



Bracknell Forest Local Transport Plan 3 Background Paper

Local Transport Plan 3
www.bracknell-forest.gov.uk/LTP3

April 2011

LTP3 – Bracknell Forest

Background Paper

This paper consolidates five background papers into one document.

Section

1. **Bracknell Forest - Spatial and Transport Context**
2. **Establishing Local Transport Objectives**
3. **Bracknell Forest's Issues and Challenges**
4. **Challenges and Measures**
5. **Working in Partnership**

1: Bracknell Forest – Spatial and Transport Context

1. Context

1.1 This paper contains the following, profiling Bracknell Forest and detailing what encompasses its transport network:

- Bracknell Forest - place profile
- Bracknell Forest's Transport Network
 - ⇒ Connectivity
 - ⇒ Road Network
 - ⇒ Pedestrian Network
 - ⇒ Cycle Network
 - ⇒ Public Rights of Way Network
 - ⇒ Bus Network
 - ⇒ Rail Services
 - ⇒ Community & Social Care Transport

2. Bracknell Forest – place profile

2.1 Bracknell Forest Borough is located at the heart of the Thames Valley, just 40 kilometres to the west of London in the South East of England within the county of Berkshire. Covering an area of 110km², in 2009 it was a home to a population of 115,100 (ONS, 2010).

2.2 It has a high quality local environment, incorporating a wide area of the Thames Basin Heaths Special Protection Area, and an excellent communication network, with direct access to the M3 and M4 motorways and good links to the region's airports, in particular Heathrow. The Borough also enjoys direct rail connections to Reading and London Waterloo and to Guildford and Gatwick Airport.

2.3 From its origins as a small market town, since Bracknell was designated a New Town in 1949 to alleviate the post-Second World War housing shortages, the town has undergone huge expansion. Bracknell New Town was designed on the neighbourhood principle to create new communities, with a primary school, shops, church, community centre and public house at the heart of each of the nine satellite neighbourhoods.

2.4 The principle urban area of Bracknell lies in the centre of the Borough, and contains large residential, commercial and industrial areas and the major retail and service facilities. The southern part of the Borough contains the settlements of Crowthorne and Sandhurst.

2.5 To the north of the Borough lie the settlements of Binfield, Warfield and Winkfield, whilst North Ascot lies to the east. Part of the northern parishes lie within the Metropolitan Green Belt. A number of these settlements cross boundaries with other authorities, in particular Crowthorne with Wokingham Borough Council and North Ascot with the Royal Borough of Windsor and Maidenhead. Sandhurst, although wholly within the Borough, has strong connections to Camberley, within the authority of Surrey County Council.

2.6 The whole of Bracknell Forest is also within the Western Corridor and Blackwater Valley Sub Region and is adjoined by six other authority areas in Surrey and Hampshire:

- Royal Borough of Windsor and Maidenhead (Unitary Authority)
- Wokingham District Council (Unitary Authority)
- Hampshire County Council
- Surrey County Council
- Hart District Council (in Hampshire)
- Surrey Heath District Council (in Surrey)

2.7 Our economy and productivity is of above average size compared both regionally and nationally. Bracknell is a key provider of a skilled, well-educated labour force and an important employment centre in the Thames Valley, with the majority of employment in skilled professions with higher salaries than average (Census, 2001). Good access to labour market and the sub-region and London consumer markets, with approximately 1.2m people within a 30-minute drive time, and a high quality local environment, continue to be key attractors to companies who chose to locate in the Borough. The town's businesses include many regional and international headquarters such as Waitrose, Dell, 3M, Hewlett Packard, BMW, Cable and Wireless, Siemens, Fujitsu, Panasonic and two world class research facilities – TRL and Syngenta.

2.8 When describing Bracknell Forest, it is very easy to paint a positive view of life in the Borough and to most this is pretty accurate, however such prosperity has not benefited all or been without negative consequences.

2.9 In looking at the bigger picture it is much more important to remember that individual lives and experiences are what matter most. It is also important that a high quality of life in the Borough is available to everyone, and so all those who deliver public services must remain responsive to changing needs and continually strive to improve.

3. Bracknell Forest's Transport Network

3.1 Connectivity

3.1.1 Bracknell Forest is in a prime location, at the heart of the Thames Valley, benefiting from excellent road communications. It is situated at the end of the A329(M), 11 miles east of Reading, 9 miles south west of Windsor and 32 miles west of London. Junction 10 of the M4 is approximately 4.5 miles to the west and junction 3 of the M3 approximately 5 miles to the south east. There are good links to the regions airports, in particular London Heathrow which is 21.4 miles away via the M3 and M25 motorways, and Gatwick, accessible by train direct from Crowthorne and Sandhurst. By train, Bracknell connects to London Waterloo in 1 hour 2 minutes and Reading in 20 minutes.

3.2 Road Network

3.2.1 Bracknell Forest Borough has excellent access to the motorways and trunk road networks (refer to Figure 1) lying between two major east-west corridors of movement converging in London. The northern corridor consists of the M4 and the A4, linking London with the west and the southern corridor consists of the M3 and A30 linking London with the south west. Further to the north are other motorways, the M40 and A404(M). To the east, the M25 carries a significant amount of north/south traffic as part of the London Orbital.

3.2.2 Only a short section of the Strategic Road Network (SRN) lies within Bracknell Forest Borough - less than 1km, part of the M4 motorway. There are no junctions providing direct access to either the M4 to the north or the M3 to the south within the Borough.

3.2.3 For Bracknell Forest, peak hour congestion is recognised as a problem at particular locations on the route network; specifically major junctions around Bracknell Town Centre, along the A329/A322 corridor and approaches to it, the A329 London Road, the A3095 Blackwater Valley to Twin Bridges together with localised issues in Crowthorne, Sandhurst and Binfield. The major routes such as the A3095, A322 and the A329 experience congestion over longer periods - reflecting the longer distance trips they carry. Although not part of the SRN, traffic flows on these link roads are critically important to the safety and efficiency of the SRN.

3.2.4 The A329/A322 is the Borough's busiest route, passing through Bracknell's urban areas, carrying in excess of 40,000 vehicles per day. Although the route serves as a primary means of access into Bracknell, it is also used by through-traffic as an "outer orbital" link between the M3 and M4 with up to 25% of the total vehicles in pm peak travelling from the M3 corridor and onwards to the M4.

3.3 Pedestrian Network

3.3.1 Bracknell Forest has a well-developed pedestrian network. A significant proportion of the developed area includes high quality pedestrian routes segregated from other traffic, often running alongside parallel cycletracks. Underpasses have been provided in many locations to avoid the need for pedestrians to cross busy roads.

3.3.2 Footpaths in "New Town" residential areas often offer short cut advantages over motor vehicles, allowing "direct travel" to key destinations such as Bracknell Town Centre. Trodden "desire lines" alongside carriageways however, highlight the fact that the network remains incomplete. The main shopping areas in the town centre and several of Bracknell's local centres are pedestrianised.

3.3.3 Away from Bracknell, the provision is less well developed and does not have the advantage of a "New Town" layout, nevertheless all recent development has been required to include convenient and safe links with the existing network as a matter of course.

3.3.4 Accessible design for all the community is promoted in new development in the Borough, incorporating facilities for people with disabilities, such as level access, dropped kerbs and tactile paving. However, such facilities often do not exist within existing, particularly older developments.

3.4 Cycle Network

3.4.1 Bracknell has a well-established cycle network, (refer to table below) which caters for both commuting and leisure trips. As a New Town, purpose built cycletracks were included as a matter of course in much of the development and there are many underpasses that avoid the need to cross busy roads. More recently, shared use footway/cycletracks and on-carriageway cycle facilities have supplemented the segregated routes. Cycle routes have also been constructed in Sandhurst and Crowthorne, although these networks are less comprehensive.

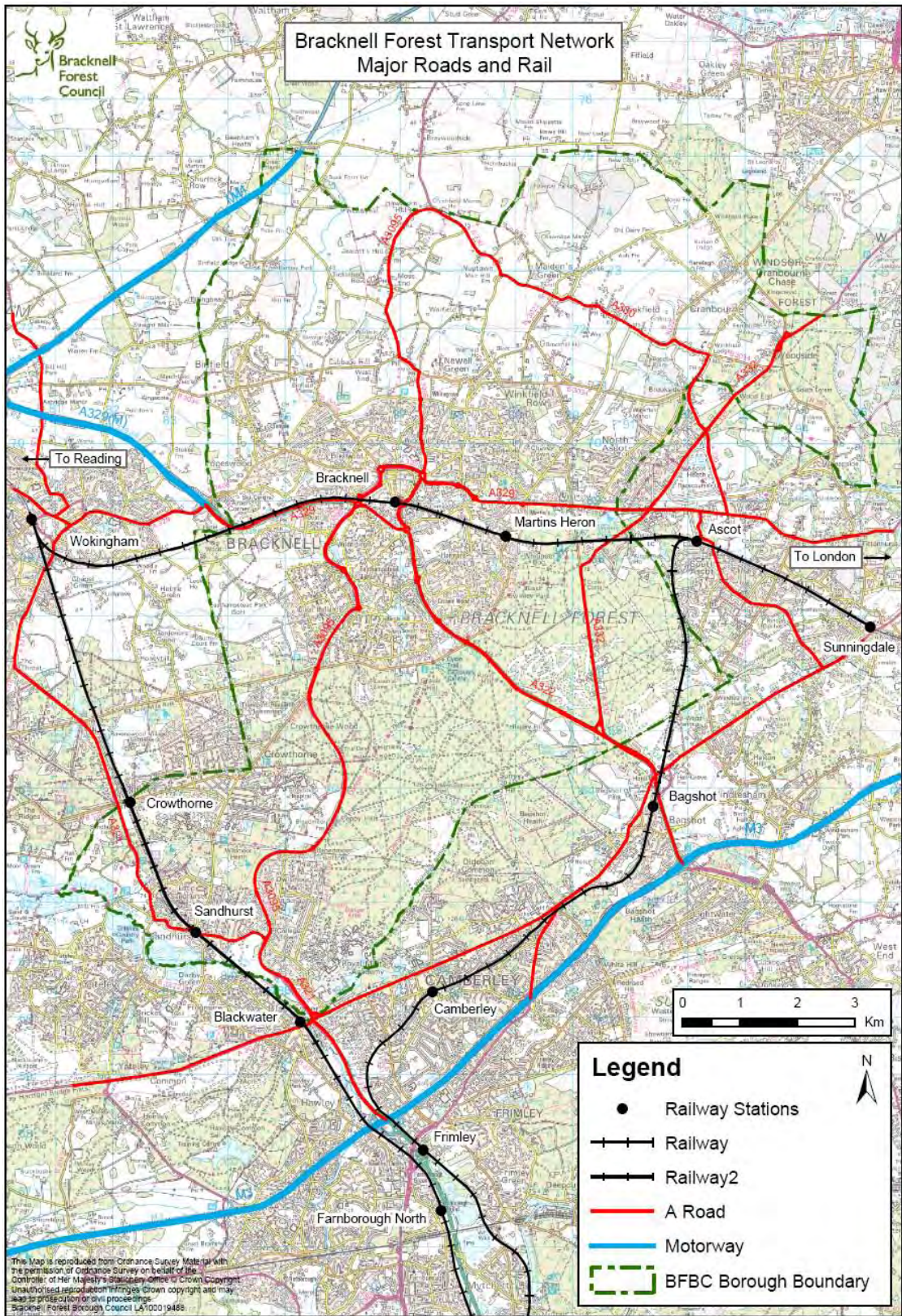


Figure 1: Road and rail network in Bracknell Forest

3.4.2 Bracknell Forest's cycle network comprises the following:

TYPE	Total length (Metres)	Total length (Miles)
Shared Footpath/Cycleway	75,186	46.7
Purpose Built Cycleway	13,596	8.4
Off Road Route	5,590	3.5

(BFC, 2010)

3.4.3 Bracknell is a major source of employment and as such attracts commuters from a wide area. An inter-urban route exists between Crowthorne and Bracknell and there are routes between Bracknell and the borough border in Ascot, and Binfield and Bracknell.

3.4.4 The public rights of way network provides a much-valued facility for recreational cycling. Cyclists are allowed by law to use bridleways, roads used as public paths (RUPPs), and byways (refer to Figure 2).

3.4.5 The National Cycle Network (NCN) will shortly be accessible via the borough's cycle network. A new cycle link in the north east of the borough will allow access to Windsor Great Park and from there to National Route 4, the Reading to Windsor route.

3.4.6 In conjunction with the Crown Estate, the Council operates a permit system enabling leisure cyclists to use the tracks in Swinley Forest in the area around The Look Out Discovery Centre.

3.4.7 An up-to-date and comprehensive map of Bracknell Forest's cycle network can be accessed at:

<http://www.bracknell-forest.gov.uk/map-and-guide-to-cycling-in-the-bracknell-area.pdf>

3.5 Public Rights of Way (PRoW) Network

3.5.1 Bracknell Forest contains 77km of PRoW over 153 individual paths, including footpaths, bridleways, Roads Used As Public Paths (RUPPs), Byways Open To All Traffic (BOATs), and Restricted Byways. Figure 2 illustrates the Borough-wide PRoW network.

3.5.2 244 hectares of Open Access Land is also available for public access under the CROW Act, in addition to publicly accessible Crown Estate forest and Council parks and open spaces.

3.5.3 There are several designated, signed routes across the borough providing important short, medium and long distance routes for walking, cycling or horse riding. This includes:

- Ramblers Route
- Binfield Bridleway Circuit
- The Cut Riverside Path
- Blackwater Valley Path
- Three Castles Path

3.5.4 Bracknell Forest's Rights of Way Improvement Plan (ROWIP) identified that:

- Walkers have the greatest access to public rights of way and are able to use 100% of the network;
- Cyclists and horse-riders have access to 23.43km (14.46 miles) or approximately one third (31%) of the network;
- Carriage-drivers have access to 13.21km (8.21 miles) or just over 17% of the network. (N.B. access for carriage-drivers to some bridleways that previously had RUPP status also takes place via agreements with landowners);
- Motorised vehicles have access to 7.76km (4.82 miles) or just over 10% of the network;
- Although the public rights of way network is distributed evenly across the six parishes, this means that Winkfield and Bracknell Town have significantly lower densities of public rights of way than other parts of the borough;
- Footpaths and bridleways are spread across the borough, whilst most byways and RUPPs are found in Binfield and Warfield;
- Results from the BVPI surveys and ROWIP Audit indicate that the network is in good physical condition, including its accessibility and way furniture. However, a full audit of the suitability of access for the mobility impaired would be beneficial in the future;
- Opportunities exist for closer working with neighbouring authorities, particularly with Wokingham District and the Royal Borough of Windsor and Maidenhead.

3.6 Bus Network

3.6.1 The Borough has a fairly comprehensive bus network. There are numerous inter-urban bus services, including regular services throughout the day from Bracknell to London (Victoria) and to Heathrow Airport, as well as services to towns in neighbouring authorities such as Camberley, Reading, Slough, Windsor and Wokingham.

3.6.2 The majority of weekday daytime bus services operating in the Borough are provided as commercial services by the operator, with a few subsidised services, where operators are contracted by the Council. These are needed to ensure comprehensive local coverage within the Borough. Subsidisation enables the Council to provide bus services for outlying villages that would otherwise not be covered by commercial services, and also to ensure services are continued into the evenings, when patronage levels may not be sufficient to cover operating costs.

3.6.3 The assumed catchment area for bus stops is normally determined by a walking distance of 400m (Source: DoE Circular 82/73: 'Bus Operation in Residential and Industrial Areas'). Almost all of the Borough's residents are within a 400m walk of a bus stop on a bus route that provides a minimum service of one bus per day, while the vast majority are near routes operating services at higher frequencies. The main interchange point for passengers within the Borough is the bus station in Bracknell Town Centre. The bus station is also close to the railway station, enabling efficient interchange between the two modes.

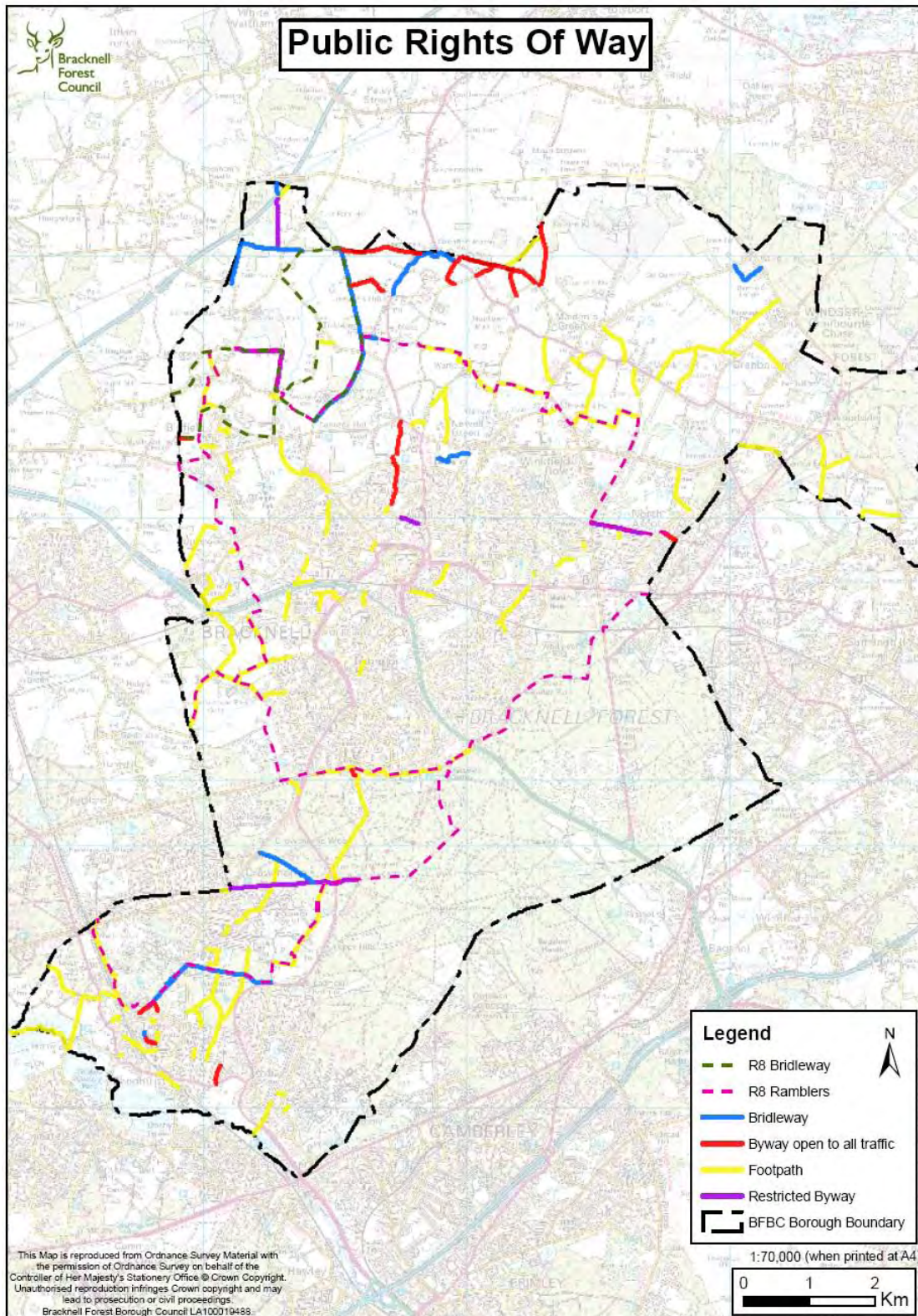


Figure 2: Public Rights of Way in Bracknell Forest

3.6.4 Existing bus priority measures are mostly concentrated in Bracknell itself. The layout of both the housing estates and the employment areas in the town is such that direct vehicle access between them is difficult. Vehicular movements between neighbouring areas is usually accomplished by leaving the local networks and joining the primary distributor routes at their limited access points before rejoining the local network in the adjacent area. There are a series of specially constructed bus only

links between estates, which improve the permeability of the area for bus services. There is currently only one section of bus lane in the Borough.

3.7 Bus Services

3.7.1 Bus services are affected by a number of local and national factors. Most of the local bus network is operated commercially (i.e. by private sector bus operators without financial support from the Council, and accordingly without the Council having powers to set routes, fares or times.) The Council seeks to work in partnership with commercial operators, through measures such as the Quality Bus Partnership, which has seen the Council invest in improvements such as bus priority measures and bus stop infrastructure.

3.7.2 The Council continues to procure a number of bus services which would not be provided by the commercial market; such contracts for financial support are normally awarded after a tendering process. The Council seeks to maximise external funding (e.g. developer contributions) towards these services. On these services, the Council sets the route and outline timetable, although innovation from operators is welcomed.

3.7.3 The local bus network was relatively stable during the 2009/10 year.

3.7.4 In April 2009, First service 53A (Bracknell – Maidenhead via Binfield) was withdrawn, following a network review by the Royal Borough of Windsor and Maidenhead. This service was replaced by a peak hours only link operated by Courtney Coaches as service 4C.

3.7.5 The resources from service 53A were diverted to new service 152 (Bracknell – Binfield – Wokingham) which restored the Binfield – Wokingham link that was withdrawn in 2006 when First made a commercial decision to withdraw service 192 and concentrate the Bracknell – Reading corridor on service 190. At the same time, the Bracknell – Winkfield section of route 53A was also re-numbered 152, and included a minor re-routing to serve the Quelm Park development, which had not previously had a bus service.

3.7.6 Two minor services from Surrey / Hampshire serving 'The Meadows' centre at Sandhurst were withdrawn; Stagecoach service 7 (five return journeys per day from Aldershot via Cove and Hawley) in May 2009 and Dicksons Travel service 502 (two return journeys per day from Frimley, Paddock Hill) in September 2009.

3.7.7 In August 2009, First service 190 (Bracknell – Wokingham – Reading) was re-launched with refurbished low-floor double deck buses replacing the existing single deck buses on the route. This change also led to the withdrawal of the service from the Bean Oak development in Wokingham, offering a slightly faster journey time between Bracknell and Wokingham. A reduced service on that section of route was provided by a diversion of route 152.

3.7.8 The subsequent vehicle reallocations led to First's bus fleet at Bracknell depot becoming wholly low floor. With the exception of a few minor services, all bus services in the Borough are now operated by accessible, low floor buses.

