



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)

Goal One

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:-

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- (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.
- 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.

Goal One

- 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 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

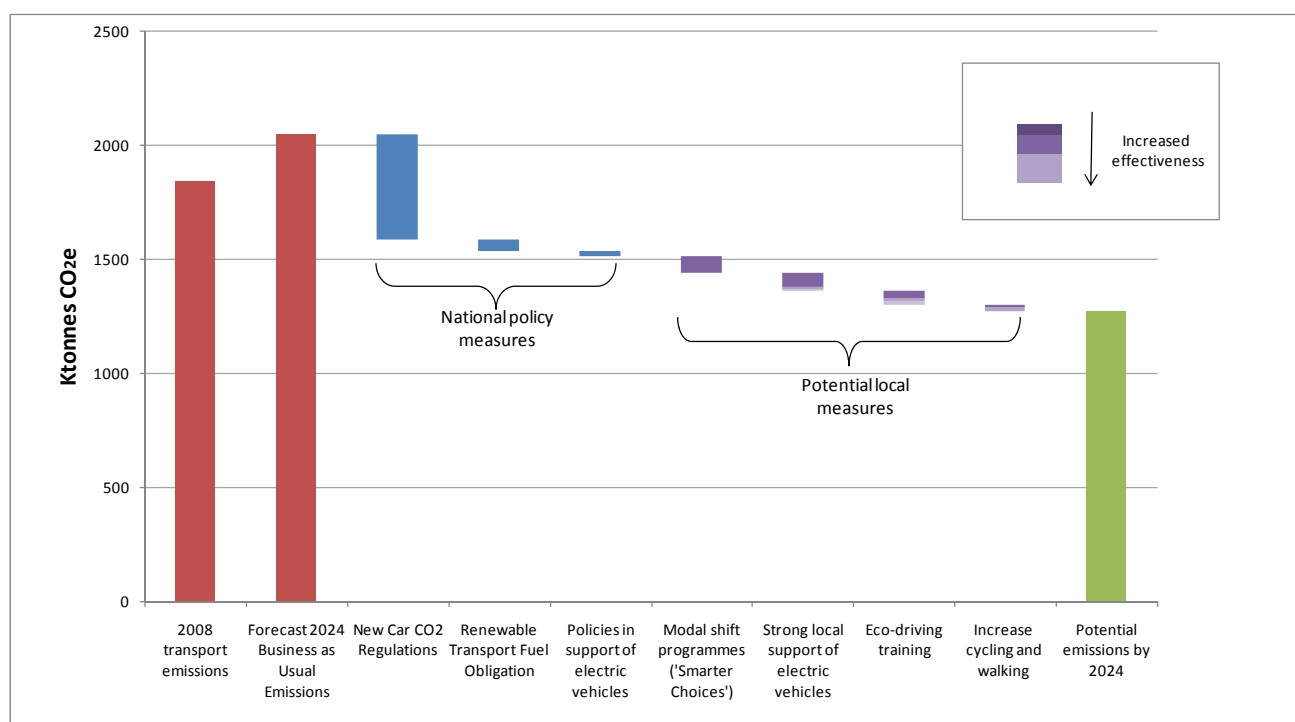
2.2 The LTP is produced against a backdrop of environmental legislation and policy from the UK and European governments. This section provides an overview of national issues guiding this strategy.

(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.

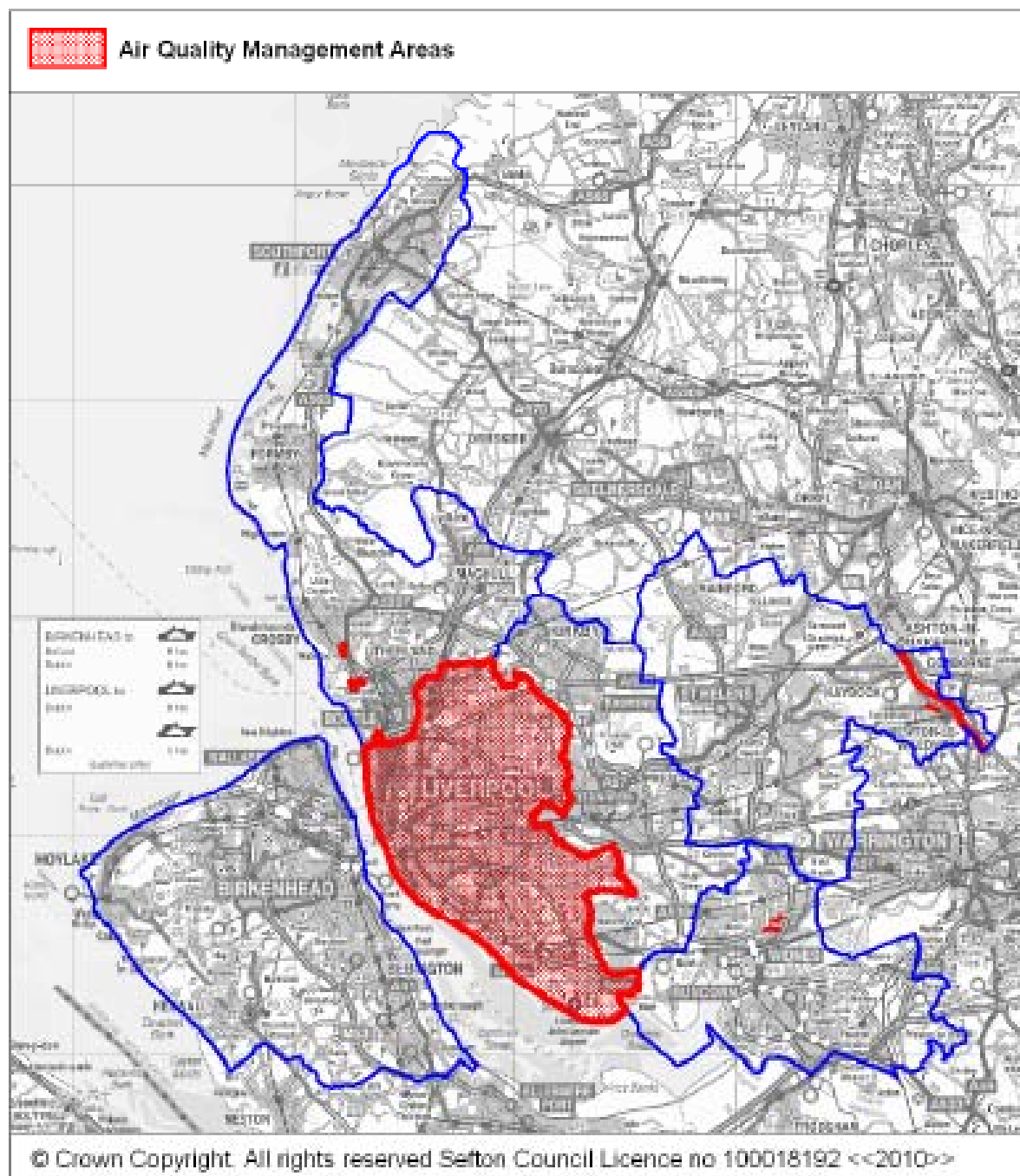
(b) Air Quality

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.

Goal Two

(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.

