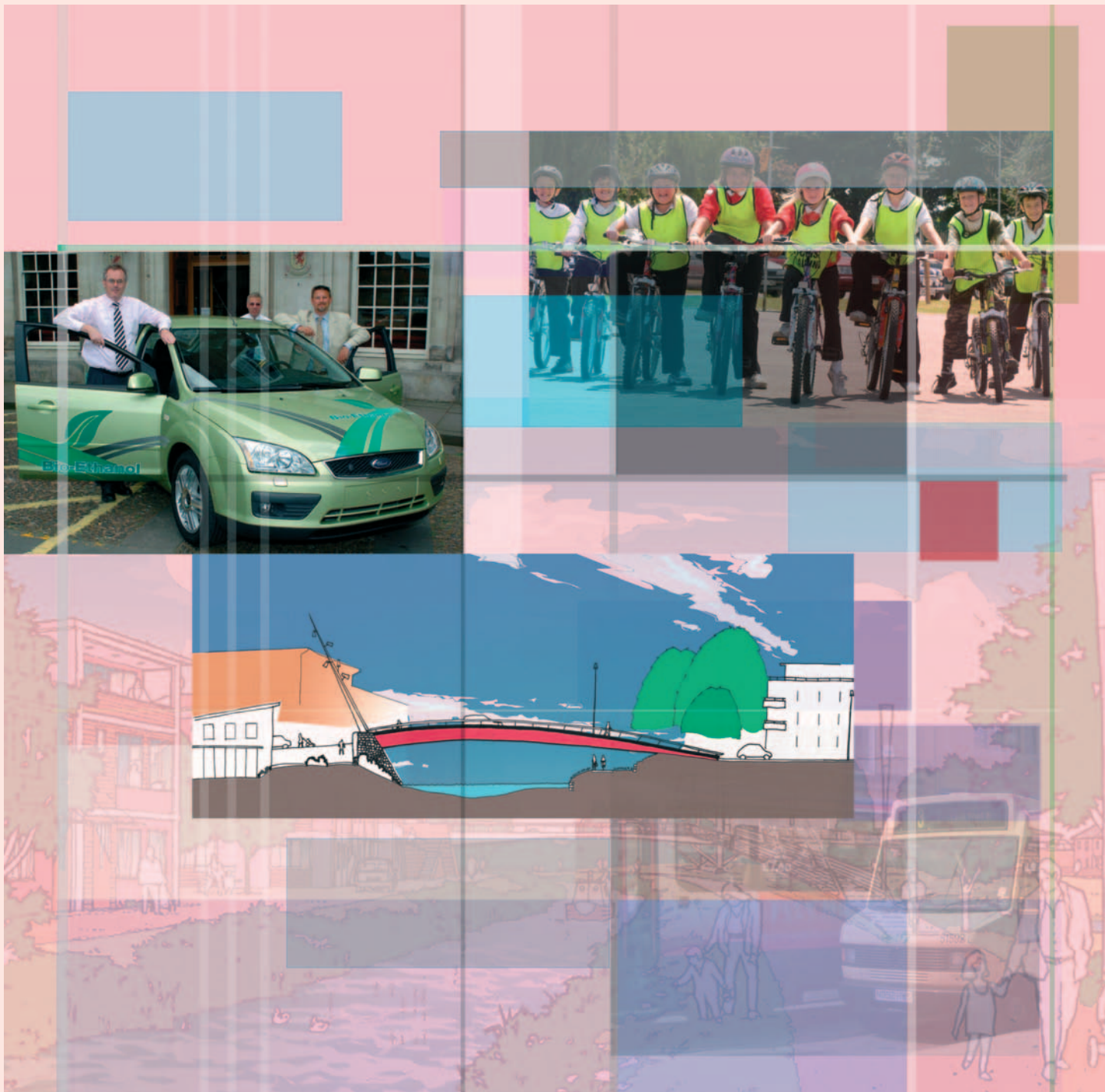


LONG TERM STRATEGY AND INVESTMENT PRIORITIES - 3





3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

This chapter sets out our long term transport strategy and describes how we have determined our new investment priorities for the LTP2 period. Our chosen performance indicators to measure delivery during the LTP2 period are also set out in summary here.