3.7.9 First increased bus fares for longer journeys from 27 April 2009 and for all journeys from 5 April 2010, in the light of increasing costs. Of note was the increase in fuel costs.

3.7.10 From 29 May 2010, several bus services passed from First to Thames Travel, following a tender exercise of most of the Council's supported services, following termination notice having been given by First in summer 2009, and emergency contracts implemented to cover the period necessary to carry out a tendering exercise.

3.7.11 This consisted of routes:

53 Binfield – Bracknell – Maidenhead – Wexham Park Hospital
151 Wokingham – Binfield – Bracknell (formerly part of route 152)
152 Bracknell – Winkfield
153 Binfield – Bracknell – Warfield (Tesco)
154 Bracknell – Bullbrook
156 Bracknell – The Parks
162 Bracknell – Whitegrove – Ascot

3.7.12 Broadly, while detailed timings have changed on some routes, the overall level of service is the same as the previous year (with the exception of route 156 where a reduction in frequency from 20 to 30 minutes was agreed), and the overall cost to the Council has been reduced. A fleet of new, fully wheelchair accessible midi-buses has been introduced to operate these services.

3.7.13 From the same date, First reviewed their timetables, mainly to improve peak hour reliability, although services 158 / 159 were withdrawn from the Southern Business Area outside peak times (most of that section of route also being served by Courtney Coaches service 108), and service 190 was withdrawn from the Norreys Estate in Wokingham, further improving journey times for longer journeys.

3.7.14 First's 'Green Line' service 702 to London saw further enhancement from this date, with 21 return journeys to London now being offered on weekdays.

3.7.15 At the same time, Courtney Coaches introduced two commercial, experimental, Sunday services, bringing a Sunday shopping hours service to Harmans Water, Priestwood and Binfield and a link to the John Nike Leisure Centre.

3.7.16 A series of maps detailing Bracknell Forest's bus services can be found at:
<http://www.bracknell-forest.gov.uk/environment/env-transport-and-travel/env-pt-buses/env-buses-routes.htm>

3.8 Rail Services

3.8.1 Bracknell Forest is served by four train stations: Bracknell and Martins Heron in the north which lie on the Reading to London Waterloo line operated by South West Trains (SWT) and Crowthorne and Sandhurst in the south which lie on the Reading - Redhill (inc. Gatwick airport) North Downs Line operated by First Great Western (FGW) (Figures 1 & 3).

3.8.2 Bracknell station is located adjacent to the bus station to the south of the town centre, whilst Martins Heron lies to the east of Bracknell. Trains operate every thirty minutes Monday to Friday with some additional services during the peak hours. To access Reading, the nearest rail hub approximately 20 minutes away and interchange for services to the south west, some trains operate a fast service from Wokingham. Weekend services are also a half hourly service, although trains do not run before 08:00 on Sundays.

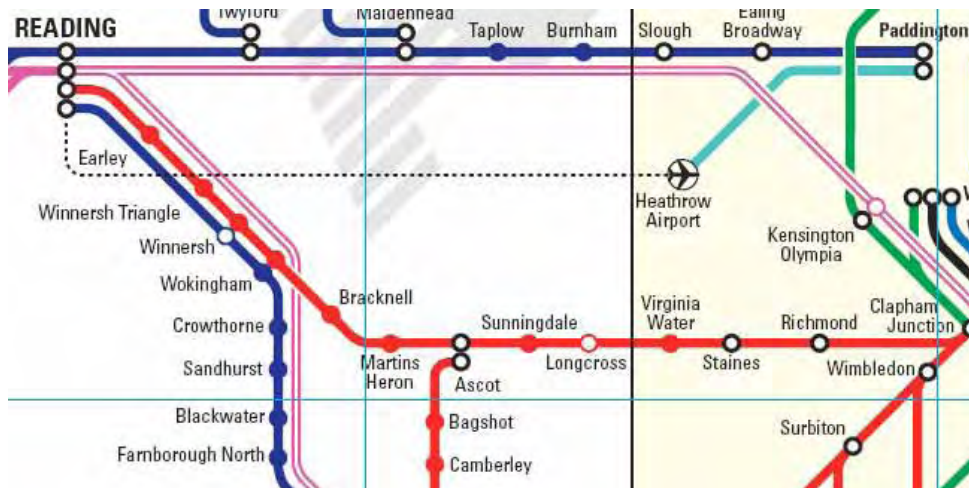


Figure 3: Borough rail links on the regional network

3.8.3 There are no fast trains from Bracknell to London, so residents often choose the faster more attractive services to London from Twyford, Maidenhead and Farnborough which, as noted in the Travel in Bracknell (TiB) report 2009, can add to car parking pressures.

3.8.4 Heathrow Airport is accessed by either alighting at Feltham for a connecting bus service or by the Railair bus service from Reading.

3.8.5 Journey times to regional hubs are lengthy, taking in excess of 1 hour from Bracknell to Waterloo, and just over 20 minutes from Bracknell to Reading. There are no express services and with up to 11 stops between Bracknell and Waterloo, journey times are significantly longer than on the Reading to London (Paddington) line, which operates limited stop services.

3.8.6 All SWT services are operated by modern electric train units with sliding doors and toilets. All trains are capable of accommodating passengers in wheelchairs, although differences in height between train entrances and platforms continue to make boarding assistance necessary. Restrictions exist for taking bicycles on trains in peak hours.

3.8.7 The North Downs Line which serves residents of Crowthorne and Sandhurst operates an hourly service throughout the day from Reading to Guildford and Gatwick Airport. Some additional services also run during the morning and evening peak periods. Saturday services also run hourly, whilst the frequency on Sundays is every two hours.

3.8.8 Journey times are about 20 minutes from Sandhurst to Reading and between 1 hour 13 minutes and 2 hours from Crowthorne to Gatwick, depending on the number of interim stops.

3.8.9 Blackwater Station lies just south of the borough boundary in Hampshire, and gives closer access for some of the residents of Owlsmoor and south Sandhurst to the Reading to Gatwick line than does Sandhurst Station.

3.8.10 Ascot Station lies just to the east of the Borough on the Reading to London (Waterloo) line and has a catchment area that takes in borough residents living in North Ascot. However, it also gives direct access to the Guildford line and therefore attracts passengers from further afield including north and east Bracknell.

3.8.11 The main use of the services is commuting, with the largest portion of passenger movements at Bracknell and Martins Heron commuting on the SWT line between Reading, Bracknell & London Waterloo. This has probably been augmented with the development of the Winnersh Triangle office complex.

3.8.12 The optimum catchment area for walking to rail stations is taken as 800m. Bracknell and Martins Heron Stations are located about 2,000m apart, while Sandhurst and Crowthorne are 2,400m apart. Much of the major urban areas lie outside this catchment, as do all of the smaller rural settlements.

3.9 Community and Social Care Transport

3.9.1 Home to School Transport

3.9.1.1 BFC currently procure home to school transport from six external transport providers and local bus companies based on eligibility of the pupil. Based on the existing transport provision approximately 0.90% of the BFC population (assuming 110,000) have some type of school transport support. This is split between Special Educational Needs (0.45%) and mainstream provision (0.45%).

3.9.2 Social Care Transport

3.9.2.1 BFC, through Keep Mobile under a Service Level Agreement, currently provide the following borough-wide services for people of any age with a disability that prevents them from using public transport, or persons over 70 years old:

- Dial a Ride (DAR)
- Group transport
- Day excursions

3.9.2.2 BFC also provide transport to eligible clients in Adult Social Care and Health and Children, Young People and Learning. These clients are accessing a variety of Council services both within the Borough and adjacent to it.

3.9.2.3 The local authority is required to ensure that they can deliver and maintain the level of transport to social care service users who have been assessed as eligible to receive transport. The social care transport currently being provided cannot be removed or varied without a prior re- assessment. Social care transport is provided under S2 of the Chronically Sick and Disabled Persons Act 1970. It is one of only two rights (the other being after care under the Mental Health Act 1983) that are owed to an individual by a local authority as an individual duty, rather than a general target duty to the community as a whole.

3.9.2.4 BFC published a commissioning strategy for older peoples services in 2007 which stated that in 2005/6 1,615 older residents over 65 received community care services from BFC which is around 1.5% of the population. This figure is expected to increase over the next five years. In addition to residents aged over 65, the Council also supports others who have been registered disabled or have specific requirements.

2: Establishing Local Transport Objectives

1. Introduction

1.1 This Paper describes the consultation process Bracknell Forest Council went through, in Autumn 2009, to develop a set of local transport objectives to steer LTP3.

1.2 Aim: To grasp where members of the public, businesses, organisations and council officers felt emphasis should lie when developing schemes to direct investment.

2. Consultation Process

2.1 Internal

2.1.1 Following the development of the 'Establishing Draft Objectives' main document, a questionnaire was drawn-up to present to internal Officers within Bracknell Forest Council. This formed a sub-stage of the first round of consultations to gauge the comments and recommendations made by those who would play an important role in compiling and delivering the main document.

2.1.2 Following the Officers feedback, the Draft Objectives were amended accordingly.

2.2 Public

2.2.1 A website for the Local Transport Plan 3 was set up before the consultation commenced indicating the time plan and general information concerning LTP3. The first round of consultation: 'Establishing Draft Objectives', was forementioned on the front page to notify interested parties that it would soon begin.

2.2.2 Letters and emails were sent out to consultees in the LTP3 consultation database, inviting feedback. These included individuals who professed interest, local groups/organisations, regional and government agencies, town/parish councils, neighbouring authorities, planning consultants, developers and service providers.

2.2.3 On Monday 26th October 2009 the public consultation began. The public were given the option of filling out a 'mandofrom' online questionnaire, printing out a PDF version and returning it, or by obtaining a copy of the documents available at any of the Borough's public libraries or town/parish council offices and responding by post. The LTP3 team were contactable throughout the process to offer assistance in submitting responses.

2.2.4 To raise awareness, a press release and related items featured in several local medium:

- Bracknell News: 5th Nov, p.17
- Bracknell Standard: 5th Nov, p.31
- Sandhurst & Crowthorne News: 6th Nov, p.1
- Sandhurst & Crowthorne News & Mail: 20th Nov, front page
- Time 106.6 FM: 10th Nov, website

2.2.5 The consultation expired on Monday 23rd November 2009, attracting 58 responses from a broad range of representatives.

2.3 Report Content

2.3.1 This report provides coverage of the responses, what was said with Officer comments, concluding with the Objectives decided upon, following any appropriate amendments. What follows describes how the results for the questionnaire are represented in this report.

2.3.2 The object of the questionnaire was to provide respondents with the opportunity to help shape the eventual Objectives.

2.3.3 In section 1 of the questionnaire, respondents were asked if each of the Draft Objectives should: stay the same, have the wording changed or be excluded. A pie chart in each of the Objective tables in this report represents these results.

2.3.4 Section 2 of the questionnaire provided respondents with the opportunity to specify any suggested change to the wording of the Objectives. These are listed in this report, in the associated table.

2.3.5 Section 3 asked whether any other Draft Objectives should be included. These additions feature on p19 of this document with Officer responses.

2.3.6 Section 4 of the questionnaire requested respondents to specify three Objectives which, of their opinion, were to be considered a matter of priority; '1' being the highest priority and '3' being the lowest. In each of the tables below, a pie chart illustrates the proportion of respondents who considered how each Objective should be ranked.

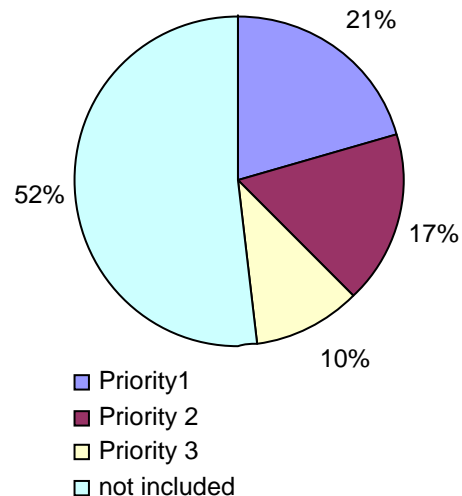
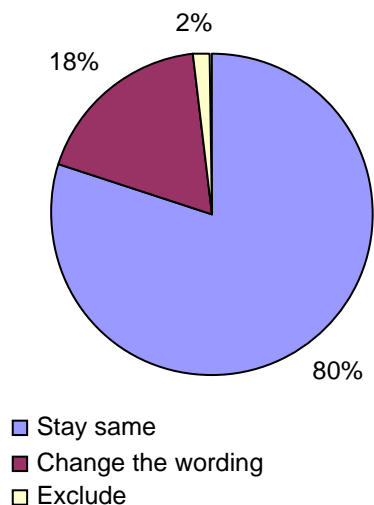
2.3.7 Finally in section 5, respondents were asked if they had any further comments to make. These are summarised on p15, with Officer responses.

2.3.8 On p17, the priorities have been collated to create a set of pie charts that display the percentage of each Draft Objective designated priority 1, 2 or 3, providing insight into where respondents felt priorities should lie.

2.3.9 The 'weighted priorities' pie chart on p18 consolidate the results of the prioritisation using a scoring system, as described in the section, to establish the overriding priorities. This is accompanied by a summary of the results.

2.3.10 The report concludes with a list of amended Objectives to be adopted as a result of this consultation.

Objective 1: To reduce delays associated with traffic congestion and improve reliability of journey times.



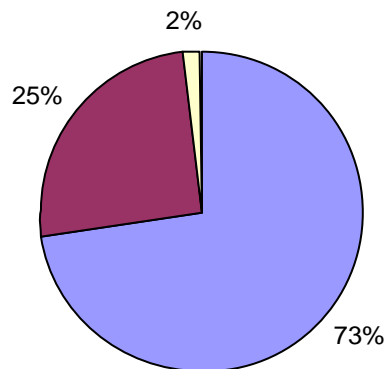
Suggested change to wording

- To reduce delays associated with traffic congestion and improve reliability of journey times, particularly for public transport vehicles.
- To enable traffic to move freely to improve reliability of journey times.
- To minimise delays associated with traffic congestion and improve reliability of journey times.
- To reduce delays associated with traffic congestion and improve reliability of journey times, where appropriate
- To provide, at the planning stage, adequate parking facilities (see 4 below) so as reduce on street parking. Up to date traffic signal management system to ensure minimal 'overlap dead spots' between traffic light changes
- Increase use of speed cameras and times traffic signals to maintain continuous traffic flow and relieve 'bunching'
- To minimise delays associated with traffic congestion and improve the consistency of journey times
- To reduce delays associated with traffic congestion and improve reliability of journey times, while minimising impact on our local environment.

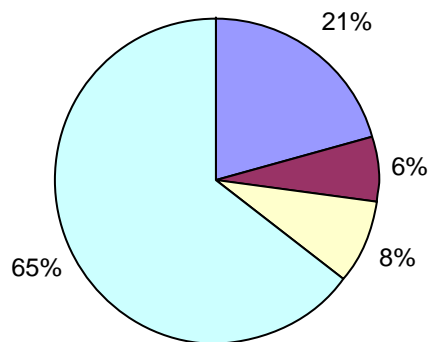
Revised Objective: (stay the same)

1) To reduce delays associated with traffic congestion and improve reliability of journey times.

Objective 2: To maintain a high quality local transport network.



- Stay same
- Change the wording
- Exclude



- Priority 1
- Priority 2
- Priority 3
- not included

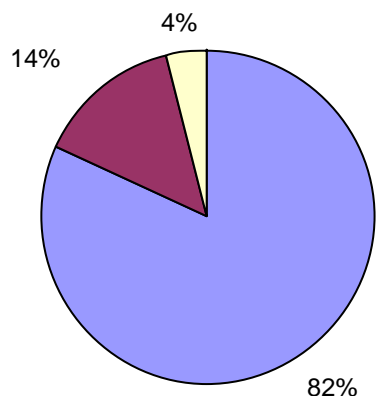
Suggested change to wording

- Develop a high quality local transport network.
- Provide a currently unavailable high quality local transport network.
- To look at starting a high quality local transport network.
- To maintain and develop a high quality local transport network.
- Fully support co-ordinated train, bus other modes of public transport thus providing a seamless journey between modes. To be effective this must be from early morning to late in the evening.
- Ensure that bus/train services interlink and are in close distance of each other. To ensure that transport systems put in place by developers are continued with the support of the local authority.
- To maintain and improve.....
- Improve the quality of LTN.
- Does this objective relate to the maintenance of the network in terms of upkeep e.g. potholes etc or maintain the network in terms of ensuring a good bus network, road layout etc.
- To maintain a high quality local transport network, publicising the benefits of public and community shared transport schemes.
- To establish and then maintain a high quality local transport network".
- To create and maintain a high quality local transport network.

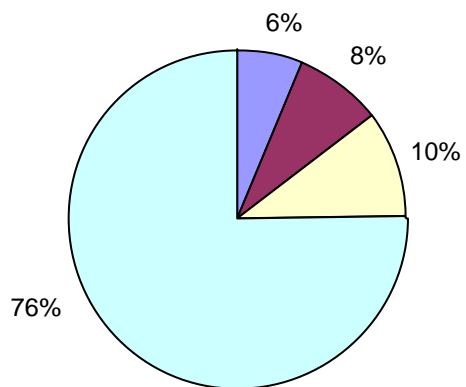
Revised Objective:

2) To maintain and improve the local transport network.

Objective 3: To reduce greenhouse gas emissions from transport.



- Stay same
- Change the wording
- Exclude



- Priority 1
- Priority 2
- Priority 3
- not included

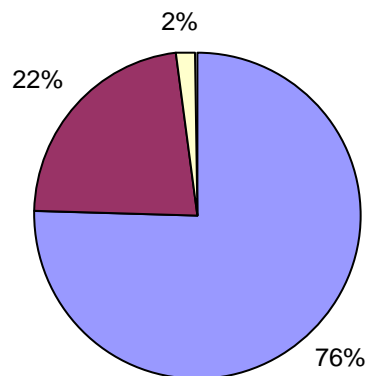
Suggested change to wording

- To largely reduce the greenhouse gas emissions from transport.
- Without disadvantaging an efficient and high quality transport system reduce carbon footprint of transport in line with internationally agreed guideline.
- By offering advantages to those using fuel efficient vehicles, e.g. bus and taxi services.
- To aim to minimise greenhouse gas emissions from transport.
- Does this mean improve technology to reduce the emissions from existing transport or reduce transport levels to reduce greenhouse gases or bring about mode shift towards less polluting forms of transport - it's not clear.
- To reduce greenhouse gas emissions from transport especially private cars.
- Natural England would like to see the whole issue of climate change covered within this objective. The reduction of greenhouse gases would be one of the targets within it, as well as other such issues as Green Infrastructure. We suggest therefore the wording of this objective amended accordingly.

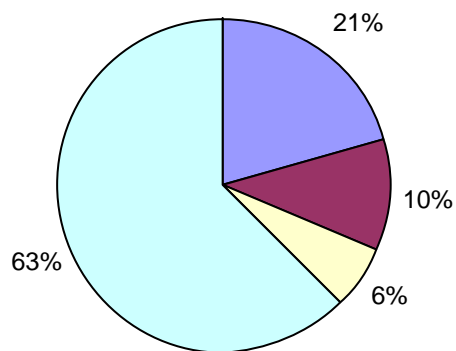
Revised Objective: (stay the same)

3) To reduce greenhouse gas emissions from transport.

Objective 4: To ensure accessibility to everyday facilities for all, especially those without a car.



- Stay same
- Change the wording
- Exclude



- Priority 1
- Priority 2
- Priority 3
- not included

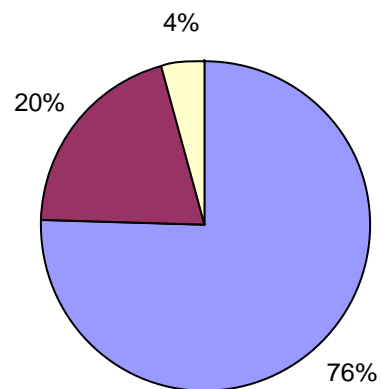
Suggested change to wording

- To ensure CONVENIENCE and accessibility to everyday.....
- To ensure that everyday facilities are accessible to all, including those without a car.
- To ensure accessibility to everyday facilities for all (Not especially those without a car. All should mean all).
- ensure and promote
- To provide a seamless system (as shown in 2. above) to ensure this important need is met
- by ensuring that services run throughout the day with acceptable regularity, with min 30 min regularity. To offer support to public transport companies
- to ensure everyday facilities are accessible to all
- Improve
- Accessibility is a bit of an industry word and not really plain English - how about "To make sure that all members of our community can travel to everyday facilities"
- To ensure accessibility to everyday facilities for all, especially reducing the need for a car
- improve infrastructure to ensure etc.
- probably ought to give greater concentration for objective no. 4 (to ensure accessibility)

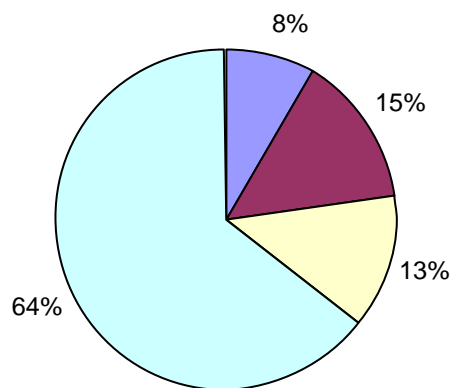
Revised Objective:

4) To ensure and promote accessibility to everyday facilities for all, especially those without a car.

Objective 5: To promote sustainable modes of transport for local journeys.