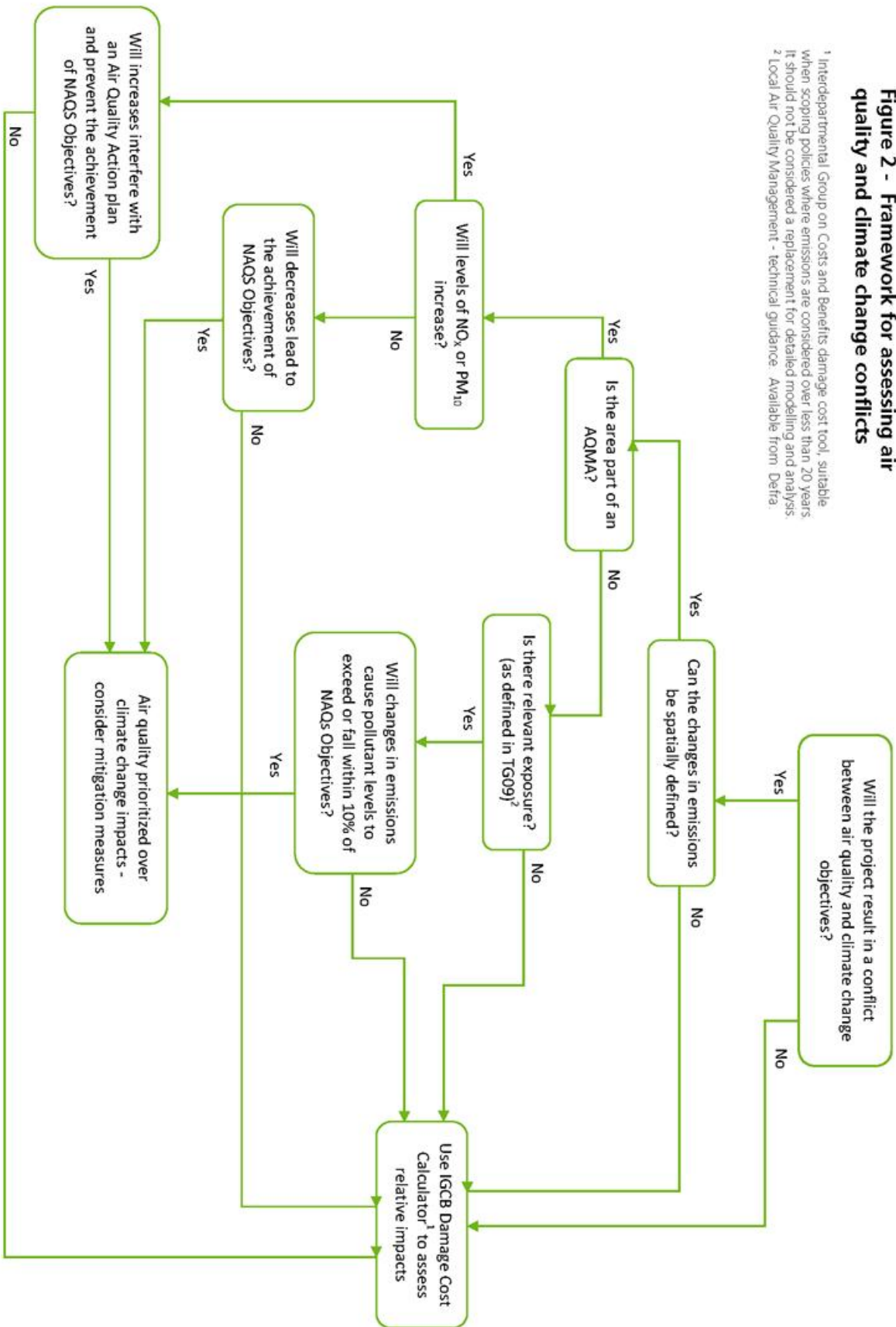
The MAEI is funded through the LTP and provides a valuable resource for assessing transport impacts on air quality and climate change. It is used to;

- 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.

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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. Annexe 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 programmes 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 Annex 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.

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.

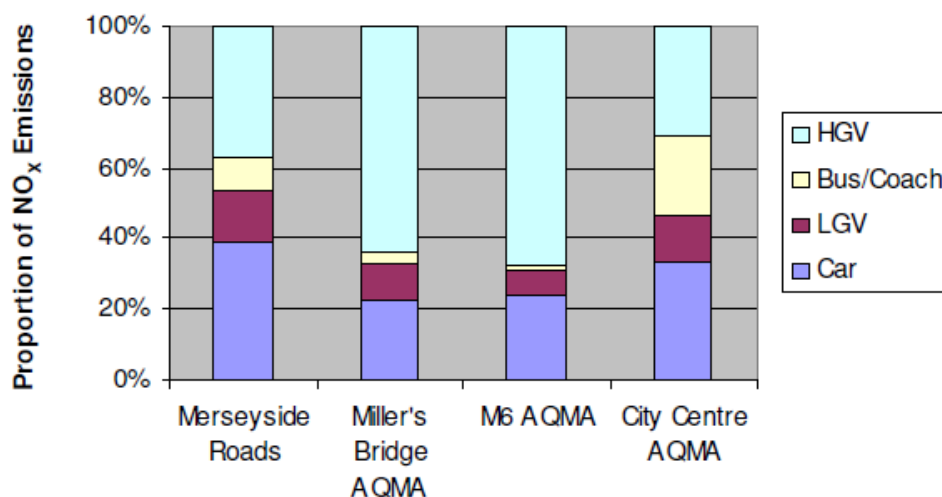
- (iii) Through Merseytravel supported services and Statutory Quality Bus Partnerships, there are many opportunities to reduce the emissions produced by public transport. This could include setting vehicle number reductions, use of alternative fuels, driver training and management equipment and vehicle 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

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

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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.