3.1 OUR LONG TERM TRANSPORT STRATEGY

Our long term transport strategy has been developed over the last three years or so through a series of transport studies covering key themes and geographic areas. The suite of final strategy reports therefore forms our long term strategy. Proposals for the LTP2 period 2006-2011 from these strategies have been used to develop our LTP and prioritised according to the degree to which they deliver shared priority outcomes and targets.

3.1.1 Sub-Area Strategies

The LTP is structured according to the Government's shared transport priorities, describing our strategies and programmes for tackling congestion, pollution, accessibility and safety. Whilst this is useful to demonstrate to the Government that we are tackling the key priorities, the outcome of the technical studies has also lead to an area based view of our strategies as follows, and shown on the following map.

- Rural areas and key market towns - focusing on accessibility issues;
- Main urban areas of Taunton, Yeovil and Bridgwater – focusing on congestion and air quality issues; and
- Strategic transport routes – focusing on accessibility and safety issues and freight movement.



LONG TERM STRATEGY AND INVESTMENT PRIORITIES 3

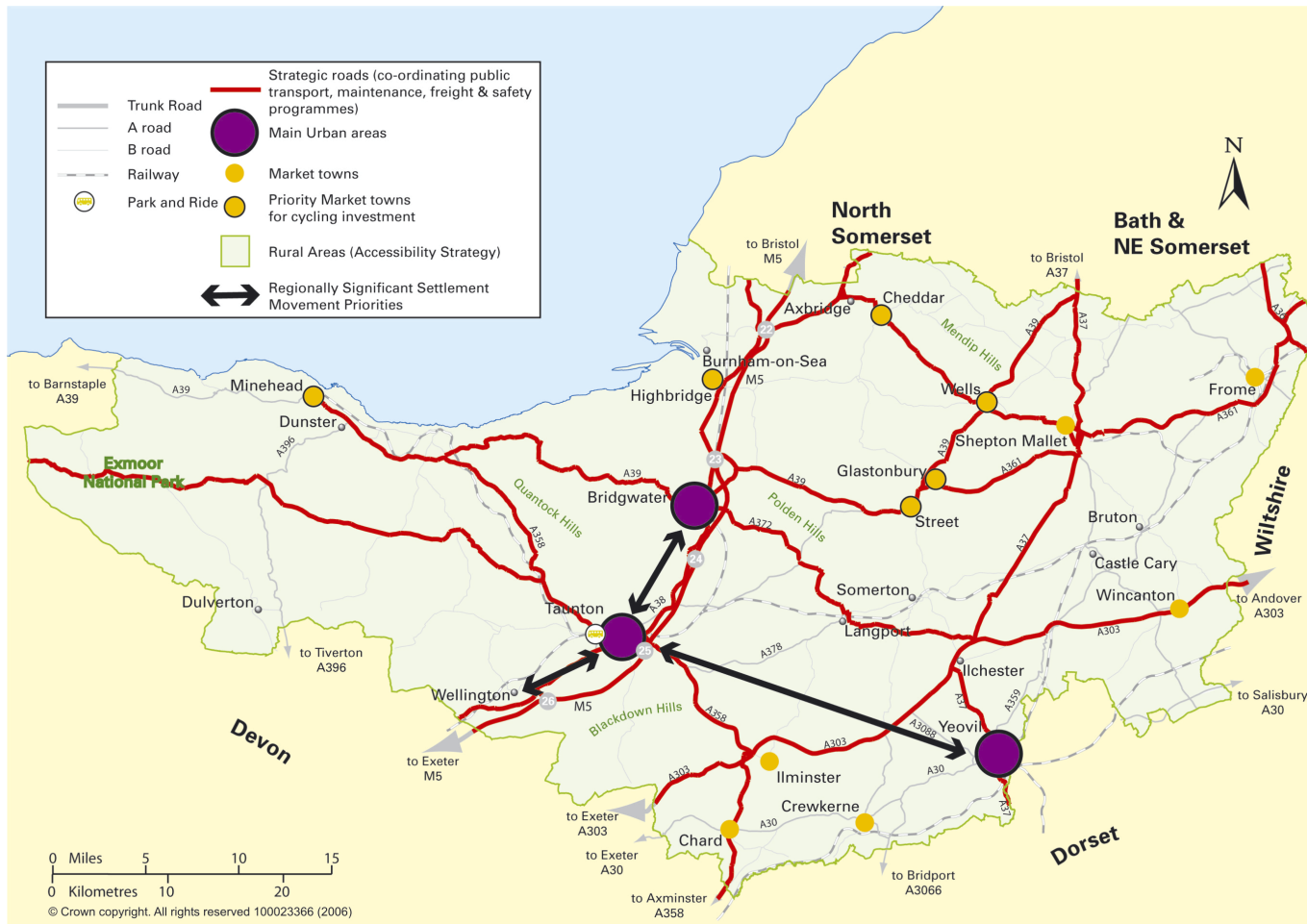


Figure 3.1 Sub-Area Strategy Definitions

The following table lists the studies and analytical techniques that have been used to develop our strategy, and how these relate to our sub-area strategies. Many of these studies contain a detailed evidence base and can be accessed at www.somerset.gov.uk under 'Transport and Streets'.

Table 3.1 Analytical Techniques used in Developing the LTP

Study	Techniques	Rural Areas	Market Towns	Strategic Routes	Main Urban Areas
Passenger Transport Strategy Review	Census data analysis User satisfaction surveys Policy commission	✓	✓	✓	✓
Interchange Audit	Audit	✓	✓		✓
Rail Strategy	Regional rail studies Rail station surveys Partnership		✓	✓	✓