- Stay same
- Change the wording
- Exclude



- Priority 1
- Priority 2
- Priority 3
- not included

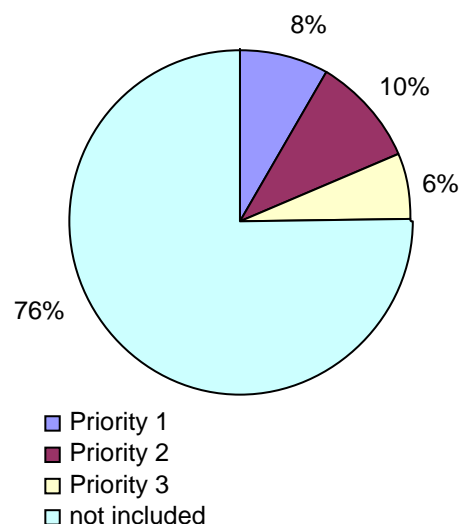
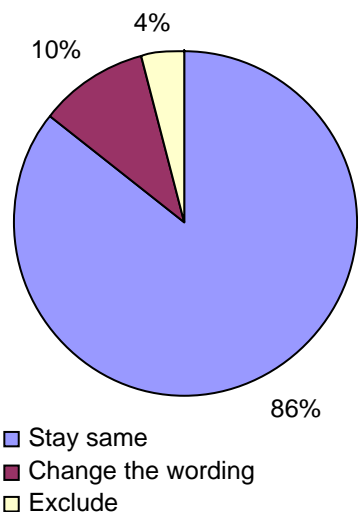
Suggested change to wording

- To enable and promote sustainable modes of transport for local journeys
- To promote sustainable modes of transport for all journeys
- To promote sustainable modes of transport for local journeys that are not privately run and which do not rely on passengers!
- To promote non-motorised modes of transport for local journeys
- This will emanate from the implementation of points 2 and 4 so probably does not need to be one of the ten main objectives
- By maintaining and increasing cycle paths, using pavements where feasible
- delete "local"
- To promote sustainable modes of travel for all journeys - why should it just be limited to local journeys?
- To promote sustainable modes of transport for both local and medium distance journeys
- create good local networks to promote etc.
- change the word "local" to "all"

Revised Objective:

5) To promote sustainable modes of transport for all journeys.

Objective 6: To protect and enhance the quality of natural resources including water, air quality and the natural environment.



Suggested change to wording

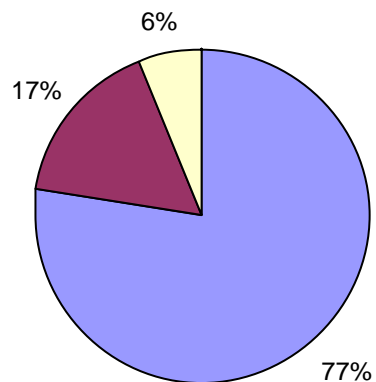
- Wearing our “sensible development” hat, we would suggest that by not allowing development on existing green areas and high density back garden infill development, this would be achieved.
- By increasing awareness of use of water permeable surfaces to lesson 'run off' To ensure that new developments use 'green' methods of heating, and waste water reuse.
- To protect and maximise the quality of natural resources including water, air quality, and the natural environment
- Is this a transport objective as worded? If you were trying to make sure the effects of transport development did not adversely affect natural resources I could understand it.
- Natural England suggests this objective be less specific. It should cover natural resources and the natural environment only. This is because there are many specific issues other than water and air quality, that are not directly covered that should be, like biodiversity, geodiversity, landscapes and soil protection. Natural England recommends therefore a more general objective, with all of these other issues feeding into more specific targets.
- How? - too general - maybe encourage less use of cars etc.

Revised Objective: (stay the same)

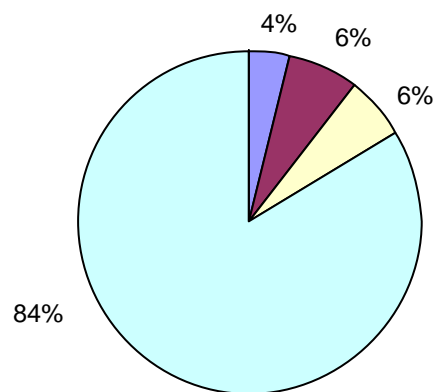
6) To protect and enhance the quality of natural resources including water, air quality and the natural environment.

Objective 7:

To enhance the street environment.



- Stay same
- Change the wording
- Exclude



- Priority 1
- Priority 2
- Priority 3
- not included

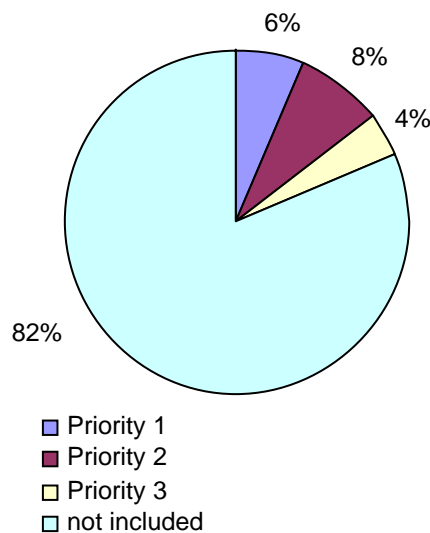
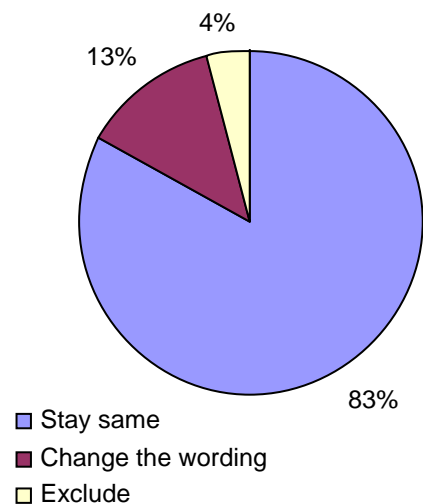
Suggested change to wording

- To enhance the street environment, including appropriate reductions of unnecessary signage and street clutter.
- ?
- The streets by not become cluttered with residents having to park in the road thus enhancing the street scene and general ambiance of the area
- By maintaining tree lined roads and ensuring that new roads are tree lined. To maintain pavements and roads to an acceptable safety standard. To introduce more intensive recycling from fortnightly rubbish collections
- To provide a street environment that is safe, pleasant and non light polluting
- I have no idea what this means? - perhaps some explanatory wording for the objectives would have been useful, and yes I did read the accompanying doc
- While we support this broad objective, it is too general as currently worded. We suggest that the objective is amended to read "*to enhance the street environment where appropriate and feasible*".
- To enhance the street environment, reducing noise and light pollution.

Revised Objective: (stay the same)

7) To enhance the street environment.

Objective 8: To reduce casualties and dangers on the local transport network.



Suggested change to wording

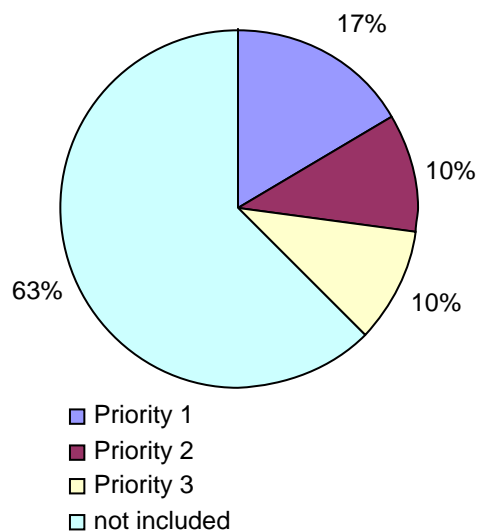
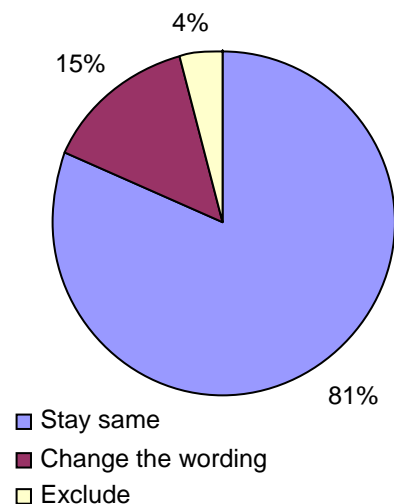
- To reduce casualties and dangers on the local transport network, including pedestrian and cycling facilities.
- Is not this statement patently obvious and too bland, It would be better to specifically target safety of drivers and passengers particularly late at night
- By introducing safe level crossings and increasing awareness in schools of the dangers of railway lines
- To minimise.....
- dangers is quite a negative and emotive word, reducing dangers implies there will always be some, instead could we improve safety
- Natural England would like to see a general objective covering the quality of life of residents of Bracknell Forest Borough Council. This could include the health of residents, as well as a reduction in the number of fatal accidents. We would also suggest therefore the wording of this objective be amended accordingly.

Revised Objective:

8) To reduce casualties and improve safety on the local transport network.

Objective 9:

To secure necessary transport infrastructure and services to support development.



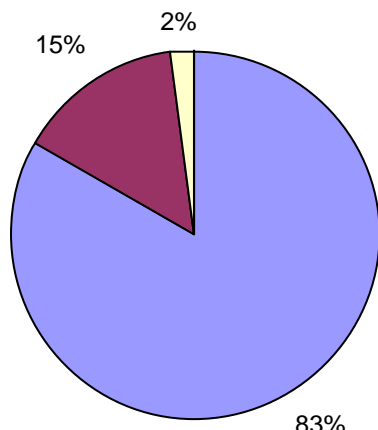
Suggested change to wording

- From experience I would like to see improvements in highways catch up with previous development first BEFORE we commence on a new set of development. Infrastructure MUST come first, that's why we have congestion problems now.
- To secure necessary transport infrastructure and services to support development from the public and private sectors
- To put infrastructure in before all developments considering all developments. To ensure that smaller developments do not result in over development by stealth.
- By ensuring that appropriate infrastructures are already in place prior to development. To be aware of build up of developments in local areas and to take account of these developments as a whole and not as individual developments
- (development of what???)
- Not really sure what this means, is it trying to say no development will take place unless the necessary transport infrastructure to support it is also in place.
- We suggest that the working of this objective is amended to clarify that this infrastructure will be sought from both public and private sources. The objective should therefore read "*to secure necessary transport infrastructure and services to support development from both public and private sector sources*".
- To secure necessary transport infrastructure and services to support sustainable development

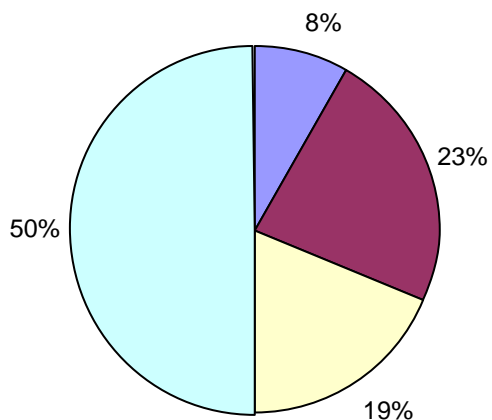
Revised Objective:

9) To secure necessary transport infrastructure and services to support sustainable development.

Objective 10: To improve and increase the use of public transport.



■ Stay same
■ Change the wording
□ Exclude



■ Priority 1
■ Priority 2
■ Priority 3
□ not included

Suggested change to wording

- To improve and increase the use of public transport, by making it attractive, accessible and introducing information systems which make it easier to use.
- To get public transport to all parts of the Borough. To get public transport that links together e.g. train times linked to bus times. Transport that doesn't stop early in the evening.
- I think item 10 would be covered by item 2.
- To attract passengers, see points 2 and 4 above , and consider more attractive fare structure
- by increasing frequency during the day, to use minibuses rather than busses if required. To raise awareness of car sharing. To offer advantages to car sharers
- To improve public transport infrastructure so as to maximise its use and uptake.
- To improve and increase both the appeal and use of public transport
- Make public transport more attractive and accessible to improve etc.

Revised Objective: (stay the same)

10) To improve and increase the use of public transport.

2.4 Suggested Objectives











Additional Objectives (verbatim)	Officer Comments
To promote freedom of movement for all.	It is felt that the objectives cover this and do not single out any particular party or mode of transport.
24/7 bus services, especially night buses to the estates and early (before 0730) Sunday services to get to Church.	Unfortunately, the bus operating company would not cover 24 hours as it is just not financially viable in Bracknell. Any service running for this long would need to be heavily subsidised by the local authority, but we will work to cover more hours where demand shows.
Promote liaison between Road and Rail operators, to adjust timings, to allow reasonable interchange between the two.	Noted.
Provide bus services to major attractions such as The Coral Reef & The Outlook which have no public transport within reach.	We hope to achieve this on Sundays with our Kickstart Bid.
To ensure that <u>no</u> additional development takes place until sufficient public transport is up and running and is shown to be sustainable.	We cover this in section 106 and 278 agreements.
To ensure that public transport goes on until sensible times in the evening.	We are working with the Bus Operator.
To ensure that public transport timetables are linked together - it happens in other countries. You catch a bus that links to a train timetable.	Modes of transport as component parts of an integrated transport system will be covered in the main document.
To extend services later at night (e.g. from Bracknell Station to Crowthorne; from Crowthorne; study other areas and consult residents).	We are working with the Bus Operator.
To promote sustainable modes of transport for both local and medium distance journeys.	Noted. Objective 5 as amended covers this.
To work with neighbouring authorities to provide continual improvements to the planning and delivery of transport solutions (3rd priority).	Joint working with neighbouring authorities will be covered within LTP3.
A study of measures to reduce traffic bottlenecks at Twin Bridges and the junctions of Nine Mile Road with Bracknell Road adjacent Golden Retriever and Coral Reef / Bagshot Road.	Traffic congestion will be covered in the main document.
To provide decent bus shelters and seats for the elderly.	Noted. This will be a consideration within the main document.

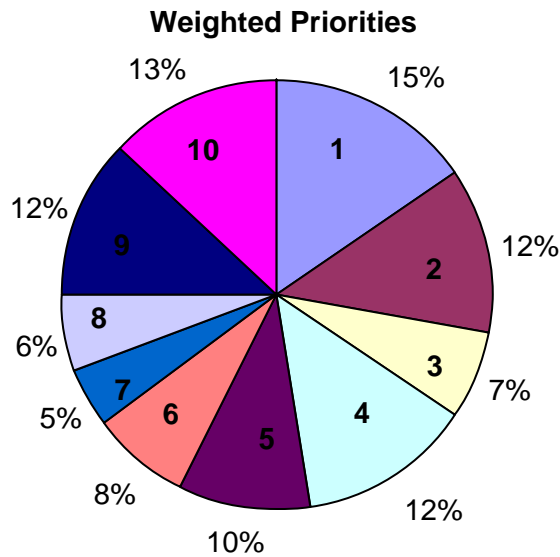
2.5 Summary of comments

- Objectives should be arranged and ordered to represent the priorities of a more sustainable approach to transport.
- General feeling that Objective 2 was too complacent and that more improvement was needed to create said “high quality local transport network”.
- Improve transport links to, in and around Crowthorne, Sandhurst and Camberley, as well as better “direct access” to regional hubs.
- Concern that future development might compromise our commitment to protecting and enhancing the natural environment.
- Concern that there will not be adequate transport provision in place to support new development.
- Inflexibility in the bus service in evening and on Sundays should be addressed.
- Introduce more stringent emission controls.
- LTP3 needs to be supported by Government intervention and robust legislation.
- To maintain transport standards there is a need for appropriate infrastructure to support development, mitigating the impact of more vehicles on the road.
- Must be realistic but challenging and link in with wider regional, national objectives.
- Needs to be integrated with the Town Centre regeneration.
- Need for cross-boundary working to link in with neighbouring upcoming development.

2.6 Priorities

With reference to the following Draft Objectives: (priority rank in brackets)

- 1)  To reduce delays associated with traffic congestion and improve reliability of journey times. (1)
- 2)  To maintain a high quality local transport network. (=3)
- 3)  To reduce greenhouse gas emissions from transport. (8)
- 4)  To ensure accessibility to everyday facilities for all, especially those without a car. (=3)
- 5)  To promote sustainable modes of transport for local journeys. (6)
- 6)  To protect and enhance the quality of natural resources including water, air quality and the natural environment. (7)
- 7)  To enhance the street environment. (10)
- 8)  To reduce casualties and dangers on the local transport network. (9)
- 9)  To secure necessary transport infrastructure and services to support development. (=3)
- 10)  To improve and increase the use of public transport. (2)



The 'Weighted Priorities' were calculated by allocating the following scores depending on the priority it was given by each respondent:

Priority 1 = 3 points
Priority 2 = 2 points
Priority 3 = 1 point

Using such a system allows us to collate and establish where the overriding priorities lie.

2.7 Summary of Statistics

2.7.1 58 consultation responses were received. These included Borough residents, workers and representatives of numerous organisations including, Bracknell Forest Councillors, government agencies, planning agents, businesses and local organisations. Respondents were generally supportive of the Objective's themes; however a number of amendments to the wording were suggested.

2.7.2 Responses indicated which transport issues, people perceived, should be prioritised.

2.7.3 Objectives 1 and 10, covering traffic congestion and the enhancement of public transport were considered the most important issues.

2.7.4 Objectives 2, 4 and 9, which cover the issues of maintaining the quality of the transport network, accessibility to facilities and securing transport infrastructure in support of upcoming development in the Borough were also considered pressing priorities to direct resources.

2.7.5 Objectives 3, 5 and 6, encapsulating sustainable transport, protection of natural resources and the reduction of greenhouse gases attracted the middle ground of votes, a demonstration that there is general concern for environmental issues, and that people are supportive of their consideration in LTP3's strategies.

2.7.6 Objectives 7 and 8, which cover enhancing the street environment and transport safety were ranked as the lowest of priorities, indicating either a lack of perceived importance, or that there is a feeling of satisfaction with the current situation, preferring other issues to be focussed upon.

2.7.7 By the nature of the document, it is unsurprising that the dominating issues were more transport than environmentally-focussed. Transport-specific issues were the likely draw to the document in the first instance; as a result, the conclusions drawn from this consultation could be considered somewhat biased, nevertheless informative.

2.7.8 The fact that there is only a 10% difference in the percentage support for all objectives, as illustrated in the weighted pie chart, is an indication that transport is an emotive, far-reaching issue that affects individuals in numerous ways.

2.8 Adopted Objectives

2.8.1 The following is a list of the Objectives, following appropriate amendments, that will be brought forward to underpin the Plan:

- 1) To reduce delays associated with traffic congestion and improve reliability of journey times.
- 2) To maintain and improve the local transport network.
- 3) To reduce greenhouse gas emissions from transport.
- 4) To ensure and promote accessibility to everyday facilities for all, especially those without a car.
- 5) To promote sustainable modes of transport for all journeys.
- 6) To protect and enhance the quality of natural resources including water, air quality and the natural environment.
- 7) To enhance the street environment.
- 8) To reduce casualties and improve safety on the local transport network.
- 9) To secure necessary transport infrastructure and services to support sustainable development.
- 10) To improve and increase the use of public transport.

2.9 Objective Justification

Objective 1

To reduce delays associated with traffic congestion and improve reliability of journey times.

A number of amendments were suggested, including to prioritise for public transport or by seeking to replace “*reduce*” for “*minimise*”. This objective is intended to encompass all modes of transport and does not intend to prejudice, nor discount particular modes. **The Objective will remain the same.**

Objective 2

To maintain a high quality local transport network.

It was generally considered that the term “*high quality*” was too presumptuous, and that it is difficult to quantify why it is of “high quality”. The wording will be amended to read “**To maintain and improve the local transport network**”.

Objective 3

To reduce greenhouse gas emissions from transport.

Some responses indicated that this objective was not far enough reaching and should cover the whole issue of climate change, such as green infrastructure. It is felt that this objective addresses the contribution of emissions, whilst green infrastructure will be covered by “sustainable development” in objective 9. **This Objective will remain the same.**

Objective 4

To ensure accessibility to everyday facilities for all, especially those without a car.

It was suggested that “*especially for those without a car*” should be omitted, as all should mean all, however it is felt that other objectives, particularly objectives 9 and 10 will address accessibility issues for all people. As suggested, it is acknowledged that the “promotion” of these services must be addressed. In response, the wording will be amended to read “**To ensure and promote accessibility to everyday facilities for all, especially those without a car**”.

Objective 5

To promote sustainable modes of transport for local journeys.

Respondents suggested the omission of “*local*”. It is acknowledged that this objective needs to be further-reaching, relating not only to local but to regional and national transport networks. Therefore the wording will be amended to read “**To promote sustainable modes of transport for all journeys**”.

Objective 6

To protect and enhance the quality of natural resources including water, air quality and the natural environment.

Suggestions commented that “*natural resources*” was too specific. It is considered that “natural resources” covers not only those example components specified, but also biodiversity, geodiversity and soil protection. **The wording will remain the same.**

Objective 7

To enhance the street environment.

Suggested amendments ranged from including issues of light pollution and noise reduction. The objective is not intended to be this specific. The addition of “*where appropriate and feasible*” was also suggested, however it is felt that these are standard considerations in any rational decision-making process. Anything “inappropriate” or “unfeasible” should not be supported. **The Objective will remain the same.**

Objective 8

To reduce casualties and dangers on the local transport network.

Responses stated this was not specific enough and should target the safety of pedestrians and cyclists. Transport safety is a broad issue, not solely restricted to motorways or pavements; therefore the term "*local transport network*" was adopted to cover *all* users. It was also felt "*dangers*" was too negative and emotive a word. The Objective will be revised to read "**To reduce casualties and improve safety on the local transport network**".

Objective 9

To secure necessary transport infrastructure and services to support development.

Responses suggested that both public and private infrastructure providers should be specified. It is not felt necessary to distinguish the two apart at this stage. This will be accounted for in the Implementation Plan. Following suggestions, it is considered necessary to include a reference to 'sustainability'. The revised Objective will read "**To secure necessary transport infrastructure and services to support sustainable development**".

Objective 10

To improve and increase the use of public transport.

Suggestions sought to indicate component parts such as "attractiveness", "frequency" or "accessibility"; however, such detail is considered too specific and not far enough reaching. **The wording will remain the same.**

2.10 ...Further Changes

2.10.1 Subsequent review of the draft objectives deemed it necessary to combine the following three objectives with a common theme:

- To ensure and promote accessibility to everyday facilities for all, especially those without a car
- To promote sustainable modes of transport for all journeys
- To improve and increase the use of public transport

2.10.2 ...into one manageable objective:

➔ To encourage and promote accessibility by sustainable modes of transport.

2.10.3 The priority for this new objective was calculated by averaging out the order of priority allotted for each individual objective.

2.10.4 In light of the current economic circumstance, the objective: "To maintain and improve the local transport network" was considered over-aspirational, therefore has been revised to read:

➔ To maintain and improve, where feasible, the local transport network.