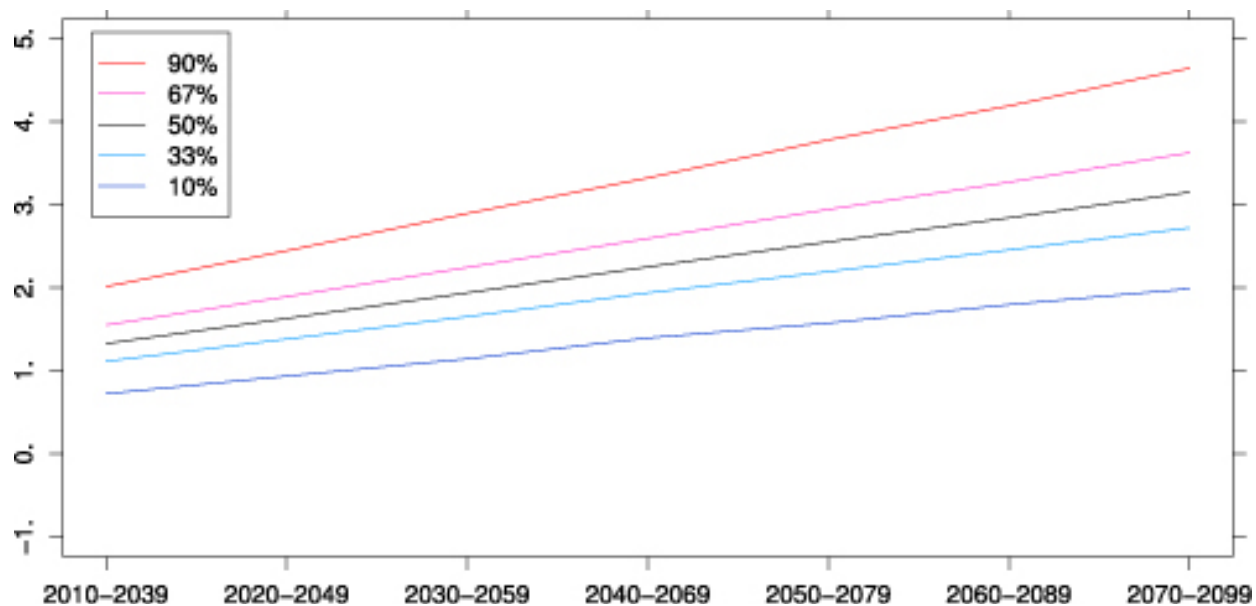
Environmental assessment of buildings

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

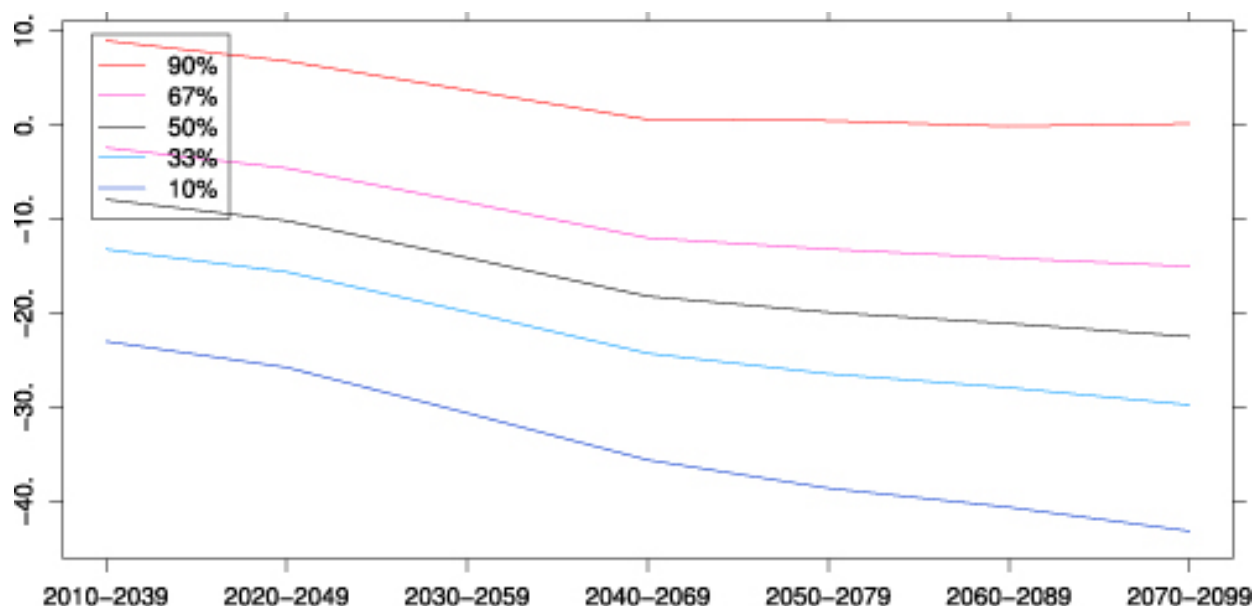
- 2.49 Changes in climate occur naturally over time and there have always been extremes of weather, however increased levels of greenhouse gases resulting from human activity are intensifying this process. The previous section outlined our approach to reducing greenhouse gas emissions. Despite these 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



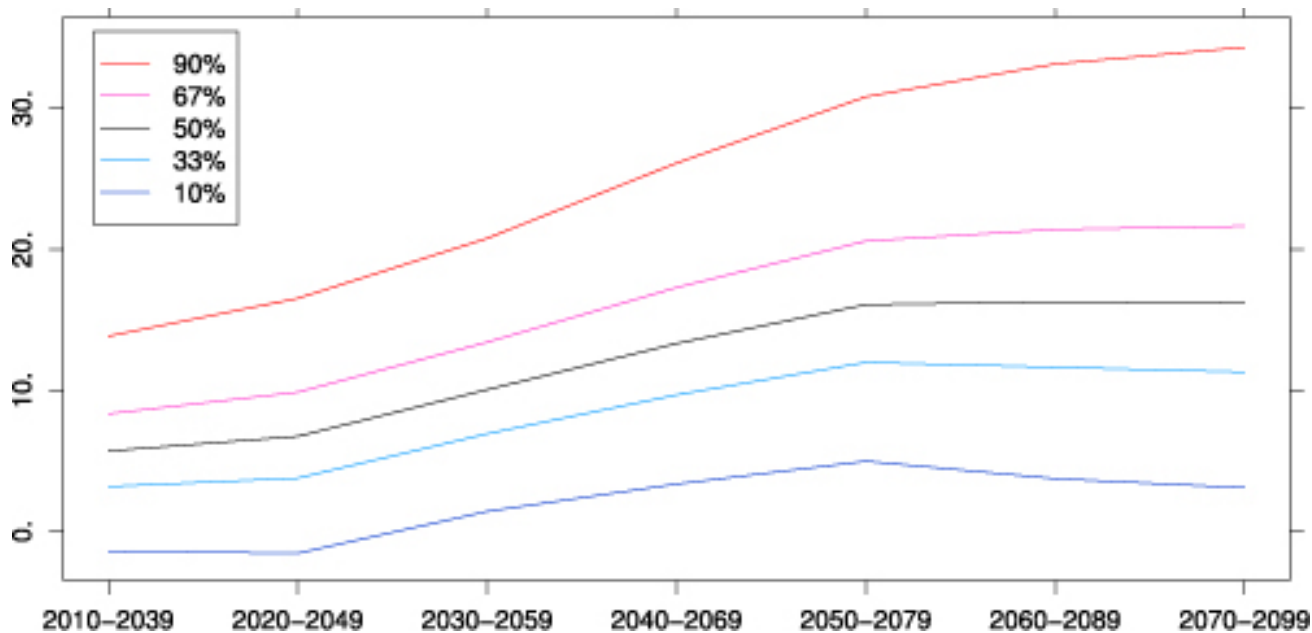
Source: UK Climate Projections

Figure 5 – Probability of change in summer precipitation



Source: UK Climate Projections

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 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.

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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 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).

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- 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 Annexe 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.

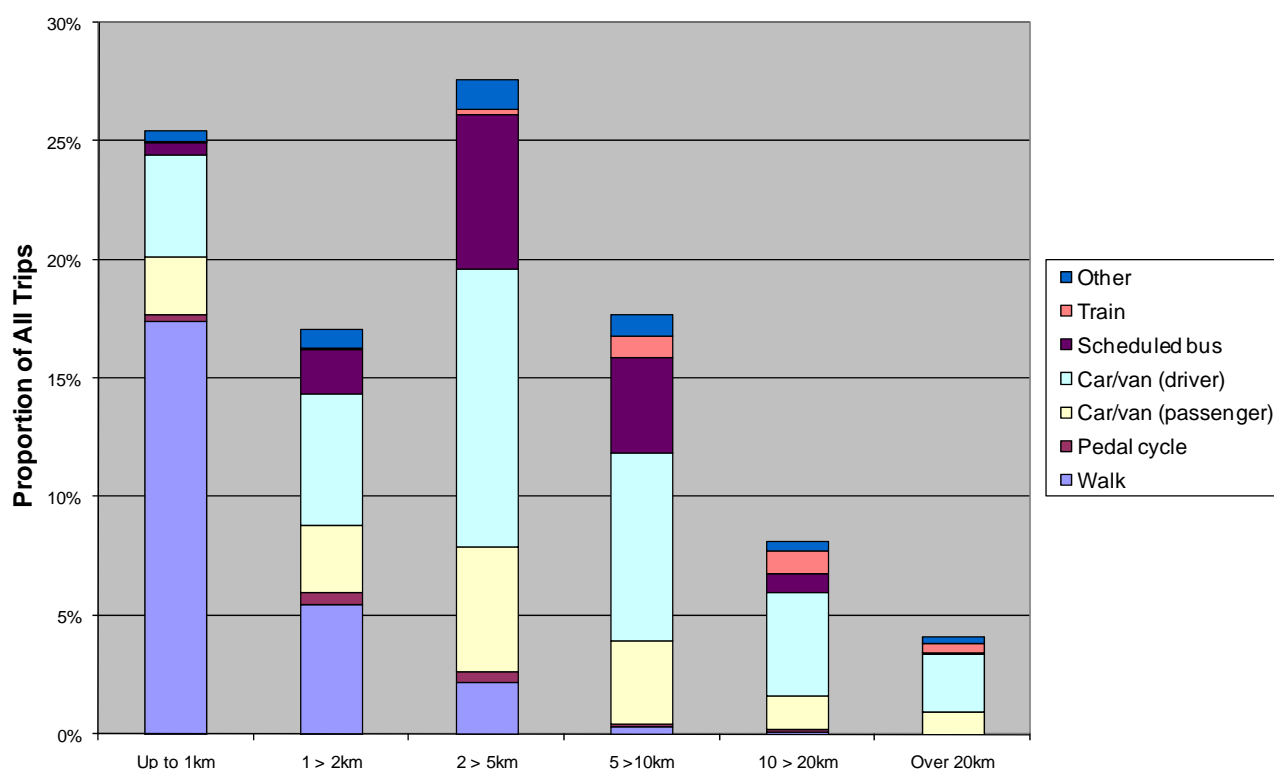
Active Travel – Continuing to increase walking and cycling

- 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.
- 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

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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 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.