Cycle Strategy Review	Audit Market towns assessment Best practice review	✓	✓		✓

3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

Study	Techniques	Rural Areas	Market Towns	Strategic Routes	Main Urban Areas
Roads Review	Multi-criteria appraisal	✓	✓	✓	✓
Accessibility Strategy	Accession model Census data Analysis Partnership	✓	✓	✓	✓
Safety Strategy	Police STATS19 data GIS analysis Best practice review	✓	✓	✓	✓
Countywide Parking Strategy	Parking surveys and analysis Partnerships Best practice review		✓		✓
Taunton Transport Strategy Review <ul style="list-style-type: none">Urban Extension StudyThird Way StudyMajor Scheme Bid	SATURN model Park & Ride model Journey time surveys Junction capacity analysis(ARCADY, TRICS, PICADY, LINSIG, TRANSYT) Detailed major scheme assessment Origin and destination (O&D) surveys Partnerships			✓	✓
Yeovil Transport Strategy Review	SATURN model Park & Ride model Junction capacity analysis VISSIM model: Reckleford Journey time surveys Community review of transport Partnerships O&D surveys			✓	✓
Bridgwater Transport Strategy Review	SATURN model Park & Ride model Junction capacity analysis Partnerships O&D surveys			✓	✓
West Somerset Economic Development and Access Strategy	Visioning framework	✓	✓	✓	✓
Air Quality Action Plans for Taunton and Yeovil (District Councils)	Air quality monitoring Air quality modelling Partnerships Appraisal framework				✓
Draft Rights of Way Improvement Plan	Audit Partnerships	✓	✓		✓
Strategic Environmental Assessment	SEA Common baseline project ECONet project Traffic surveys Air quality monitoring/ modelling	✓	✓	✓	✓

The following diagrams summarise the key themes and interventions in our LTP2 strategy, each of which are set out in much more detail in the following chapters (the colours refer to the colour of the LTP2 chapter where more information is available). The diagrams show how the individual elements of each strategy relate to our sub-area definitions.