2.10.5 As a result, the following lists the objectives that will feed into LTP3:

- ✓ **Reduce delays associated with traffic congestion and improve reliability of journey times**
- ✓ **Maintain and improve, where feasible, the local transport network**
- ✓ **Encourage and promote accessibility by sustainable modes of transport**
- ✓ **Secure necessary transport infrastructure and services to support sustainable development**
- ✓ **Protect and enhance the quantity and quality of natural resources including water, air quality and the natural environment**
- ✓ **Reduce greenhouse gas emissions from transport**
- ✓ **Reduce casualties and improve safety on the local transport network**
- ✓ **Enhance the street environment**

3: Bracknell Forest's Issues and Challenges

1. Introduction

1.1 This Paper considers the Borough's overarching issues, under each of the five National Goals, and the wider role of transport in addressing them:

National Goal	Section
1. Supporting Economic Growth	3.
2. Tackling Climate Change	4.
3. Contributing to better Safety, Security and Health	5.
4. Promoting Equality of Opportunity	6.
5. Improving Quality of Life and Promoting a Healthy Natural Environment	7.

1.2 Each section concludes with a summary of the challenges, potential transport interventions and supporting LTP policies.

1.3 This document provides background information used to develop Transport Policies in the LTP3 Core Strategy.

1.4 Annex 1 illustrates how LTP3 policies support broader policy on a national and local level.

2. Broad Context

2.1 Growing population

2.1.1 The Borough has experienced some of the highest population growth rates in the country, having grown 14% between 1991 and 2001, twice as fast as the average for the South East region. This has led to pressures on infrastructure, services and the Borough's environmental assets.

2.1.2 Bracknell Forest is now home to 115,100 residents (2009 estimate), having grown by 5% since 2001's population of 109,700¹, as illustrated in Figure 1. Over the LTP3 period, Bracknell Forest's population is projected to increase by 12%, from 116,688 in 2011 to 130,489 by 2026².

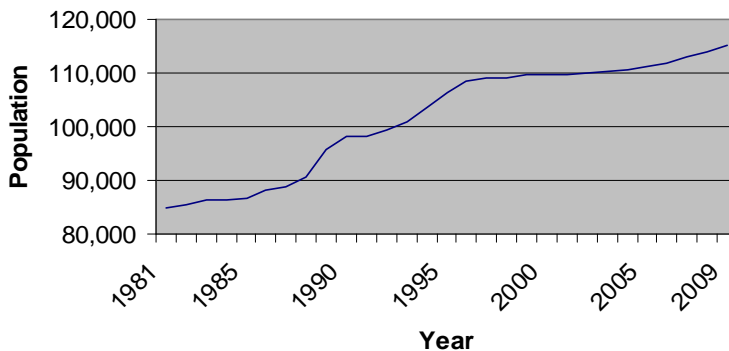


Figure 1: Bracknell Forest's growing population (Source: NOMIS, 2010)

¹ NOMIS (2010)

² Office of National Statistics (ONS) (2009)

3. Goal 1: Supporting Economic Growth in Bracknell Forest

3.1 Bracknell Forest's economy

3.1.1 Over the past twenty years Bracknell Forest's economy has changed from a largely high-tech manufacturing base to become a hub for knowledge-based industry and services and an important component in the Thames Valley's engine of growth. The Borough does however continue to maintain a diverse employment base ranging from multinational corporations to small independent retailers and service businesses.

3.1.2 Bracknell Forest businesses and organisations provide 62,800 jobs. The majority, 94%, are in the service sector, of which 37% are in finance, IT and other business activities, compared to the South East average of 24%; whilst 34% are in the distribution, hotel and restaurant sector (NOMIS, 2008). Figure 2 compares jobs by sector in the Thames Valley.

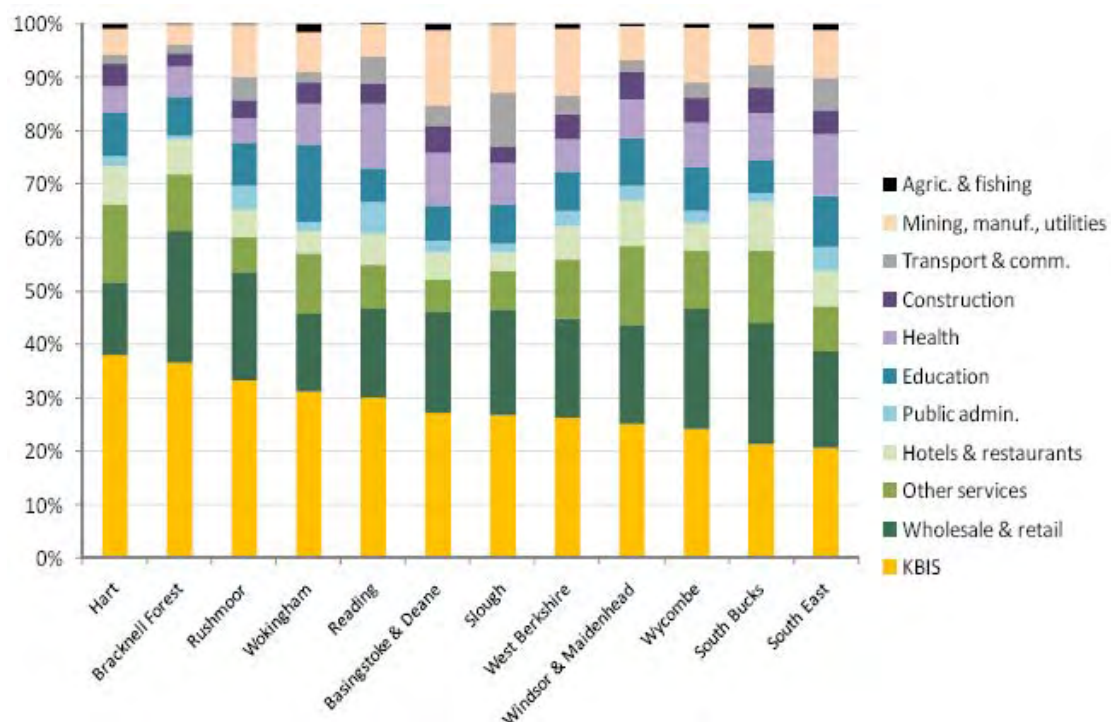


Figure 2: A comparison of Thames Valley jobs by sector (Source: ABI, 2007)

3.1.3 Bracknell Forest's economic prosperity has been fuelled by productivity levels that are consistently higher than national and regional averages (BFC, 2006). This is reflected in income levels for the Borough's workers, being 30% higher than the South East average, at £667 per week³.

3.1.4 Unemployment, despite recently rising to 5% following the 2008 recession, remains relatively low compared to both South East and British averages of 5.6%.

3.2 Skills for work

3.2.1 The workforce is a key element of 'smart' economic growth. Skills and education enable an individual to secure employment and for the Borough to attract business seeking to exploit the skills base.

³ NOMIS (2009)

3.2.2 Educational attainment in the Borough is generally high (Figure 3), above national levels and on a par with the South East, with achievement by children and young people having improved significantly between 2001 and 2009.

3.2.3 Residents qualified to NVQ4 or above, at 31.4% of the population, is comparable to the South East average and 1.4% higher than the national average. Disparity within the Borough does however exist, with qualification attainment lower in Bracknell Town Wards; that said, only 7.6% of the Borough's working age population have no qualifications, which is significantly lower than the 12.3% average for Great Britain⁴.

	Bracknell Forest (numbers)	Bracknell Forest (%)	South East (%)	Great Britain (%)
NVQ4 and above	25,000	32.6	32.6	29.9
NVQ3 and above	41,600	54.2	52.6	49.3
NVQ2 and above	52,600	68.6	69.0	65.4
NVQ1 and above	65,000	84.8	83.0	78.9
Other qualifications	5,800	7.6	7.8	8.8
No qualifications	5,800	7.6	9.1	12.3

Figure 3: Resident qualifications in 2009 (Source: ONS annual population survey)

3.2.4 Borough employees have however identified a skills gap. Many of the Borough's jobs are highly-paid and highly-skilled, more so than the Borough's labour market can provide for. In the short-term this can be ameliorated through migration, drawing on expertise from a wider labour catchment. This has however led to high levels of in-outflow commuting, increasing congestion that in turn constricts the supply of labour, threatening the Borough's ability to compete economically and attract future investment. Addressing the Borough's skills mismatch will both provide work opportunity closer to home and reduce the need to travel.

Refer to Section 6.7 for 'Access to education'

3.3 Influence of transport on the performance of Bracknell Forest's economy

- **Improving the reliability of journey times** through maintaining and managing the existing transport system to minimise congestion and delays, and provision of transport improvements that support the economy through improving accessibility, journey times and reducing congestion.
- **Improving connectivity** through managing the transport system and provision of new routes and services to enable business journeys to take place and to maximise accessibility of labour markets to jobs
- **Supporting the delivery of housing and growth** through the provision of new transport infrastructure and services
- **Enhancing resilience** of local transport networks through good management and maintenance of the transport system; and
- Providing wider support to the economy through the **efficient movement of freight**

⁴ Office of National Statistics (ONS) (2009)

3.4 Improving the reliability of journey times

3.4.1 Transport infrastructure is a principle concern of residents and businesses. Congestion, poor transport infrastructure and the resulting unreliability is identified in the Eddington study as a major constraint to economic growth, through time lost due to employees or goods caught in traffic, costing national business £23.2bn in 2008, a rise of £5.65bn from 2007 levels. It is therefore a prime consideration in the location of business, seen as a key determinant of productivity.

3.4.2 Addressing congestion is particularly important to bring forward development opportunities and support our competitive business and employment base. This in turn will act as a catalyst for the regeneration of the Bracknell Town Centre. If not, increased congestion could act as a significant deterrent to attracting business investment.

3.4.3 The main traffic “hotspots” in the Borough (refer to Figure 4) are on the arterial roads that run through the Borough, linking Junction 10 of the M4 and Junction 3 and 4 of the M3, and roads serving Maidenhead to the north and Camberley to the south.

3.4.4 The DfT’s National Road Traffic Survey, displayed in Figure 5 as a year-on-year percentage change, show that traffic in Bracknell Forest has risen steadily, albeit at a slightly lower rate than the national trend.

3.4.5 In part, traffic growth in Bracknell Forest is linked to the region’s strong economic and population growth, high car ownership and the proportion of in-and-out commuting. However, the latest 2008 national transport statistics reported that total estimated motor vehicle traffic fell by 1.3% to pre-2002 levels, similarly represented on the regional and national level.

3.4.6 Despite this recent dip, the period 2001–2008 has seen a 1.9% increase in overall traffic flow. The DfT attribute the fall in traffic to a probable combination of higher fuel prices which peaked in July 2008 and the economic downturn that turned into a recession during the second half of 2008.

3.4.7 These figures should not disguise the considerable volumes of through-traffic, particularly commuter traffic in the peak periods that the Borough’s roads are subjected to; mainly from primary and principal roads that pass through and around the Borough linking to the motorways.

3.4.8 Combining the inevitable upturn in the economy and development planned for the borough, the current dip in traffic levels is likely to be short-lived with the long term growth trend set to continue into the future.

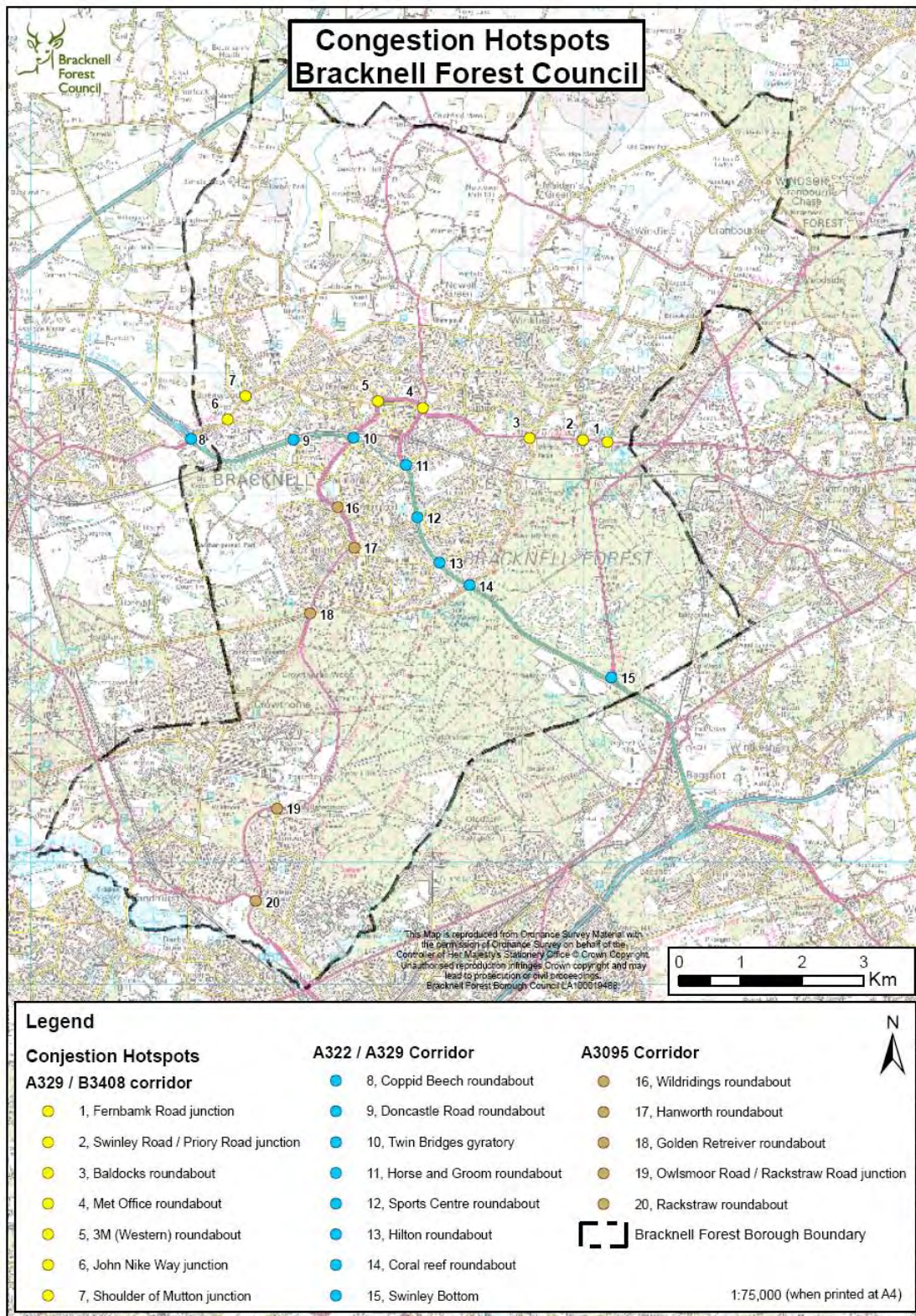


Figure 4: Traffic 'pinch points' in Bracknell Forest (Source: BFC, 2010)

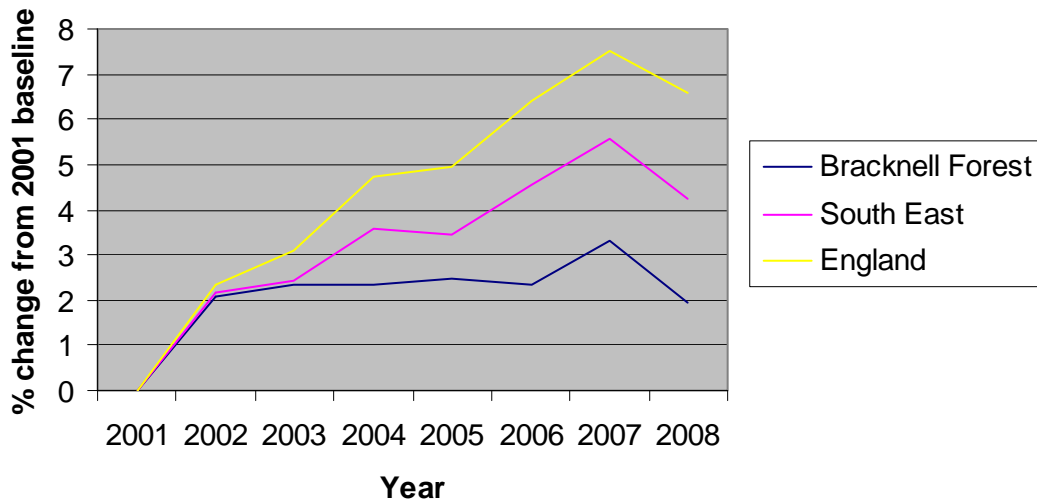


Figure 5: Estimated Traffic Flows for All Motor Vehicles 2001-2008 (Source: DfT, 2009)

3.5 Improve connectivity

3.5.1 Strategic Access

3.5.1.1 Bracknell Forest is in a prime location, at the heart of the Thames Valley, benefiting from good road communications. It is situated at the end of the A329(M), 11 miles east of Reading, 9 miles south west of Windsor and 32 miles west of London. Junction 10 of the M4 is approximately 4.5 miles to the west and junction 3 of the M3 approximately 5 miles to the south east. There are good links to the regions airports, in particular London Heathrow which is 21.4 miles away via the M3 and M25 motorways, and Gatwick, accessible by train direct from Crowthorne and Sandhurst. By train, Bracknell connects to London Waterloo in 1 hour 2 minutes and Reading in 20 minutes

3.5.1.2 Improving cross boundary access is key to LTP3 with continued partnership working with neighbouring Authorities including the Berkshire Strategic Transport Forum (BSTF) and the South East Authorities Services Improvement Group (SEASIG) and also continued support for Airtrack which seeks to improve rail access to Heathrow Airport

3.5.1.3 At a more local level the Transport Sub Group meets quarterly in which interested parties including local businesses and transport operators are invited to gather and discuss issues.

3.5.1.4 With development planned for the Borough over the next 15 years the Implementation plan has included improvements to the integrated transport network which seek to improve accessibility and reliable journey times for movements in and out of the Borough.

3.5.1.5 These will include many sustainable transport measures at a local level but also capacity improvements to many junctions and priority measures for Public Transport whilst improving overall control of our transport network through implementation of the Urban Traffic Control Strategy which will also improve real time travel information for residents through the use of Intelligent Transport Systems i.e. smart phone technology.

3.6. Travel to Work

3.5.1.1 Bracknell Forest's labour market is considered in balance, with approximately as many working residents as there are jobs. This does however conceal large gross flows in and out of the Borough to work, equating to approximately half the resident workforce. 29,300 commute out of the borough, whilst 31,200 jobs, over half provided in Bracknell Forest, are filled by people who commute from outside the Borough.

3.5.1.2 Bracknell Forest residents are more car-dependent than the national, regional and sub-regional averages (Figure 6) with:

- 67% travelling to work by car or van against the 61% regional, excluding Reading, and 62% national average; and
- only 6% of residents travel to work by public transport compared to the 10% regional and 14% national averages.

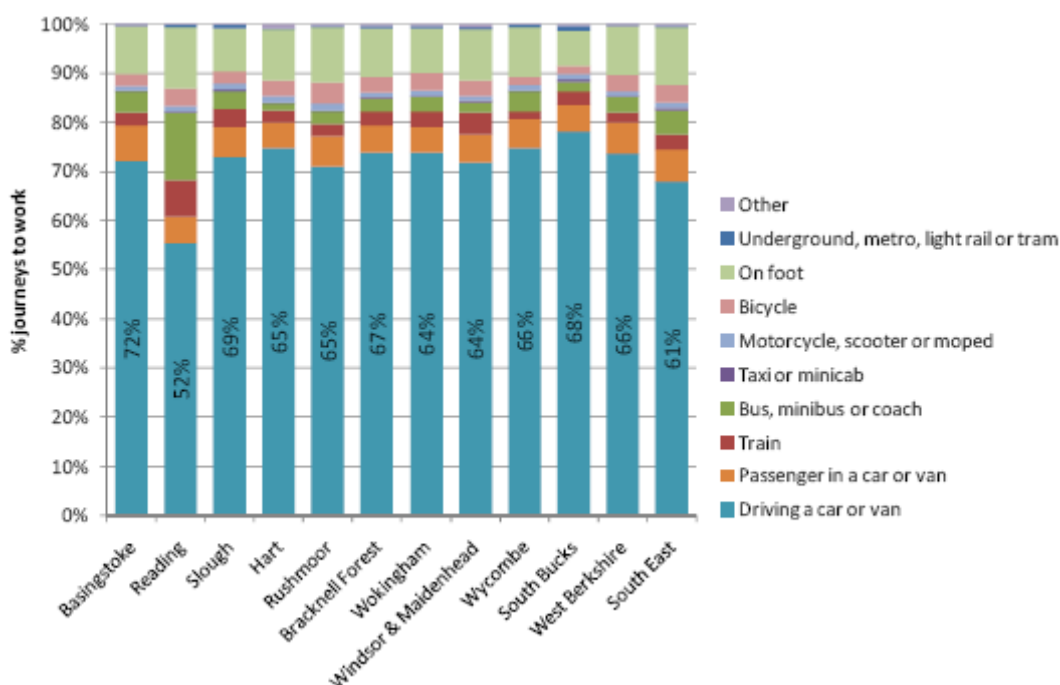


Figure 6: Mode of travel to work (daytime population) (Source: 2001 Census)

3.5.1.3 More than 40% of working residents in Bracknell Forest travel less than 5km to work and fewer than the regional average travel in excess of 40km to work, reflecting the Borough's importance as an employment hub.⁵

3.5.1.4 In terms of sustainability, to summarise, it is not so much the journey length to work that is an issue, but the mode of transport used. Our residents are heavily dependent on the private car, which is the least sustainable mode.

3.6 Supporting the delivery of Housing and Growth

⁵ Bracknell Forest Employment Land Review (2009)

3.6.1 Several urban extensions, containing homes and other mixed use development, are proposed in and around the Borough over the Plan period⁶. This is to meet the regional housing shortfall, promote economic growth, and to deliver the range of services needed to create sustainable communities.

3.6.2 The establishment of these new communities will rely on supporting services such as schools, shops, healthcare, employment areas and other physical, social and green infrastructure both within these areas and on a wider more strategic scale.