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- 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.
- 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

Goal Three

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 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.

Goal Three

- 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, 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.

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- 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.
- 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.

Goal Three

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- 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 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.

How the LTP will support health and wellbeing

- 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"> - 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. 	<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">- 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 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*

Goal Four

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

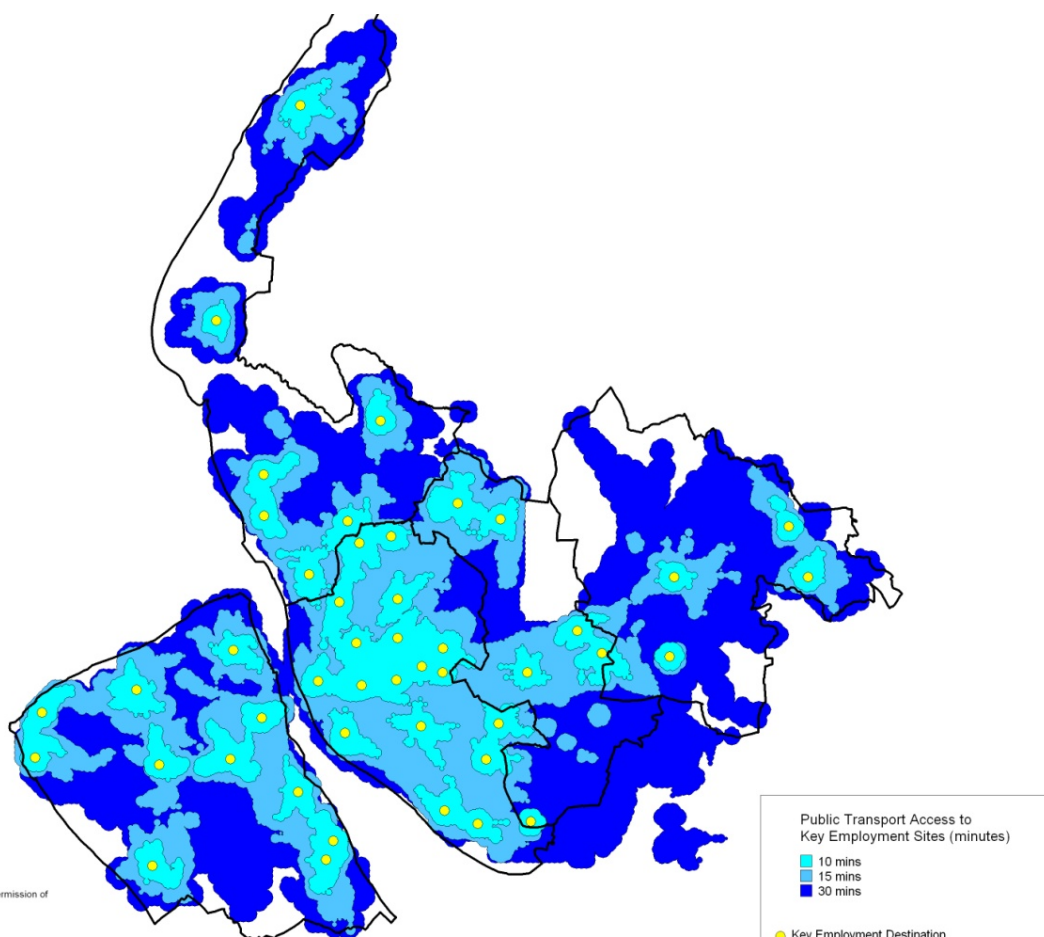
- 4.6 The Place Study ^(Ref 51) published in August 2009, states that no place exists in isolation. Interdependencies exist between and across places, which enable people to access goods and services, facilitate economic growth and enable regeneration benefits to spread. Improving levels of social inclusion 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



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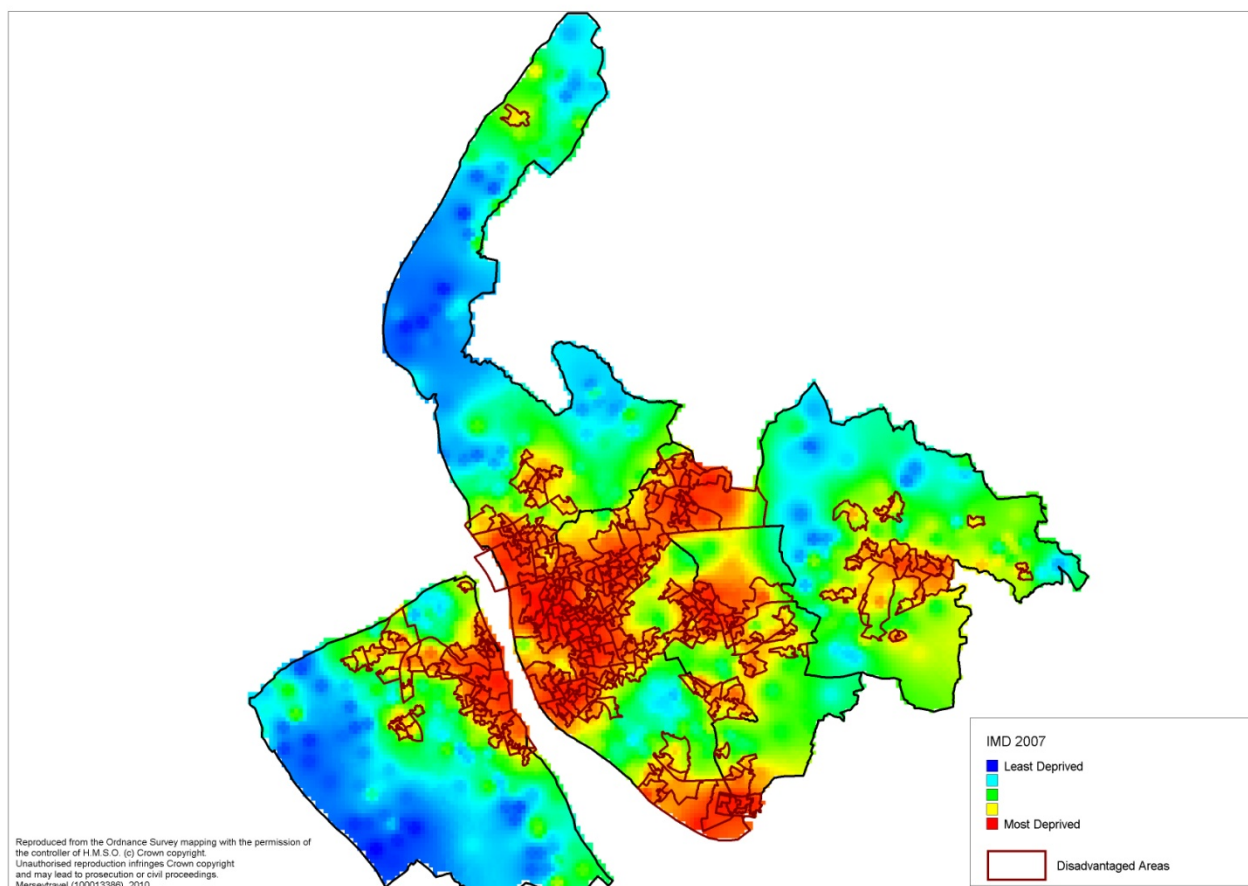
Source: LTP Support Unit