LONG TERM STRATEGY AND INVESTMENT PRIORITIES 3

Safety Strategy

- 1 Safety culture
- 2 Partnerships
- 3 Routes
- 4 Areas
- 5 Road users - (priority - car drivers, passengers & motorcyclists)
- 6 Publicity

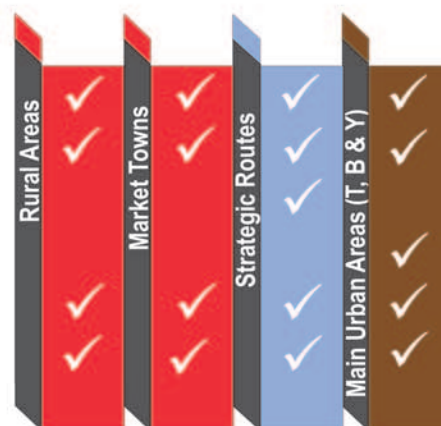


Figure 3.2 Summary of our Strategy for Road Safety

Accessibility Strategy

- 1 'Mainstream' accessibility planning
- 2 Local Accessibility Assessments & Action Plans
- 3 Rural passenger transport demand responsive 'Slinky' services
- 4 Sub-county quality bus partnership routes
- 5 County 'fast link' services
- 6 Improved cycle infrastructure & multi-user paths
- 7 Improved walking infrastructure
- 8 Rights of way improvements
- 9 Interchange improvements
- 10 Information & marketing
- 11 Ticketing strategy

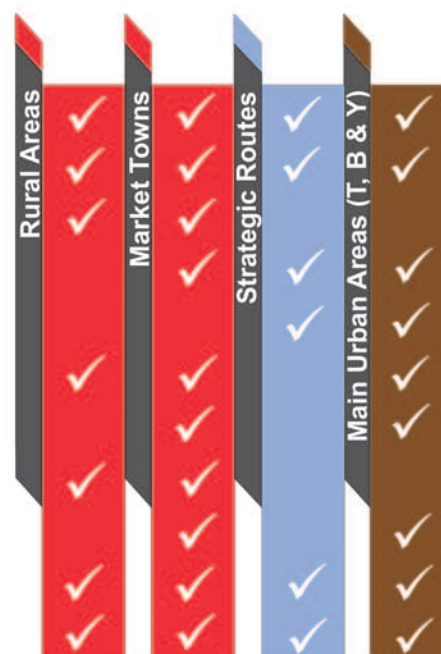


Figure 3.3 Summary of our Strategy for Accessibility



3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

Congestion & Pollution Strategy

- 1** County fast-link bus services (Taunton & Yeovil)
- 2** Sub-county quality bus partnership routes
- 3** Park & Ride (Taunton)
- 4** Smarter choices (School & workplace travel, carshare, marketing)
- 5** Information strategy
- 6** Highway network management & regulation
- 7** Walking & cycling infrastructure improvements
- 8** Demand management through parking controls & charges (Taunton & Yeovil)
- 9** Planning new development
- 10** Junction & highway capacity improvements

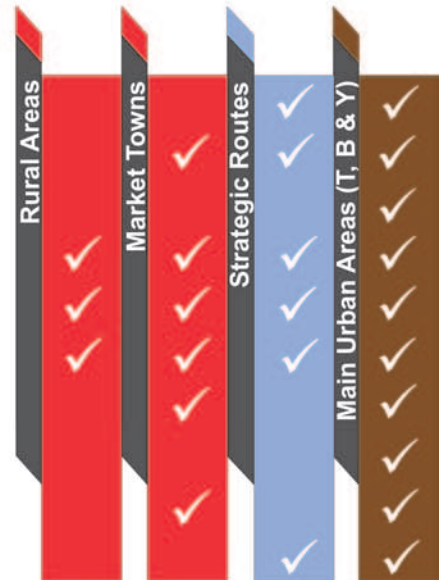


Figure 3.4 Summary of our Strategy for Tackling Congestion & Pollution

Strategy for Strategic Routes

- 1** Freight strategy (regional freight map)
- 2** Route management through programme co-ordination & maintenance
- 3** Influence strategic passenger rail decisions
- 4** Rail station improvements
- 5** Cross-boundary bus service & route improvements