3.6.3 It is therefore an essential part of this document to integrate upcoming development with adequate transport infrastructure to ensure growth is sustainable. Without this provision, congestion will become progressively more challenging.

3.7 Employment growth

3.7.1 The Bracknell Forest Employment Land Review (2009) has identified an interim target, based on Experian's standard forecast, that between 2006 – 2026 there will be a need for a net increase in floorspace of 117,000m² of office space and 36,000m² of industrial/warehousing. This is however only guidance, aligned with recommendations set out in the now revoked South East Plan. It should however be acknowledged the need to create more sustainably located jobs for the Borough's growing population to address such issues as opportunity and congestion derived from in-out commuting. Addressing the Borough's skills mismatch will play an important role in reaching this goal.

3.8 Town centre regeneration

3.8.1 The Town Centre has not developed inline with the regions prosperity as a focus for commerce and technology. It is now considered outdated, unable to meet the demands of modern commercial outfits, offering no evening economy, a limited mix of uses and is under-equipped to provide for the demands of its catchment population, amongst the most affluent in the UK. As a result, custom travels elsewhere, leaving the Town Centre under-utilised and in a state of decline, punching well below its weight in such a strategic location in the heart of the Thames Valley.

3.8.2 Economic conditions dictating, comprehensive redevelopment has yet to begin, however redevelopment is expected to materialise over the Plan period. This will both serve to strengthen the town's image, safeguard future investment, facilitate improvements to the transport network, reduce the number of cross-boundary journeys originating in the Borough and provide the mechanism for encouraging people to use more sustainable modes of transport.

3.9 Enhancing the resilience of local network

3.9.1 Enhancing the resilience of the Borough's transport network is essential to maximise its efficient operation. The focus of our activity in this area includes:

⁶ Refer to Bracknell Forest's Core Strategy Development Plan Document (DPD) and the emerging Site Allocations DPD

- identifying current and future causes of congestion and disruption, and to plan and take and action accordingly;
- minimising the impact of planned works on the highway, or major events; and
- establishing contingency plans for dealing with unforeseen incidents, for example adverse weather or accidents

3.9.2 The powers afforded by the Network Management Duty provide the framework for the above activity, and significant progress has been made over recent years in this area of work. A key challenge for this LTP is to improve linkages with external agencies to ensure that a co-ordinated approach is adopted for the management of local and strategic routes. This is particularly important given the “A road” corridors that dissect the Borough and their impact on the wider strategic network.

3.9.3 In addition, establishing an effective maintenance regime is essential to ensure the resilience of the local transport network, both in terms of minimising the disruption and congestion caused by maintenance works on the highway as well as the management of the highway as a valuable asset.

3.10 Efficient movement of freight

3.10.1 Although there are instances of inappropriate routeing, the Borough does not suffer greatly from lorries using roads as short-cuts or to bypass traffic congestion on through-routes. However it is acknowledged that all traffic contributes to congestion at peak hours.

3.10.2 Bracknell Forest is home to Waitrose, located on the Southern Business Area, and is the largest retail distribution centre in England. The Council and Waitrose are in contact on a regular basis. Over the course of this plan period, the Council will be investigating the opportunity for further joint-working with Waitrose, considering the possibilities of a Freight Quality Partnership to contribute towards the reduction of congestion at peak hours and to better manage the highway network.

3.10.3 The Town Centre redevelopment also has potential benefits for a Quality Partnership, particularly related to the deliveries to new and expanded town centre retail units. This will be further investigated through the planning application currently being considered by the Council.

3.11 Key Challenges

Economic Competitiveness and Growth	Potential Transport Intervention	Supporting Policy
Maintaining or improving the reliability and predictability of journey times on key local routes for business, commuters and freight	Improve effective management of the network through Intelligent Transport Systems (ITS) such as Urban Traffic Management Control (UTMC), providing Real Time Travel Information	TP3, TP4, TP11, TP14, TP18
	Enhance and promote the pedestrian and cycle network; provide improved cycle parking facilities at destinations and adult cycle training	TP1, TP7, TP8, TP9, TP10, TP16
	Improvements to the bus network and investigate the use of bus lanes for taxis	TP1, TP3, TP13
	Implement key road capacity improvements to the Borough's strategic road network - applying ITS technology	TP1, TP13, TP14
	Promote multiple occupancy vehicle journeys – including promotion of car share database,, dedicated car parking spaces for car sharers, residential travel plans and taxi share	TP7, TP10, TP11
	School Travel Plans	TP1, TP7,

		TP10, TP11
	Improving the movement of freight through the Borough	TP12, TP13, TP14, TP15, TP18
Improving the connectivity by public transport to facilitate business journeys and maximise accessibility to jobs	Bus network improvements - including increased service frequency	TP1, TP3, TP11
	Improve passenger information before and during travel through implementation of the ITS strategy	TP12, TP13, TP14
	Improve public transport interchange at Martins Heron, Crowthorne and Sandhurst train stations	TP1, TP3, TP4, TP8
	Bus priority measures	TP1, TP3, TP13
Ensuring residential and commercial development is sustainably located whilst minimising congestion levels	Better integration of transport and land use planning to reduce the need to travel	TP1, TP3, TP8, TP10
	Extension and alteration of existing bus services to accommodate new development	TP1, TP3
	Provision of new buses	T3, TP7
	Workplace Travel Plans	TP1, TP3, TP4, TP7, TP8, TP10
	Parking restrictions to encourage alternative modes	TP10, TP16
	Pool cars for individual use in local communities	TP7, TP11
Minimising disruption arising from highway maintenance	Co-ordinate works and manage incidents on the highway to minimise disruption	TP18, TP19
	Develop a series of corridor route strategies to ensure a co-ordinated and forward-thinking approach to network improvements	TP12, TP13, TP18
	Maximise available technology, e.g. ITS, to improve efficiency of the network	TP12, TP13, TP14
	Identify potential climate change impacts on the local transport network and ensure that all works are well adapted and resilient	TP19

4. Goal 2: Tackling Climate Change in Bracknell Forest

4.1 Under the international Kyoto Protocol, the UK must reduce its greenhouse gas emissions by 12.5% below 1990 levels over the 2008-2012 commitment period⁷.

4.2 In 1997, the UK Government set a domestic goal to reduce carbon dioxide (CO₂) emissions by 20% below 1990 levels by 2010 and more recently put into statute⁸ the UK's obligation to reduce CO₂ emissions through domestic and international action by at least 80% by 2050 and 26% by 2020 against a 1990 baseline. Local authorities have been identified as a key sector to delivering carbon reduction across the UK inline with these commitments.

4.3 Transport's contribution

4.3.1 The main human influence on global climate is the emission of key greenhouse gases: CO₂, methane (CH₄) and nitrous oxide (NO_x). In Bracknell Forest, road transport contributes 189kt of CO₂ per annum (Figure 7), which equates to 25% of total emissions by end user (Defra, 2005), a greater contribution than the national average of 23%; although the domestic per capita CO₂ emissions (2.3 tonnes) is below the South East and UK averages (both 2.5 tonnes). While emissions caused by local industry declined by 19% since 1990, those attributed to transport increased by 14% over the same period⁹.

4.3.2 This increase can be attributed to:

⁷ UNFCCC (1997) Kyoto Protocol to the UN Framework Convention on Climate Change

⁸ Climate Change Act 2008

⁹ BFC's Climate Change Action Plan: <http://www.bracknell-forest.gov.uk/climate-change-action-plan.pdf>

- As the economy grows, people travel further and buy more goods from all over the world;
- As people become more prosperous, they choose to travel in ways that use more carbon;
- Although average new car fuel efficiency has improved by 10% since 1997, this has not sufficiently offset the increase in travel.

4.3.3 Despite the fact transport contributes less CO₂ than 'domestic' and 'industrial and commercial' sources (29% and 46% respectively), meeting targets for reducing CO₂ emissions demands action across the board.

4.3.4 The Strategic Environmental Assessment which accompanies LTP3 will assess and refine the strategies and schemes put forward to ensure our objectives are met with sustainability and reduced CO₂ emissions as a key consideration.

	Domestic	Industrial & Commercial	Road Transport	Land Use Change	Total
Bracknell Forest (kt CO ₂)	255	319	189	-1	761
Bracknell Forest (%)	34	42	25	-	100
UK (%)	29	46	23	2	100

Figure 7: Main sources of CO₂ emissions by end user in Bracknell Forest (2005) (Source: DEFRA)

4.4 Influence of the Local Transport Plan on climate change in Bracknell

4.4.1 The Local Transport Plan can influence climate change in the following ways:

- **Reducing transport-related carbon emissions** by :
 - promoting and enabling a shift to more sustainable forms of transport
 - reducing vehicle miles by reducing the need to travel and influencing the pattern of journeys
 - promoting more efficient fuel usage through changes in speed and driver behaviour
 - adopting more sustainable designs for street lighting and signs
 - use of recycled materials in maintenance work
- **Adapting to climate change** by ensuring that the transport system can cope with the unavoidable effects of climate change

4.5 Reducing transport-related carbon emissions

4.5.1 With high car ownership levels, the private car remains the predominant form of transport for residents. However, following investment initiatives in alternative modes, the Borough has seen success in steering people towards more sustainable travel choice. Successes include:

- A 31% increase in walking between 2001 and 2009;
- Cycling has undergone an 8% increase between 2003/04 and 2008/09;

- An increase in bus patronage of 13% between 2004/05 and 2008/09, as well as an increase in bus punctuality and bus satisfaction;
- New direct bus service to Wexham Park Hospital in Slough from Bracknell;
- A steady increase in the number of integrated PlusBus tickets purchased.

4.5.2 Potential for cycling, walking and public transport will always have its limitations. Many people will continue to rely on their cars, for instance those with impaired mobility or in more rural parts to access employment and community facilities. However, opportunities remain for initiatives to reduce vehicle miles throughout the Borough. Schemes such as Park & Ride, cycle facilities at public transport interchanges and cycleways linking new development can facilitate the choice to cleaner modes, however the promotion of what already exists can prove equally important, for example marketing campaigns to increase awareness and cycle proficiency lessons to instil confidence. People simply are not always aware of what is available to them and the independence and health benefits that can result. Community transport, car-share schemes and low emission vehicles can also assist in filling the gap where public transport or cycleways fall short and the private car seems the only alternative.

4.5.3 Opportunities exist to reduce CO₂ emissions, as well as save money, on the current transport network by, for example, revising illumination levels and the timing of street and sign lighting, with consideration given to safety implications.

4.6 Adapting to climate change

4.6.1 In addition to the role of transport in reducing CO₂ emissions, the transport network will also need to be able to adapt to the unavoidable effects of climate change. The forecast increase in severe weather events could lead to:

- Infrastructure damage e.g. frost heave causing pot holes
- Service disruption e.g. flooding
- More accidents e.g. black ice
- Increased maintenance costs e.g. road melt and pot holes
- Passenger discomfort e.g. heat exhaustion

4.6.2 Examples of recent weather events underline this. Although the impacts of the flooding during summer 2007 were difficult to quantify, with no significant financial burden on Council's highway maintenance section, considerable disruption to road users was felt whilst the water subsided, impacting on the local economy and access to services.

4.6.3 Winter 2010 saw significant amounts of snow fall over a prolonged period. The Council spent £297k spreading salt, £50k more than 'normal'. This excluded the 'cost' of employing gardeners and bin-men to shovel snow that prevented them carrying out their normal duties. An additional emergency revenue allocation of £200k was required for filling in/repairing potholes in addition to the normal patching budget of £460k. A further £135k (winter repair money) was also awarded by central government in the last administration's final budget.

4.6.4 The planned annual capital maintenance works programmes has subsequently been revised to take into account the state of the network following winter 2010, when it is anticipated another £500k+ will be spent trying to restore the network to its pre-winter 09/10 condition.

4.6.5 Although these are very infrequent weather events, such examples do serve as an example of what is anticipated to happen more regularly and the budgetary pressures that could result.

4.7 Key Challenges

Emissions of CO₂ and Other Greenhouse Gases	Potential Transport Intervention	Supporting Policy
Ensuring residential and commercial development is sustainably located reducing the need to travel	Better integration of transport and land use planning to reduce the need to travel	TP1, TP3, TP8, TP10
	Extension and alteration of existing bus services to accommodate new development	TP1, TP3
	Provision of new buses	T3, TP7
	Pool cars for individual use in local communities	TP7, TP11
	Residential, school and workplace Travel Plans	TP1, TP3, TP4, TP7, TP8, TP10, TP11
Encouraging a lifestyle shift towards lower carbon forms of travel, including walking, cycling and public transport for residents and businesses	Enhance the pedestrian and cycle network and provide improved cycle parking facilities at destinations	TP1, TP7, TP8, TP9, TP10, TP16
	Encourage non-car travel to and from schools via the Sustainable Modes of Travel to School (SMOTS) strategy	TP1, TP7, TP10, TP11
	Improved passenger information before and during travel through implementation of the ITS strategy	TP12, TP13, TP14
	Promote cycle use and walking, especially for shorter trips – enhance off-road pedestrian / cycle network, promote cycle network, provide improved cycle parking / clothes drying facilities at destinations, provide child and adult cycle training	TP1, TP7, TP8, TP10, TP16, TP9
	Promote multiple occupancy vehicle journeys – including promotion of car share database, dedicated car parking spaces for car sharers, work place and residential travel plans and taxi share)	TP7, TP10, TP11
	Improved public transport interchange at Martins Heron, Crowthorne and Sandhurst train stations	TP1, TP3, TP4, TP8
	Increasing parking charges in Town Centre	TP10, TP16
Supporting cleaner modes of powered transport and improved driving techniques	Improvements to the bus network - including bus priority, and the investigation of bus lane use for taxis	TP1, TP3, TP13
	Encourage bus operators, taxi owners and other motorists to use alternative fuels / low emission vehicles	TP3, TP7, TP11, TP15
	Provide infrastructure to facilitate use of low emission vehicles	TP7, TP11
	Encourage fleet operators to commission a Green Fleet Review and develop Low Carbon Fleet Management strategies	TP11, TP15
	Establish links with the Local Air Quality Management monitoring regime	TP20
Maintaining the asset value of the transport network	Speed reduction measures - including enforcement, education and engineering measures	TP11, TP17
	Utilise ITS technology to manage traffic flow through transport corridors vulnerable to excess CO ₂ emissions	TP12, TP13, TP20
	Improve capacity of the existing road network and reduce obstructions to traffic flow	TP12, TP13, TP14, TP18
	Develop a public / street lighting policy - review and where possible reduce the use of illuminated signs and street lighting to contribute towards the Council's strategic objectives for carbon reduction and climate change	TP19
	Provide infrastructure to facilitate the use of low emission vehicles	TP7, TP11

5. Goal 3: Contributing to better Safety, Security and Health in Bracknell Forest

5.1 Influence of the Local Transport Plan on safety, security and health in Bracknell

5.2 The Local Transport Plan can influence safety, security and health in the following ways:

- **Reducing the risk of death or injury** by improving the safety of all users of the transport network
- **Promoting physical activity and healthier lifestyles** by making active travel more attractive
- **Improving air quality** by minimising congestion / reducing traffic and encouraging people to use more sustainable modes
- **Reducing crime** through improving the security of road and public transport users, pedestrians and cyclists

5.3 Reducing the risk of death or injury

5.3.1 Despite Bracknell Forest's location attracting considerable traffic volume, safety on the Borough's roads has steadily improved over recent years. The latest figures (Figure 8) show that there were 23 people killed or seriously injured (KSI) on the Borough's roads in 2009, a 68% improvement on the 1994-1998 average of 72.

	Killed or Seriously Injured – all ages	Killed or Seriously injured – Children	Slight Injuries - all ages
1994 to 1998 average	72	9	414
2010 national targets	43 (-40%)	4 (-50%)	372 (-10%)
2009 out-turn	23 (-68%)	2 (-78%)	302 (-27%)
2010 local stretched targets	33 (-54%) [#]	3 (-66%)	302 (-27%)

[#] LAA target 2008-2010

Figure 8: Bracknell Forest KSI figures (Source: BFC, 2010)

5.3.2 A key challenge will be to continue this downward trend, with the targeted intervention of more vulnerable road users, either through their age or road user type.

5.4 Promoting physical activity and healthier lifestyles

5.4.1 Nationally, there is increasing recognition that encouraging 'active travel' has significant potential to address some of the key health issues facing the UK, such as obesity, heart disease and strokes. The increase in sedentary lifestyles and car use amongst the population has contributed towards the rise in these medical conditions. Cycling and walking are easy ways for people to incorporate more physical activity into their daily lives and pursue healthier lifestyles, as well as meeting their individual transport needs.

5.4.2 Comparatively low levels of deprivation in the Borough is reflected in the good health of our residents. The average life expectancy continues to increase, currently 80.6 years, higher than the national average, whilst the number of people who judge their own health to be 'good' is at 75.3%, considerably higher than the national average of 68.6%¹⁰.

5.4.3 Rising levels of adult and child obesity is a national concern. 22% of Bracknell Forest's adult residents are obese¹¹; marginally lower than the national average of 24%, as are 14% of the Borough's children¹².

5.4.4 Residents with a long-term limiting illness, perhaps a health problem or disability which limits their daily activity or the work they could do, has risen in the Borough since 1991 from 9% to 13%, however remains less than national and regional levels (Census, 2001).

5.4.5 To help address some of the health issues identified above, there is scope to encourage more active travel in Bracknell Forest, encouraging people into more healthy lifestyles through walking and cycling. There is evidence that infrastructure improvements for cyclists and pedestrians can lead to increased use of these active modes of travel. For example, promotion and construction of new cycle routes during LTP2 led to a steady increase in cycling. Similarly, Safer Routes to School and infrastructure improvements in conjunction with the development of School Travel Plans have resulted in an increase in the number of children cycling and walking to school.

5.4.6 However a key challenge remains as to how to widen the appeal of walking and cycling for shorter journeys. As well as improving conditions for active travel, there is a need to overcome perceptions about the safety, convenience and status of cycling and walking. Smarter Choices initiatives, such as travel awareness campaigns, will have a key role in promoting active travel. Additionally, a central role will be working with the health sector to deliver joint initiatives to meet health and transport objectives.

5.5 Improving air quality

5.5.1 Air quality in Bracknell Forest is generally good, however there are localised air quality problems caused by road transport where levels of nitrogen dioxide (NO₂) and particulates (PM₁₀) are the key concerns. This has led to the Department for Environment, Food and Rural Affairs (DEFRA) requiring the Council to declare two Air Quality Management Areas (AQMA) in the borough, one situated along Bagshot Road/Downshire Way and the other along Crowthorne High Street.

5.5.2 Poor air quality can impact on people's health, causing problems for those with respiratory illnesses and cardio-respiratory conditions, for example asthma sufferers, which Bracknell Forest has a marginally higher prevalence of compared to national and regional averages (NHS, 2010).

5.5.3 Certain pollutants can lead to more general difficulties in breathing, headaches, coughing and nausea when levels are high. Wildlife and vegetation can also be

¹⁰ Census (2001)

¹¹ APHO and Department of Health (2009)

¹² BFC's Local Area Agreement (LAA) (2010)

adversely affected and some pollutants have been identified as key contributors to climate change.

5.5.4 As part of the AQMA process, consultation with internal and external partners will need to be undertaken with the aim of producing an Air Quality Action Plan (AQAP) in pursuit of meeting the Air Quality Objectives.

5.5.5 A key challenge for this LTP is how to address the issue of transport-related air pollutants. There are a number of measures which can be introduced to alleviate air quality problems, such as the use of shelterbelts or buffer zones¹³, however to avoid the mere displacement, tackling the scale of the problem may require far reaching measures.

5.6 Reducing crime

5.6.1 Bracknell Forest is a safe place to live and visit, with crime levels on a downward trend, below both regional and national averages; although the fear of crime, in particular anti-social behaviour, remains disproportionately high.

5.6.2 A 2006 study found that 48% of residents felt safe or very safe during the day and 35% at night, markedly less than national perception, whilst 33% perceived they were less vulnerable than 5 years ago.

5.6.3 Crime statistics on public transport reveal a downward trend. Reported crime at railway stations in the Borough declined by 6% between 2008/09 and 2009/10¹⁴.

5.6.4 Although difficult to quantify, anecdotally it can be said a poor visual environment and lack of surveillance can contribute to the fear of crime. This is particularly relevant in Bracknell where there is an abundance of underpasses and a Town Centre with few residences and a negligible night time economy.

5.6.5 Given the relatively low crime figures, a key challenge for this LTP is how to change perceptions of crime levels and ensure that fear of crime does not deter greater use of alternative modes of transport such as walking, cycling and public transport, that can in turn have a negative impact on levels of accessibility.

5.7 Key Challenges

Better Safety, Security and Health	Potential Transport Intervention	Supporting Policy
Minimising the risk of death and injury	Implement an overall Road Safety Strategy aimed at reducing the number of people injured on the Borough's roads	TP12, TP17
	Target intervention towards the most vulnerable road users – pedestrians, cyclists, motorcyclists and young drivers (17-24 yrs)	TP8, TP12, TP17
	Develop engineering solutions that include the use of passively safe equipment to address high risk accidents	TP17
	Educate road users and encourage a 'safety' culture within the Borough	TP17
	Work with partner agencies to tackle poor road user behaviour, especially inappropriate speed	TP12, TP17
	Investigate further introduction of 20mph speed limits in residential areas	TP12, TP17

¹³ *The ecological effects of diffuse air pollution from road transport* (Ashmore et al. 2004)

¹⁴ British Transport Police Crime Mapping

	Research and facilitate design innovation, i.e. reducing signage	TP2, TP17
	Safer routes to school	TP1, TP2, TP7, TP8, TP10
Reducing / minimising the number of areas declared as having poor air quality as a result of road transport emissions	Utilise ITS technology to manage traffic flow through transport corridors vulnerable to excess CO ₂ emissions	TP12, TP13, TP20
	Encourage fleet operators, bus operators, taxi owners and other motorists to use alternative fuels / low emission vehicles	TP11, TP15
	Provide infrastructure to facilitate use of low emission vehicles	TP7, TP11
	Implement key road capacity improvements to the Borough's strategic road network - applying ITS technology	TP1, TP13, TP14
Encouraging a lifestyle shift towards healthier transport modes	Promote cycle use and walking, especially for shorter trips – enhance off-road pedestrian / cycle network, promote cycle network, provide improved cycle parking / clothe drying facilities at destinations and provide child and adult cycle training	TP1, TP7, TP8, TP9, TP10, TP16
	Encourage non-car travel to and from schools via the SMOTS strategy	TP1, TP7, TP10, TP11
	Safer routes to school	TP1, TP2, TP7, TP8, TP10
	School and Workplace Travel Plans	TP1, TP3, TP4, TP7, TP8, TP10, TP11
Tackling the disproportionate fear of crime	Safeguard the personal safety of transport users	TP2, TP8, TP12, TP17
	Reduce crime and fear on key pedestrian routes	TP2, TP8
	CCTV at rail and bus stations, and on buses	TP3, TP4, TP17
	Work in partnership with police to address anti-social behaviour on transport networks	TP3, TP4, TP17

6. Goal 4: Promoting Equality of Opportunity in Bracknell Forest

6.1 Bracknell Forest is generally affluent, providing good quality of life and a pleasant environment for its residents. This is certainly the case for the majority. However, it is acknowledged that disparity in both opportunity and aspiration exist among our communities and are apparent across a broad spectrum, from crime rates to life expectancy, unemployment to educational achievement.