Goal Four

- 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

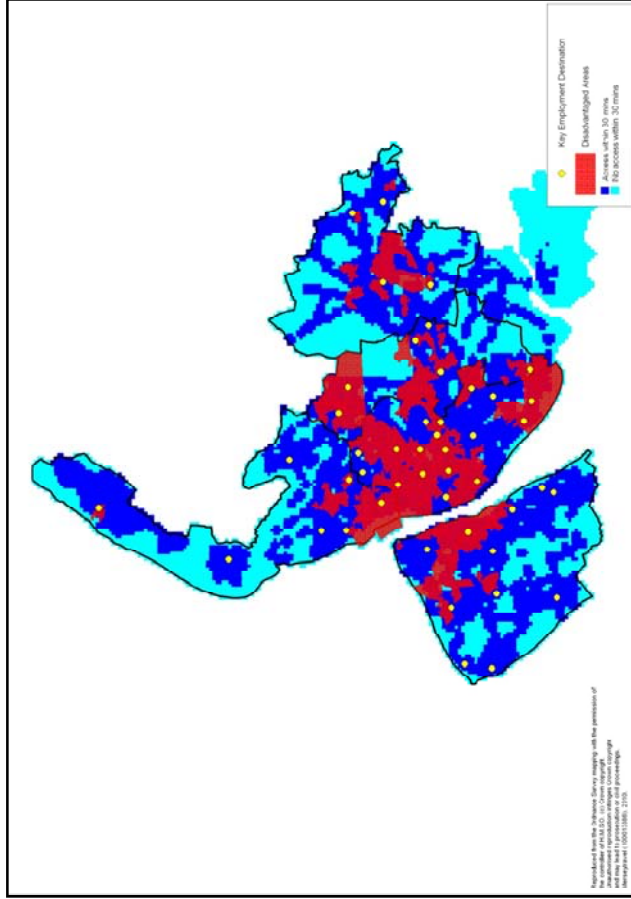
- 4.14 Increasing equality of travel opportunity has been at the heart of our policies over the past ten years. Despite improvements, as *Challenges and Opportunities* (March 2010) showed, the gap between mobility rich and mobility poor is widening. This is not good for the city region priorities around 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.

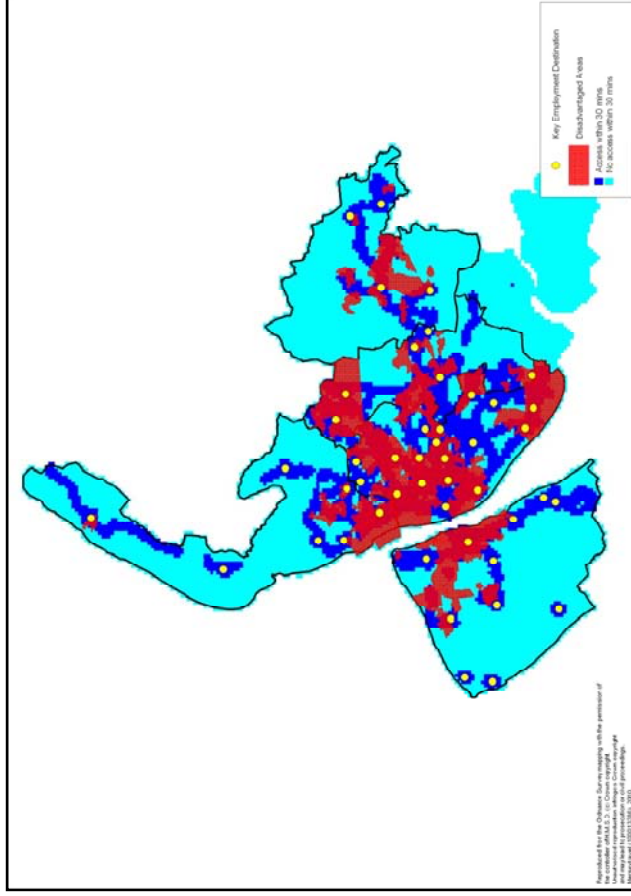
- 4.16 Our Strategy sets out key objectives for addressing access to jobs and improving skills. We will support the city region by focusing on breaking down perceived barriers to work and better connecting people to the jobs market.
- 4.17 As part of developing these plans, we are working with the CES ^(Ref BA) 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

Weekday morning peak 7-10am



Weekday early morning 5-7am



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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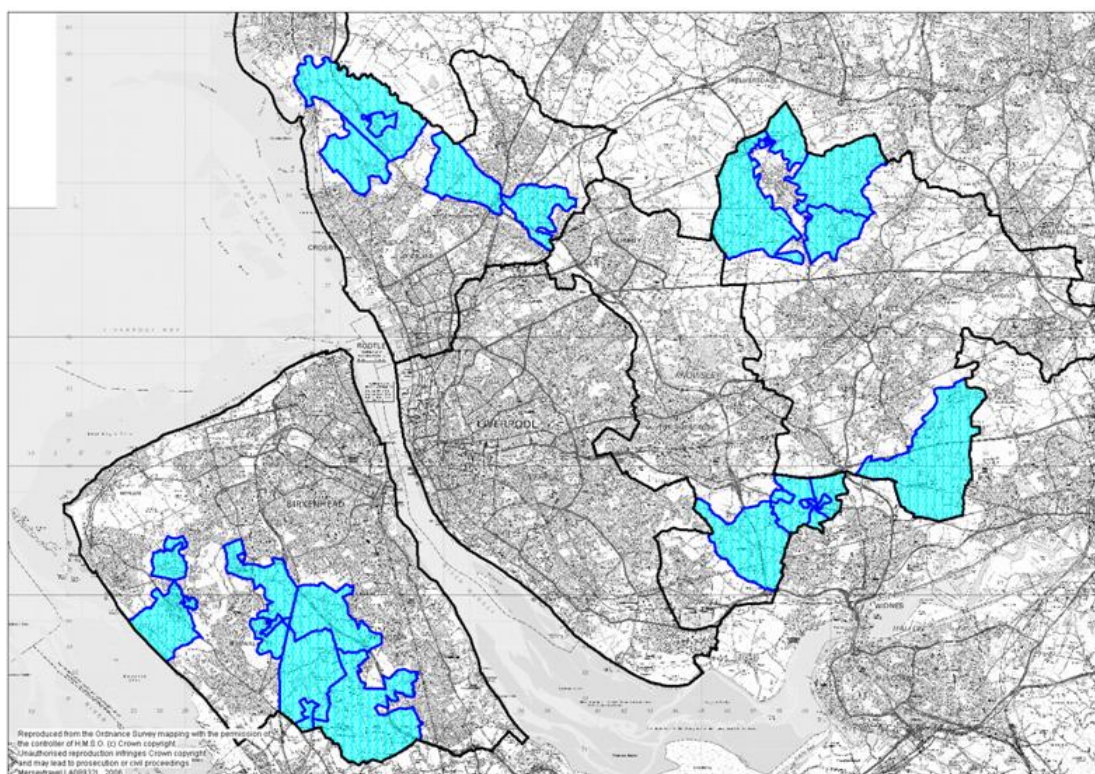
Equal travel opportunity for all

- 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 policies 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”