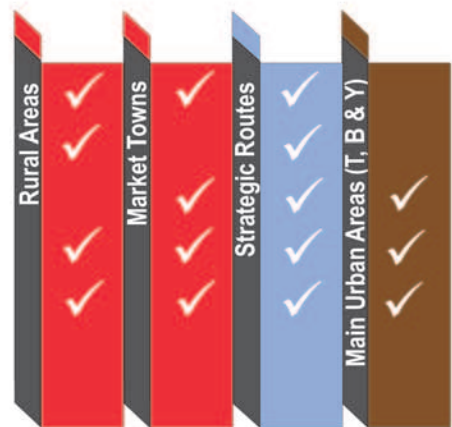


Figure 3.5 Summary of our Strategy for Strategic Routes

LONG TERM STRATEGY AND INVESTMENT PRIORITIES 3

3.1.2 Delivering Value for Money

We have developed a range of mechanisms for ensuring we provide the best possible value for money in delivering our strategy. The following table sets out our key value for money mechanisms and identifies where they are discussed in more detail.

Table 3.2 Delivering Value for Money

Value for Money Approach	Where Discussed in Detail
Programme assembly and prioritisation	Section 12.1: Value for Money Through Scheme Prioritisation
Programme management and cost control	Section 11.3: Efficient Programme Management and Cost Control
Making best use of existing infrastructure	Section 6.2: Management and Regulation of the Highway Network Section 13.1: Traffic Management Act network Management Duty
Asset management	Section 10.3: Value for Money Through Asset Management
Performance management	Section 11.2: Performance in the Transport Service
Integration of capital and revenue budgets and non-LTP funding sources	Section 12.2: Integrating Capital and Revenue Resources Section 12.3: Use of Non-LTP Funding

3.1.3 Choosing the Preferred Strategic Approach

Whilst detailed schemes and measures for improving particular towns or modes of transport have been developed through our programme of technical studies, the role of the LTP is to choose an appropriate combination of measures from each of the studies, focusing investment in certain areas to achieve our broad strategic objectives using the available funding.

We considered a number of different ways of 'assembling' the LTP to deliver our broad objectives during the Strategic Environmental Assessment (SEA) process. Several alternative strategies were developed which explored some quite different approaches to tackling the problems that had been identified.

It should be noted that the alternative strategies relate mainly to the objectives related to reducing congestion and pollution, and to a lesser extent, improving accessibility. It was considered that there were limited realistic alternatives at a strategic level for improving safety, although at the detailed scheme design level many alternative approaches can and will be considered.

Each alternative strategy is fully described and assessed in our SEA Scoping Report and Environmental Report which can be found on our website www.somerset.gov.uk under 'Transport & Streets'.

3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

Table 3.3 Alternative LTP2 Strategies Considered

Strategy Option	Brief Description	Main Characteristics of the Strategy
1	Existing Strategy	Balanced strategy designed to tackle congestion hot-spots and provide better walking, cycling and public transport facilities in main urban areas. There have been early moves to more of a demand management approach in Taunton. There has been significant investment in smaller market towns and also in rural traffic management schemes. Overall the strategy has been one of dispersed investment across the County.
2	Additional measures to severely restrict demand for car travel in main urban areas and to a limited extent in other towns and rural areas, with measures to radically improve facilities for walking, cycling and public transport in towns and inter-urban routes.	Significant increases in commuter parking charges. Reduced commuter parking. Physical restrictions on car access in some sectors of the main urban areas. Parking standards based upon severely restricting car use. New facilities likely to use existing road space and significantly reduce existing road capacity. Widespread implementation of flexible and demand responsive transport services outside urban areas.
3	Additional measures to provide for demand for car travel in towns and inter-urban routes.	New urban relief roads. Additional car parks. Large-scale capacity improvements to junctions. New rural bypasses. Parking standards which set a 'minimum' requirement.
4	Additional measures to provide targeted road improvements and improved facilities for walking, cycling and public transport.	A continuation of the balanced approach undertaken to date, but with a clearer focus on priority areas such as Taunton and Yeovil where the greatest congestion is experienced. Greater emphasis on finding ways to make better use of the existing infrastructure such as traffic lights to tackle congestion, a minimal number of strategic road improvements to facilitate new development and developing more accessible and demand responsive transport in the rural areas. Moderate demand management in Taunton and Yeovil (i.e. increased commuter parking charges). New walking and cycling measures would generally not reduce road capacity at key points in main urban areas.