6.2 A key challenge for this LTP is to ensure that transport does not act as a barrier to improving equality of opportunity and narrowing the gaps within Bracknell Forest.

6.3 Influence of transport in improving equality of opportunity in Bracknell

6.3.1 The Local Transport Plan can influence equality of opportunity in the following ways:

- **Improving accessibility to key services** such as education, healthcare, employment, leisure and shopping for certain groups in society to ensure they are not disadvantaged
- **Improving affordability of transport** to ensure certain groups are not disadvantaged; and
- Helping to **narrow the gap** of wealth and opportunity between different areas.

6.4 Improving accessibility to key services

6.4.1 Bracknell Forest is an area of very high car ownership with 85% of households owning one or more cars, double the national average. This has been a main factor in bringing about the relatively low use of the bus network.

6.4.2 Public transport usage has had a long history of decline, although this decline has been slowed and turned in recent years. Increased usage will also help to bolster commercial viability of routes, helping with hours of operation and frequency

too, thus helping accessibility. Encouraging use of the bus in place of car journeys is also a key approach to reducing the emission gases inducing climate change and road congestion.

6.4.3 Public transport currently provides good access to all key facilities within 60 minutes and the majority within 30 minutes, with the only exceptions being access to hospitals and further education colleges (Figure 9). Also, due to high levels of car ownership, Bracknell Forest's population is highly mobile, so whether centrally located or in the rural periphery, residents do not generally experience access difficulties.

6.4.4 However, communities where there are lower levels of car ownership, more limited public transport, lower incomes and an ageing population combine to present challenges in terms of access to services. Personal circumstances often present a greater barrier to accessing services than geographical distance.

6.4.5 In seeking to improve the quality of life for our residents there is a need to ensure good access to services through a combination of effective transport links and exploring new ways of service provision, including effective use of technology and making better use of community venues such as village halls and community centres to deliver joined-up services. These issues remain a key challenge for this LTP.

Key Service and Time Period	Current % of Residents with Access by PT in 30 Minutes	Current % of Residents with Access by PT in 60 Minutes
GP Surgery 0700-2300	99%	100%
Dentists 0700-2300	99%	100%
Hospitals 0700-2300	62%	100%
Primary Schools 0730-0900	93%	99%
Primary Schools 1530-1700	95%	99%
Secondary Schools 0730-0900	96%	100%
Secondary Schools 1530-1700	97%	100%
FE Colleges 0730-0900	67%	100%
FE Colleges 1700-1830	74%	100%
Employers 0700-2300	99%	100%
Local Centres 0700-2300	97%	100%
Supermarkets 0700-2300	96%	100%

Figure 9: Summary of accessibility to key services by public transport (PT) in Bracknell Forest (Source: BFC, 2006)

6.5 Ageing Population

6.5.1 The Borough's age profile is forecast to change notably. Although only 14% of residents are currently of pensionable age, compared to 19% nationally, this is forecast to increase to 18% by 2026. The most significant increase in the elderly population is expected in the 85+ age group, where it is anticipated that by 2021

there will be a 50% increase from 2006 figures, which will have a significant impact on housing, accessibility and service needs.

6.5.2 In addition to concessionary fares for persons aged 65 years+, the Council operates a door-to-door community transport service for the elderly and disabled whom are unable to use normal public transport. Due to the heavy funding required, a key challenge will be to maintain such services in the face of increased budgetary pressures.

6.6 Access to employment

6.6.1 To maintain and increase employment levels, there is a need to ensure good transport links to existing and potential employment sites to maximise opportunities for Borough residents and facilitate access for business to local and wider labour markets.

6.6.2 Despite good access by public transport, take-up is low. Public transport in the north of the borough is relatively poor, where many of the Borough's Information Sector employees live. Development which is proposed to the north of the borough should seek to unlock this potential to serve the town centre, mainline transport interchanges and local employment hubs.

6.7 Access to education

6.7.1 The School Census of local state-run schools show that the majority of children walk to school, comprising 61% in 2010, continuing to increase steadily year-on-year (Figure 10). Whilst in recent years those arriving by car have declined to 31%, it remains marginally above the unitary authority average. Despite this, the school run continues to have a significant impact on traffic levels in urban areas, adding to congestion and the unreliability of journey times.

6.7.2 The implementation of School Travel Plans has helped the shift towards more sustainable modes however issues of convenience remain a hindrance. Currently, only 4 Local Education Authority (LEA) schools are without a travel plan. The remaining schools are mostly private schools with large, widespread catchments with naturally high, single occupancy car levels, or special schools where students often require bespoke transport solutions.

6.7.3 The flexibility in school opening hours means school buses are inefficiently used, making it difficult to replicate the success of US yellow school buses.

6.8 Improving affordability of transport

6.8.1 For some people the costs of private or public transport are very high and often unaffordable. Public transport fares have risen in real terms since 1997. In 2009, bus and coach fares and rail fares were respectively 24 per cent and 13 per cent higher than in 1997¹⁵. The cost of private motoring has also increased, with the average household spending £60 a week in 2002/03, an increase in real terms of 72% on 1980 levels.

6.8.2 Nationally, the introduction in 2008 of the English National Concessionary Travel Scheme, providing free off-peak local bus travel to all eligible older and disabled people has led to an increase in bus travel, as this has removed cost as a

¹⁵ Source : DfT - Transport Trends, 2009 Edition - <http://www.dft.gov.uk/pgr/statistics/datatablespublications/trends/current/>

barrier to accessing bus travel. The impact on Bracknell Forest has not been particularly high, with the Council having offered a free travel concessionary scheme and with facilities for travel to and from neighbouring boroughs prior to this date; neither of which were part of the previous statutory requirement.

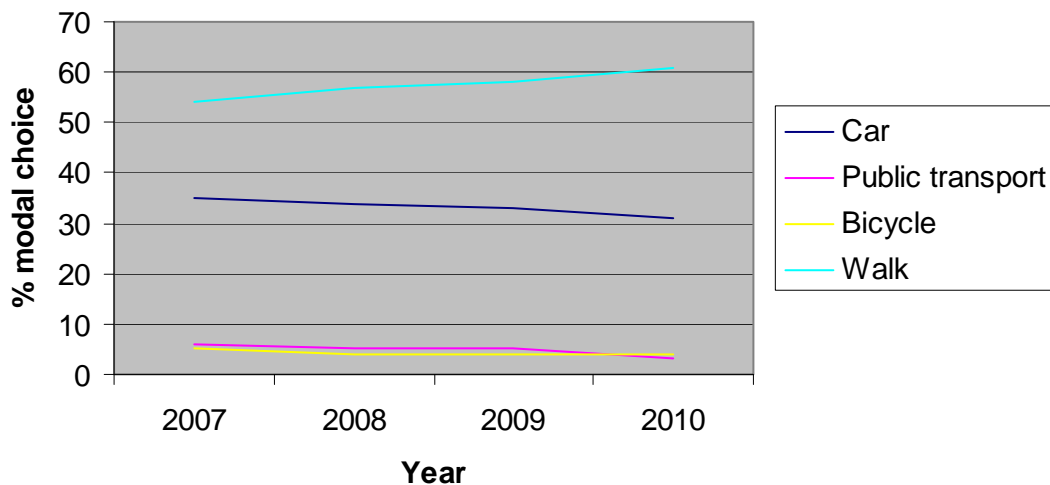


Figure 10: Travel to school modal choice (Source: BFC, 2010)

6.8.3 The number of bus passenger journeys starting in Bracknell Forest has increased steadily from 1,636,354 per year in 2004/5 to 1,850,647 in 2008/9, falling slightly to 1,754,062 in 2009/10; this most likely being a result of the economic downturn and the severe winter which led to bus services being severely disrupted for some weeks, and suspended entirely on a few days.

6.8.4 With regards to the wider population, the Council has a very limited role in influencing public transport fares, because these are set by the commercial operators. Some fares within Bracknell Forest are high and can act as a deterrent for the groups of people who most need these services.

6.8.5 There are two particular groups of passengers who may be deterred by the bus fare structure:

6.8.6 Groups of passengers travelling by bus are normally each charged an individual fare, but there is no cost differential in driving and parking whether a car has just the driver or a full complement of passengers. Some 'Park & Ride' bus services charge by the car rather than by passenger. In Bracknell Forest and the surrounding area, First allow up to 2 children to travel free if they are accompanying an adult fare-paying passenger. This is a commercial decision which might be withdrawn in the future, and the Council does not influence this.

6.8.7 Also, bus tickets are not generally inter-available between different bus operators, so a passenger whose journey involves the use of two different operators' buses may have to pay a higher fare for a journey than a resident of a comparable suburb served by a different operator. Also, while the 'PlusBus' scheme offers through ticketing from rail to bus, such tickets can not be bought on buses.

6.8.8 The Council is investigating the possibility of an integrated ticketing scheme using smartcard technology in order to make the bus network easier to use for both

regular and occasional passengers by ensuring that a simple to understand and easily available set of ticketing products are put into place.

6.8.9 The Council can introduce specific measures to tackle affordability where it is a barrier to accessing specific opportunities. For example concessionary travel legislation, as well as requiring councils to provide free travel passes to older and disabled people, gives councils powers to introduce a concessionary travel scheme for persons under 19 years of age in full time education or for children under age 16 where bus companies do not commercially offer reduced fares.

6.8.10 Some authorities have introduced concessionary (free or discounted local travel) schemes for people who are registered unemployed and / or participating in the 'New Deal' scheme, all young people (irrespective of being in full-time education), people with disabilities other than those eligible under the ENTCS guidance, and ex-service personnel. Some authorities offer job seekers travel plan advice and travel costs for travel to interviews and for the first two months of employment.

6.9 Narrowing the equality gap

6.9.1 Bracknell Forest Council has a commitment to narrow the gaps that exist between our communities in terms of aspiration, opportunities and achievements. Ongoing work is required to reduce these inequalities that exist.

6.9.2 Of particular importance is the challenge of our growing and aging population which will inevitably put pressure on the delivery of public services and infrastructure. The Council will need to work closely with partner agencies to rise to the challenge of enhancing service delivery to help improve access to services where required. The Council can help improve access to services by continuously improving the delivery of public transport in ways that are physically and economically viable.

6.10 Key Challenges

<i>Equality of Opportunity</i>	Transport Intervention	Supporting Policy
Ensuring access to key services for all, especially those without a car	Utilise Intelligent Transport System technology providing residents with real time travel information improving journey times and convenience and greater modal choice	TP7, TP12, TP13, TP14
	Introduce Bus Quality and Punctuality Improvement Partnerships – including encouraging operators to invest in newer vehicles and providing improved passenger infrastructure	TP1, TP2, TP3, TP7
	Further promote and publicise bus services, investigating smart / integrated ticketing for public transport e.g. multiple operator; bus, taxi and rail and continue / increase cross boundary cooperation in providing bus services	TP1, TP3, TP4, TP5, TP7, TP13
	Implement key road capacity improvements to the Borough's strategic road network applying ITS technology	TP1, TP13, TP14
	Promote cycle use, especially for shorter trips – enhance off-road cycle network, promote cycle network, provide improved cycle parking / clothe drying facilities at destinations, promote health benefits of cycling	TP1, TP7, TP8, TP9, TP10, TP16
Supporting the ageing population and associated service needs	Engage with voluntary groups	TP6
	Improve safety, reduce concerns and promote the use of existing and new highways after dark, particularly footpaths, cycle tracks and routes that service local amenities by improving public lighting in a sustainable manner	TP1, TP2, TP7, TP8, TP17
	Provide Community Transport for the elderly and disabled	TP1, TP6
Work with partner agencies to support the delivery of	Improve maintenance of footpaths, improve lighting of footways, provide formal crossing points on routes to facilities	TP2, TP7, TP8, TP19
	Continue to work with key partners, including schools, business, PCTs etc.	TP1, TP7, TP10

services in ways which improve access to services	Introduce Bus Quality and Punctuality Improvement Partnerships – including encouraging operators to invest in newer vehicles and providing improved passenger infrastructure	TP1, TP2, TP3, TP7
	Work in partnership with police to address anti-social behaviour on transport networks reducing fear of travel	TP3, TP4, TP7, TP17

7. Goal 5: Improving Quality of Life and Promoting a Healthy Natural Environment in Bracknell Forest

7.1 Quality of life is a broad concept influenced by a wide range of factors that affect peoples' daily lives on many levels. Transport is one of them, given the influence it has to enable people to access goods, services, places and human interaction. However, transport can also potentially have a negative impact on quality of life and the local environment, for example through traffic congestion, poor air quality, noise and community severance.

7.2 Issues vary between urban and rural communities. Whilst in urban areas, where people can generally access the goods and services they need, they are more likely to suffer from the intrusive effects of transport, such as noise and vibration from high volumes of traffic. Whereas in rural areas, access to jobs and services is more difficult and a lack of mobility can affect people's quality of life, as described under Goal 4 above. Traffic can have a negative affect on the landscape and on rural settlements. Protecting Bracknell Forest's countryside for the benefit of the current population and future generations remains an important issue.

7.3 Bracknell Forest is generally affluent, ranked 320 out of 354 on the Index of Multiple Deprivation (IMD) (2007). There are no Super Output Areas (SOA) in the Borough that are used to identify pockets of deprivation within the UK's 33% most deprived, however the most deprived ward is bordered by the least deprived; an indicator that relative deprivation is high even though absolute deprivation is not.

7.4 The Place Survey revealed 84% of Bracknell Forest residents are satisfied with their neighbourhood, an increase on previous years.

7.5 Influence of transport in improving quality of life in Bracknell

7.5.1 The Local Transport Plan can influence Quality of Life in the following ways:

- **Reducing the noise effects of the transport system** (consistent with the implementation of Action Plans prepared under the Environmental Noise Directive)
- **Minimising the impacts of transport on the built and natural environment**
- **Improving the quality of transport integration** into streetscapes and the urban environment
- **Improving the journey experience** of transport users
- **Enhancing well-being and sense of community** by creating more opportunities for social contact and better access to leisure activities and the natural environment as part of Green Infrastructure.

7.6 Reducing the noise effects of the transport system

7.6.1 Noise from transportation has the ability to directly or indirectly affect the quality of health and life of those exposed to it. Traffic noise can have a variety of adverse impacts on human health. From general annoyance, more serious implications can range from stress, disturbed sleep patterns leading to impaired cognitive function, particularly in children, and there is also wideheld belief that it can contribute towards certain cardiovascular diseases and mental illness. So too are there effects on wildlife, who can suffer psychological and behavioural effects, impacting on their feeding and breeding patterns when exposed to man-made noise.¹⁶

The Department of Environment, Food and Rural Affairs (Defra) published strategic noise maps (2008) and subsequent action plans (2010) to assist in the management of environmental noise and its effects.

7.6.2 Bracknell Forest is contained within the Reading Agglomeration Noise Action Plan (March 2010)¹⁷ area, published in accordance with the Environmental Noise (England) Regulations 2006, as amended, and the Environmental Noise Directive (END).

7.6.3 Traffic noise 'hotspots' are predominantly located along main carriageways (Figure 11) with noise levels up to 70dB encroaching into residential areas. The same noise levels are apparent alongside railway lines (Figure 12), however the affect is more confined.

7.6.4 The Action Plan identified approximately 100 dwellings, as 'Important Areas' that should be investigated for potential action with respect to road traffic noise, of which approximately 50 dwellings have been identified as 'First Priority Locations'. Defra envisage that highways authorities will investigate as a priority the Important Areas that contain First Priority Locations whilst having regard to any ongoing noise mitigation initiatives, schemes and plans.

7.6.5 There are several ways in which LTP3 could mitigate noise pollution to affected dwellings. Measures could include:

- erecting noise barriers;
- installing low noise road surfaces;
- local traffic management measures; or
- improving the sound insulation.

7.6.6 700 noise complaints were made in 2008/09 to the Council, of which only 20 were transport-related (BFC Environmental Health, 2010). This equates to 2.86%, a relatively small proportion of complaints received.

¹⁶ *Traffic noise reduction in Europe - Health effects, social costs and technical and policy options to reduce road and rail traffic noise* (den Boer & Schroten, 2007)

¹⁷ <http://www.defra.gov.uk/environment/quality/noise/environment/documents/actionplan/noiseaction-agglom-reading.pdf>

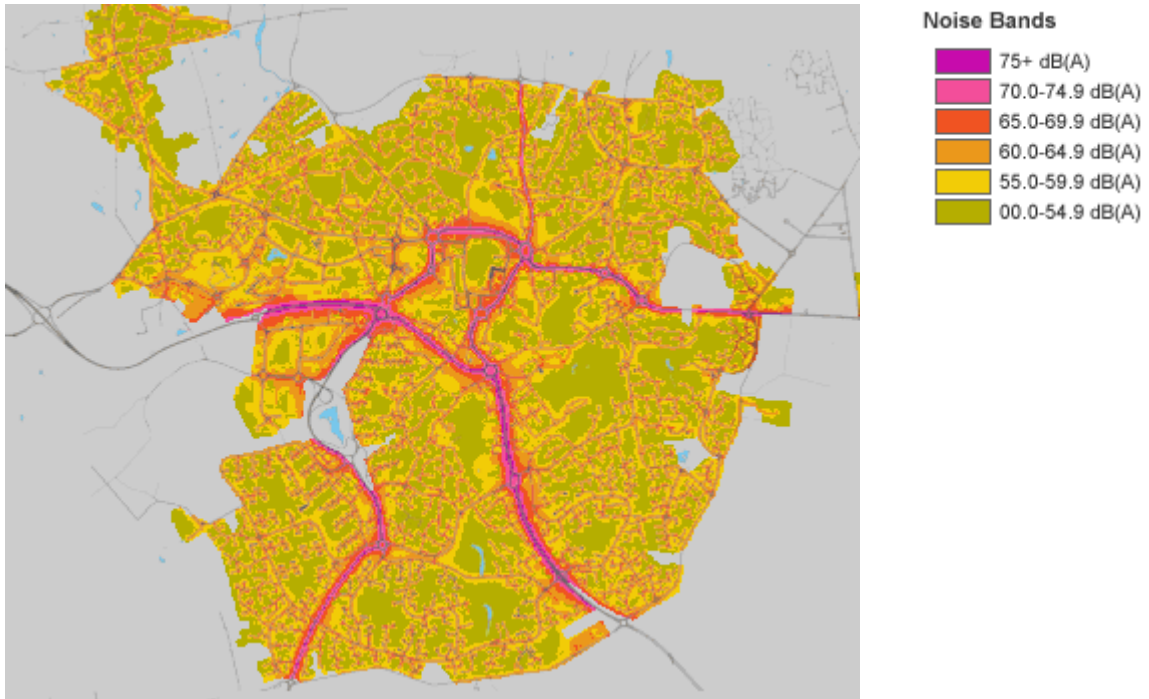


Figure 11: Road noise levels in Bracknell Forest (Source: DEFRA)

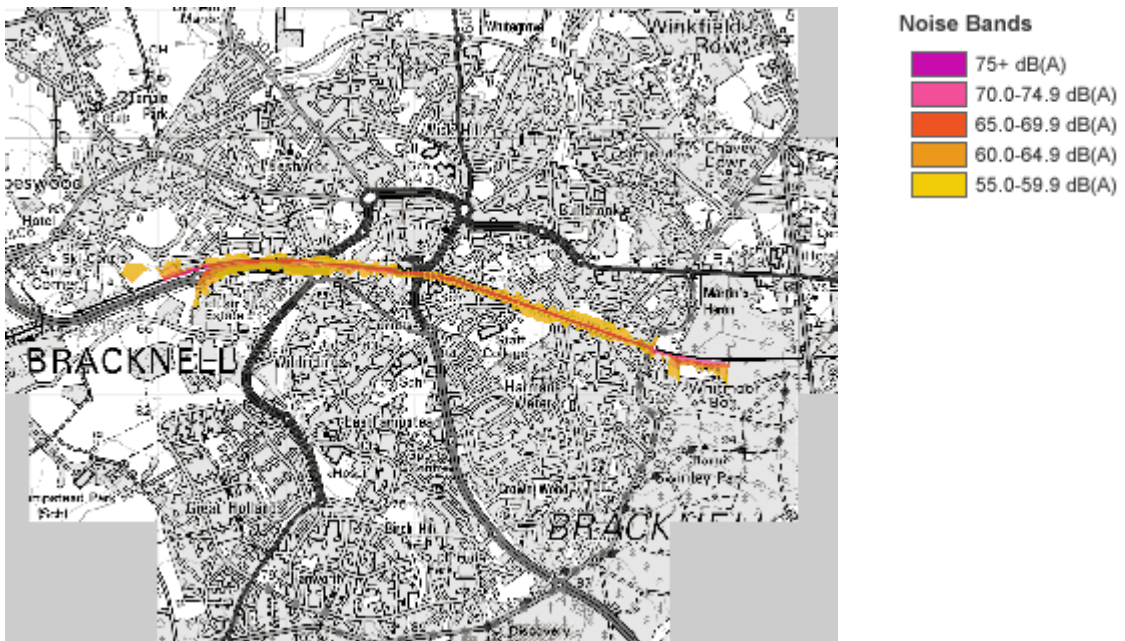


Figure 12: Rail noise levels in Bracknell Forest (Source: DEFRA)

7.7 Minimising transport’s impact on the built and natural environment

7.7.1 Bracknell Forest has a diverse landscape and is rich in wildlife; with townscapes that are distinctly green in character, skirted with countryside and woodland. Within the borough lie nine Sites of Special Scientific Interest (SSSIs), part of the Windsor Forest Special Area of Conservation (SAC) and 1300Ha of the 8400Ha that make up the Thames Basin Heaths Special Protection Area (SPA).