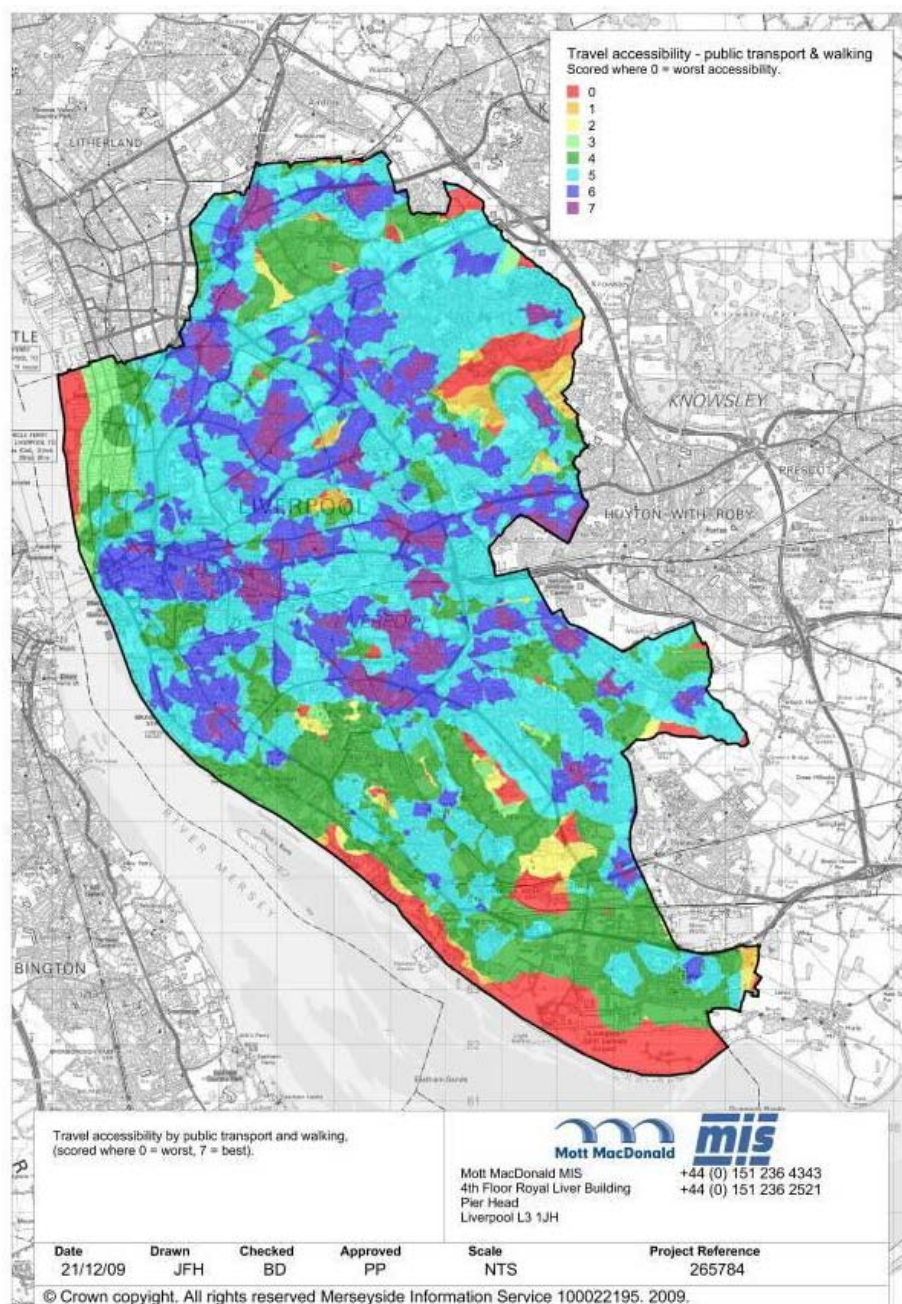
DfT, Guidance to Regional Improvement & Efficiency Partnership (RIEP’s) ^(Ref 55)

- 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.

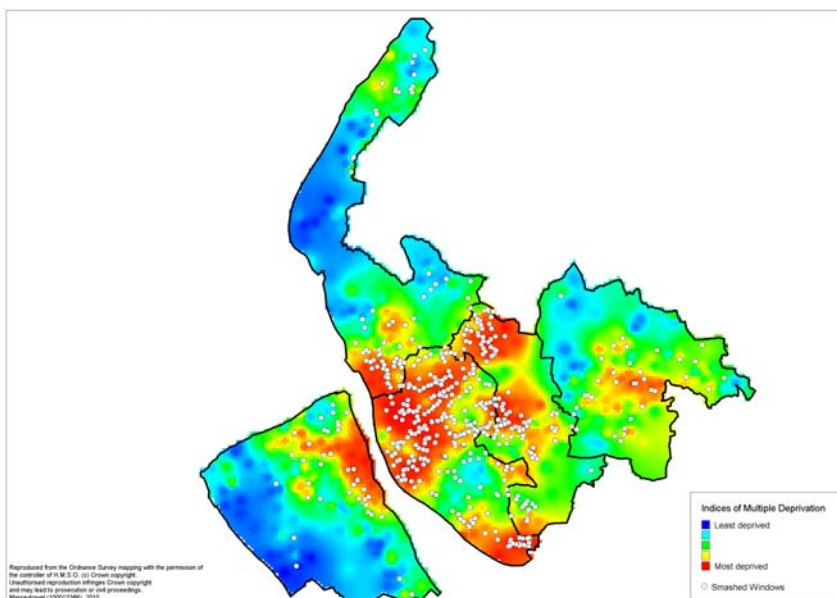
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- 4.64 As examples we work with the education sector to conduct an audit of cycling facilities with a view to installing cycling facilities at all school sites. We will continue to work with partners to ensure that accessibility considerations have been properly taken into account in any school re-organisation planning and that facilities are accessible and should not adversely impact of disadvantaged groups. The results of any analysis will highlight areas of concern and we will be used to develop a programme of actions for joint delivery in line with the agreed School Transport Policy.

TravelSafe - Keeping public transport safe

- 4.65 Crime and fear of crime is cited regularly as a reason for not using public transport, with research showing between 11.5% and 20% of journeys being foregone. Fear is highest among the most vulnerable members of the community especially during the hours of darkness and in isolated locations. There is further evidence to show that some crime types, such as the smashing of bus windows, is more prevalent in areas of disadvantage meaning that those most dependant on public transport bear the greatest burden of crime and fear of crime leading to a cycle of transport poverty and social exclusion. Conversely, increased levels of confidence and mobility contribute to improved accessibility of services and opportunities by public transport.
- 4.66 TravelSafe is the MTP response to crime and fear of crime on public transport and involves Police and operators on Merseyside. It is led and co-ordinated by Merseytravel. TravelSafe is intelligence led and operates a monthly joint tasking and co-ordination meeting among partners to direct resources and interventions ranging from education through to specific police operations. There has been considerable success including reducing smashed bus windows by over 80% (2006-2010) and Merseyrail Electric being the first network to have all stations accredited under the Secure Stations Scheme. Challenges remain for the partnership including opening incident reporting to passengers and further addressing incidents of hate crime.

Map 7 – Public transport crime and disadvantage



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 polices 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

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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.