Our initial environmental scoping report found that Option 3 would be the most likely to cause deterioration in transport and environmental conditions and Option 2 may not be successful as it would require a large change in public attitudes and political will to carry out the measures. Option 4 as the 'preferred alternative' was therefore developed into the strategy set out in the provisional LTP2 document. Consultation undertaken prior to submission of the provisional LTP2 in July 2005 showed public support for this overall approach.

The environmental report has examined the potential significant impacts of the provisional LTP on the environment, and identified the following key issues:

Air Quality: It is likely that the strategy will improve air quality compared with the situation that would arise if nothing was done (the 'do-minimum' scenario). Traffic and overall emissions will still increase, largely due to planned development in the major towns. Taunton in particular is likely to have an increasing air quality problem with associated effects on human health, and the LTP programme will need to prioritise schemes to tackle the potential hot-spots identified in the environmental report.

Major Schemes in Taunton: These are likely to have positive effects for human health through benefits for people walking and cycling, and on improving accessibility and reducing noise and severance in Taunton centre. The schemes will be designed to reflect their role as streets rather than traditional high-capacity relief roads, and they will be coupled with the closure of through traffic in North Street, a potential pollution hot-spot, outside peak hours. It is not envisaged that the schemes will release a significant suppressed demand for car travel. If the schemes did encourage more traffic there would be an associated decline in air quality and therefore health. The schemes could have a strong adverse effect on biodiversity, flora and fauna, and have a negative impact due to loss of soil to hardcover.

Human Health: Cycling and walking strategies, measures for accessibility and congestion generate positive effects for human health by increasing opportunities for physical activity.

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Climate Change: In comparison with the future 'do-minimum', the plan is positive. However despite the fact that the plan is implementing various measures to facilitate modal shift, this is unlikely to result in changes to traffic growth of a magnitude that would deliver national and international climate change targets. Whilst LTP's can deliver a degree of benefit in terms of reducing the growth of traffic and emissions, the scale of the problem far outweighs the resources available through the LTP process to tackle climate change effectively. Nonetheless, every little helps, and we are at the forefront of alternative fuels in the UK through our Biofuels project which we anticipate will have some impact. The Environmental Report identifies that the plan should make more reference to the need for adaptation to climate change, and this will be addressed through our emerging Climate Change Strategy which has a focus on adaptation.

Monitoring and Mitigation: The Environmental Report suggests a range of actions to mitigate the potential environmental impacts of the plan, mainly aimed at the design and delivery of the scheme programme. There is also a need to consider revised monitoring arrangements to ensure appropriate data is available to inform the design and delivery of the programme, and the need for further Environmental Impact Assessment for larger schemes.

We are required to prepare an 'SEA statement' shortly after submission of the final LTP setting out in detail what changes to the LTP have been made as a result of consultation and the SEA process and also what monitoring will be put in place to monitor the environmental effects of the plan. Our programme managers and delivery partners Atkins will help prepare this response to ensure that appropriate actions are implemented through the LTP programming process.

3.2 SETTING OUR INVESTMENT PRIORITIES

This LTP, and the strategies that underpin it, have been prepared in line with realistic expectations about levels of funding likely to be available.

The following table outlines the indicative planning guideline allocations for Somerset issued by the Department for Transport (DfT).

Table 3.4 Indicative Planning Guideline Allocations for Somerset in December 2005

Year	Integrated Transport (£m)	Highway Maintenance (£m)	Total (£m)
2006/07	4.294	15.958	20.252
2007/08	4.377	16.277	20.654
2008/09	4.569	17.091	21.660
2009/10	4.769	17.946	22.715
2010/11	4.978	18.843	23.821
Total	22.987	86.115	109.102

In order to make best use of the available funding it is necessary to identify clear priorities for investment related to the Government's transport targets, and within those priority areas deliver projects that best deliver the desired outcomes in the most cost effective way. In addition we will provide staff and carry out works from our revenue budget that will contribute towards achieving our objectives and targets. The total value is around £6.6m and is detailed more fully in Chapter 12.