7.7.2 The high biodiversity value of the Borough goes beyond wildlife; it has a considerable socio-economic value by adding to its attractiveness as a place to live and to invest.

7.7.3 Transport infrastructure and traffic can have a negative effect on the built and natural environment through inappropriate:

- volume and speed of traffic;
- use of routes for the movement of freight;
- highway improvements, excessive signage, lighting and other road 'furniture' that can erode the special character of the built and natural environment;
- land take-up eroding and fragmenting important habitats; and
- highway drainage leading to pollutant run-off into sensitive areas.

7.7.4 Reducing the negative impact of traffic and seeking appropriate traffic management solutions to reduce this impact is a major challenge. The positive management in town and ruralscapes is not only important to benefit the fabric of the area and for local residents, but also to ensure that the area remains attractive and pleasant in order to support the economy and attract future investment.

7.7.5 New approaches to managing traffic in urban centres include the development of shared space schemes, which seek to reduce the dominance of vehicle traffic and give more priority to pedestrians and cyclists. Schemes involve removing street clutter associated with conventional traffic management and creating more attractive urban spaces.

7.7.6 Elements of the transport network can also provide an important opportunity to create wildlife corridors, connecting habitats that would otherwise be islandised by the built environment. For instance footpaths, cycleways and public rights of way, segregated from the main highway and flanked by vegetation, can act as 'green corridors', threading through urban areas linking greenspaces to more rural areas. They help provide people with a valued retreat from the urban landscape, a safer and often more convenient alternative to the main road to access local facilities and allow fauna to move safely over a wider range. A key challenge for the Council is to work closely with developers at the earliest stage of site design to ensure appropriate green infrastructure is integrated into development in order to mitigate the impact of the development on the natural environment and maximise its 'green' potential.

7.7.7 Roads can also have a significant impact on the hydrology of an area. Runoff from roads can be both a major contributor to flooding and a source of pollution.

7.7.8 The encroachment of the built environment has had serious implications on natural water flow. Natural surfaces that allow fluid percolation slowing the influx of precipitation into main watercourses have been substituted with hard surfaces that accelerates influx, leading to an overloading on rivers, streams and sewerage systems.

7.7.9 Rainwater or snowmelt can 'wash off' fuel, engine oil, brake fluid and litter, which can be a major source of lead, nickel, zinc, copper, cadmium and polycyclic aromatic hydrocarbons (PAHs), and road grit, which contains chlorides of sodium, calcium or magnesium. This results in the contamination of groundwater and watercourses, which can have a toxic effect on sensitive flora and fauna.

7.7.10 Road gritting will present a big challenge over the LTP3 period, with the benefits of use being weighed against financial and environmental impacts. Recent inclement weather has meant public pressure has mounted for its widespread use. However in the long-term, financial resources for its purchase will be severely tested, as escalating demand has pushed up the price of grit, in turn being met by constrained departmental budgets.

7.7.11 Incorporation of Sustainable Urban Drainage Systems (SUDS), e.g. ponds, swales and ditches, at the preliminary stage of any new development to alleviate flooding and to an extent filter out pollutants, will be a big challenge for LTP3.

7.8 Improving the quality of transport integration into streetscapes and the urban environment

7.8.1 Traffic and transport infrastructure can often have a detrimental impact on the visual appearance and character of the urban environment. Signage, road markings and street furniture associated with highway infrastructure can detract from the special character of urban areas, particularly through more historic areas. It is important that highway and transport schemes are integrated into streetscapes in a sensitive way and, where possible, contribute towards improving the quality of public places and enhancing the wider 'liveability' role of streets.

7.8.2 Bracknell Forest retains many of its historic origins that cumulatively characterise many streetscapes in the borough. Areas of Warfield, Binfield and Winkfield in particular are notable for their individual character. Reducing the negative impact of traffic, particularly in light of anticipated development over the plan period, on the historic cores of Bracknell Forest and seeking appropriate traffic management solutions to reduce this impact is a major challenge.

7.8.3 The positive management of our town centre environments is not only important to benefit the fabric of the area and for local residents, but also to ensure that the area remains attractive and pleasant in order to support the vibrant economy.

7.9 Improving journey experience

7.9.1 Travel is a necessary part of our everyday lives. Peoples' experience of travel, whatever mode of travel they are using, is an important element of quality of life. The journey experience starts when people leave their front doors and ends when they reach their destination, often involving more than one mode of transport. It is therefore important to consider the whole journey experience within transport schemes, for example the walk to reach the train station.

7.9.2 For public transport users, providing a good journey experience will include elements such as high quality integrated public transport and good interchange facilities. Similarly for cyclists and pedestrians, high quality dedicated routes, accompanied by good maps and signage can enhance the journey experience.

7.9.3 It is important that the needs of all users of the transport network are considered when seeking to improve the journey experience, including those with physical or sensory disabilities.

7.10 Enhancing well-being and sense of community

7.10.1 There is increasing recognition that transport is about more than simply getting people from A to B, and to a greater extent its significance in contributing towards quality of life and well-being.

7.10.2 Travel by sustainable modes of transport, such as public transport, can create more opportunities for social contact and help improve mental wellbeing. Transport can also help provide better access to leisure activities and the natural environment, which strongly influences quality of life and wellbeing.

7.10.3 Active travel, such as cycling and walking, can help improve physical and mental health through developing healthy lifestyles, reducing obesity and improving mental well-being. Creating safe conditions for walking and cycling can therefore make a significant contribution towards improving quality of life.

7.11 Key Challenges

Quality of Life	Transport Intervention	Supporting Policy
Minimising the impact of transport on the built and natural environment	Investigate further Introduction of 20mph speed limits in residential areas	TP13, TP17
	Locate bus stops in consideration of walking routes and distances from homes / businesses	TP1, TP2, TP3, TP7, TP8, TP12
	Provide infrastructure to facilitate use of non-petrol, or low carbon, powered vehicles	TP7, TP13
	Improving the movement of freight through the Borough	TP12, TP13, TP14, TP15, TP18
	Design and maintain drainage systems that protect the water environment	TP2, TP19
	Protect existing notable trees and vegetation that provides valuable screening and landscape features	TP2, TP19
	Link Air Quality monitoring duty to the use of ITS technology, such as UTM, to manage traffic flow and reduce emissions	TP12, TP14, TP20
	Provide new and replacement public lighting apparatus that can be recycled and minimises power consumption	TP19
Improving the quality of transport integration into streetscapes and urban environment	To secure and maintain high quality bus and taxi shelters through new shelter contract	TP2, TP3, TP5, TP7
	Design streets that give equal rights to all users, not just car users	TP1, TP2, TP3, TP7, TP8, TP17
	Seek opportunities to design streets within urban areas with priority for non car use and which facilitate space to play	TP1, TP2, TP3, TP7, TP8, TP17
	Reduce unnecessary street clutter	TP2, TP19
	Design streets that relate to their surroundings and architectural character, for example in terms of materials near listed buildings and in conservation areas	TP2
	Incorporate appropriate soft landscaping and street trees which contribute to the street environment, and encourage walking and cycling	TP2, TP7, TP8
Improving the journey experience of transport users	Utilise ITS technology to provide residents with Real Time travel information - to improve journey times, convenience and offer greater modal choice	TP7, TP12, TP13, TP14
	Introduce Bus Quality and Punctuality Improvement Partnerships – that includes encouraging operators to invest in newer vehicles and provide improved passenger infrastructure	TP1, TP2, TP3, TP7
	Further promote and publicise bus services, investigate smart / integrated ticketing for public transport e.g. multiple operator; bus, taxi and rail and continue / increase cross-boundary cooperation in providing bus services	TP1, TP3, TP4, TP5, TP7, TP13
	Implement key road capacity improvements to the Borough's strategic road network - applying ITS technology	TP1, TP13, TP14
Enhancing well being and sense of community by creating more opportunities for social contact and	Ensure the Rights of Way Improvement Plan and LTP are closely aligned; reflecting relevant aims and objectives of LTP and ROWIP within the respective action plans and targets	TP9
	Promote cycle use and walking, especially for shorter trips –	TP1, TP7, TP8,

better access to leisure activities and the natural environment	enhance off-road pedestrian / cycle network, promote cycle network, provide improved cycle parking / clothe drying facilities at destinations, provide child and adult cycle training	TP9, TP12, TP16
	Utilise ITS technology to provide residents with Real Time travel information - to improve journey times, convenience and offer greater modal choice	TP7, TP12, TP13, TP14
	Promote the safe and efficient aspect of sustainable transport routes	TP1, TP3, TP4, TP7, TP8

Annex 1: LTP3 policy - delivering broad objectives

	Supported Policy	LTP3 Policy																			
		TP1	TP2	TP3	TP4	TP5	TP6	TP7	TP8	TP9	TP10	TP11	TP12	TP13	TP14	TP15	TP16	TP17	TP18	TP19	TP20
National Goals	Support Economic Growth	✓	✓	✓	✓	✓			✓		✓		✓	✓	✓	✓	✓		✓		
	Tackling Climate Change	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓						✓	✓
	Contribute to better Safety, Security and Health	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓
	Promote Equality of Opportunity	✓		✓	✓	✓	✓	✓	✓	✓	✓							✓			
	Improve Quality of Life and a Healthy Natural Environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓					✓
Local Transport Objectives	Reduce delays associated with traffic congestion and improve reliability of journey times	✓		✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓			✓	✓	
	Maintain and improve, where feasible, the local transport network	✓	✓					✓	✓		✓	✓	✓					✓			
	Secure necessary transport infrastructure and services to support sustainable development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓							✓
	Encourage and promote accessibility by sustainable modes of transport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓			✓
	Protect and enhance the quantity and quality of natural resources including water, air quality and the natural environment		✓	✓	✓			✓	✓	✓	✓	✓	✓								✓
	Reduce greenhouse gas emissions from transport	✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓						✓
	Reduce casualties and improve safety on the local transport network		✓	✓	✓				✓									✓			
	Enhance the street environment		✓	✓	✓			✓	✓	✓			✓				✓	✓		✓	
Sustainable Community Strategy - Priorities	Opportunities for Everyone	✓		✓	✓		✓	✓	✓	✓	✓										
	Nurturing the Next Generation	✓	✓	✓	✓			✓	✓		✓	✓					✓	✓			
	Supporting the Older Generation	✓	✓	✓	✓		✓	✓	✓		✓	✓					✓	✓			
	People who require Additional Support	✓		✓	✓		✓				✓						✓				
	Sustainable Development	✓	✓	✓	✓			✓	✓	✓	✓		✓	✓							✓
	Protecting the Environment		✓					✓	✓	✓	✓										✓
	Travelling around the Borough	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓		
	Engaged & Empowered Communities	✓		✓	✓		✓	✓	✓		✓						✓				

Susta Str	Enjoying Life	✓	✓				✓		✓									✓			
	Being and Feeling Safer	✓	✓	✓	✓	✓	✓														
	Sustaining a Vibrant Economy	✓	✓	✓	✓			✓	✓		✓		✓	✓	✓				✓		
Core Strategy Policies	CS1 - Sustainable Development Principles	✓	✓	✓	✓			✓	✓	✓	✓	✓		✓							✓
	CS2 - Locational Principles	✓		✓	✓				✓					✓							
	CS3 - Bracknell Town Centre	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	CS4 - Land at Amen Corner (Parish of Binfield)	✓	✓	✓																	
	CS5 - Land north of Whitegrove and Quelm Park (Parish of Warfield)	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓			✓				✓
	CS6 - Limiting the Impact of Development	✓		✓	✓		✓	✓	✓	✓	✓	✓		✓	✓						✓
	CS7 - Design	✓	✓	✓				✓	✓	✓	✓						✓	✓			
	CS8 - Recreation and Culture	✓		✓	✓		✓	✓	✓		✓										
	CS9 - Development on Land Outside of Settlement		✓																		
	CS10 - Sustainable Resources	✓		✓	✓			✓	✓	✓	✓	✓									✓
	CS11 - Renewable Energy Generation																				
	CS12 - Renewable Energy											✓									
	CS13 - Sustainable Waste Management																				✓
	CS14 - Thames Basin Heaths Special Protection Area	✓		✓	✓			✓	✓												✓
	CS15 - Overall Housing Provision	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓						✓
	CS16 - Housing Needs of the Community	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓					
	CS17 - Affordable Housing	✓		✓	✓	✓	✓	✓	✓	✓	✓										
	CS18 - Travelling Populations	✓	✓	✓				✓	✓	✓	✓			✓			✓				
	CS19 - Location of Employment Development	✓		✓	✓	✓	✓	✓	✓		✓			✓		✓	✓				
	CS20 - New Development in Employment Areas	✓		✓	✓	✓	✓	✓	✓		✓			✓		✓	✓				
	CS21 - Retail Development in Town Centres	✓		✓	✓	✓	✓	✓	✓		✓			✓		✓	✓				
	CS22 - Out of Town Centre Retail Development	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓		✓	✓				
	CS23 - Transport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	CS24 - Transport and New Development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓		✓

4: Challenges and Measures

1. Introduction

1.1 This Paper summarises the results of an internal consultation conducted to identify, under each of the local objectives, what were considered to be the challenges faced by the borough and the possible measures to tackle them. Council professionals in the following fields were consulted:

- Climate change
- Highway asset management
- Traffic management
- Highway inspection
- Highway safety
- Highway engineering
- Environmental health
- Air quality
- Planning policy
- Corporate strategy
- Open space management
- Nature conservation

1.2 The results were used to shape LTP3 strategies, develop schemes and inform the Implementation Plan.

Objective

1. To reduce delays associated with traffic congestion and improve reliability of journey times

This objective came out top in terms of priority from the consultation and although overall traffic figures have shown a slight decrease over the last 5 years there has been a slight increase in the peak hours due to the high level of through traffic which affects the movement of traffic between communities.

This is particularly relevant in terms of mitigating the affect of traffic generated from development forecast for the Borough over the Plan period. The South East Plan Regional Spatial Strategy requires Bracknell Forest to deliver an additional 12,780 dwellings during 2006-2026. The infrastructure requirements to support these developments, of which the transport network is an integral component, will be identified in the Infrastructure Delivery Plan (IDP) and used to inform LTP3's Implementation Plan.

Challenges to this objective include the shift in people's attitudes and behaviour regarding travel in particular encouraging non-car travel and also providing infrastructure improvements with enforcements with limited funding and without the need to acquire third party land.

Examples of Measures, improvements, things we can do etc :

- Encourage the location of development to reduce travel need and journey length;
- Provide for safe, attractive convenient means of travel other than by private car (*including improvements to the bus network, investigating the use of bus lanes for taxis, enhancing and promoting the pedestrian and cycle network, providing improved cycle parking facilities at destinations, provide adult cycle training*);
- Demonstrate safe and efficient or advantageous routes especially for shorter trips and encouraging more sustainable means of transport (*including promoting health benefits of cycling and walking and encourage non-car travel to and from schools via the Sustainable Travel to School strategy*);
- Promote multiple occupancy vehicle journeys –(*including promote car share database, multiple occupancy vehicle lanes, dedicated car parking spaces for car sharers, business and residential travel plans, Taxi share*);
- Encourage trips to be made out of peak hour (*including School and Workplace Travel Planning*);
- Improve effective management of the network through Intelligent Transport Systems such as UTMC(Urban Traffic Management Control) providing Real Time Travel Information;
- Provide additional capacity through junction improvements to meet future travel demands.

Summary

“Over the period of LTP3 the Borough will seek funding through Government grants and local developer funding for capacity and road space allocation improvements to meet future travel demands. The authority will develop greater control over the movements of traffic through the implementation of Intelligent Transport Systems technology such as UTMC. Partnership working with bus operators and implementation of work, school and individual travel plans will also prove vital in the delivery of this objective.”

Cross-cutting strategies

National Goals: 1, 2, 3, 5

Sustainable Community Strategy: 2a, 2c, 3b, 3d

2. To maintain and improve the local transport network

Bracknell Forest has a responsibility to maintain the Boroughs highway network and has continuous process of monitoring the condition of its road/footway network; these include safety inspections, skid resistance, street lighting checks and structural condition assessments. These are regularly reviewed and developed, taking account of emerging guidance and best practice as we pursue greater value for money and optimise investment. Over the period of LTP3 this objective, which was considered high priority in the consultation, will seek to continue to support our transport network with the development of the Transport Asset Management Plan. LTP3 will also consider the impact of changing demand on the Borough's transport infrastructure up to 2026

Challenges to this objective include funding and the co-ordination of all works being carried out on the network as to limit the impact on Journey times. Challenges also occur in constructing transport networks that affect populations of wildlife by dividing up habitats and creating barriers to movement (esp. in relation to objective 6).

Examples of Measures, improvements, things we can do etc :

- Continue to seek improvements to the public transport infrastructure through partnership working;
- Continue to secure developer contributions to public transport through section 106 agreements or CIL;
- Develop a series of corridor route strategies to ensure a co-ordinated and forward thinking approach to network improvements;
- Maximise available technology to improve efficiency of the network;
- Identify potential climate change impacts on the local transport network and ensure that all works are well adapted and resilient to climate change;
- Seek improvements to transport corridors to enhance landscape character, creating attractive routes, especially important for walking and cycling.

Summary

"BFC will continue to develop and maintain an effective transport network that is resilient to the increase in demand and the effects of climate change and adverse weather conditions."

Cross-cutting strategies

National Goals: 1, 5
Sustainable Community Strategy: 2b, 2c, 3b, 3d

3. To reduce greenhouse gas emissions from transport

Transport accounts for 22% of CO₂ emissions in the Borough. Although patronage of public transport has increased in recent years, Bracknell Forest's strategic road network continues to be subject to high levels of through traffic that causes delay at major junctions, which is a key contributor towards greenhouse gas emissions. With increasing levels of housing and business operations forecast in the Borough, suitable measures should be taken to mitigate any anticipated affects.

Challenges to this objective include the shift in people's attitudes and behaviour regarding travel, in particular encouraging non-car travel and also balancing the mixed priorities of traffic movement.

Examples of Measures, improvements, things we can do etc:

- Encourage bus operators, Taxi owners and other motorists to use alternative fuels / low emission vehicles;
- Promote and implement multiple occupancy vehicle schemes – including promotion of car clubs, Taxi share, car share database, multiple occupancy vehicle lanes, dedicated car parking spaces for car sharers, business and residential travel plans;
- Promote cycle use and walking, especially for shorter trips – enhance off-road pedestrian / cycle network, promote cycle network, provide improved cycle parking / clothe drying facilities at destinations, promote health benefits of cycling and walking;
- Secure Travel Plans for all business and residential developments exceeding the Limiting the Impact of Development Supplementary Planning Document (LIDSPD) thresholds;
- Encourage non-car travel to and from schools via the Sustainable Modes of Travel to School strategy;
- Undertake a programme of targeted personalised travel planning;
- Encourage green fleet management among local employers;
- Provide infrastructure to facilitate use of low emission vehicles;
- Develop a Public / Street Lighting Policy - review and where possible reduce the use of illuminated signs and street lighting to contribute towards the Council's strategic objectives for carbon reduction and climate change;
- Improve capacity of the existing road network and reduce obstructions to traffic flow;
- Utilise Intelligent Transport System technology to manage traffic flow through transport corridors vulnerable to excess CO₂ emissions;
- Encourage fleet operators to commission a Green Fleet Review and develop low carbon fleet management strategies;
- Establish links with the Local Air Quality Management monitoring regime;
- Improving fuel use of vehicle fleets as part of either BFC and/or contractors we use e.g. for refuse collection;
- Include relevant fleet management advice to Bracknell based organisations through the Green Travel Plan programme;
- Investigate the use of bus priority measures for Taxis.

Summary

“Through promotion of sustainable transport the Borough will seek to reduce harmful transport emissions and work with potential developers to ensure future growth in the Borough can be achieved without an increase in greenhouse gases.”

Cross-cutting strategies

National Goals: 1, 2, 3, 5

Sustainable Community Strategy: 1b, 2a, 2b, 3b, 3d

4. To ensure and promote accessibility by sustainable modes of transport

Considered a high priority in the consultation, the public transport system provides a vital service for accessing healthcare, education and other community facilities for people without access to a motor vehicle. Maintaining existing services and considering accessibility issues will form an important part of LTP3. The provision of footpaths and cycleways and an effective public transport system will be an important component of upcoming development, providing connections to local services and access to Bracknell Town Centre.

Challenges to this objective include the shift in peoples attitudes and behaviour regarding travel in particular encouraging non-car travel. The Bus network is largely in the hands of commercial operators and therefore not wholly within Council's control. Funding to provide services not provided by the commercial market is limited. Further challenges to the objective include a continued understanding with the local public transport operators and getting them on board through partnership working.

Examples of Measures, improvements, things we can do etc :

- Utilise Intelligent Transport System technology providing residents with real time travel information improving journey times and convenience and greater modal choice;
- Introduce Bus Quality and Punctuality Improvement Partnerships – including encouraging operators to invest in newer vehicles and providing improved passenger infrastructure;
- Further promote and publicise bus services, Investigating smart / integrated ticketing for public transport e.g. multiple operator; bus, taxi and rail and continue / increase cross boundary cooperation in providing bus services;
- Promote cycle use, especially for shorter trips – enhance off-road cycle network, promote cycle network, provide improved cycle parking / clothe drying facilities at destinations, promote health benefits of cycling;
- Promote walking – improve maintenance of footpaths, improve lighting of footways, provide formal crossing points on routes to facilities;
- Ensure the Rights of Way Improvement Plan and LTP are closely aligned; reflecting relevant aims and objectives of the LTP and ROWIP within the respective action plans and targets;
- Secure Travel Plans for key facilities such as healthcare, retail and education;
- Provide Community Transport for the elderly and disabled;
- Engage with voluntary groups;
- Improve safety, reduce concerns and promote the use of existing and new highways after dark, particularly footpaths, cycle tracks and routes that service local amenities by improving public lighting in a sustainable manner.