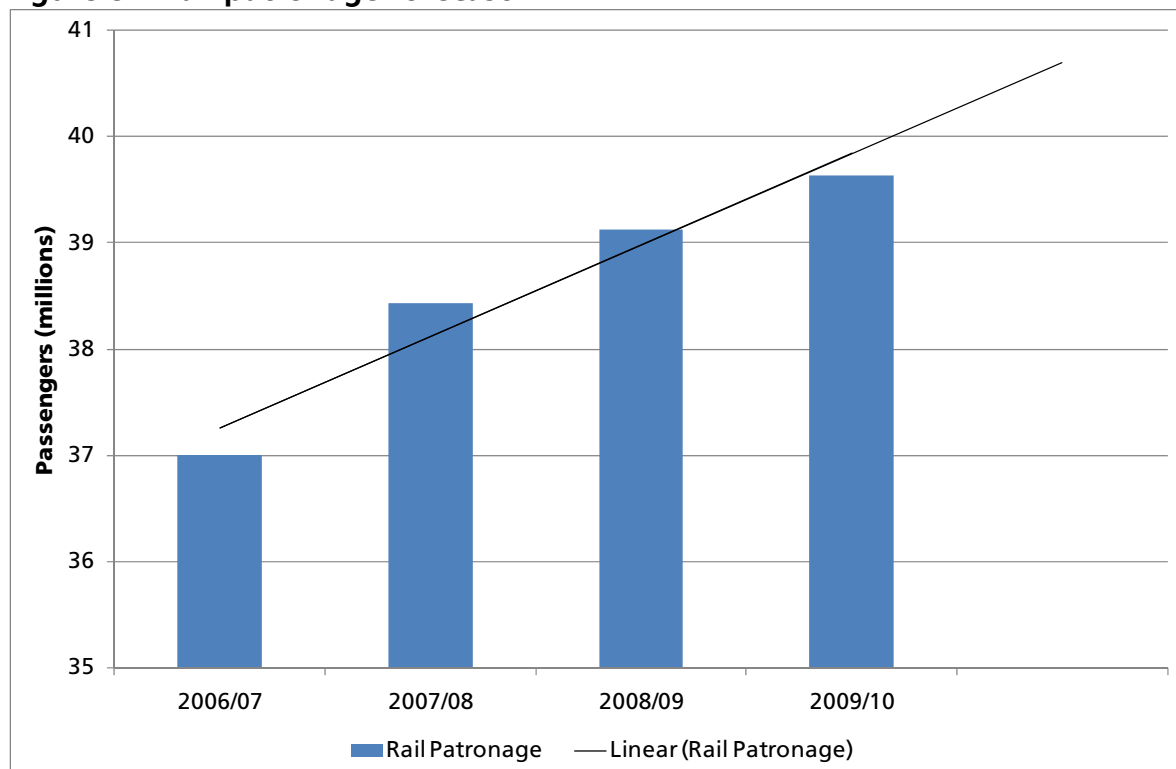
Setting the scene

- 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 issues being exacerbated if and when major schemes such as Liverpool and Wirral Waters start to develop.

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- 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

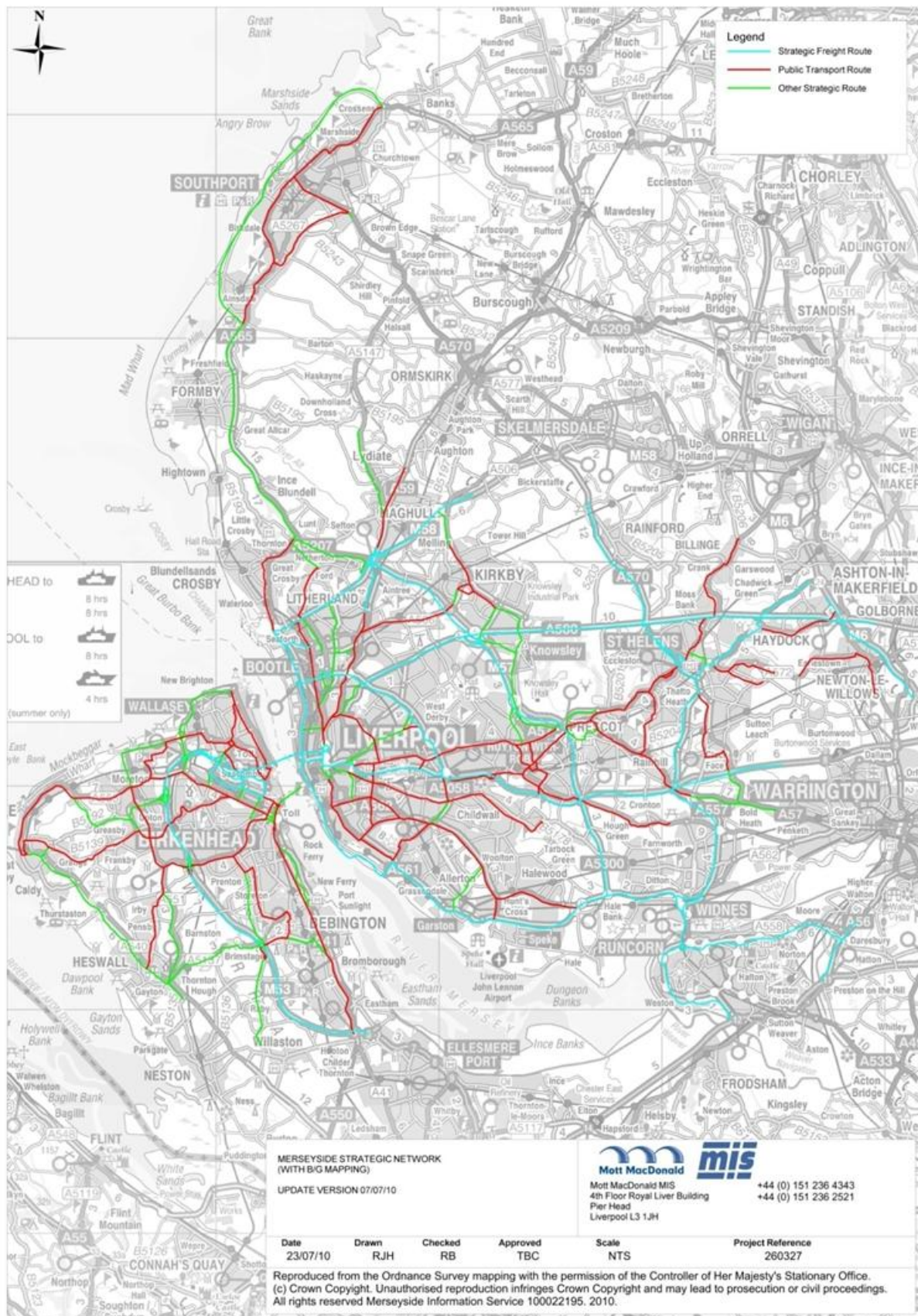
The road hierarchy

- 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 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

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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 Council and identified the access improvements required to support the Port and its planned

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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 Dunning's 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.

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- (v) Noise monitoring.
 - (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.

