total £000s
Maintenance					
Structural Carriage Maintenance	1,670				
Street Lighting	100				
Bridge Maintenance and Strengthening	250				
Sub Total	2,020				
Integrated Transport Block					
Supporting Regeneration					
A49/Penny Lane Junction Improvement	0				
A570/Duke Street Improvements	0				
Hall Street/Standish Street Junction	0				
	0				
Active Travel (Increasing walking & cycling)					
Walking (Pedestrian Measures)	100				
Cycling	100				
	200				
Safety and Security					
Accident Investigation & Prevention (AIP)	100				
Environmental Traffic Management and Access	0				
Traffic Calming and Home Zones	80				
Safer Routes to Schools	75				
Local Centre Improvements	30				
	285				
Efficient Use of the Highway Network					
Traffic Management and Signing	60				
Urban Traffic Control	60				
Traffic Studies/Advance Design	31				
	151				
Reduce Congestion					
A58 Corridor - Integrated Corridor Management Strategy	30				
	30				
Sub Total	666				
Total	2,686				



Further Information

Acronyms

AIP	Accident Investigation & Prevention
CCMS	City Centre Movement Strategy
CTC	Cyclists Tourists Club
DfT	Department for Transport
ERDF	European Regional Development Funding
FQP	Freight Quality Partnership
ITA	Integrated Transport Authority
ITB	Integrated Transport Block
ITS	Intelligent Transport Systems
LCC	Liverpool City Council
LDF	Local Development Framework
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
PCT	Primary Care Trust
RGF	Regional Growth Fund
SPD	Supplementary Planning Document
SQP	Statutory Quality Partnership
SRTS	Safer Routes to Schools

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Our Local Transport Plan can be made available in another format, by contacting our Equality & Diversity Officer (see below) to discuss your needs.

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The Merseyside Local Transport Plan (LTP) aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.

It is produced for the Merseyside Integrated Transport Authority by the Merseyside Transport Partnership of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens and Wirral.

TravelWise is the Partnership's campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

www.TransportMerseyside.org

The Merseyside Transport Partnership



Sefton Council