Summary

“BFC will continue to work to provide access to services for all providing a safe and secure environment in which sustainable travel choice can be achieved with ease.”

Cross-cutting strategies

National Goals: 1, 2, 3, 4, 5

Sustainable Community Strategy: 1a, 1b, 1c, 1d, 2a, 2b, 2c, 3a, 3b, 3c, 3d

5. To protect and enhance the quantity and quality of natural resources including water, air quality and the natural environment

Quality of life in the Borough is directly related to the quality of the Borough's natural resources, upon which transport has a wide ranging impact. From mitigating the affects of polluted road run-off into the water system to air quality from emissions, LTP3 should highlight the challenges and include measures that address such impacts.

Challenges to this objective include the shift in people's attitudes and behaviour regarding travel in particular encouraging non-car travel and also meeting the transport infrastructure requirements of upcoming development whilst mitigating the affect on natural resources.

Examples of Measures, improvements, things we can do etc :

- Encourage bus and taxi operators and other motorists to use alternative fuels / low emission vehicles;
- Promote and implement multiple occupancy vehicle schemes – *including promote car clubs, Taxi share, car share database, multiple occupancy vehicle lanes, dedicated car parking spaces for car sharers, business and residential travel plans;*
- Promote the safe and efficient aspect of sustainable transport routes;
- Provide infrastructure to facilitate use of non-petrol powered vehicles;
- Design and maintain drainage systems that protect the water environment;
- Undertake works using methods and seasonal timing that ensure protected species are not adversely affected;
- Protect existing notable trees and vegetation that provides valuable screening and landscape features;
- Protect valuable habitats, mitigate and/or compensate loss to maintain biodiversity;
- Seek opportunities to enhance and create new areas of landscaping to provide habitats of biodiversity value that are attractive for walking and cycling;
- Seek opportunities to reduce the barrier effect of roads to wildlife, such as wildlife underpasses;
- Provide new and replacement public lighting apparatus that can be recycled and minimises power consumption;
- Link Air Quality monitoring duty to the use of Intelligent Transport System technology (such as UTMC) to manage traffic flow and reduce emissions;
- Reduce traffic delays and congestion;
- Use recycled materials and manage resources efficiently on the transport network.
- Seek opportunities to reduce highway lighting in order to reduce energy consumption and the impact on landscape and biodiversity.

Summary

“Promotion of sustainable and cleaner modes of transport, consideration of efficient and more sustainable use of materials and impact mitigation of transport are essential measures towards contributing to the protection of the natural environment whilst coping with an increase in demand on the transport network.”

Cross-cutting strategies

National Goals: 1, 2, 3, 5

Sustainable Community Strategy: 1b, 2a, 2b, 3b, 3d

6. To enhance the street environment

An attractive street environment has far-reaching implications. The ability to promote the Borough's image is key to encouraging future investment. Making the street environment more pedestrian and cycle friendly and in providing safe and clean public transport interchanges will also contribute to a reduction in congestion and the viability for investment. This objective was considered the lowest of priority, which could indicate that the link between the street environment and the Borough's prosperity are not always obvious, nevertheless very important.

Challenges to this objective include funding and the management of mixed priorities, risk management, education and attitudes.

Examples of Measures, improvements, things we can do etc :

- To secure and maintain high quality bus and taxi shelters through new shelter contract;
- Design streets that give equal rights to all users, not just car users;
- Seek opportunities to design streets within urban areas with priority for non car use and which facilitate space to play;
- Reduce unnecessary street clutter;
- Link LTP3 in with the emerging Street scene planning document;
- Investigate further Introduction of 20mph speed limits in residential areas;
- Design streets that relate to their surroundings and architectural character, for example in terms of materials near listed buildings and in conservation areas;
- Incorporate appropriate soft landscaping and street trees which contribute to the street environment, and encourage walking and cycling.

Summary

"BFC will promote and create a street environment more attractive for all users, through measures such as high quality street furniture, landscaping and tree planting, for both the existing network and upcoming development."

Cross-cutting strategies

National Goals: 1, 3, 5

Sustainable Community Strategy: 1b, 2a, 2b, 3b, 3d

7. To reduce casualties and improve safety on the local transport network

This objective appeared relatively low on the public's agenda according to the recent consultation. This could perhaps be due to people's perception that transport safety is currently very good in the Borough, which is reflected in recent statistics. A key issue over the LTP3 period will be how such standards can be maintained and also improved upon, especially given the governments casualty reduction targets for the year 2020.

Challenges to this objective include gaining access to target groups, maintaining impact, overcoming barriers to engagement, funding, attitudes, conflicting media messages and police resources and priorities

Examples of Measures, improvements, things we can do etc :

- Implement an overall Road Safety Strategy aimed at reducing the number of people injured on Borough Roads;
- Target intervention towards the most vulnerable road users – pedestrians, cyclists, motorcyclists and young drivers (17-24yrs);
- Develop engineering solutions to address high risk accident sites;
- Educate road users and encourage a 'safety' culture within the Borough;
- Work with partner agencies to tackle poor road user behaviour, especially inappropriate speed;
- Investigate further introduction of 20mph speed limits in residential areas;
- Research and facilitate design innovation, i.e. reducing signage;
- Develop engineering solutions that include the use of passively safe equipment to address high risk accidents;
- Contribute towards the personal safety of transport users.

Summary

"BFC will continue to maintain highway safety with the implementation of the Road Safety Strategy including education and the development of engineering solutions."

Cross-cutting strategies

National Goals: 1, 3, 5

Sustainable Community Strategy: 1b, 1c, 2c, 3b, 3c, 3d

8. To secure necessary transport infrastructure and services to support sustainable development

This objective was seen as a high priority, reflecting general concern for congestion resulting from forthcoming development and accessibility to public facilities within these new communities. Such infrastructure is essential to relieve the strain on the transport network by providing people with a viable alternative to the car.

Challenges – ensuring long term viability of services after initial developer funded scheme.

Examples of Measures, improvements, things we can do etc :

- Continue to secure developer contributions to public transport through section 106 agreements;
- Provide infrastructure to facilitate use of non-petrol, or low carbon, powered vehicles;
- Maximise efficiency of public transport, and alternative modes, such that they represent a 'first choice' method of travel over the private car;
- Encourage local services to reduce need to travel;
- Secure developer contributions to support the establishment of a car club;
- Review Planning Guidance;
- Measures should include design of developments to maximise efficiency and attractiveness of public transport;
- Design road layout suitable for buses;
- Locate bus stops in consideration of walking routes and distances from homes / businesses;
- Reduce conflict between buses and cars at pinch points, e.g. bus priority, bus gates;
- Facilitate efficiency through bus routes rather than lengthy diversions / stand alone routes to serve small demand;
- Provide adequate highway and pavement space for bus stops and shelters;
- Ensure bus routes and bus stops are incorporated early on in the design process, so they are situated as an integral part of development, not as an "add on" situated "outside the wall";

Summary

"BFC will ensure that appropriate and necessary transport mitigation measures and more sustainable modes are planned for in new development from an early stage through engagement with developers and use of tools such as the Borough's Transport Model."

Cross-cutting strategies

National Goals: 1, 2, 3, 4, 5

Sustainable Community Strategy: 1a, 1b, 1c, 1d, 2a, 2b, 2c, 3a, 3b, 3c, 3d

5: Working in Partnership

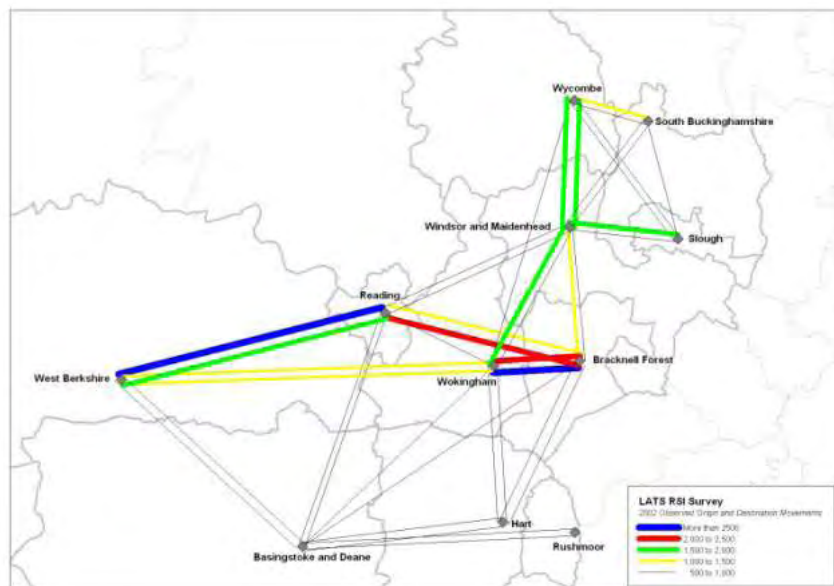
1. Introduction

Bracknell Forest continues to proactively work in partnership with key stakeholders, including residents, neighbouring authorities, transport operators, the business community and bodies at a local, regional and national level. The key partnerships include:

1. The Berkshire Strategic Transport Forum (BSTF) and Cross-Boundary Working

1.1 Introduction

1.1.1 As Unitary and Local Transport Authorities, each of the six authorities in Berkshire produce their own Local Transport Plan. Each recognises, however, that the geography, land use patterns and economic activity of Berkshire combine to produce a complex set of travel patterns with significant movement across administrative boundaries, as illustrated below. Close working between the authorities and the development and delivery of strategies to address issues at a sub-regional level are therefore vital components of successful Local Transport Plans and facilitating sustainable economic growth.



Source: London Area Travel Survey (LATS), 2002

1.1.2 Individually, authorities have developed an understanding of movements and travel demand affecting their areas, through modelling and other techniques. Cross-boundary work on specific projects has helped to strengthen knowledge and explore broader Travel to Work Area (TTWA) issues, encompassing areas beyond Berkshire. This understanding is essential to enable authorities to meet the transport challenges associated with future housing growth and thereby support positive outcomes for the economy.

1.1.3 Accessibility to vital services is a significant issue for Berkshire, where catchment areas for healthcare, education, employment and other key facilities may often extend into a

neighbouring authority's administrative area. Accessibility planning will continue to be another important topic for cross-boundary partnerships and joint working with health authorities.

1.1.4 Technology in transport has been used by Berkshire authorities individually and via cross-boundary projects to assist with delivery against objectives including those aimed at reducing congestion and improving access to information. This will continue to be an important tool in LTP3, also facilitating smarter choices and travel planning initiatives.

1.1.5 Environmental issues which are impacted by or impact on transport are identified within each Local Transport Plan, however in cases these will transcend authority boundaries and opportunities will be sought to work collaboratively throughout LTP3 to help address these challenges.

1.1.6 Transport and infrastructure planning is recognised as a key element in the regional effort to promote sustainable prosperity. The structure of local government in Berkshire, a group of six small sized unitary authorities, has however not previously encouraged a unified response at sub-regional level and as a result, regional and national transport and economic development performance has been identified as a priority for improvement by South East England Development Agency (SEEDA), Government Office for the South East (GOSE) and others. The Berkshire Strategic Transport Forum (BSTF) was established in 2007 to address this issue and its governance is secured as one of the four delivery partnerships within the Berkshire Economic Strategy Board (BESB) which is the SEEDA supported sub-regional economic partnership for Berkshire. BSTF has five principal objectives:

- a) To identify and recommend strategic transport priorities and solutions for the Berkshire area;
- b) To assist with the ongoing development and delivery of those recommended strategic transport solutions within the Berkshire area;
- c) To oversee and guide the use of funding provided by the members towards the ongoing development and delivery of strategic transport solutions within the Berkshire area;
- d) To act as a key consultation/stakeholder group on transport issues affecting the Berkshire area and the wider Thames Valley region; and
- e) To provide a single voice to lobby and work in partnership with regional and national government and bodies, and to promote the recommended strategic transport priorities and solutions.

1.1.7 BSTF comprises two related groups:

- A Member level Forum, meeting at least quarterly, with elected Member representation from the Berkshire Local Authorities, business representatives and appropriate regional and government organisations. A Member should be the lead representative, supported by an appropriate officer or officers. BSTF membership comprises:
 - ⇒ Bracknell Forest Council (1 Member)
 - ⇒ Royal Borough of Windsor and Maidenhead (1 Member)
 - ⇒ Reading Borough Council (1 Member)
 - ⇒ Slough Borough Council (1 Member)

- ⇒ West Berkshire Council (1 Member)
- ⇒ Wokingham District Council (1 Member)
- ⇒ Thames Valley Economic Partnership (1 representative)
- ⇒ Thames Valley Chamber of Commerce (1 representative)
- ⇒ Berkshire Economic Strategy Board (Director, as observer)

Representatives from GOSE, SEEPB, SEEDA, Highways Agency (HA), Network Rail, Joint Strategic Planning Unit (JSPU) and the Association of Council's of the Thames Valley Region (ACTVaR) to attend as observers.

- An Officer Group, meeting at a similar frequency and prior to the Forum; to support the BSTF and to ensure that technical work is undertaken. The officer group comprises officers from the six councils together with GOSE, SEEPB, SEEDA, Highways Agency, Network Rail, JSPU and ACTVaR.

1.1.8 BSTF has benefitted from funding through the Improvements and Efficiency South East partnership scheme and the emergence and progress of the Forum as a credible sub-regional grouping has been widely welcomed, especially by regional and national partners such as SEEDA, GOSE, the Highways Agency and Network Rail. The success and importance of the Forum was reflected in the SEEPB's decision to appoint BSTF as the organisation to lead the Thames Valley DaSTS Study in 2009.

1.2 Sub-regional priorities

1.2.1 At its inception, the Forum identified six key themes or strategic priorities which remain the focus of its activities:

- Rail capacity enhancements (Reading rail station, new western link to Heathrow, Great Western Main Line (GWML) capacity, capacity on other lines, freight movement between Southampton and the Midlands)
- M4 motorway capacity enhancements
- North-south capacity enhancement
- Inter-urban public transport capacity enhancements
- Major business park public transport capacity enhancements
- Strategic Travel Demand Measures

1.2.2 Significant progress has, and continues to be made on these priorities, including:

- Significant investment in a feasibility study to explore the potential for providing rail access from the west to Heathrow. Phase 1 of this project identified six possible strategies for delivering rail access from the Great Western Mainline to the west of the airport. The initial responses from Network Rail, from DfT, and from the High Speed Two (HS2) team investigating the Heathrow Interchange for a fast heavy rail link from London/Heathrow to the Midlands, were all very enthusiastic, and BSTF has commenced a Phase 2 study to examine the options in more detail;
- The preparation of a Berkshire-wide co-ordinated response to Network Rail consultations on the Electrification Route Utilisation Strategy;

- A co-ordinated response to the development of proposals for HS2;
- Establishment of the BSTF M4 Group to consider the future role of the M4 in the sub-region, to review alternatives for its future management, to co-ordinate activities relating to the M4, and to provide a single interface with the Highways Agency;
- Representation of co-ordinated views on the M4 Managed Motorway programme;
- The drafting of a Memorandum of Understanding between the HA, Department for Transport (DfT), GOSE and BSTF to encourage close and constructive working between the parties;
- Funding and completion of a feasibility study on a Thames Valley Quality Bus/Coach network – the aim of this work was to examine the feasibility of nine high quality bus/coach corridors (each corridor being either partly or wholly in Berkshire) to fill the gaps in the existing rail network. The study has been used to clarify the specification of the Thames Valley Express Bus & Coach Network package, which has an indicative allocation of £35m in the South East Regional Transport Board's regional transport programme;
- The establishment of a BSTF Bus and Coach Group to take forward BSTF's agenda on delivering the South East Plan and improving the bus and coach network as part of an integrated public transport system serving the Thames Valley sub-region. The group provides a forum for sharing of information and best practice, and co-ordinating cross-boundary action, on individual authorities' LTP and other programmes for bus network improvements, and LDF preparation and work to secure bus improvements through the planning process. The Group shared thoughts and ideas on the DfT Kickstart programme in 2009 and Slough BC was awarded approximately £1m from the Kickstart fund in March 2010 to support improvements along two corridors;
- The funding of a study to examine short-term options for improving existing inter-urban, cross-boundary bus services with the aim of identifying potential schemes for inclusion in this LTP3;
- Funding of a study to examine the business case for the establishment of a Transport Management Association (TMA) at Thames Valley Park to facilitate the delivery of the site-wide Travel Plan. This work will provide a valuable tool for exploring and developing other TMAs in the sub-region;
- The establishment of a BSTF LTP3 working group to share ideas and best practice and to consider cross-boundary issues and strategies.

1.3 DaSTS

1.3.1 The importance of the Berkshire and Thames Valley economy, and the confidence of the South East England Partnership Board and the DfT in the capability and capacity of BSTF, was demonstrated in the commissioning of the Thames Valley DaSTS Study in late 2009 with BSTF given the responsibility of managing the process. A Draft Interim Report was produced in March 2010 which set out the challenges for the sub-region and a number of broad options for addressing these challenges and enabling sustainable economic growth in the sub-region. The principal challenges were identified as:

- Competing demands for local, regional, national and international movements along strategic road and rail corridors

- A growing mismatch between the resident workforce and job growth within all districts in the Thames Valley
- Dominance of single-occupancy car for commuting and other trips in all districts (except Reading), resulting in higher than average per capita transport CO₂ emissions
- Significant (and worsening) congestion along the M3 and M4 corridors, leading to unreliable journey times and delays at junctions – particularly in Berkshire at junctions 5 to 12 of the M4
- Significant overcrowding on passenger rail services by 2021 between Reading and Maidenhead, and Reading and Basingstoke
- Poor levels of public transport connectivity between Regional Hubs and Secondary centres to the north and south of the Thames Valley, particularly between High Wycombe and those centres south of Maidenhead
- Limited public transport access to Heathrow from the west.

1.3.2 Subject to funding, Stage 2 of the DaSTS Study will identify a preferred package of affordable, prioritised interventions to support national, regional and sub-regional objectives, and will report in spring 2011.

2. Bracknell Forest Partnership – Local Strategic Partnership (LSP)

2.1 This partnership operates to bring various sectors of the Borough's community together, including representatives from the public sector as well as private, business, community and voluntary sectors; to engage with the Council in tackling issues that impact the Borough and inform strategic decision-making in pursuance of the Sustainable Community Strategy objectives.

2.2 An LTP3 workshop was held that asked participants what they would do, and what would they prioritise to meet the challenges and achieve the five national goals.

2.3 Key priorities raised:

- Provide a flexible bus service and better travel information – e.g. in real time or by text.
- Better advertising of public transport through maps and website information on bus stops.
- Improve attractiveness of bus services by first examining young people's needs – e.g. how does cost, level of service, ownership of cars, etc. affect usage?
- Incentivise travel [public transport] – e.g. by using Smart Card.
- Improve community transport – to meet high demand. Recruit more volunteer drivers to mitigate expense of service.
- Provide safer routes to school – such as improved lighting in subways.
- Improved provision of public transport for non-drivers – i.e. to support independent living for the elderly.
- Encourage low carbon emission vehicles– e.g. provide for electric cars, charging points and bike hire.

These outcomes were used to inform LTP3 policies and strategies.

3. Local Enterprise Partnerships

3.1 Local Enterprise Partnerships (LEPs) have been introduced by the Coalition Government in response to the proposed abolition of Regional Development Agencies. They are intended to act as business-led economic development agencies¹ playing a key role in “determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs” with businesses working in partnership with Local Authorities to speed up the economic recovery.

3.2 Bracknell Forest falls within the boundary of the newly formed Thames Valley - Berkshire LEP. Its roles and responsibilities are as yet unclear – currently being firmed up by its public and private sector partners, with Bracknell Chamber of Commerce integrally involved. From the influence of transport on business activities, it is anticipated LEPs will play an important role in overcoming hurdles to local economic growth towards delivering BFC's vision for transport.

4. Transport Sub-group

4.1 The Transport Sub-group is a subsidiary of the Infrastructure Reference Group (IRG), formed to facilitate partnership working between businesses, organisations, service providers and statutory or voluntary/community sectors to oversee the provision of the Borough's transport infrastructure with the aim of developing a transport system that meets demand, overcomes local and regional challenges and is fit for purpose up to 2026. The group does not meet regularly, with the intention of tackling particular transport issues as they arise.

5. Thames Valley Safer Roads Partnership

5.1 The six Berkshire Authorities, Oxfordshire, Milton Keynes, Buckinghamshire, Thames Valley Police and the Court Services work in partnership to deliver enforcement and road safety initiatives

6. AirTrack

6.1 The AirTrack Forum consists of organisations with a common interest in seeing AirTrack built. It was founded in autumn 2000, through the initiative of British Airways, and is chaired by Surrey County Council. Participants include a cross section of local authorities, businesses, transport and user organisations from Surrey, London and Berkshire.

¹ Working Together for Sustainable Economic Prosperity – A Local Economic Development Strategy for Bracknell Forest, 2011-2014

7. Choosing Healthy Living

7.1 This group meets quarterly to discuss work taking place to promote and encourage all aspects of healthy lifestyles. This includes physical activity, mental wellbeing, and nutrition for all age groups in the borough.

8. ACT Travelwise South East

8.1 This group, with representatives from local authorities, transport consultants and employers, meets to discuss ideas for promoting sustainable transport. The group shares best practice, discusses new legislation and feeds into the national Association for Commuter Transport (ACT) Travelwise group.

9. Sustainable Travel News e-group

9.1 This is a Bracknell Forest email group set up to send information to about events, promotions, traffic problems etc. A quarterly newsletter informs the group about other sustainable travel items.

10. South East Regional School Travel Advisors Group

10.1 This group meets to discuss ideas and share best practice regarding the encouragement of sustainable travel to school. As well as keeping abreast of relevant policy changes it also feeds into the national Travel To School Initiative board.

11. National Business Travel Network

11.1 This group, with representatives from local authorities, transport consultants and employers, promotes workplace travel planning. The group meets to discuss ideas, share best practice, and discuss new legislation.

12. Berkshire STEP Group

12.1 This group, made up of School Travel Advisors from the six Berkshire unitary authorities, meets to administer the School Travel Excellence Programme Awards scheme, and share best practice regarding school travel plans generally.