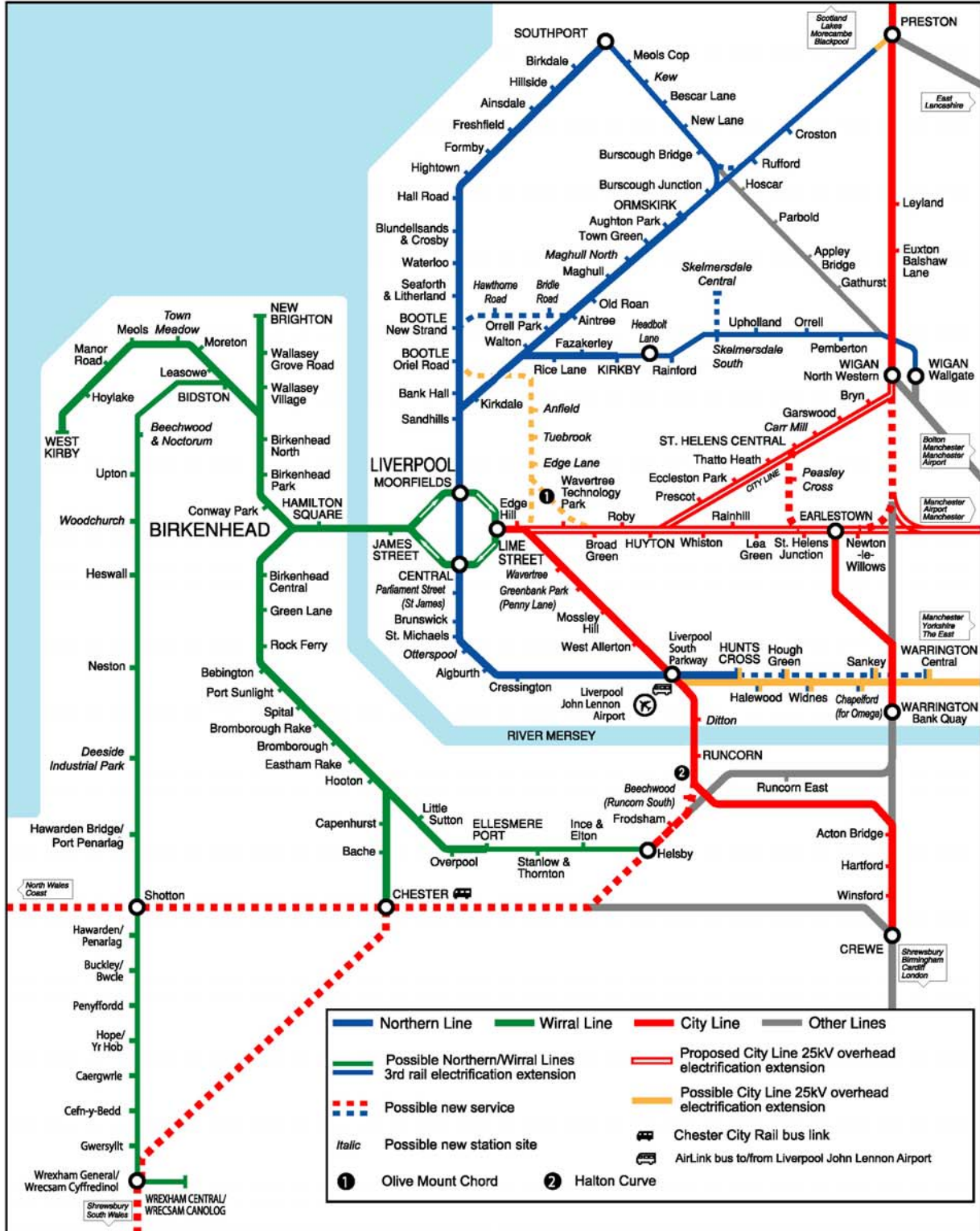
Rail network expansion programme

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

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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

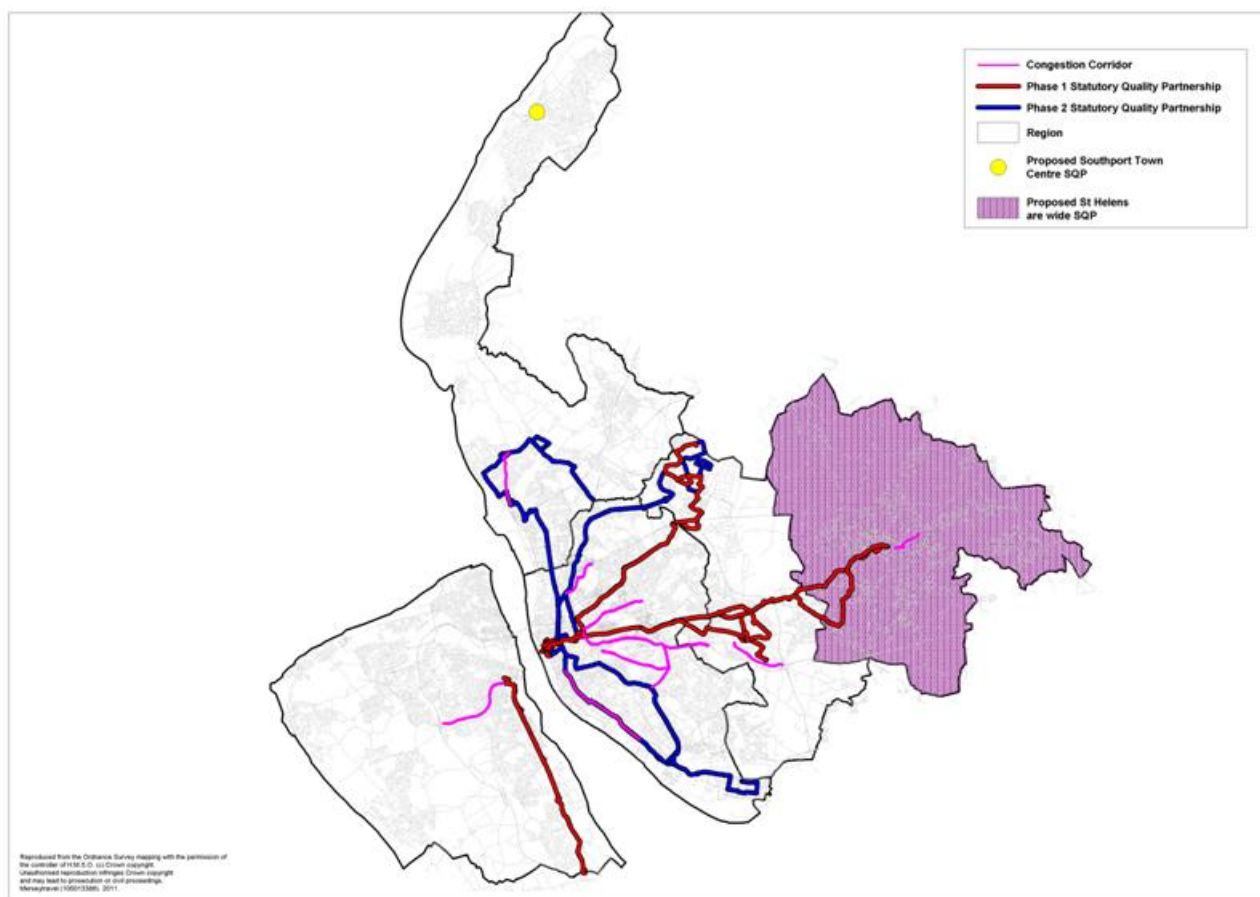


Table 4 – The main elements of area based Statutory Quality Partnerships

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

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- Network Stability
- Ticketing
- Driver training
- Information

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- 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

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centre and enhance the economic viability of the town/city centre. 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;

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- (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;
- (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. 	<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"> • Manage demand through car parking polices where appropriate. • Consider support for non-car modes such as motorcycles and coaches. 	<ul style="list-style-type: none"> •
<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.

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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 Annex F.
- 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 Transport
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 Implementation 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

References

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

Ref 1	Transport and Health Resource: Delivering Healthy Local Transport Plans <i>Department for Transport/Department of Health</i>	January 2011
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
Ref 13	Updated Emission Projections 2010 – Annex F: Fossil Fuel & Retail Price Assumptions <i>Department of Energy & Climate Change</i>	June 2010

Goal Two – Provide and promote a clean, low emission transport system which is resilient against changes to climate and oil availability		
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
Ref 16	An Evaluation of the 'Travelling to School Initiative' Programme <i>Department for Transport</i>	October 2010
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
Ref 20	Synthesis of Climate Change Policy Appraisals <i>Department for Food & Rural Affairs</i>	January 2007
Ref 21	Review and analysis of the reduction potential and costs of technological and other measures to reduce CO ₂ emissions from passenger cars <i>European Commission</i>	2006
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	

References

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 Marmot Review Team	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
Ref 41	Design and access statements: how to read, write and use them <i>CABE (Commission for Architecture and the Built Environment)</i>	June 2006
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
Ref 45	A Brighter Future: Working Together to Tackle Child and Family Poverty: Child and Family Poverty Framework Interim Analysis Report <i>Liverpool City Region</i>	2010

Goal Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety		
Ref 46	Health is Wealth <i>LCR Health is Wealth Commission</i>	September 2008
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>
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 <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