3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

3.2.1 Investment Priorities for Integrated Transport

The following diagram shows the various influences that have been used to determine the overall investment priorities for our LTP2 programme. This includes many of the priorities and issues set out in the first few chapters of the LTP.

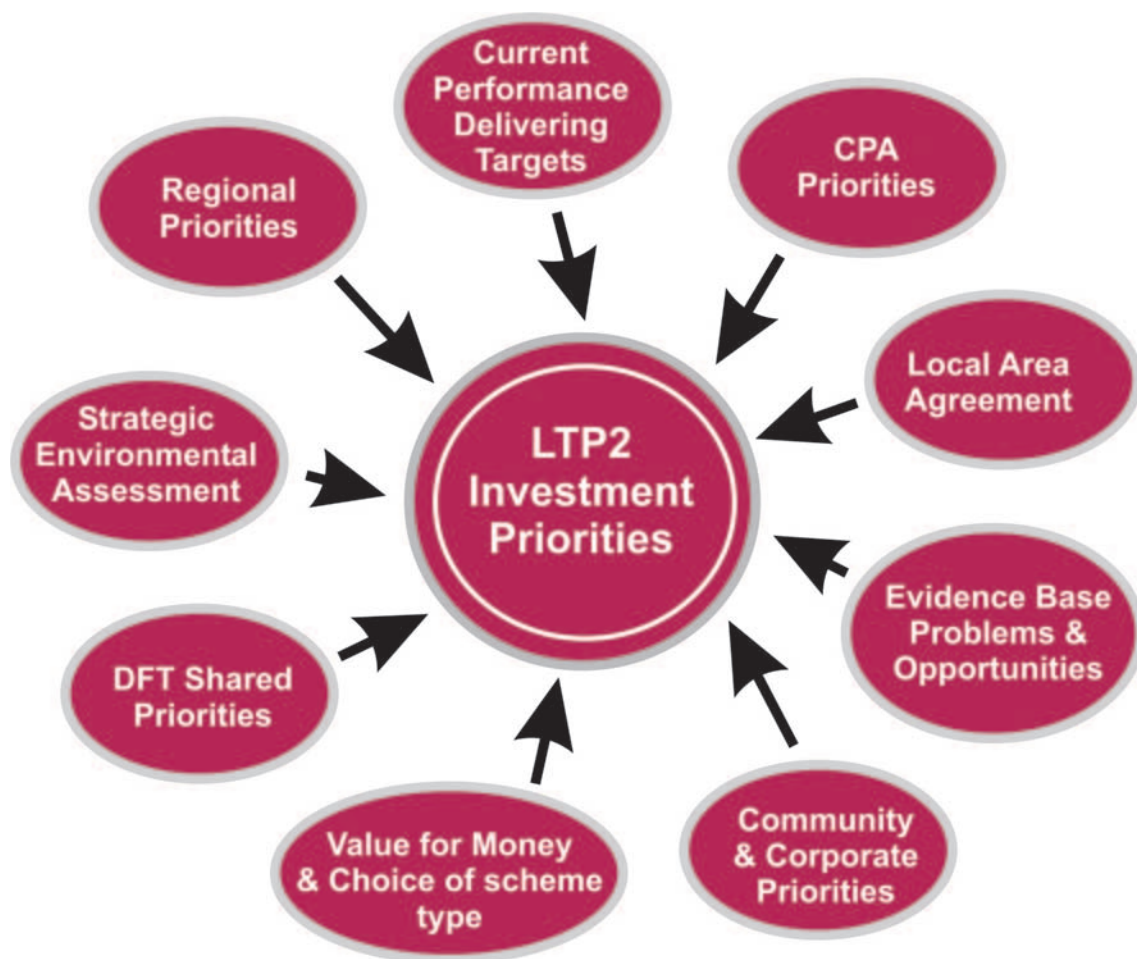


Figure 3.6 Influences on our Investment Priorities for LTP2

Having considered all of these influences, we have chosen the following investment priorities for the LTP2 period.

- **Maintaining the road network across the County:** Due to the key role the road network plays in our rural area supporting our economy and access to services.
- **Reducing the number of people killed and seriously injured on our roads:** Due to the relatively poor performance in meeting safety targets during LTP1.
- **Increasing the number of people using public transport:** Due to the relatively poor performance in meeting bus patronage targets during LTP1 and due to the important role that public transport plays in tackling congestion and improving access to all basic services, particularly for younger and older people.



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- **Investment to support economic regeneration in the Taunton/Bridgwater/Wellington area and Yeovil:** Due to the regional role and priority of these settlements, and the opportunities to tackle our key congestion and pollution problems.
- **Ensuring lorries use appropriate routes to improve life in rural communities:** Due to the community priority to reduce the significant impact that freight traffic has on our rural quality of life and environment, and also to reflect the regional priority for effective freight movement.
- **Promoting ‘smarter travel choices’ such as cycling, walking and car-sharing through marketing campaigns and travel plans for business and schools:** Due to increasing evidence that people will often not use available transport such as cycling or buses unless there is effective marketing and information, and due to the wide range of LTP targets and public health priorities that these initiatives help deliver.
- **Targeted implementation of other integrated transport schemes particularly to improve access to basic services in our Market Towns:** Due to the important role that our smaller towns have as service centres for our wider rural communities.

We are aiming for a ‘step-change’ in investment and overall approach, particularly in casualty reduction and public transport patronage in order to successfully meet the Governments targets.

3 LONG TERM STRATEGY AND INVESTMENT PRIORITIES

3.2.2 Performance Indicators

We have identified a range of performance indicators that we will use to measure how well we are doing in meeting our objectives for each shared priority.

The following table shows the general relationship between the shared priority strategies, the priorities for investment and the performance indicators. The Government's mandatory indicators have the prefix 'BVPI' and 'LTP' and our locally determined performance indicators have the prefix 'LPI'.

Table 3.5 LTP2 Indicators Chosen to Measure Delivery of our Investment Priorities

Investment Priorities	LTP2 Indicators	Key Objectives
Maintaining the road network across the County	BVPI 223: Principal road condition	Safety Congestion Economy
	BVPI 224a: Non principal classified road condition	
	BVPI 224b: Non principal unclassified road condition	
	BVPI 187: Condition of footways	
Reducing the number of people killed and seriously injured (KSI) on our roads	BVPI 99a: Total KSI	Safety
	BVPI 99b: Child KSI	
	BVPI 99c: Total slight casualties	
Increasing the number of people using public transport;	BVPI 102: Bus patronage	Accessibility Congestion Pollution
	LTP1/LPI1: Accessibility target: Demand responsive transport	
	BVPI 104: Satisfaction with local bus services	
	LTP5: Bus punctuality target	
Investment to support economic regeneration in the Taunton area and Yeovil	LTP8: Air quality	Accessibility Congestion Pollution Economy
	LPI5: Congestion (vehicle delay)	
	LP16: Pedestrian activity in Taunton	
Ensuring lorries use appropriate routes to improve life in rural communities	LTP2: Change in area wide traffic mileage	Safety Congestion Economy Environment
	LPI4: HGV traffic on non strategic routes	
Promoting 'smarter travel choices' such as cycling, walking and car-sharing through marketing campaigns and travel plans for business and schools	LTP4: Mode share of journey to school	Accessibility Congestion Pollution
	LPI2: Mode of travel to work	
	LTP3: Cycling trips	
Targeted implementation of other integrated transport schemes particularly to improve access to basic services in our Market Towns	LTP1/LPI1: Accessibility target: Demand responsive transport	Accessibility
	LTP3: Cycling trips	
	LP13: Ease of use of rights of way	

We have considered a range of targets to be set for each indicator and chosen a target that best achieves delivery against the agreed shared priorities. This process is detailed in chapter 11. Allocation of funding and prioritisation of schemes to deliver these investment priorities is discussed in chapter 12.